

Announcement of public takeover bid for PubliGroupe Ltd

Swisscom has announced its firm intention to launch a public takeover bid for PubliGroupe Ltd, based on an offer price of CHF 200 per PubliGroupe share. The primary aim of the deal is to fully acquire local.ch. The takeover of PubliGroupe by Swisscom will require the approval of the Competition Commission.

Swisscom announced its firm intention to submit a public takeover bid for PubliGroupe Ltd on 16 May 2014. The offer is based on a price of CHF 200 per registered share of PubliGroupe Ltd (Securities No. 462630, ISIN CH0004626302, PUBN). Swisscom is expected to publish the offer prospectus on 12 June 2014. The takeover of PubliGroupe by Swisscom is subject to approval by the Competition Commission.

Swisscom's aim is to assume full control of local.ch and to continue developing its strategic directories business in the existing market environment. local.ch, with its online directories platform local.ch and Local Guide phone directories business, is a leading provider of directories in Switzerland. The company was founded as a 50:50 joint venture between Swisscom and PubliGroupe in 1998.

Swisscom intends to sell PubliGroupe's minority shareholdings in the media companies SNP Société Neuchâteloise de Presse SA (29%), Südostschweiz Presse und Print AG (20%) as well as Rhône-Media SA (18%). Swisscom is not seeking to exercise influence over these companies. Swisscom will not oppose the announced sale of FPH Freie Presse Holding AG to Aktiengesellschaft für die Neue Zürcher Zeitung. Swisscom will consider all options for the other shareholdings.

Important information:

This press release does not constitute an announcement under the terms of Art. 28 lit. a of the Federal Act on Stock Exchanges and Securities Trading. The announcement and the restrictions of the



swisscom

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offer can be viewed at <http://www.public-takeover.ch>. The submitted offer will be based solely on the yet to be published offer prospectus.

Berne, 16 May 2014