

Media release

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Sunrise invests half a billion CHF into the best mobile frequencies as the foundation for future mobile networks

At the spectrum auction of all mobile frequencies that ended on Wednesday, Sunrise successfully participated and secured almost 40% of the valuable low frequency bands. The frequencies acquired lay the foundation for further expansion of the existing mobile networks as well as future technologies into the year 2028. This means that the largest private telecommunications service provider in Switzerland can continue to ensure that its nearly 3 million customers have access to the highest-quality mobile network based on the latest technologies, while guaranteeing continuous development to provide the best possible network experience. Sunrise is investing around 480 million Swiss francs in the new foundations of the mobile network. The acquisition of these frequencies heralds in a new era – one in which Sunrise will deploy nationwide fast 84 Mbps data services and strengthen its technological leadership among private providers. Sunrise was thus able to decisively set itself far apart from Orange, which was only able to secure far fewer blocks of the valuable low frequency bands.

With its comprehensive investment in new and existing frequency bands, Sunrise has confirmed its long-term commitment to the Swiss market. Sunrise is strongly represented especially in the valuable low frequency bands of 800 and 900 MHz, leaving its competitor Orange far behind. As a result, the foundation has been laid for expanding the existing mobile network and establishing new networks into the year 2028. The frequencies that have been acquired will ensure that high-speed data connections are provided to Sunrise customers throughout Switzerland within the existing UMTS/HSPA networks. Sunrise will invest throughout the country in UMTS900 technology in order to strengthen its technological leadership among private providers in the segment of fast data connections with speeds of up to 84 Mbps. In addition, the acquired mobile frequencies will enable the utilization of the most modern LTE technologies for the highest demands, which will be capable of further increasing the speed of mobile data connections in the future.

Oliver Steil, CEO of Sunrise, on the auction: "As the largest private telecommunications provider in Switzerland, we have secured thanks to our long-term investing owner CVC all significant frequencies. With the acquisition of these new frequencies we have laid the foundation for ensuring that our customers can continue to rely on a mobile network based on the latest technologies. This will enable us to significantly increase the speed and capacity for data applications as well as the quality of voice communication for our customers and to strengthen its technological leadership among private providers."

The tender process for the reallocation of mobile communication frequencies up until 2028 was launched by ComCom on November 26, 2010. ComCom decided to launch an overall auction for all frequencies that are currently available as well as those that will become available from 2014 (GSM900/1800) and 2017 (UMTS2100). The auction, which started on February 6, ended yesterday.

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Sunrise is committed to the Swiss market in the long term. As the largest private telecommunications service provider in Switzerland, it has invested more than 10 billion Swiss francs in the Swiss market over the past few years, 4 billion of which flowed directly into the infrastructure. In the future, Sunrise will continue to make major investments in landline and mobile networks.

Acquired mobile frequencies

Sunrise also secured another three out of seven frequency blocks on the important 900 MHz band, which means the operation of GSM900 and an upgrade to UMTS900 will now be possible for smaller operational costs and with less antennas in the future. This results in an outstanding starting position due to the previous GSM/UMTS network that is already strongly represented in the 900 MHz frequency band and has been for over a decade. The UMTS HSPA+ technology will also be further extended in the medium-term, thus enabling high mobile Internet access speeds of 42 and later 84 Mbps. Sunrise acquired two of a total of six frequency blocks in the so-called digital dividend (800 MHz) band and is thus strongly represented in the most important frequency bands. This means work can now be started on developing a network that supports LTE (Long Term Evolution). The frequencies in the 800 MHz band are ideal for providing rural areas with high-speed data connections. In addition, the long frequency range guarantees optimal coverage with relatively few mobile base stations.

In the 1800 MHz band Sunrise acquired another four frequency blocks. In the future, LTE services can also be provided with this band. The five frequency blocks that have been acquired in the 2.6 GHz band will ensure that the required capacities are available in major conurbations through the utilization of LTE technologies. Sunrise is due to start its first pilot tests with these technologies over the next few months. It can be assumed that first mobile base stations will be upgraded by the end of this year.

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Sunrise acquired a total of 160 MHz (up/down), spread out over 16 blocks. A breakdown of the individual frequency blocks is displayed below:

- 2 blocks with 10 MHz each within the 800 MHz range/digital dividend (Category A)
- 3 blocks with 10 MHz each within the 900 MHz range (Category B)
- 4 blocks with 10 MHz each within the 1800 MHz range (Category D)
- 2 blocks with 10 MHz each within the 2100 MHz range(Category H)
- 5 blocks with 10 MHz each within the 2600 MHz range(Category I)

Sunrise

Sunrise is the largest private telecommunications provider in Switzerland, with offices in Zurich, Kloten, Lucerne, Basel, Berne, Biel/Bienne, Renens, Geneva and Lugano. Sunrise has 2.97 million customers who use its services in the areas of mobile telephony, landline network and the Internet. Business Sunrise offers customized communication solutions for business customers. The mobile network, which is based on GSM, EDGE, UMTS and HSPA+ technologies, provides over 99% of the population with state-of-the-art mobile network services and permits transfer rates of up to 21 Mbps. A high-performance fiber optic network, with a total length of 10,000 km, enables high-quality voice and data services to be offered throughout the country. Thanks to unbundling, Sunrise can reach 85% of all households with its own broadband infrastructure. The company operates throughout Switzerland via 100 Sunrise centers. Sunrise is a brand of Sunrise Communications AG.