

Media release

Zurich, July 29, 2013

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Sunrise Communications AG acquired Ortel Mobile

Sunrise Communications AG has acquired the Swiss prepaid operator Ortel Mobile. Together with its own brand yallo and the announced acquisition of Lebara, Sunrise further strengthens its position as Switzerland's clear number one for mobile prepaid offers with focus on low cost international calls and data services.

Ortel Mobile Switzerland, founded in 2011, focuses on mobile prepaid services with strong customer needs for low cost international tariffs for calls from Switzerland to abroad. The company under the trade name Treternity Ortel Mobile AG was privately held and is a licensee of KPN who owns the Ortel Mobile brand. The non material acquisition of Ortel Mobile was completed on July 18, 2013. All parties have agreed not to disclose any details on the purchase price of the acquisition.

Sunrise will continue to operate Ortel Mobile as a separate company with its existing employees. Ortel Mobile services will be offered under the existing Ortel Mobile brand, focusing on very particular customer segments with specialized needs for national and international mobile calls.

Libor Voncina, CEO of Sunrise, comments: "With the acquisition of Ortel Mobile and the acquisition of Lebara earlier in July, Sunrise further strengthens its customer focus for prepaid mobile services in general and its footprint in multicultural communities in particular."

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.