

## Media release

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### Tim Degenhardt joins Sunrise Management Board

**With immediate effect, Tim Degenhardt has been appointed Chief Marketing Officer (CMO) and new member of the Sunrise Management Board. Tim Degenhardt (44) comes with extensive marketing experience gained in various positions with internationally active enterprises. In his position, he reports directly to Libor Voncina, CEO of Sunrise.**

With Tim Degenhardt, Sunrise expands its Management Board and establishes a new focus on the marketing activities across all business units. Tim Degenhardt looks back on extensive experience accumulated in Switzerland and international markets.

In Switzerland, Tim Degenhardt was responsible for the marketing and sales units of Swisscard AECS, a joint venture of Credit Suisse and American Express, as member of the management from 1999. Later, he worked as Chief Marketing Officer for Orange Switzerland and is therefore closely acquainted with the Swiss telecom market. As Chief Marketing Officer of E.ON AG in Düsseldorf, Germany, he was responsible for the development of the marketing activities in the liberalized energy market in Europe.

With Tim Degenhardt joining the company, Sunrise gives a clear signal for further product innovations and increased customer orientation. Libor Voncina, CEO of Sunrise, comments as follows on the appointment: "In Tim Degenhardt, Sunrise has gained an experienced marketing expert who is familiar both with the Swiss market and with the developments in various international telecom markets."

#### 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.