

## Media release

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## Sunrise turns Switzerland unlimited for the digital age

- **Sunrise enables Switzerland to enter the digital age, with the outstanding mobile network and the offers it needs.**
- **Sunrise positions itself as “The Unlimited Company” and launches Sunrise One: the first converged bundle offer with no limits to digital access.**
- **Sunrise leads its customers into a bold, intuitive and positive digital future.**

CEO Olaf Swantee says: “Sunrise has already set new standards with its mobile network. And we’re not stopping there. We aim to provide the best geographic 4G coverage, both in Switzerland and compared with other 4G nations. By the end of 2017, we will cover more than 92% of the country with 4G mobile broadband access. This is the measure we will use to guarantee Switzerland a top spot in the global digital economy.

Digital access should be available without any unnecessary limits. Customers want unlimited, high-speed access to the Internet, at home and on the go. This is why Sunrise is positioning itself as “The Unlimited Company” and launching Sunrise One. By doing so, we are paving the way to the digital age for our customers and for Switzerland, guided by our values: bold, intuitive and positive. This is how Sunrise will become the most-recommended telco provider in Switzerland.”

### Sunrise One - Limits are set by others

With Sunrise One, customers will always receive the fastest Internet connection available for their connections (landline up to 100 Mbit/s, fiber optics up to 1 Gbit/s, mobile up to 300 Mbit/s). What’s more, in the future, as bandwidths increase, they will automatically benefit from these without extra costs.

“The Sunrise One all-inclusive package is ideal for people who don’t want the hassle of choosing individual products. Uniquely, customers will always get the highest speed available for their connections. For example, when a Sunrise customer gets a fiber optic connection installed at their home, they will be offered the latest available maximum speed – currently up to 1 Gbit/s – at no extra charge. With this offer, Sunrise is taking a new direction and offering excellent value for heavy data users in Switzerland, compared to other all-inclusive bundles,” says Oliver Zadori from [dschungelkompas.ch](http://dschungelkompas.ch).

Sunrise One combines mobile, landline, Internet and TV services in one converged offer, meaning customers can say goodbye to limits:

- **Internet:** Always surf at maximum speed at home – now, and in the future, at no extra charge.
- **TV:** 270+ channels, 80+ in HD. ComeBack TV 7 days, TV Agent, 1200 hours of Cloud Recording, Live Pause. Video on Demand, Hot from the US. Multiscreen, Sunrise Smart TV App. New compact **Sunrise UHD TV Box** (Ultra High Definition) – the most modern UHD TV box in Switzerland. Transmits at 3840 x 2160 pixels – four times the resolution of normal Full-HD – to offer a breathtakingly detailed picture. State-of-the-art Bluetooth remote control offers high-end processor performance, enabling super-fast channel switching. When used with the Sunrise Internet Box, UHD video data can be transmitted over Wi-Fi, making the clutter of cables a thing of the past. The new Sunrise TV Box is free for new customers, while existing customers can upgrade for CHF 59.-. Bonus launch offer: for a limited period new customers will also get 6 months of **Netflix Premium** free of charge, with unlimited access to films and TV series **in UHD** (worth more than 100 CHF).
- **Landline network:** unlimited calls to all networks in Switzerland.

- **Mobile** within Switzerland: unlimited calls, unlimited surfing at maximum speed. Benefit from the best future speeds, at no extra charge, and the Sunrise **Smartphone Upgrade**, which offers the latest iPhone every 12 months – at no extra cost.

Sunrise One costs CHF 139 per month, which makes it up to 27% – or more than CHF 600 – less expensive than equivalent packages offered by competitors. There is a minimum 12-month contract for Internet, TV and landline services, and no minimum contract for mobile services.

Sunrise is the only provider that offers customers the best of both worlds: they can either create their own package from the Home and Freedom offers or choose the hassle-free combo package, Sunrise One.

A personal switching service makes cancelling your contract and switching to Sunrise seamless and hassle free. A dedicated service supports the customer in sorting out contract durations, cancellation forms and so on. As an introductory offer, the first 5,000 new customers who switch to Sunrise One can enjoy the switching service free of charge.

Roger Federer, Sunrise's brand ambassador, will join the Sunrise One advertising campaign. As a sportsman who continues to exceed his own limits, making the impossible possible, he is the perfect partner for Sunrise as "The Unlimited Company". If you want to know how the best Swiss tennis player of all time prepared for his extraordinary comeback and 18th Grand Slam victory, you can find out from 6 March 2017 in the new Sunrise One TV spot.

## **New standards for the entire industry**

Sunrise has set new standards for mobile networks, broke all records in connect's "Network test 2017" and was the first provider in all of the countries tested to achieve an "OUTSTANDING" rating. Sunrise intends to maintain this leadership role, by expanding its mobile network to deliver even better reception and connection quality, greater capacity and faster speeds.

By the end of 2016, Sunrise provided 99.4% of the Swiss population with 4G. To guarantee digital Switzerland a top spot internationally, Sunrise is bringing mobile broadband supply to a new and unprecedented level, with the aim of making Switzerland the 4G champion of Europe.

By the end of 2017, more than 92% of Switzerland will be connected to the Sunrise mobile broadband network. According to the recent "Digital Nations" 2017 study from consulting firm EY, the average Swiss spends almost 9 hours with a digital device every day and "digital mobility is the new normality". With the very best coverage from Sunrise, data-hungry consumers will be able to use 4G to surf, stream, tweet and game just about everywhere in Switzerland.

## **Mobile network: fiber optic speed**

To reach these ambitious goals, Sunrise will further increase its 4G capacities and speeds this year. With up to 900 Mbit/s, speeds in Switzerland's five largest cities will reach fiber optic speed. Other urban areas and main traffic arteries such as streets and train routes will benefit from bandwidths of up to 300 Mbit/s. In total, Sunrise will be able to offer a data speed that is 10% higher on average and even more reliable connections throughout Switzerland.

Sunrise customers are increasingly using data-hungry applications like Facebook, Twitter, Netflix, YouTube, Spotify and Google Maps on the go. With faster speeds, fewer limits and easier access to the Sunrise network, social media video, TV and music streaming, navigation tools, and augmented and virtual reality will be on tap in even more places for Sunrise customers.

## **Defect-free connections and even better reception**

Sunrise will launch VoLTE services by June 2017, expanding its provision of the best mobile phone services in Switzerland by 10% to over 92% of the country. In-building mobile reception will also improve with VoLTE.

Sunrise connection quality, which is already among the best in the world, will continue to improve, with the number of dropped calls (drop call rate) reducing to almost zero. Connection set-up (call set-up time) will reduce significantly to approximately 1 second, leaving the competition standing.

Approx. 60% of Sunrise Postpaid customers who have compatible 4G devices will benefit from the improved coverage and quality that VoLTE delivers. Along with its plans to expand 4G, Sunrise will provide the best connection quality in Switzerland by the end of 2017.

Sunrise is also introducing Wi-Fi Calling, which enables calls to be made from compatible mobile phones using any Wi-Fi hotspot. Wi-Fi Calling offers reception inside buildings and rooms where a mobile network connection isn't possible, e.g. because of their location or construction.

## **Best performance for the greatest business demands**

Business customers show how important it is to have a network that can satisfy the highest demands. Zurich Airport is one of the best airports in the world, where round-the-clock mobile, landline and Internet coverage is indispensable. Employees, along with the airport's police, fire brigade and emergency services need to be reachable everywhere on-site, at any time. Sunrise uses a high-availability seamless redundancy (HSR) network to guarantee the very best level of service.

At the Swiss Post, 22,000 electronic scanners are an invaluable part of day-to-day operations. They are used by postal workers to record registered deliveries, accept recipients' signatures and report deliveries to the main office, meaning they must also be reliable at all times. Machine-to-machine communication, enabled by high-speed Internet from Sunrise, keeps the scanners working even in Switzerland's most remote regions, thanks to the reach of the Sunrise network.

An overarching infrastructure for digitizing business processes is one thing. But people are just as important. This is why Sunrise supports all business customers by providing a dedicated account manager.

## **Going into a bold, intuitive and positive digital future**

Sunrise has changed its look and feel to reflect both its achievements as a digital pioneer and its future as "The Unlimited Company". The path to the digital future lies at the heart of its new values "bold, intuitive and positive". Sunrise aims to boldly forge new paths, intuitively offer the simple and exciting experiences customers want, and positively enhance their daily lives.

The new era of Sunrise as "The Unlimited Company" and pioneer of digital Switzerland is also reflected in a fresh new look, with bolder colours, a fluid light effect to underscore the brand name and a modern and flexible design which gives the brand a clear and distinct appearance.

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