swisscom

This Q&A contains information for shareholders registered in the Share Register of Swisscom Ltd

ADR Owners should contact the Bank of New York for additional information.

Q & A for the ordinary General Meeting of Shareholders 2017

1. General Meeting of Shareholders – the basics ... 3

1.1 When and where? ... 3
1.2 Start of the General Meeting of Shareholders? ... 3
1.3 What happens if I arrive too late? ... 3
1.4 Duration of the General Meeting of Shareholders? ... 3
1.5 What language will the General Meeting of Shareholders be held in? ... 3
1.6 Which publications will be made available for shareholders? ... 3
1.7 How can I order publications? ... 3
1.8 Who can attend the General Meeting of Shareholders? ... 4
1.9 Do I get an invitation? ... 4
1.10 Can I bring someone with me? ... 4
1.11 Can I attend the General Meeting of Shareholders as a guest or companion? ... 4
1.12 I cannot find my entry card. Where can I register? ... 4
1.13 I have not received an entry card. Where can I register? ... 4
1.14 The number of shares mentioned is incorrect. Who can provide me with information? ... 5
1.15 What is the deadline for the right to vote at the General Meeting of Shareholders? ... 5
1.16 I have sold shares since receiving the entry pass and the voting documents. Are these documents still valid? ... 5
1.17 I purchased shares a few days before the General Meeting of Shareholders. Do these shares entitle me to vote? ... 5
1.18 Can I collect the entry card and voting documents on the day of the General Meeting of Shareholders? ... 6
1.19 Where must I register if I want to speak about an item or proposal at the General Meeting of Shareholders? ... 6
1.20 Will there be catering available? ... 6
1.21 Whom must I notify of a change of address? ... 7

2. Proxy/representative ... 7

2.1 By whom can I be represented at the General Meeting of Shareholders? ... 7
2.2 Can my spouse go in my place to the Annual General Meeting? ... 7
2.3 What does “independent proxy” mean? ... 7
2.4 Can I have myself represented by my custodian bank or Swisscom Ltd (corporate proxy)? ... 8
2.5 In what form can I issue the proxy and instructions? ... 8
2.6 How do I nominate a proxy in writing? ... 8
2.7 Why is only one reply envelope to Computershare SChweiz AG enclosed, and no additional one for the independent proxy? ... 8
2.8 Who is Computershare Schweiz AG? ... 8

swisscom

2.9 How can I issue a proxy via the web platform Sherpany? ... 9
2.10 What can I do if I did not receive any login data (shareholder's number and code) for the Internet platform Sherpany with the invitation? ... 9
2.11 Whom can I contact on questions about remote electronic voting? ... 9
2.12 What are the advantages of the shareholder platform Sherpany? ... 9
2.13 Can I logout again on Sherpany? ... 9
2.14 Are sensitive data stored on Sherpany? ... 10
2.15 What security standards does Sherpany possess to protect data? ... 10
2.16 Do I have to download any software to use Sherpany? ... 10
2.17 What web browser can I use? ... 10
2.18 I have already issued instructions to the independent proxy. Can I still take part in the General Meeting of Shareholders? ... 10
2.19 I have already issued a written proxy and instructions to the independent proxy. May I still open a shareholder's account on Sherpany? ... 10
2.20 How can I issue the independent proxy with voting instructions in writing? ... 11

3. Travel to the General Meeting of Shareholders ... 11
3.1 Does Swisscom pay transport costs? ... 11
3.2 Do I get a 20% rail discount on the return trip from a Swiss railway station? ... 11
3.3 How do I get from Zurich Central Station to Hallenstadion by public transport? ... 11
3.4 Are there car parks near the Hallenstadion? ... 11

4. Dividend payment ... 12
4.1 How much, when and where? ... 12
4.2 Do I get my dividend automatically? ... 12
4.3 Is the dividend dependent on the share price? ... 12
4.4 What is the latest date by which I can buy shares including rights to the dividend payment for the 2016 financial year? ... 12
4.5 What impact does the dividend payment have on the performance of shares? ... 12
4.6 Do I have to pay tax on the dividend? ... 12
4.7 How much is the withholding tax? ... 12
4.8 I have a new bank account. How do I receive the dividend? ... 13

swisscom

1. General Meeting of Shareholders – the basics

1.1 When and where?

- Monday, 3 April 2017
- Hallenstadion Zurich Oerlikon, Wallisellenstrasse 45

1.2 Start of the General Meeting of Shareholders?

- 1:30 p.m. (CET)
- Doors open at 12:30 p.m. (CET)

1.3 What happens if I arrive too late?

- Entry is still possible.

1.4 Duration of the General Meeting of Shareholders?

- Approx. three hours

1.5 What language will the General Meeting of Shareholders be held in?

- The General Meeting of Shareholders will be held in German, with simultaneous translation into French and English. The projections will be in German.

1.6 Which publications will be made available for shareholders?

- Annual report 2016: this is available for inspection at the headquarters of Swisscom Ltd (Alte Tiefenaustrasse 6, 3048 Worblaufen) and can be viewed online at www.swisscom.ch/bericht2016 or ordered with the registration form for the General Meeting of Shareholders or via the Internet platform Sherpany (please tick the corresponding box).
- Company brochure 2016: this can be ordered when registering for the General Meeting of Shareholders or via the Internet platform Sherpany (please tick the corresponding box).

1.7 How can I order publications?

- The company brochure and the annual report can be ordered with the registration from for the General Meeting of Shareholders (please tick the corresponding box).
- If you open a shareholder's account on the Internet platform, you can also order the company brochure and annual report via this platform.

swisscom

1.8 Who can attend the General Meeting of Shareholders?

- Shareholders who are listed in the share register with voting rights on Wednesday, 29 March 2017, at 4:00 p.m. (CET), may attend the General Meeting of Shareholders and are eligible to vote.

1.9 Do I get an invitation?

- All shareholders listed in the share register with voting rights will receive a written invitation from 4 March 201
- The invitation will be sent in German, French, Italian or English depending on the language of the shareholder recorded in the share register.

1.10 Can I bring someone with me?

- Unfortunately, not. Only shareholders listed in the share register with voting rights are eligible to attend the General Meeting of Shareholders.

1.11 Can I attend the General Meeting of Shareholders as a guest or companion?

- If you are not a registered shareholder of Swisscom Ltd with voting rights, you may not attend the General Meeting of Shareholders, even as a guest or companion.
- People with mobility problems who require someone to accompany them should please call the following telephone number: +41 (0) 58 221 54 71.

1.12 I cannot find my entry card. Where can I register?

- On the day of the General Meeting of Shareholders, please register at the information desk before the start of the meeting. After identification (please bring proof of identity) and checking whether you are listed in the share register as a shareholder with voting rights, you will receive your entry pass and voting papers.

1.13 I have not received an entry card. Where can I register?

- The entry cards and voting documents will be sent by post from 8 March to 29 March 2017. If you do not receive the documents in time, please report to the information desk (GV desk) before the start of the General Meeting of Shareholders. After verifying your identity (please bring proof of identity), we can give you the entry pass and voting documents in person.

swisscom

1.14 The number of shares mentioned is incorrect. Who can provide me with information?

- Please contact your custodian bank directly or report to the information desk before the start of the General Meeting of Shareholders.

1.15 What is the deadline for the right to vote at the General Meeting of Shareholders?

- The deadline for the right to vote is 29 March 2017 4:00 p.m. (CET). All shares registered on 29 March 2017 by 4:00 p.m. (CET) entitle the holder to vote.

1.16 I have sold shares since receiving the entry pass and the voting documents. Are these documents still valid?

- You have sold some of your shares: for the sold shares, you are no longer eligible to vote, provided the sale was registered in the share register before 29 March 2017 at 4:00 p.m. (CET). If the number of voting rights specified on your entry card and voting documents is incorrect because of selling shares, please have your entry card and voting documents corrected at the information desk on the day of the General Meeting of Shareholders.
- You have sold all shares: if the sale was registered in the share register before 29 March at 4:00 p.m. (CET), you are no longer eligible to vote at the General Meeting of Shareholders and you may not attend.
- You have sold some or all of your shares after 29 March 2017: you are eligible to vote at the General Meeting of Shareholders, but you will no longer receive a dividend on the shares sold.
- If in doubt, please contact the share register before the General Meeting of Shareholders (phone: +41 (0)62 205 77 08; e-mail: gvswisscom17@computershare.ch) or report to the information desk before the start of the General Meeting of Shareholders.

1.17 I purchased shares a few days before the General Meeting of Shareholders. Do these shares entitle me to vote?

- You are a new shareholder:
  - If the purchase of shares was recorded in the share register before 29 March 2017 at 4:00 p.m. (CET), these shares entitle you to vote. If you do not receive the entry card and voting documents in the post, report to the information desk so that we can give you these documents in person.
  - If the purchase of shares was only recorded in the share register after 29 March 2017 at 4:00 p.m. (CET), you are not eligible to vote, but you will receive the dividend. Please report to the information desk (GV desk) so that we can issue you with a guest pass which entitles you to attend the General Meeting of Shareholders.

- You already hold Swisscom shares:
  - If the purchase of the new shares was recorded in the share register before 29 March 2017 at 4:00 p.m. (CET), these new shares entitle you to vote. If you do not receive a new entry card with new voting documents by post, please report to the information desk so that we can give you these documents with the new number of votes.
  - If the purchase of the shares was only recorded in the share register after 29 March 2017 at 4:00 p.m. (CET), you will not be entitled to votes resulting from the new shares and will not receive any new voting documents.
- If in doubt please contact the share register before the General Meeting of Shareholders (phone: +41 (0)62 205 77 08; e-mail: gvswisscom17@computershare.ch) or report to the information desk before the start of the General Meeting of Shareholders.

1.18 Can I collect the entry card and voting documents on the day of the General Meeting of Shareholders?

- Yes. Please state your surname / first name, address, date of birth and (if known) your shareholder number and show proof of identity when collecting the documents from the information desk.

1.19 Where must I register if I want to speak about an item or proposal at the General Meeting of Shareholders?

- Please go to the desk labelled "Wortmeldungen" ("Requests to speak") in the meeting room (on the left in front of the stage), show your voting papers and briefly state the content of your contribution. You will then be called at the given time. Please stick to the topic and keep it brief to allow other shareholders to speak.
- When you receive the invitation, you may also send any questions in writing to the Board of Directors (address: Swisscom Ltd, Secretary of the Board of Directors, 3050 Bern). If you would also like to speak, you must attend the General Meeting of Shareholders and register on the list of speakers at the desk for requests to speak.
- Please also report to the desk labelled "Wortmeldungen" ("Requests to speak") if you do not want your appearance to be broadcast on the Internet.

1.20 Will there be catering available?

- Following the General Meeting of Shareholders, shareholders will be served a standing buffet.

swisscom

1.21 Whom must I notify of a change of address?

- Changes of address should be reported directly to the share register of Swisscom Ltd, Computershare Schweiz AG, Olten: phone: +41 (0)62 205 77 08 / e-mail: gvswisscom17@computershare.com

2. Proxy/representative

2.1 By whom can I be represented at the General Meeting of Shareholders?

- The following representatives are possible:
  - another shareholder with voting rights
  - the independent proxy, Reber Rechtsanwälte, P.O. Box, 8034 Zurich
  - legal representative (for minors and wards)
  - the authorised signatories of a company (partnerships, legal persons)
- The following representatives are not possible:
  - Parents representing their adult children, or vice versa, is only possible if the representing parent or representing child is also a registered shareholder of Swisscom Ltd with voting rights.
  - Representation by a spouse is only possible if the representing spouse is also a registered shareholder of Swisscom Ltd with voting rights.
  - Representation by the corporate proxy or the custody proxy is no longer permissible.
- If you name your representative with the proxy on the entry card, please take care to deliver the entry pass to your representative.

2.2 Can my spouse go in my place to the Annual General Meeting?

- Only if they are shareholders themselves, otherwise not. According to our statutes, a shareholder can only be represented by another registered shareholder with voting rights.

2.3 What does “independent proxy” mean?

The independent proxy is an independent person designated by the Shareholders’ Meeting. The independent proxy casts votes according to the instructions of the principal. If the independent proxy does not receive any instructions, he/she will abstain from voting. Proxy authorisation must be confirmed with a signature.

swisscom

2.4 Can I have myself represented by my custodian bank or Swisscom Ltd (corporate proxy)?

- No, representation by the custodian bank or governing bodies of Swisscom Ltd (corporate proxy) has not been permissible since 1st January 2014 in accordance with the ordinance against excessive remuneration in listed public limited companies.

2.5 In what form can I issue the proxy and instructions?

- In writing: with the proxy on the registration and entry card.
- Electronically: via the shareholder platform Sharpany www.sherpany.com. If you decide on this method, you will in future receive the invitation to the General Meeting of Shareholders by e-mail to the e-mail address provided at registration.

2.6 How do I nominate a proxy in writing?

- A proxy can be nominated in writing with the registration or with the entry card.
- With the registration (complete and sign the registration accordingly) you may authorise, the independent proxy Reber Rechtsanwälte or another shareholder with voting rights. The registration with the proxy (proxy to another shareholder with voting rights) or the independent proxy should be returned using the corresponding envelope to Computershare Schweiz AG, Olten.
- With the entry card (complete and sign the entry card accordingly) you may authorise the independent proxy or another shareholder with voting rights. The entry card should be returned directly to the independent proxy (Reber Rechtsanwälte P.O. Box, 8034 Zurich). If you would like to authorise another shareholder with voting rights, please give over the completed and signed entry pass directly to the shareholder.

2.7 Why is only one reply envelope to Computershare SChweiz AG enclosed, and no additional one for the independent proxy?

- Swisscom has over 78,000 shareholders. For logistical reasons, the share register helps the independent proxy to handle the powers of attorney. It is therefore expedient to send the powers of attorney directly to the share register. The independent proxy will represent the shares at the Shareholders' Meeting and represent the votes as instructed by the shareholders.

2.8 Who is Computershare Schweiz AG?

- SIX SAG AG, which has been managing Swisscom's share register since 1998, was taken over by Computershare Limited on 1 January 2017 and has been renamed Computershare Schweiz AG. Computershare Schweiz AG will continue to manage Swisscom's share register and has been commissioned with organisation of the Sharehoders' Meeting, as previously the case.

swisscom

2.9 How can I issue a proxy via the web platform Sherpany?

- Open a personal Sherpany account at www.sherpany.com. If you already have a Sherpany account, you can add Swisscom Ltd to your existing account. You will receive the shareholder's number required for this, the code and brief instructions on registration together with your invitation.
- You can find more information on the Sherpany web site. A set of Q&A is also published there to answer questions on Sherpany.

2.10 What can I do if I did not receive any login data (shareholder's number and code) for the Internet platform Sherpany with the invitation?

- Please contact the share register Computershare Schweiz AG; +41 (0)62 205 77 08 or by e-mail to gvswisscom17@computershare.ch.

2.11 Whom can I contact on questions about remote electronic voting?

- Sherpany answers questions on registration and use of the platform. A set of Q&A has been published on the Sherpany website and questions can be asked by e-mail.

2.12 What are the advantages of the shareholder platform Sherpany?

- You can order your admission card to the Shareholders' Meeting electronically.
- You can authorise the independent proxy and issue your instructions electronically. You can change the instructions at any time up to the closing date for instructions of 31 March 23.59 p.m. (CET).
- You can authorise another shareholder entitled to vote electronically.
- In the future, you will receive the invitation to the General Meeting of Shareholders by e-mail. As a result, you also make a contribution to environmental protection.
- You can order the annual report and company brochure electronically.
- Furthermore, you can learn more about Swisscom at Sherpany (information on the financial figures).
- The service is free of charge.

2.13 Can I logout again on Sherpany?

- Yes, this is possible at any time with an e-mail to Sherpany. In the future, you will then receive the invitation to the General Meeting of Shareholders again by post.

swisscom

2.14 Are sensitive data stored on Sherpany?

- No. You alone determine what data you enter when opening a shareholder's account at Sherpany. The sensitive data related to your position as a shareholder, namely the number of shares held, remain in the database of the share register and are not saved on Sherpany. You can view all of your data saved on Sherpany at any time in your shareholder's account.

2.15 What security standards does Sherpany possess to protect data?

- Sherpany has several security levels (including identification, firewalls, encryption) to ensure the security of its data. Your connections to Sherpany are SSL/TLS encrypted. Take note of the green address line. The lock stands for a secure connection.
- If you have more questions on this subject, please contact Sherpany directly.

2.16 Do I have to download any software to use Sherpany?

- No, Sherpany is a web application. All you need for its use is a normal web browser.

2.17 What web browser can I use?

- The latest versions of the following are possible:
  - Mozilla Firefox
  - Safari
  - Google Chrome
  - Internet Explorer

2.18 I have already issued instructions to the independent proxy. Can I still take part in the General Meeting of Shareholders?

- Yes. Contact the share register and order an entry card. By ordering an entry card you revoke the proxy and voting instructions to the independent proxy. Phone: +41 (0)62 205 77 08; e-mail: gvswisscom17@computershare.ch)

2.19 I have already issued a written proxy and instructions to the independent proxy. May I still open a shareholder's account on Sherpany?

- Yes. It should be borne in mind that solely the electronic instructions are observed if you issue the independent proxy with written as well as electronic instructions. You can change the electronic instructions at any time up to the closing date for instructions, i.e. 31 March 2017 23.59 p.m. (CET).

swisscom

2.20 How can I issue the independent proxy with voting instructions in writing?

- Issue your voting instructions by ticking the relevant instruction on the back of the registration or entry card. It is important that you sign your proxy authorisation in a legally valid manner.
- Blank authorisations that are signed will be regarded as granting authorisation to the independent proxy Reber Rechtsanwälte, P.O. Box, 8034, Zurich.
- Please send the power of attorney back to Computershare Schweiz AG, Postfach, 4601 Olten.

3. Travel to the General Meeting of Shareholders

3.1 Does Swisscom pay transport costs?

- No, transport costs must be paid by shareholders.

3.2 Do I get a 20% rail discount on the return trip from a Swiss railway station?

- Thanks to the partnership between AG Hallenstadion and SBB RailAway, shareholders will receive a 20% discount on their train ticket when travelling to the AGM by public transport. This offer applies for journeys to Zürich Oerlikon and return departing from a location in Switzerland which is outside the ZVV region. If the departure station is within the ZVV region you will receive a 10% discount.

- You can obtain the discounted train ticket at the railway station, at Shareholders' Meeting must be presented when the tickets are checked. Information and online purchase at www.sbb.ch/hallenstadion

3.3 How do I get from Zurich Central Station to Hallenstadion by public transport?

- S-Bahn: S2, S6, S7, S8, S9, S14, S15, S16, S19 or S24 to Oerlikon (takes approx. 7 minutes)
  Tram: nos. 10/14 to Sternen Oerlikon, no. 11 to Messe/Hallenstadion (takes approx.18 minutes).

3.4 Are there car parks near the Hallenstadion?

- Please refer to the information on the “Site Plan” in the invitation or on the Internet site of Swisscom.

swisscom

4. Dividend payment

4.1 How much, when and where?

If the proposal of the Board of Directors is accepted by the General Meeting of Shareholders on 3 April 2017, the payment will be as follows:

- CHF 22 gross (./.35% dividend tax), CHF 14.30 net
- Credit dated 7 April 2017
- To the account which was submitted on the request for entry in the share register

4.2 Do I get my dividend automatically?

- Yes, even if you do not attend the General Meeting of Shareholders.

4.3 Is the dividend dependent on the share price?

- No. The dividend is dependent on the business development of Swisscom as well as other parameters.

4.4 What is the latest date by which I can buy shares including rights to the dividend payment for the 2016 financial year?

- Shares will be traded ex-dividend from 5 April 2017. Shareholders can buy shares including rights to a dividend payment for the 2016 financial year up to and including 4 April 2017.

4.5 What impact does the dividend payment have on the performance of shares?

- In most cases the opening share price is reduced by the dividend value on the ex-date (5 April 2017). However, supply and demand determine the market price. For this reason, we do not generally comment on share price performance.

4.6 Do I have to pay tax on the dividend?

- Swisscom has to deduct 35% withholding tax from the dividend. The dividend is classed as taxable income. If you have any further questions relating to the tax treatment of the dividend, please submit them to your tax adviser.

4.7 How much is the withholding tax?

- The withholding tax is deducted from the dividend of CHF 22. The withholding tax therefore amounts to CHF 7.70 per share (35% of CHF 22) (always assuming the General Meeting of Shareholders approves the proposal of the Board of Directors for a dividend payment).

swisscom

4.8 I have a new bank account. How do I receive the dividend?

- If you have notified your custodian (bank) of the new account details in time (by the end of March 2017 at the latest), the transfer will be duly made to the new account.
- If the custodian bank has no knowledge of the new account details, the transfer will be made to the old account details. The bank which has received the payment and cannot pay it in because of the out-of-date account details will transfer the payment back to the company.
- Once the payment is back at the custodian bank, they will contact you to find out the new account details and transfer the payment to the relevant account. This process can take a few weeks.