

7 November 2013, Zurich

Swisscom

Press Conference



Hansueli

Loosli

Chairman of the Board of Directors

Starting to implement strategy consistently

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Changes at breakneck speed in ICT – Swisscom, too, is constantly changing in order to stay at the forefront of innovation

Two megatrends

- › Customers want to be constantly connected and have access to digital data
- › Telecommunication and IT continue to grow together

Clear vision: a trustworthy guide to the digital world

We have a very sound base

- › All-round telecom solutions and ultra-high speed networks
- › Strong IT sector with state-of-the-art data centres

We're combining our strengths in the corporate customer market
With everything from a single source

The new CEO is the ideal man for the job

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Main selection criteria

- Good at getting things done, in-depth knowledge of the sector, capable of ensuring continuity

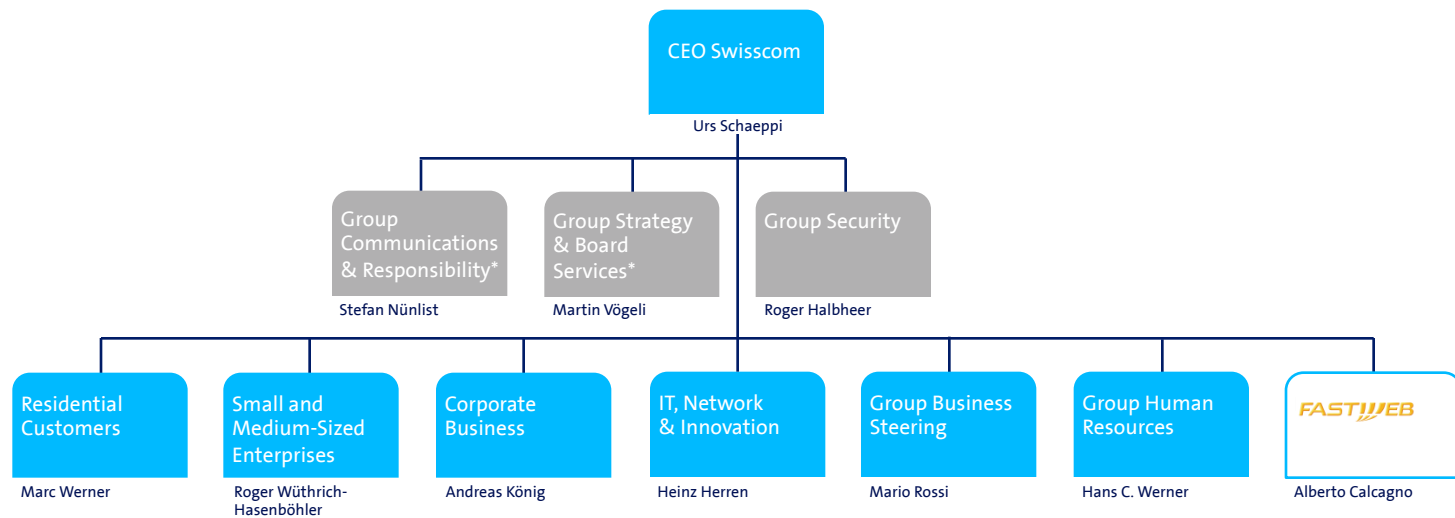
Urs Schaeppi

- Knows where we've come from: (with Swisscom for 15 years)
- Has played an active role in our sector's changes
- Knows our business and has helped shape our strategy
- Has a very good track record



Urs Schaeppi (1960)
is a man who gets things done and knows our customers, market and business well

New Group structure from 1 January 2014



Member of the Group Executive Board

Group divisions

Group company

* Guest member of the Group Executive Board

New management team from 1 January 2014



Urs

Schaepi

CEO

A strong third quarter – on the right track for 2013

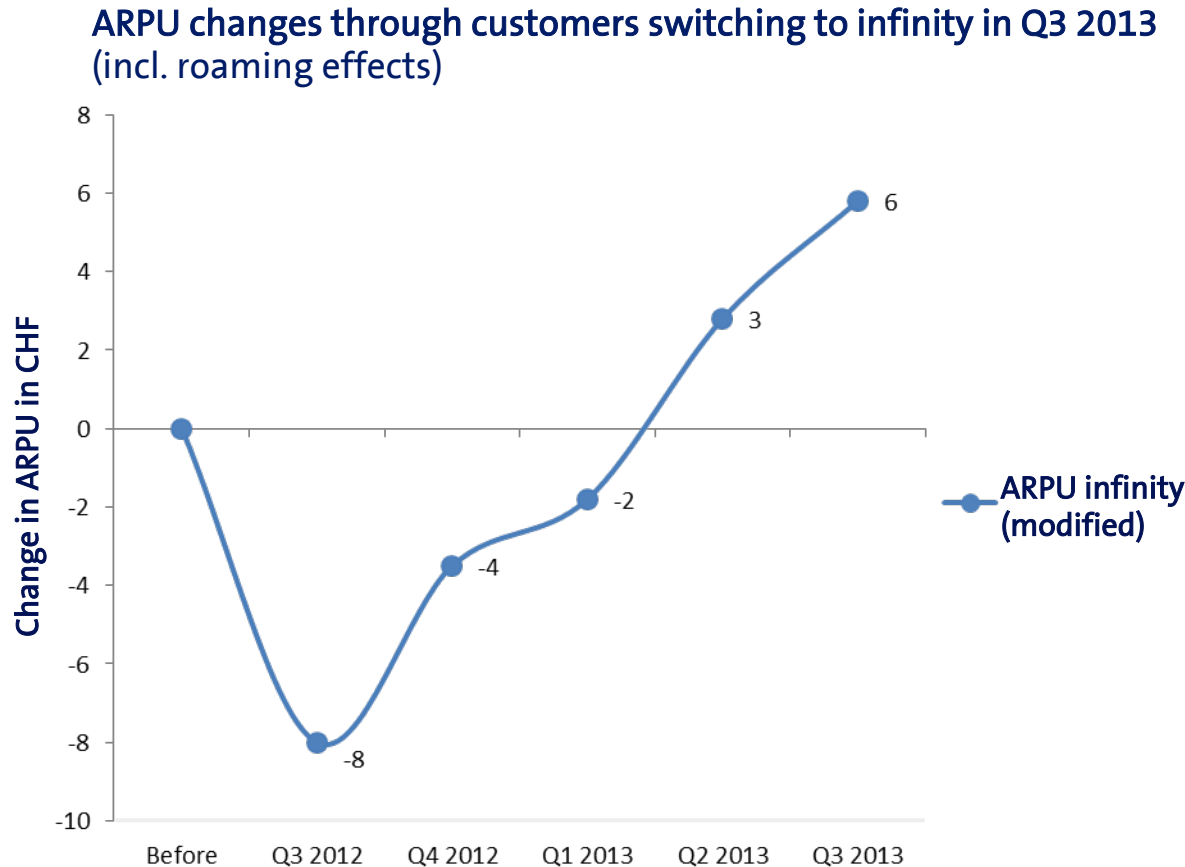
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	1.1.-30.9.12	1.1.-30.9.13	Change	Change over Q3 2012
Net revenue (in CHF millions)	8,427	8,463	0.4%	2.2%
EBITDA (in CHF millions)	3,346	3,248	-2.9%	2.1%
EBIT (in CHF millions)	1,892	1,747	-7.7%	1.0%
Net income (in CHF millions)	1,356	1,273	-6.1%	1.1%
Swisscom TV connections in Switzerland (as at 30 September in thousands)	728	943	29.5%	
Mobile lines in Switzerland (as at 30 September in thousands)	6,153	6,346	3.1%	
Revenue from bundled contracts (in CHF millions)	838	1,129	34.7%	
Broadband lines Fastweb (as at 30 September in thousands)	1,704	1,911	12.1%	
Total capital expenditure excluding mobile licences (in CHF millions)	1,493	1,600	7.2%	
of which capital expenditure Switzerland without mobile licences (in CHF millions)	1,098	1,115	1.5%	
Headcount Group (FTEs as at 30 September)	19,595	20,194	3.1%	

Strong third quarter – Natel infinity's ARPU still healthy



> ARPU Average revenue per user and month

Swisscom: a trustworthy guide to the digital world

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Our customers

- > Want to be constantly connected and able to access their personal data everywhere
- > Perceive the digital world as highly complex

At the heart of our strategy and ambitions

To strengthen our core business

- > Simple and good products
- > Provide the best service
- > The best network

To seize growth opportunities

- > Explore and develop neighbouring markets

Integrated ICT powerhouse for corporate customers

Single-source solutions

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Corporate customer business is being bundled in the Enterprise Customers division

- › Strengthen our position as Number One
- › Single-source solutions
- › Comprehensive ICT offering
- › Cloud services

IT, Network & Innovation division to become development and production hub

- › High product quality assured – from customer systems to connectivity
- › IT industrialisation can be better targeted and driven forward more quickly

Andreas König (IT) and Christian Petit (Telecom) complement each other ideally in management and make successful convergence a certainty

Andreas
König

Head of the Enterprise Customers
(Corporate Business) division

Packing a bigger punch on the market with «single-source solutions»

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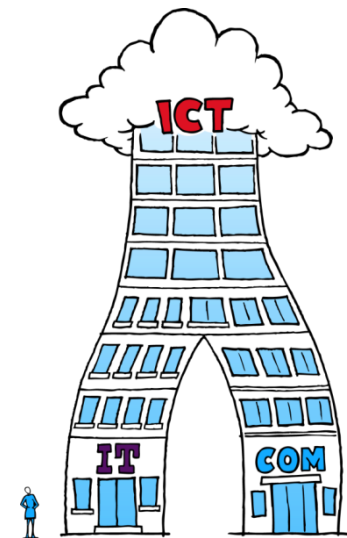
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New organisation offers unique opportunities

Bundling will enable us to address specific challenges in the market

Focal areas

- > Convergent offerings as managed services
- > Digital workplace
- > Horizontal and industry-specific solutions (SAP, banking processing centres)
- > Cloud



Corporate customers business made new - what we stand for

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- > «Single-source solutions» for our customers



- > We are driving convergence in telecommunication and IT



- > As one of the leading ICT companies, we offer our employees attractive prospects



- > We offer security and confidence

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«THE cloud for Switzerland»

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The cloud as production platform

- › Cost-efficient
- › Flexible scaling
- › Shorter time to market
- › Standardised services
- › Hybrid-compatible cloud

Security in the cloud

- › Data are stored in Swiss data centres
- › Data are protected

Cloud services

Business-to-business

- › IaaS (infrastructure)
- › SaaS (software)

Business to end user

- › Cloud for everyone



Swisscom Enterprise Customers

ICT market leader

Around **6000 Enterprise Customers** with locations in Switzerland and abroad



- > 1 million mobile subscribers
- > 110,000 managed workplaces
- > 35,000 networked customer sites
- > 28,000 SAP users

The biggest **ICT customer service organisation** in CH

ONE single sales contact person
ONE customer services organisation
>6 million customer contacts a year



A unique **convergent ICT portfolio**



- > Integrated total ICT solutions
- > From connectivity to business process outsourcing
- > Horizontal and industry-specific services

Assets



- > The best network
- > Switzerland's most state-of-the-art DC
- > Highest security standards
- > International partnerships

Around **4,500** employees Around **CHF 2,300** million market revenue