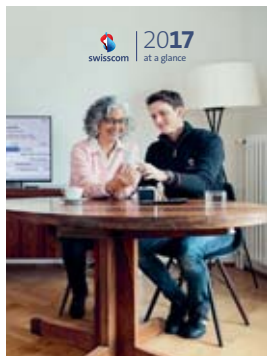




Invitation to the Ordinary Shareholders' Meeting

Wednesday, 4 April 2018
at 1.30 p.m. at Forum Fribourg
Route du Lac 12, 1763 Granges-Paccot
Doors open: 12.30 p.m.



Annual Report publications

The Annual Report, Sustainability Report and “Swisscom at a glance” together make up Swisscom’s reporting on 2017.

The three publications are available online at: swisscom.ch/report2017

“Welcome to the networked world” concept

In our networked world, everything is becoming more and more connected. At the centre of this connectivity are high-performance and secure networks. That is why for years we have invested CHF 1.7 billion in the expansion, maintenance and innovation of our network infrastructure.

We are extremely proud of our employees, who day in, day out put their energy, heart and soul into making sure that our customers stay optimally connected no – matter where they are.

The pictures in the 2017 Annual Report offer a peek behind the scenes into our working environment – where we build our network and support our customers. We want to open up the opportunities offered by a networked future and take advantage of them together with our customers.

A very big thank you goes to Stefanie Haag, Tiziana Conzett, Natalija B., Mona W., Edvin Caminada, Pirmin Eglhoff, Manuel Haag, Peter Fritschi, and all the children who took time out to have their photos taken.

Dear Shareholders

We are pleased to invite you to the 20th Ordinary Shareholders' Meeting of Swisscom Ltd to take a look back at the 2017 financial year.

Swisscom achieves its targets in spite of high market pressure

Swisscom generated revenue and earnings that were in line with the previous year in an increasingly fierce market. Swisscom's net revenue was stable at CHF 11,662 million, as was its consolidated operating income before depreciation and amortisation (EBITDA) at CHF 4,295 million. Net income also virtually remained on a par with the previous year at CHF 1,568 million.

Revenue in the Swiss core business fell slightly to CHF 9,058 million, mainly due to declining revenue from fixed-line telephony and lower income from roaming services. As more and more customers are giving up their landlines, the number of fixed-line phone connections fell by 320,000 year-on-year to around 2 million. The first signs of saturation are also emerging in the mobile telephony market. Although the number of connections rose only slightly (0.4%) to 6.64 million compared with the prior year, Swisscom nonetheless managed to keep its market share in mobile telephony virtually stable in a fiercely contested market.

Broadband connections were up by 22,000 (+1.1%) to 2.0 million year-on-year. Swisscom TV is a strong driver of this: with a market share of 33% (prior year: 32%), it is Switzerland's most popular digital TV offering. And something of which we are very proud. The number of Swisscom TV connections rose by 3.5% year-on-year to 1.47 million in spite of strong competition from cable network providers. The most popular television in Switzerland was upgraded in November with Entertainment OS3, a fully overhauled operating system with a simplified user interface.

inOne: more than 1.3 million customers in less than nine months

We are also extremely successful in the market with our new combined package inOne: as at the end of December 2017, i.e. just nine months after the launch of the flexible product line, more than 1.3 million customers with around 2.7 million connections had already opted for inOne. This makes it Swisscom's most successful

product ever, with revenue from bundled contracts increasing year-on-year by 13.4% to CHF 2,837 million.

Fastweb: strong growth in mobile telephony

Fastweb is performing well. Net revenue rose by 8.3% year-on-year to EUR 1,944 million. In spite of difficult market conditions, Fastweb's broadband customer base grew by 4.1% to 2.45 million in 2017. It also made strides in mobile telephony, with connections up by 58% to more than 1 million customers in a stagnating market. The reason for this marked increase was Fastweb's launch of more attractive mobile phone offerings over the course of the year. In the fiercely competitive market for corporate customers, Fastweb consolidated its market position, while incoming orders grew by 31%.

Capital expenditure: still at a high level

Swisscom continued to invest heavily in its infrastructure in 2017. Despite being marginally down by 1.6% to CHF 2,378 million over the previous year given the enhanced efficiency of our network expansion, capital expenditure nevertheless still accounted for 20.4% of net revenue (prior year: 20.8%). Swisscom in Switzerland accounted for 70% of 2017 capital expenditure. These investments are paying off: German industry magazine "CHIP" named Swisscom as having the best network, while "Connect" gave our mobile phone network the grade "outstanding" – the highest accolade among all international networks tested.

The digitisation of the fixed network (All IP technology) is progressing on schedule. Today, over 2 million customers are already profiting from HD voice quality, personalised block lists, automatic caller identification and an automatic filter for blocking unwanted advertising calls. Work on the full migration of customer lines to IP in the major regions of Switzerland has been under way since the start of 2018, which will allow Swisscom to push forward with the decommissioning of the old infrastructure in these locations.

Regulatory environment remains challenging

Swisscom's licence to provide a universal service in Switzerland has been renewed for another five years. A parliamentary proposal to increase the minimum bandwidth under the universal service from 3 to 10 Mbps is pending. This year should also see the allocation of new mobile frequencies for 5G bands – a vital prerequisite for the launch of the fifth mobile generation. The second prerequisite for setting up a 5G network

would be a modest adjustment to the ONIR limits and the associated measurement methods. And finally: the revision of the Telecommunications Act (TCA) could have an adverse impact on investments in the pipeline, since a paradigm shift towards technology-neutral access regulation reduces the incentive to invest in infrastructure – to the detriment of the whole of Switzerland, especially rural areas.

More finely tuned corporate strategy for sustainable growth

The upcoming second major wave of digitisation will change key aspects of our day-to-day lives both as a residential customer and as a company. Swisscom as market leader wants to play a defining role in the technologies of the future and continue to inspire customers in an increasingly networked world. And we want to grow.

We are currently working on improving Swisscom's health. This should assist us in raising sufficient funding for new business activities, despite the decline in our core business. For example, in February 2016, Swisscom announced that it would be cutting its annual cost base in Switzerland by around CHF 60 million per year by 2020. Given the persistent market pressure in the core business and the time and resources needed to establish new business in growth areas such as the cloud and security, Swisscom is raising this target for 2018 to 2020 to CHF 100 million per year. At the same time we are focusing on agile and more streamlined working models and organisational structures and on tapping into new areas of business.

Rethinking things or thinking in a new light leads to value-adding innovation. A study conducted by HTP St. Gallen concludes that Swisscom is the third-most innovative company in Switzerland. We are pleased about this. Because we are doing our utmost to constantly inspire our customers with innovative ideas – one current example of which is the filter for blocking unwanted advertising calls. Ideas such as these have a long tradition at Swisscom: Swisscom introduced innovative mobile phone subscriptions that are no longer billed on the basis of largely incomprehensible factors such as data volume years ago. In Swisscom TV, Swisscom successfully brought a product to market that was not brushed off by consumers as a technological fad but rather embraced as offering real potential. Technical terms such as “IP-based broadcasting” and “cloud recording” were turned into a product whose added value was immediately recognised by all customers – and which they could no longer do without. This holds true for all innovations: they are only successful when their added value no longer needs to be explained, but is understood intuitively.

These factors for success will be also decisive for the second phase of digitisation. It is now all about applications that will play an even more prominent role in our daily lives and in some cases encroach on sensitive areas: on healthcare, on financial transactions, on dealings with the authorities, on B2B, on energy, on transport or on dialogue with local partners. Studies show that most small to medium-sized enterprises in Switzerland have not yet sufficiently got to grips with digitisation – not least because they lack the time, resources and expertise to do so, and sometimes because they do not recognise the added value it offers. This is creating a backlog that could well unleash itself in a sizeable wave. Swisscom aims to exploit this increasing future demand for IT services and IT outsourcing to the cloud as entrepreneurial opportunities. Other areas in which we see business potential range from the field of FinTech to disruptive technologies such as blockchain. In 2017 Swisscom founded Swisscom Blockchain Ltd with the aim of tapping into this field as rapidly as possible. The first projects embarked upon included digitising the commercial registers of individual cantons and setting up an international trading platform for film and television rights. There is a clear and obvious need for central applications built around blockchain – and Swisscom could become not just a national but even an international pioneer in this area.

Shareholder return

Swisscom seeks to maintain a stable dividend policy and paid out an ordinary dividend of CHF 22 per share in 2017. The Swisscom share price rose by 13.7% in the year under review. Based on the closing price at the end of 2016 and taking the gain in the share price into account, this translates into a total return of 19.4%.

Outlook

For 2018, Swisscom expects net revenue of around CHF 11.6 billion, EBITDA of around CHF 4.2 billion and capital expenditure of less than CHF 2.4 billion. If the targets are met, Swisscom will propose to the 2019 Annual General Meeting payment of an unchanged dividend of CHF 22 per share for the 2018 financial year. As you can see, the Swisscom share continues to be attractive.

Sincerest thanks

In a time of rapid change, ahead of a future shaped by uncertainties, we have created with you, dear shareholders, and with our customers and employees, a company that

has changed things. It has changed things not only for itself, but also, to some extent, for the entire country. We thank you for your trust and your loyalty. But we also extend our sincere thanks to our employees, who deserve our utmost respect and gratitude for the passionate commitment they demonstrate to Swisscom every day. So much so that today Switzerland is a trailblazer both in terms of technology and its affinity to customers – a picture that is very different from the 1980s and 1990s. And a trailblazer it should remain. Which is why we keep doing what we do. Not in spite of, but because the world is facing uncertainties and because it is confronted with major challenges. We want to seize this opportunity. Committed, trustworthy, curious.

All items on the agenda of the Shareholders' Meeting and proposals can be found on the pages to follow, along with explanations. To register for the Shareholders' Meeting or to allocate a proxy, please use the enclosed form or enter your details on the new shareholders' platform. Further information about the shareholders' platform is enclosed here.

We look forward to seeing you at the Shareholders' Meeting.

Worblaufen, 20 February 2018

Yours sincerely

Swisscom Ltd
Board of Directors

A handwritten signature in black ink, appearing to read "Hansueli Loosli". The signature is written in a cursive, slightly slanted style.

Hansueli Loosli, Chairman

This invitation is a translation of the German original. In the event of any inconsistencies, the German version of the invitation shall prevail over the French, Italian and English translations.

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Proposals and explanatory notes

1 Report on the financial year 2017

1.1 *Approval of the Management Commentary, financial statements of Swisscom Ltd and the consolidated financial statements for the financial year 2017*

Proposal

The Board of Directors proposes that the Management Commentary, the financial statements of Swisscom Ltd and the consolidated financial statement for financial year 2017 be approved.

1.2 *Consultative vote on the Remuneration Report 2017*

Proposal

The Board of Directors proposes that affirmative notice of the Remuneration Report 2017 be taken by means of a consultative vote.

Explanatory notes

The Remuneration Report (pages 81 to 91 of the Annual Report 2017) states the decision-making competencies and presents principles and elements of the remuneration of the Board of Directors and Group Executive Board. It lists the remuneration paid in the reporting year to the members of the Board of Directors and Group Executive Board and indicates their shareholdings in Swisscom Ltd. A non-binding consultative vote will be held in relation to the report.

2 Appropriation of the retained earnings 2017 and declaration of dividend

| | |
|-------------------------------------|-------------------|
| > Balance carried forward from 2016 | CHF 5,042 million |
| > Net income 2017 | CHF 197 million |
| > Change in treasury shares | CHF 1 million |
| Total retained earnings 2017 | CHF 5,240 million |

Proposal

The Board of Directors proposes that the retained earnings be appropriated as follows:

| | |
|--|-------------------|
| > Dividend of CHF 22 per share for 51,801,319 shares | CHF 1,140 million |
| > Balance to be carried forward | CHF 4,100 million |

No dividends will be paid out on shares held by Swisscom Ltd.

Explanatory notes

The Board of Directors proposes to the Shareholders' Meeting a dividend of CHF 22 gross per share (prior year: CHF 22). The total dividend of approx. CHF 1,140 million is based on a portfolio of 51,801,319 shares with a dividend entitlement (as at 31 December 2017). Subject to the approval of the proposal by the Shareholders'

Meeting, after deducting federal withholding tax of 35%, a net dividend of CHF 14.30 per share will be paid out on 10 April 2018. The last trading day with entitlement to receive a dividend is 5 April 2018. As of 6 April 2018, the shares will be traded ex dividend.

3 Discharge of the members of the Board of Directors and the Group Executive Board

Proposal

The Board of Directors proposes that discharge be granted to the members of the Board of Directors and the Group Executive Board for the financial year 2017.

4 Elections to the Board of Directors

The one-year term of office of all members of the Board of Directors expires at the Shareholders' Meeting 2018. On this date, Theophil Schlatter will retire from the Board of Directors. The Board of Directors sincerely thanks Theophil Schlatter for his many years of service to Swisscom. The Board of Directors proposes that Anna Mossberg be elected to replace him. All further members to be elected by the Shareholders' Meeting will be standing for re-election. To optimise the succession planning process, the Board of Directors proposes that Catherine Mühlemann be re-elected again, even though at the date of the Shareholders' Meeting she will have held office for a term of twelve years. The respective elections will be held individually.

The representative of the Swiss Confederation, Renzo Simoni, is not elected by the Shareholders' Meeting and is instead appointed by the Federal Council.

Further details about the current members of the Board of Directors, including the mandates they hold and other important activities, are provided in the Annual Report 2017 in the chapter on Corporate Governance, Section 4.

4.1 Re-election of Roland Abt



Proposal

The Board of Directors proposes that Roland Abt be re-elected as member of the Board of Directors for the period of time until the conclusion of the next Ordinary Shareholders' Meeting.

Explanatory notes

Roland Abt (born 1957), Dr. oec., a Swiss citizen, is a recognised financial expert. He was elected to the Board of Directors in April 2016 and has been sitting on the Audit Committee since 2017. Roland Abt was employed by the Georg Fischer Group from 1996 to 2016, most recently as CFO of Georg Fischer AG and a member of the Group Executive Board from 2004. Roland Abt has four other Board of Directors mandates, one of which is in a listed company.

4.2 *Re-election of Valérie Berset Bircher*



Proposal

The Board of Directors proposes that Valérie Berset Bircher be re-elected as member of the Board of Directors for the period of time until the conclusion of the next Ordinary Shareholders' Meeting.

Explanatory notes

Valérie Berset Bircher (born 1976), Dr. iur., is a Swiss citizen. She has been on the Board of Directors as a staff representative and served as a member of the Audit Committee since April 2016. Valérie Berset Bircher has been employed as Deputy Head of the International Labour Affairs section of the State Secretariat for Economic Affairs (SECO) since 2007.

4.3 *Re-election of Alain Carrupt*



Proposal

The Board of Directors proposes that Alain Carrupt be re-elected as member of the Board of Directors for the period of time until the conclusion of the next Ordinary Shareholders' Meeting.

Explanatory notes

Alain Carrupt (born 1955) is a Swiss citizen, holds a Swiss federal diploma in business studies and has completed numerous training courses. Since April 2016, he has been an employee representative on the Board of Directors and a member of the Finance Committee. Alain Carrupt worked for staff associations from 1994, most recently as Chairman of the syndicom trade union, until February 2016.

4.4 *Re-election of Frank Esser*



Proposal

The Board of Directors proposes that Frank Esser be re-elected as member of the Board of Directors for the period of time until the conclusion of the next Ordinary Shareholders' Meeting.

Explanatory notes

Frank Esser (1958), graduate in business administration and Dr. rer. pol., is a German citizen. Since 2014, he has been a member of the Board of Directors and the Finance Committee. He has chaired the Finance Committee and been a member of the Compensation Committee since 2016. Up until 2012, Frank Esser was the CEO of Société française du radiotéléphone (SFR) and a member of the Management Board of the Vivendi Group. Today, he has two other mandates in listed companies.

4.5 *Re-election of Barbara Frei*



Proposal

The Board of Directors proposes that Barbara Frei be re-elected as member of the Board of Directors for the period of time until the conclusion of the next Ordinary Shareholders' Meeting.

Explanatory notes

Barbara Frei (1970), Dr. sc. techn. and MBA IMD, is a Swiss citizen. She has been a member of the Board of Directors since 2012 and was a member of the Finance Committee until the end of 2013. Since 2014, she has headed up the Compensation Committee. Between 1998 and 2016, she worked in various managerial positions for the ABB Group. Since December 2016, Barbara Frei has worked for the Schneider Electric Group, Paris, currently as Zone President for Germany, Austria and Switzerland. Barbara Frei holds several mandates in conjunction with this position.

4.6 *Election of Anna Mossberg*



Proposal

The Board of Directors proposes that Anna Mossberg be elected as member of the Board of Directors for the period of time until the conclusion of the next Ordinary Shareholders' Meeting.

Explanatory notes

Anna Mossberg (1972) is a Swedish citizen. She has a Master of Science in Industrial Engineering & Management from Technical University Lulea, Sweden, and a degree in Executive Management for Growing Companies from the Stanford Business School, Palo Alto, USA.

As a member of the Management Team of Google Sweden and in the role of Industry Leader, Anna Mossberg has been responsible for digitisation in a number of sectors since August 2015. Early March 2018 she will leave the company. From 2012 to the end of 2014, she held the position of Senior Vice President Strategy at Deutsche Telekom AG and was responsible for all new digital products. In 2011, she provided support to Stanley Securities AB in her role as Senior Advisor and in 2010 headed the Swedish Internet provider Bahnhof AB as CEO. Anna Mossberg gained most of her experience working at Swedish telecommunications group Telia from 1996 to 2010. Here, she held different roles in numerous countries, including Vice President and Head of Business & Product Management, Head of Internet, Consumer Segment and Director Data Services, Product & Services. Over the course of her many years at Telia-Sonera, Anna Mossberg was also a member of several Board of Directors committees. Anna Mossberg currently holds another Board of Directors mandate at Husman Hagberg AB, Sweden. She has also been proposed for appointment to the Board of

Directors of Swedbank, Sweden, an exchange-listed company. Thanks to her many years of management experience in the telecommunications and IT sectors as well as her in-depth knowledge of Internet-based services and digitisation, Anna Mossberg will make an ideal enhancement to the Swisscom Board of Directors.

4.7 *Re-election of Catherine Mühlemann*



Proposal

The Board of Directors proposes that Catherine Mühlemann be re-elected as member of the Board of Directors for the period of time until the conclusion of the next Ordinary Shareholders' Meeting.

Explanatory notes

Catherine Mühlemann (1966), lic. phil. I, is a Swiss citizen and has been a member of the Board of Directors and the Finance Committee since 2006. She has worked in managerial positions in various companies in the media sector since 1994 and has been a partner in Andmann Media Holding GmbH, Baar, since 2008, where she was proprietor until the end of 2012. Catherine Mühlemann has three other mandates, one of which is in a listed company.

4.8 *Re-election of Hansueli Loosli*



Proposal

The Board of Directors proposes that Hansueli Loosli be re-elected as member of the Board of Directors for the period of time until the conclusion of the next Ordinary Shareholders' Meeting.

Explanatory notes

Hansueli Loosli (1955) is a Swiss Certified Accountant and Controller and a Swiss citizen. Since 2009, he has been a member of the Board of Directors, and since 1 September 2011, he has been the Chairman of the Board. He chairs the ad hoc formed Nomination Committee and is a member of the Audit, Finance and Compensation Committees. Within the Compensation Committee, he holds an advisory role without voting rights. Hansueli Loosli is the Chairman of the Board of Directors of the current Coop Group Association and of other companies of the Coop Group (of which one is a listed company). He has one mandate outside the Coop Group.

4.9 *Re-election of Hansueli Loosli as Chairman*

Proposal

The Board of Directors proposes that Hansueli Loosli be re-elected as Chairman of the Board of Directors for the period of time until the conclusion of the next Ordinary Shareholders' Meeting.

5 *Elections to the Compensation Committee*

The Board of Directors intends to re-appoint Barbara Frei as Chairman of the Compensation Committee if she is re-elected by the Shareholders' Meeting.

5.1 *Election of Roland Abt*

Proposal

The Board of Directors proposes that Roland Abt be elected to the Compensation Committee for the period of time until the conclusion of the next Ordinary Shareholders' Meeting.

5.2 *Re-election of Frank Esser*

Proposal

The Board of Directors proposes that Frank Esser be re-elected to the Compensation Committee for the period of time until the conclusion of the next Ordinary Shareholders' Meeting.

5.3 *Re-election of Barbara Frei*

Proposal

The Board of Directors proposes that Barbara Frei be re-elected to the Compensation Committee for the period of time until the conclusion of the next Ordinary Shareholders' Meeting.

5.4 *Re-election of Hansueli Loosli*

Proposal

The Board of Directors proposes that Hansueli Loosli be re-elected to the Compensation Committee as a member without voting rights for the period of time until the conclusion of the next Ordinary Shareholders' Meeting.

5.5 *Re-election of Renzo Simoni*



Proposal

The Board of Directors proposes that Renzo Simoni be re-elected to the Compensation Committee for the period of time until the conclusion of the next Ordinary Shareholders' Meeting.

Explanatory notes

Renzo Simoni (born 1961), Dr. sc. tech., Engineering, ETH, is a Swiss citizen and has been the representative of the Swiss Confederation in the Board of Directors and a member of the Compensation and the Finance Committees since 2017. From 2007 until 2017, he was Chairman of the Management Board of AlpTransit Gotthard AG. Today, he has one other mandate.

6 *Remuneration of the members of the Board of Directors and the Group Executive Board*

6.1 *Approval of the total remuneration of the members of the Board of Directors for 2019*

Proposal

The Board of Directors proposes that the maximum total amount for the remuneration of members of the Board of Directors of CHF 2.5 million be approved for the financial year 2019.

Explanatory notes

The proposed maximum total amount of CHF 2.5 million is based on the remuneration of nine members of the Board of Directors. This amount remains unchanged in comparison with the total amount approved for 2018 by the Shareholders' Meeting.

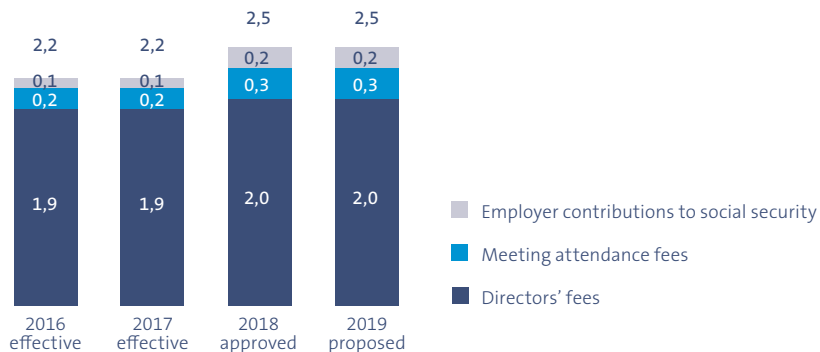
The total amount is expected to comprise the following subtotals allocated to the respective remuneration components:

- > Directors' fees (base salaries and functional allowances): CHF 2.0 million
- > Meeting attendance fees: CHF 0.3 million
- > Employer contributions to social security: CHF 0.2 million

The definitive remuneration amounts will be presented in the Remuneration Report for the financial year 2019 and will be subject to the consultative vote in relation to the report, to be held at the Shareholders' Meeting 2020.

The graph below shows the proposed total remuneration for 2019 in comparison with the total remuneration approved for 2018 and the remuneration paid out for 2016 and 2017.

Board of Directors' Remuneration 2016–2019 (in MCHF)



6.2 Approval of the total remuneration of the members of the Group Executive Board for 2019

Proposal

The Board of Directors proposes that the maximum total amount for the remuneration of the members of the Group Executive Board of CHF 9.7 million be approved for the financial year 2019.

Explanatory notes

The proposed maximum total amount of CHF 9.7 million is based on the remuneration of seven members of the Group Executive Board. This amount remains unchanged in comparison with the total amount approved for 2018 by the Shareholders' Meeting.

The total amount is expected to comprise the following subtotals allocated to the respective remuneration components:

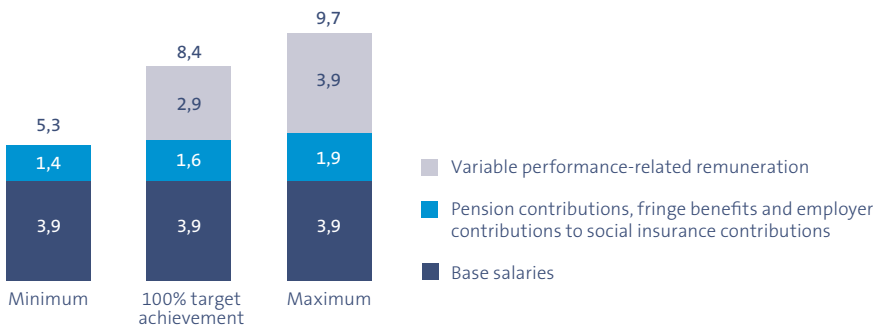
- Basic remuneration: CHF 3.9 million. This is equivalent to the basic remuneration as comprised within the total amount approved by the Shareholders' Meeting for 2018. The total amount for 2018 includes a potential basic remuneration increase of 4% in comparison with 2017. No further increase is proposed for 2019. As a rule, the individual remuneration rates in place for members of the Group Executive Board are reviewed once every three years of employment. The

Board of Directors will decide whether to implement the envisaged basic remuneration increase for each member of the Group Executive Board individually, based predominantly on the evaluation of the market value of the function in question, drawing on market comparisons and taking individual performance into account. The Board of Directors will determine the basic remuneration for 2019 at the end of 2018.

- > Variable performance-related remuneration: CHF 3.9 million maximum should all members of the Group Executive Board outperform their targets. Variable performance-related remuneration can total a maximum of 100% of the basic remuneration amount should targets be outperformed. This does not constitute an increase in comparison to the maximum possible variable remuneration for 2018.
- > Pension contributions, fringe benefits and employer contributions to social security: CHF 1.9 million. This figure comprises the maximum possible legal and contractual employer obligations for contributions to pensions and social insurance, as well as fringe benefits. The exact amount due to cover these obligations depends, among other factors, on the basic and variable remuneration effectively paid, the age structure across members of the Group Executive Board and the insurance contribution rates.

The graph below shows the expected remuneration values comprised within the proposed total amount, which would be due if targets were not reached (minimum), if 100% of targets were reached and if they were outperformed to the greatest extent possible (maximum).

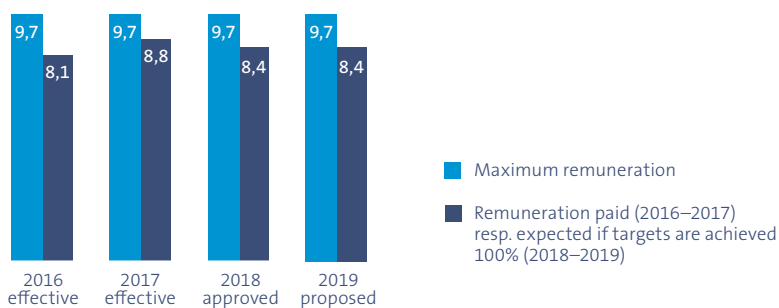
Scenarios of potential Group Executive Board remuneration 2019 (in MCHF)



If targets are met at 100%, the total remuneration for 2019 is expected to amount to CHF 8.4 million, as in 2018. This figure comprises expected fixed basic remuneration of CHF 3.9 million, expected variable remuneration of CHF 2.9 million and an expected CHF 1.6 million in pension contributions, fringe benefits and social insurance contributions.

Over the course of previous years, targets have never been outperformed to such an extent that the maximum possible remuneration was paid out in full. The graph below shows the total remuneration paid out in previous years and the total remuneration expected if 100% of targets are met in 2018 and 2019, compared with the respective maximum possible remuneration.

Group Executive Board's remuneration compared to the maximum amounts 2016–2019 (in MCHF)



The definitive remuneration amounts will be presented in the Remuneration Report for the financial year 2019 and will be subject to the consultative vote in relation to the report, to be held at the Shareholders' Meeting 2020.

7 Re-election of the independent proxy

Proposal

The Board of Directors proposes that the law firm Reber Rechtsanwälte, Zurich, be re-elected as independent proxy for the period of time until the conclusion of the next Ordinary Shareholders' Meeting.

Explanatory notes

The partners of the law firm Reber Rechtsanwälte and the persons involved in performing the function of independent proxy meet the statutory requirements for independence. Swisscom maintains the normal customer relationships for telecommunications services with the persons involved. These are processed with the same

conditions as with third parties. There are no contractual or other relationships that could impair the involved parties' independence. Reber Rechtsanwälte has confirmed that their firm meets the independence requirements to perform this mandate.

8 Re-election of the statutory auditors

Proposal

The Board of Directors proposes that KPMG AG, Muri near Berne, be re-elected as statutory auditors for the financial year 2018.

Explanatory notes

KPMG is a state-supervised audit company registered with the Federal Audit Supervisory Authority and has confirmed to Swisscom that it fulfils the legal requirements concerning independence. KPMG has been acting as Swisscom's auditor since 1 January 2004. Further details about the statutory auditor, in particular the lead auditor and the audit fees, are provided in the Annual Report 2017 in the chapter on Corporate Governance, Section 9.

Organisational information

> Annual Report

The Annual Report 2017, which includes the Remuneration Report and the reports of the statutory auditors, can be viewed at the company headquarters of Swisscom Ltd (Alte Tiefenaustrasse 6, 3048 Worblaufen). It can also be viewed on the Internet at www.swisscom.ch/report2017 or be requested using the enclosed registration form or via the shareholders' platform (please tick the appropriate box).

> Voting entitlement

Shareholders whose shares have been entered in the Share Register with voting rights by 4 p.m. (CET) on 28 March 2018 are entitled to vote at the Shareholders' Meeting.

> Admission card and voting documents

Admission cards and voting documents can be ordered upon registration or via the shareholders' platform. They will be dispatched between 8 and 28 March 2018. If you do not receive the documents in due time, you can collect them in person from the information desk (GV desk) before the start of the Shareholders' Meeting, upon presentation of proof of identity. Admission cards that have already been issued are no longer valid should the corresponding shares be sold and the disposal of the shares be recorded in the Share Register before the Shareholders' Meeting.

> Representation

Shareholders can be represented by:

- a) another shareholder who is entitled to vote;
- b) the independent proxy Reber Rechtsanwälte, 8034 Zurich.

The proxy can be issued in writing with the enclosed registration form, with the admission card or electronically via the shareholders' platform.

If instructions are sent to the independent proxy both electronically via the shareholders' platform and in writing, only the electronic instructions will be taken into account. The instructions can be amended at any time up until 2 April 2018, 11.59 p.m. (CET).

Voting representation by the corporate proxy and/or custodian is not permitted.

> Translation

The Shareholders' Meeting will be held in German and will be interpreted simultaneously into French and English.

> Webcast

The Shareholders' Meeting will be broadcast live at <http://www.swisscom.ch/shareholdersmeeting>.

> Minutes

The minutes of the Shareholders' Meeting will be published on the Internet under www.swisscom.ch/shareholdersmeeting and may also be viewed at the headquarters of Swisscom Ltd.

> Refreshments

We invite all participants to partake of refreshments following the Shareholders' Meeting.

> Contact

For information on the Shareholders' Meeting

Telephone: 0800 800 512 (free from within Switzerland)

E-mail: gvswisscom18@computershare.ch

www.swisscom.ch/shareholdersmeeting

For changes in address

Telephone: +41 (0)62 205 77 08

E-mail: gvswisscom18@computershare.ch

Enclosures

- > Reply envelope (addressed to the Share Register, Computershare Switzerland Ltd, Olten)
- > Registration with proxy and instruction form
- > Information and access details for the shareholder's platform

Details on reaching the venue

> Arrival by public transport

On 4 April 2018, the shuttle bus service from the Fribourg railway station to Forum Fribourg and back will be free of charge.

Upon your arrival at the Fribourg railway station, please follow the signposts for the bus station, bay no. 25. Shuttle buses labelled with “Swisscom AG – Forum Fribourg” will be waiting for you.

Between 11 a.m. and 1.30 p.m., the buses will travel to Forum Fribourg at regular intervals (trip takes approx. 8 minutes). If checked by a ticket inspector, show your invitation / admission card to the Shareholders’ Meeting.

After the Shareholders’ Meeting between 4 p.m. and 7 p.m., shuttle buses will run from Forum Fribourg to Fribourg railway station every 10 minutes. A bus will also leave at 7.30 p.m. and 8 p.m. (last connection).

> Arrival by car

You will find Forum Fribourg 300 metres from the “Fribourg-Nord” motorway exit (motorway A12, exit no. 8). Parking spaces with costs are available on site.

