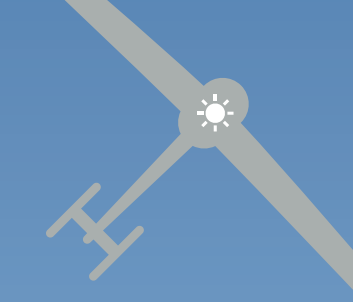


| Our vision:  
**The best in the networked world – everywhere and all the time.**




**Our values:**

We focus on people and their relationships. Together we succeed.

  
**We are close to our customers.**

  
**We achieve great things.**

  
**We shape the future.**

  
**We are open to new ideas.**

  
**We keep our promises.**

**Our customer promise:**

Swisscom – the best companion in the networked world. Trustworthy, simple and inspiring.



**We are close to our customers – Customer centricity.**

- > We are interested in our customers.
- > We see things from the customer's viewpoint.
- > We take our customers' concerns seriously.
- > We speak the customer's language.
- > We offer customers new opportunities.

**We achieve great things – passion.**

- > We have passion and ambition.
- > We enable success.
- > We act boldly.
- > We inspire enthusiasm.
- > We create new things with our partners.

**We shape the future – sustainability.**

- > We think in a holistic and connected way.
- > We ensure long-term success.
- > We take responsibility.
- > We use resources carefully.
- > We are connected to Swiss society.

**We are open to new ideas – curiosity.**

- > We see the world from the point of view of others.
- > We see the big picture.
- > We listen and seek to understand.
- > We are interested in new ideas and thus drive our business.
- > We constantly question and continue to develop ourselves.

**We keep our promises – reliability.**

- > We keep our word.
- > We inspire trust.
- > We have high quality standards.
- > We are reliable.
- > We are authentic.

**Welcome to the country of possibilities.**