

## Media release

Zurich, July 2, 2012

Page 1/3

### **Sunrise lowers tariffs for flat rate mobile subscriptions**

**Sunrise, the largest private telecommunications provider in Switzerland, is lowering the price of its flat rate mobile subscriptions as of July 1, 2012. Alongside the price reduction, Sunrise is abolishing data limitations for individual subscriptions and offering all customers high speed internet for mobile surfing. With this step, Sunrise is strengthening its position as a provider of best-value mobile network services on the Swiss market.**

Sunrise introduced as the first Swiss telecommunications company flat rate tariffs in the mobile communication market three years ago. Since then, such tariffs have successfully established in the market. The latest reactions from the competition confirm that the flat rates correspond to a real customer need.









Sunrise has always stood for services with best-value and will continue to live up to this reputation. As of July 1, 2012, new and existing customers will benefit from subscription fees that are up to CHF 35.00 cheaper a month with the new subscriptions Sunrise flat 2, Sunrise flat 4, Sunrise flat 6 and Sunrise flat 7. In addition, Sunrise will be making data usage even more customer-friendly than before: Unlike with the services offered by other competitors on the market, mobile internet speed will not be restricted depending on the tariff. Sunrise offers its customers the fastest available speed. Customers with the rate plans Sunrise flat 4 including a mobile handset (now CHF 90.00 instead of CHF 125.00 a month), flat 6 (now CHF 120.00 instead of CHF 140.00 a month) and flat 7 (now CHF 200.00 instead of CHF 230.00 a month) will benefit from unlimited data usage, without limits on volume or speed. Customers on the low-cost flat rate offers Sunrise flat 1 and flat 2 including a mobile handset (now CHF 65.00 instead of CHF 70.00 a month) can use mobile internet services up to 500 MB at optimum speed. In the event of higher usage than 500 MB, the speed will be reduced for the smaller rate plans Sunrise flat 1 and Sunrise flat 2 and will be increased back up to maximum speed the following month. With basic tariffs starting at CHF 30.00 a month, Sunrise offers attractive flat rate offers for Switzerland and abroad.

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Zurich, July 2, 2012

Page 2/3

### Overview of Sunrise flats incl. High speed internet







Sunrise flat					
Basistarif pro Monat	CHF 30.–	CHF 45.–	CHF 75.–	CHF 110.–	CHF 190.–
Basistarif inkl. Handy pro Monat	CHF 45.–	CHF 65.–	CHF 90.–	CHF 120.–	CHF 200.–
 <b>FLAT</b> Telefonie				15 Länder Europas, USA und Kanada	15 Länder Europas, USA und Kanada
		Schweizer Festnetz	alle Schweizer Netze	alle Schweizer Netze	alle Schweizer Netze
	Sunrise Mobile	Sunrise Mobile			
 <b>FLAT</b> SMS/MMS	SMS/MMS-Flat				
 <b>FLAT</b> mobiles Internet	High Speed Internet				

Sunrise Flat 7: With an additional 100 MB for mobile internet abroad

### Sunrise flex: Fast data services, even for smaller budgets

With the price modifications, Sunrise is offering a wide, customer oriented mobile service portfolio. Oliver Steil, CEO of Sunrise: "Our offers meet the large variety of customer needs and correspond to various types of user behavior. We want customers to get a call, SMS and mobile surfing package that suits them. Both occasional users and frequent users will find the perfect subscription at Sunrise – complete with full service at attractive prices."

Customers who can estimate their telephone behavior are best off with the Sunrise flex inclusive packages. All Sunrise flex inclusive packages include minutes to all networks, SMS and the use of mobile internet from just CHF 25.00 a month.

Sunrise flex für die gesamte Schweiz	Sunrise flex basic			
Basistarif pro Monat	CHF 10.–	CHF 25.–	CHF 40.–	CHF 60.–
Basistarif inkl. Handy pro Monat	CHF 20.–	CHF 25.–	CHF 55.–	CHF 85.–
 <b>Inklusive</b> Telefonie	30 Rp./Min.	40 Minuten	100 Minuten	250 Minuten
 <b>Inklusive</b> SMS/MMS	15 Rp./SMS 50 Rp./MMS	40 SMS/MMS	100 SMS/MMS	250 SMS/MMS
 <b>Inklusive</b> High Speed Internet	10 Rp./MB	150 MB	300 MB	500 MB

**Auch wenn du mehr willst, bleibt es günstig:**

• Jede weitere Minute nur 30 Rp. • Jedes weitere MB nur 10 Rp. • Jede weitere SMS nur 15 Rp. • Jede weitere MMS nur 50 Rp.

## Media release

Zurich, July 2, 2012

Page 3/3

### **Mobile high speed internet for all**

Flat rate subscriptions from Sunrise include data services at unlimited speed, as Sunrise does not impose any graduation of customers according to surfing speeds. This means that Sunrise makes it possible for all smartphone users to use any internet service they like at the maximum available speed – regardless of their current price plan. "With us, you can decide for yourself how you want to use your smartphone – and all with the maximum available speed on the network," continues Oliver Steil.

Sunrise is well prepared for the future of mobile high speed internet and is investing in the continuous expansion of the network infrastructure with new mobile network licenses, the quality program Top Quality Net (TQ Net) and the cooperation with a new technology partner. With the current, wide-ranging roll-out of UMTS900 for Switzerland-wide 3G coverage, mobile high speed internet with data speeds up to 42 Mbit/s will already be reality this year. Long before mobile handsets for LTE, the 4<sup>th</sup> generation mobile communication standard, will be available broadly for customers, Sunrise is already offering today mobile high speed internet for the best customer experience. The next step, expansion of 3G services up to 84 Mbit/s follows closely, as well the introduction of LTE. Since a couple of month, Sunrise has already tested LTE at several locations and will start with expansion of the network with LTE technology at the end of 2012 for broader usage in 2013.

All existing Sunrise customers will be able to continue to use their current mobile network subscriptions. All new customers as well as existing customers that have already registered for the new tariffs will automatically benefit from the new offers as of July 1, 2012.

### **Sunrise**

Sunrise is the largest private telecommunications provider in Switzerland with branches in Zurich, Kloten, Lucerne, Basel, Bern, Biel/Bienne, Renens, Geneva and Lugano. More than 3 million customers use the products and services of Sunrise in the areas of mobile telecommunications, landline network, internet and IPTV. Sunrise TV, the latest generation of entertainment, is characterized by the largest selection of HD channels in the basic package, the functions "ComeBack TV" and "Live Pause" as well as a unique variety of TV and radio channels. The business client division Business Sunrise offers individual communication solutions for business clients. The Sunrise mobile network, which is based on the technologies GSM, EDGE, UMTS and HSPA+, provides 99% of the population with modern mobile network services with a transfer speed of up to 21 MBit/s. A high-performance fiber optic network with a total length of 10 000 km makes it possible to provide top quality calling and data services all over the country. Thanks to unbundling, Sunrise can reach approx. 85% of all households with its broadband services. Sunrise operates more than 100 Sunrise centers across Switzerland. Sunrise is a brand of Sunrise Communications AG.