

Media release

Zurich, March 8, 2013

Page 1/2

Sunrise increases profit and mobile postpaid customer base in 2012

- **Operational earnings (EBITDA) up 3.9% to CHF 631.1 million, sales grew to CHF 2'066.5 million (+4.2%)**
- **Mobile postpaid remains the key driver of growth (subscriber base +6.9%)**
- **Sunrise TV attracts more than 38'000 customers**
- **Increased infrastructure investments of CHF 224.9 million (+47.7%)**

Sales increase to CHF 2'066.5 million – EBITDA reaches CHF 631.1 million

The total sales of Sunrise have passed the threshold of CHF 2 billion: although the market environment became increasingly competitive, especially in the second half of 2012, sales grew to CHF 2'066.5 million (+4.2%, 0.9% organically excluding NextiraOne). The operational earnings (EBITDA) grew by 3.9% to CHF 631.1 million, which is the highest EBITDA in the history of Sunrise. As in the past, the mobile postpaid segment continued to be the most important driver of growth: by the end of 2012, 1.181 million customers had a Sunrise postpaid contract (+6.9%). This solid growth underlines Sunrise's value for money proposition in the Swiss mobile telephony market.

Sunrise TV successfully brought into the market

Launched in early 2012, the digital TV offer Sunrise TV made Sunrise currently the only private integrated full-service provider in the Swiss market. Until the end of December 2012, the Sunrise TV subscriber base grew to more than 38'000 customers with additional 8'000 pending orders. Sunrise customers benefit from attractive bundles including telephony, Internet, digital TV and mobile phone services, all from one provider. Thanks to innovative features such as the ComeBack TV function, Sunrise TV has gained a lot of attention. During the first ten months after the launch of the product, the number of customers opting for Sunrise TV has continuously increased. In the fourth quarter of 2012, 12% of all customers deciding for a digital TV provider opted for Sunrise.

Continuous investment in network roll-out

In the second half of 2012 Sunrise started to accelerate its network roll-out after having selected Huawei as its new technology partner. Total 2012 investments of CHF 224.9 million (+47.7%) comprised the nationwide UMTS900 standard roll-out for data connections at up to 84 Mbit/s and the LTE pilots in Zurich, Zug and the five winter sports resorts of Saas Fee, Verbier, Zermatt, Flims and St. Moritz. Sunrise will be launching its LTE network for commercial use in June 2013, covering up to 19 locations until the end of 2013.

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Page 2/2

Libor Voncina, CEO of Sunrise, comments on the year 2012 financial results: "In a market environment that has clearly become more competitive during the past year, Sunrise has shown a respectable performance. By investing in our network expansion and customer care division, we are laying the foundations for further growth in all segments in order to strengthen our positioning as the largest private telecommunications provider in Switzerland."

Time period 1/1–12/31/2012	2012	2011	Q4 2012	Q4 2011
Total sales (in million CHF)	2'066.5	1'983.9	526.3	529.2
Mobile network services	1'308.6	1'272.3	333.2	335.8
Landline network services	579.7	535.3	148.0	149.1
Internet services	178.2	176.3	45.1	44.3
EBITDA (in million CHF)	631.1	607.6	142.5	141.9
EBITDA margin (excl. hubbing)	32.6%	32.7%	28.8%	28.6%
Total customer number (in million)	3,0	3,0		

Sunrise

Sunrise is the largest private telecommunications provider in Switzerland, with offices in Zurich, Kloten, Lucerne, Basel, Berne, Biel/Bienne, Renens, Geneva and Lugano. Some 3 million customers use Sunrise products and services in the areas of mobile telecommunications, landline network, the Internet and IPTV. Sunrise TV, the latest generation in entertainment, is distinguished by the largest selection of HD broadcasters in the basic package, the ComeBack TV and Live Pause functions and a unique variety of TV and radio channels. The Business Sunrise business customer division offers individual communications solutions for business customers. The Sunrise mobile network, which is based on GSM, EDGE, UMTS und HSPA+ technologies, provides 99 percent of the population with modern mobile network services at transfer speeds up to 42 Mbit/sec. A high-performance fiber-optic network with a total length of 10,000 km enables provision of high-quality voice and data services throughout the country. Thanks to unbundling, Sunrise can reach approximately 85% of all households with its broadband services. Sunrise operates around 100 Sunrise centers throughout Switzerland. Sunrise is a brand of Sunrise Communications AG.