

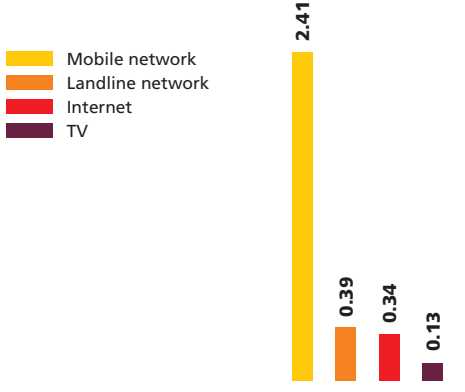
Overview

CHF million	2015	2014	CHANGE IN %
Financial KPIs			
Mobile services	1,304	1,350	(3.4)
Landline services (incl. voice)	472	521	(9.4)
Landline internet and TV	200	204	(1.8)
Total revenue	1,976	2,075	(4.8)
Adjusted EBITDA	627	638	(1.8)
Earnings per share (in CHF)	(2.62)	-	
Cash flow from operating activities	434	356	22.0
Capex	(276)	(356)	(22.5)
Net debt	1,639	2,905	(43.6)
Net debt/adj. EBITDA ratio	2.6x	4.6x	
Operational KPIs			
ARPU (CHF)			
Mobile postpaid (excl. installment)	47.6	52.3	(9.0)
Mobile postpaid (incl. installment)	54.1	53.8	0.6
Mobile prepaid	15.2	16.2	(6.0)
Landline retail voice	35.0	39.8	(12.0)
Landline internet	36.9	39.5	(6.4)
Landline internet and IPTV	45.9	46.5	(1.4)
Subscription base (in 000)			
Mobile postpaid	1,400	1,320	6.0
Mobile prepaid (3-month rule)	1,014	1,145	(11.4)
Mobile prepaid (12-month rule)	1,663	1,912	(13.0)
Landline retail voice	394	398	(0.8)
Landline internet	342	327	4.5
<i>thereof coupled to IPTV</i>	<i>134</i>	<i>107</i>	<i>25.0</i>
<i>thereof without IPTV</i>	<i>208</i>	<i>220</i>	<i>(5.5)</i>
Churn			
Mobile postpaid	14.2 %	14.6 %	
Landline total	13.7 %	18.3 %	
Employees			
FTEs	1,701	1,874	(9.3)
Apprentices	108	111	(2.7)
Customer recommendation rate (index, 2013 = 100 %, average)			
Customer experience development (NPS)	132.4 %	114.9 %	15.1

Facts & Figures

Customers by subscription type

(in millions)



3.283 MILLION

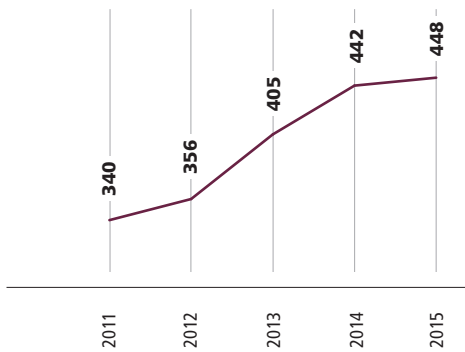
Customers

With almost 3.3 million customers, Sunrise is the leading alternative telecom provider in Switzerland, both in the mobile and landline network sectors. Additionally, Sunrise is the third largest provider of landline network, Internet and TV services.

connect test results for Sunrise

(in points)

Every year the independent telecom magazine connect tests mobile networks in Germany, Austria and Switzerland.



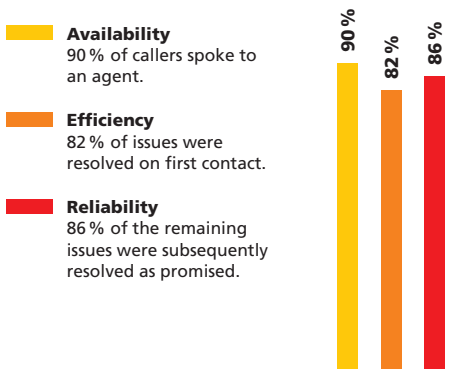
1,701

Employees

30 % of the total number of 1,762 Sunrise employees (1,701 FTEs) are women. Approximately 41 % of Sunrise employees are citizens of countries other than Switzerland. Sunrise trains about 110 apprentices for positions in four apprenticeship programs.

Customer service

Key performance indicators from January 1 to December 31, 2015.



90

Offices and retail stores

With 83 retail locations, Sunrise has a presence in all regions of Switzerland. The company is headquartered in Zurich and has additional business offices in Prilly, Kloten, Geneva, Bern, Basel and Lugano.