



Sunrise Communications Group AG

Investor Information, 22 September 2015

Sunrise streamlining its organisation

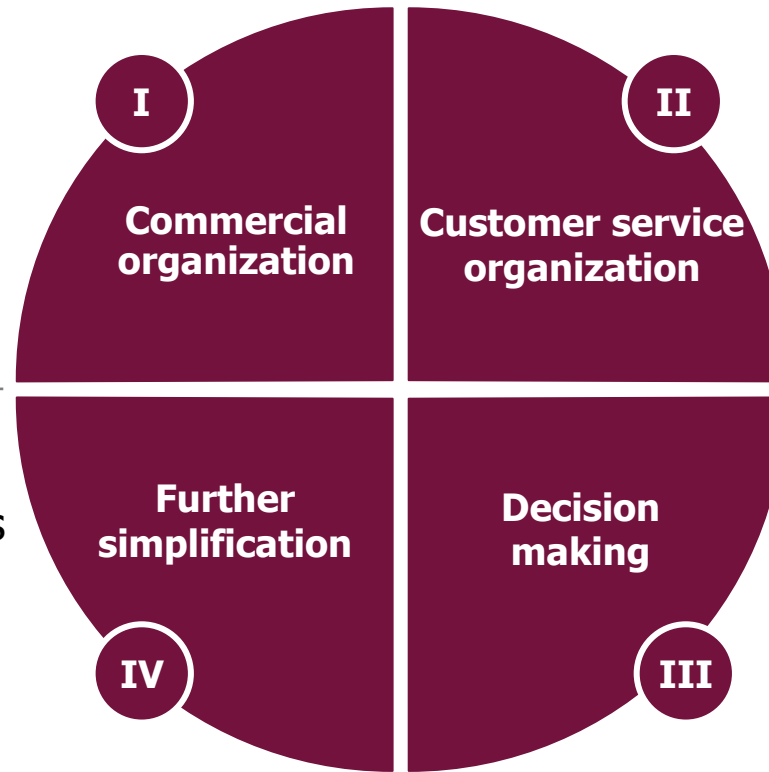
- As highlighted at Q2'15 results, Sunrise has started this spring an initiative to streamline and simplify its structures and processes, making the business fit for the future
- As a result, Sunrise will bundle commercial and service activities across its residential and business segment, forming one commercial organization and one customer service organization; thus duplications can be reduced, synergies captured, and customer experience further strengthened
- As part of this change, Sunrise will reduce up to 165 FTEs out of a total of 1'890 FTEs, not affecting front line employees in sales and service. This downsizing will be conducted under a redundancy scheme agreed with trade unions and staff committee
- This change will be implemented by the end of Q3'15 and will incur one-off implementation costs of CHF 21.0¹ million until the end of 2015 whilst driving quarterly saving of CHF 5.5 million from Q4 of this year and an ROI of less than 12 months
- Implementation costs will be fully financed from cash on balance sheet, not impacting the dividend guidance of at least CHF 135 million for 2015
- 2015 adj. EBITDA guidance remains unchanged

¹ Will impact reported EBITDA and cash flow

Streamlining with 4 major changes

Create a **single commercial entity** encompassing

- Marketing
- RC Sales
- BC Sales & account management



Strengthen customer service by combining Residential and Business Operations

Consistent simplifications & streamlining **across areas**, e.g.

- Less management layers
- Product development
- Digitalization

Streamline decision making across the units
Improve **strategic alignment**



Q&A

Disclaimer

This document and any materials distributed in connection herewith (including any oral statements) (together, the "Presentation") do not constitute or form a part of, and should not be construed as, an offer for sale or subscription of or solicitation of any offer to purchase or subscribe for any securities, and neither this Presentation nor anything contained herein shall form the basis of, or be relied upon in connection with, or act as an inducement to enter into, any contract or commitment whatsoever.

The information contained in this Presentation has not been independently verified and no representation or warranty, express or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness, reasonableness or correctness of the information or opinions contained herein. None of Sunrise Communications Group AG, its subsidiaries or any of their respective employees, advisers, representatives or affiliates shall have any liability whatsoever (in negligence or otherwise) for any loss howsoever arising from any use of this document or its contents or otherwise arising in connection with this Presentation. The information contained in this Presentation is provided as at the date of this Presentation and is subject to change without notice.

Statements made in this Presentation may include forward-looking statements. These statements may be identified by the fact that they use words such as "anticipate", "estimate", "should", "expect", "guidance", "project", "intend", "plan", "believe", and/or other words and terms of similar meaning in connection with, among other things, any discussion of results of operations, financial condition, liquidity, prospects, growth, strategies or developments in the industry in which we operate. Such statements are based on management's current intentions, expectations or beliefs and involve inherent risks, assumptions and uncertainties, including factors that could delay, divert or change any of them. Forward-looking statements contained in this Presentation regarding trends or current activities should not be taken as a representation that such trends or activities will continue in the future. Actual outcomes, results and other future events may differ materially from those expressed or implied by the statements contained herein. Such differences may adversely affect the outcome and financial effects of the plans and events described herein and may result from, among other things, changes in economic, business, competitive, technological, strategic or regulatory factors and other factors affecting the business and operations of the company. Neither Sunrise Communications Group AG nor any of its affiliates is under any obligation, and each such entity expressly disclaims any such obligation, to update, revise or amend any forward-looking statements, whether as a result of new information, future events or otherwise. You should not place undue reliance on any such forward-looking statements, which speak only as of the date of this Presentation.

It should be noted that past performance is not a guide to future performance. Please also note that interim results are not necessarily indicative of full-year results.