

Daniel Ritz named new Chief Strategy Officer of Swisscom

Daniel Ritz has been named by the Swisscom Board of Directors as the new Chief Strategy Officer of Swisscom and member of the Executive Board. He succeeds Christoph Brand who – as previously announced – will leave Swisscom. Daniel Ritz will take up his new appointment as Head of Business Development and Corporate Strategy on 1 September 2006.

Daniel Ritz (born 1966) studied at the University of St. Gallen and graduated with a degree in information management and a doctorate in business economics. He has been with the Boston Consulting Group in Zurich since 1994, most recently as a partner focusing on strategy and corporate development. Daniel Ritz is a recognised expert in international telecoms, IT and media, and worked for many years in the US for the Boston Consulting Group.

Berne, 19 June 2006