Swisscom “investing for sustainable returns”

Presentation for Merrill Lynch TMT Conference

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1. Big Picture – investing for sustainable returns

A. Telecoms is a fixed cost business

- Capital intensive (Capex)
- Low COGS, high fixed Opex

B. Making money in fixed cost business is about scale and share

- Scale: # customers
- Share: position within market

C. To achieve scale and share requires best network & pricing (differentiation)

- Attractive offers that reflect changing customer demand
- Superb network availability

D. To sustain is about

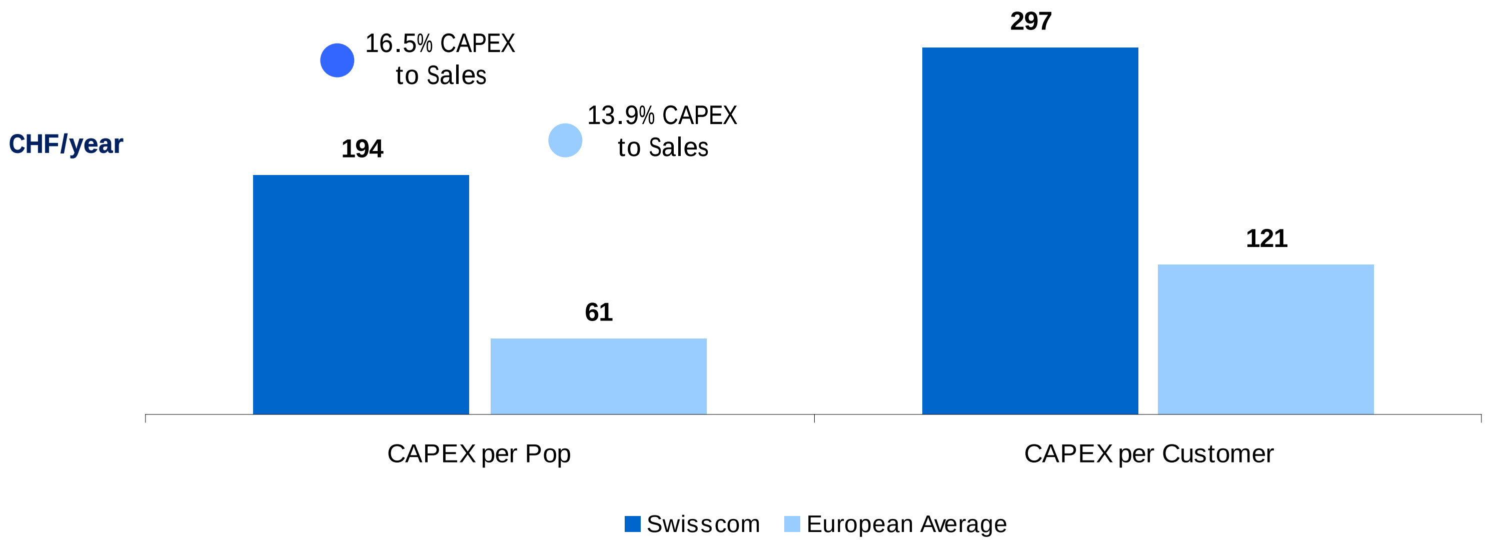
- Willingness and financial ability to (continue to) invest
- Selecting the right investments from both technology and competition perspective at the right time

E.

FCF generation supported by Capex, Marketshare & Pricing power

A. Telco, a fixed cost business - Capital intensive (Capex)

Networks by definition constructed to cover an entire country and all inhabitants (pop)



Based on 2011 figures

Domestic

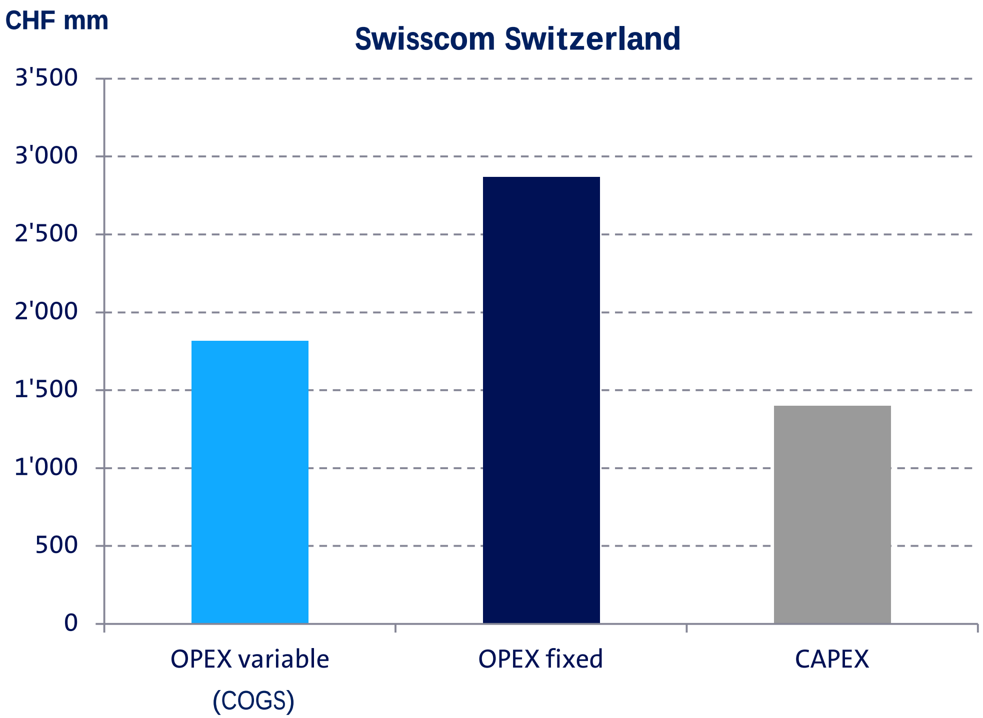
(incumbents only, domestic business)

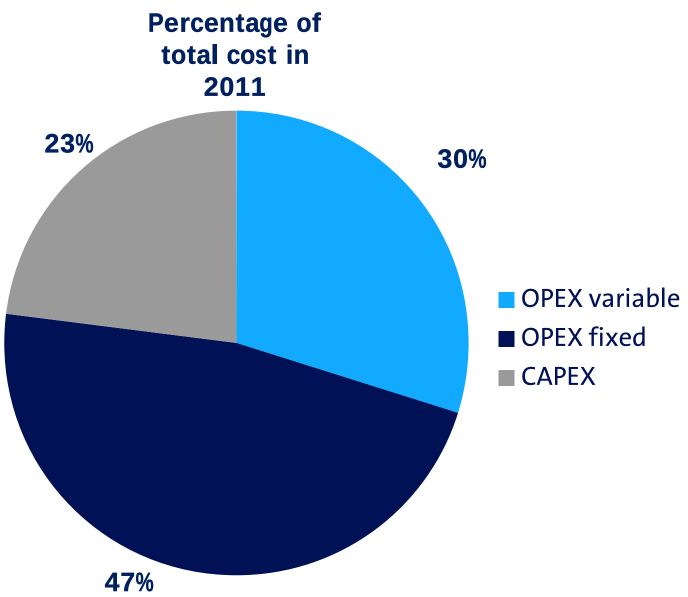
source: Swisscom and broker research

Swisscom invested around 3x more than peers on a Pop basis and over 2x more on a per customer basis. The Capex / Sales is 20% higher than peers, pointing towards the benefits of high market share and premium which can be charged on the back of best network quality

A. Telco, a fixed cost business - Capex & Opex at Swisscom

Operating a network involves mainly fixed, and only limited variable, cash out





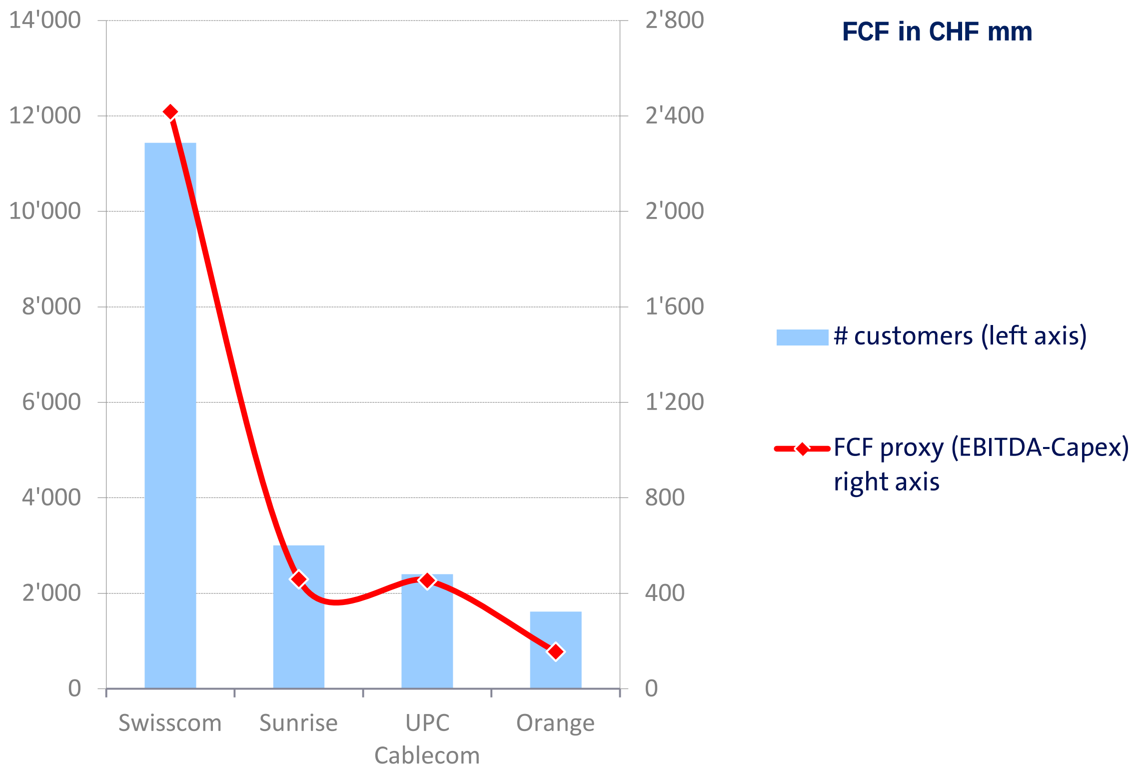
70% of cash out is fixed by nature

B. Making money in a fixed cost business is about scale

Critical mass is crucial with minimum amount of customers to breakeven (on basis EBITDA – Capex) in Switzerland probably at around 1 million

 # customers (subs for fixed, TV and mobile access incl. prepaid) (thousands)

FCF in CHF mm



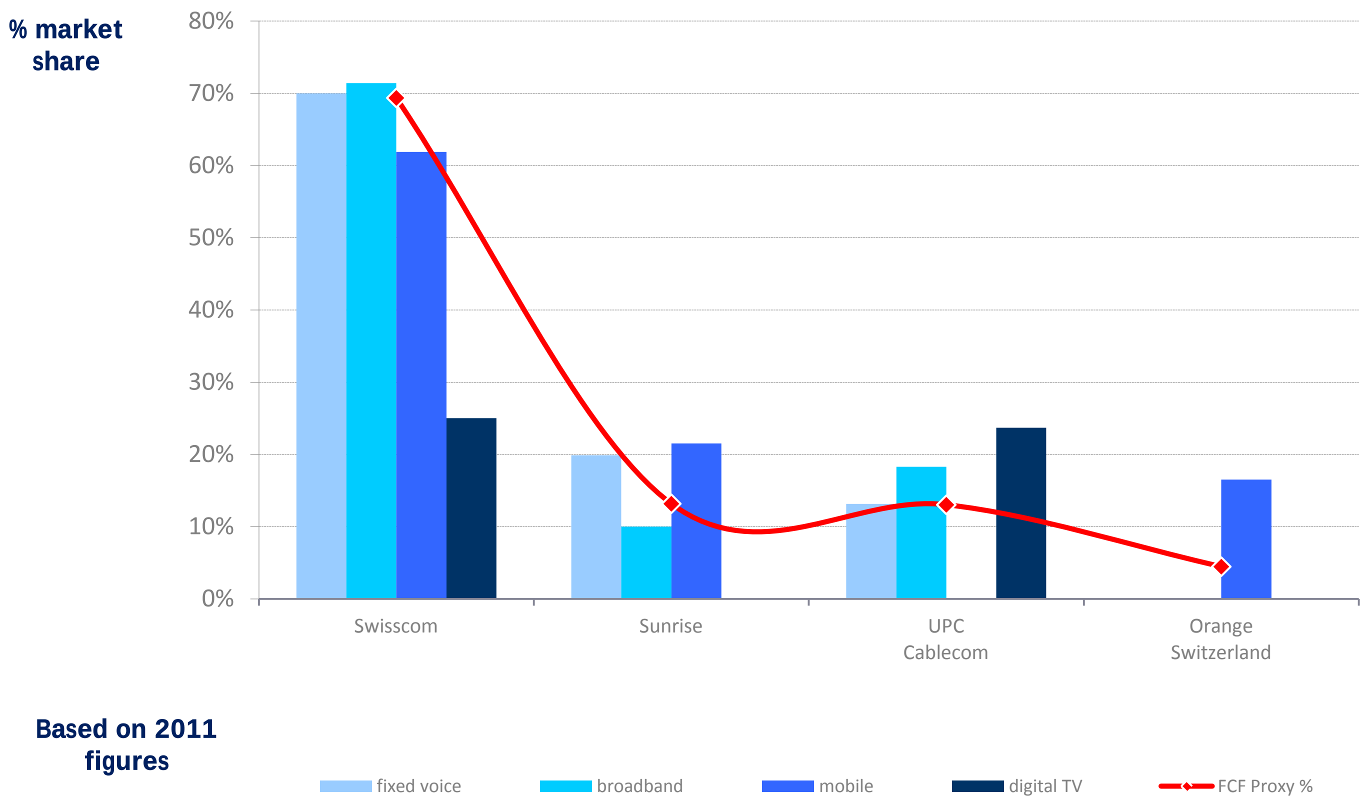
Based on 2011 figures

source: Swisscom research

Scale matters, with relative share of FCF higher than customer share

B. Market share is crucial to generate significant FCF

Correlation FCF and Market share in the Swiss market

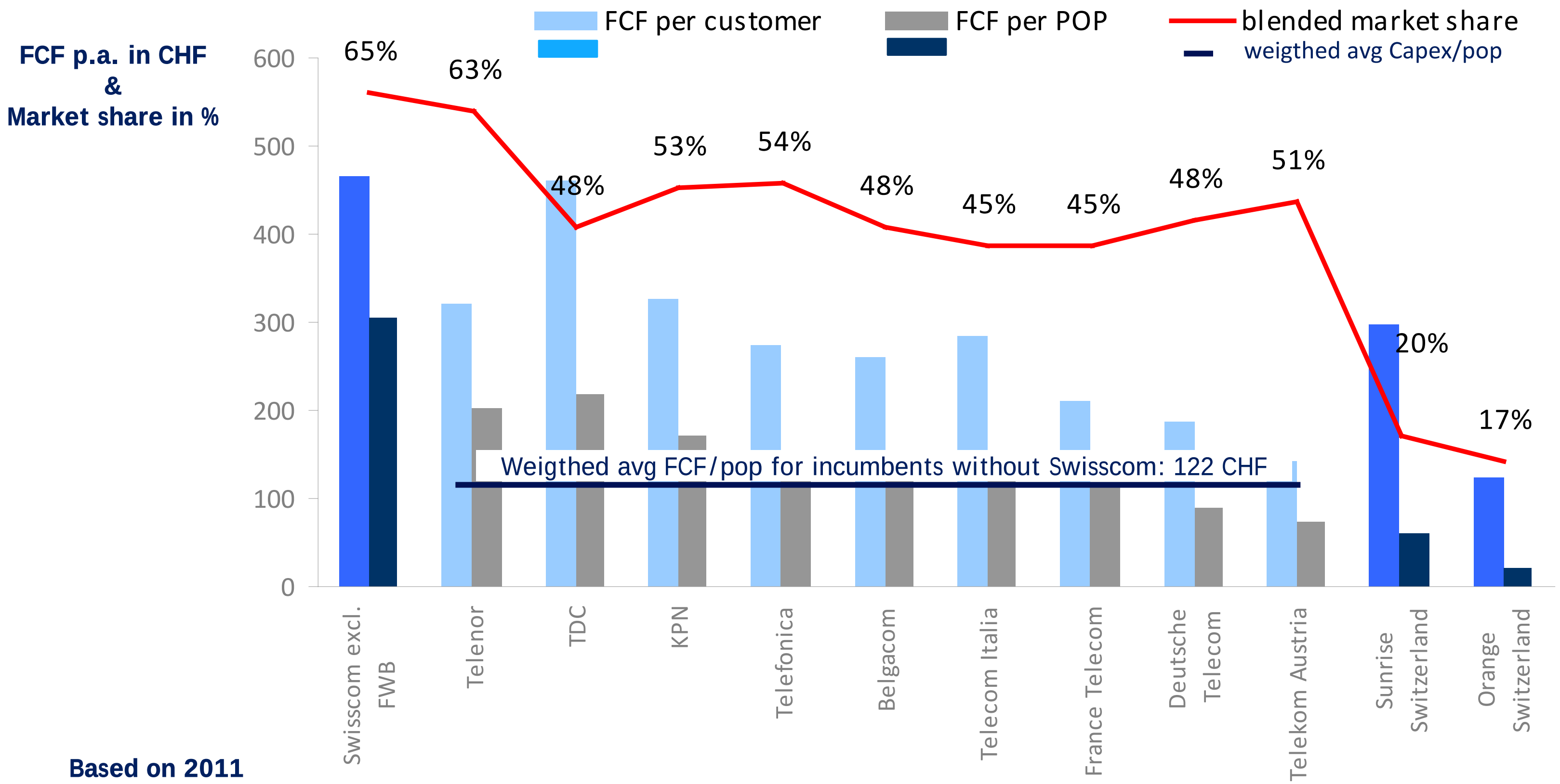


source: Swisscom research

Scale matters, with share of FCF higher than (blended) share of market

B. Market share and FCF are correlated, also internationally

Blended market share in domestic operations versus FCF per pop and per customer



Based on 2011 figures

source: Swisscom and broker research

In quite some other countries, the minimum required market share for breakeven will be higher than in Switzerland, considering also large players create less FCF/pop

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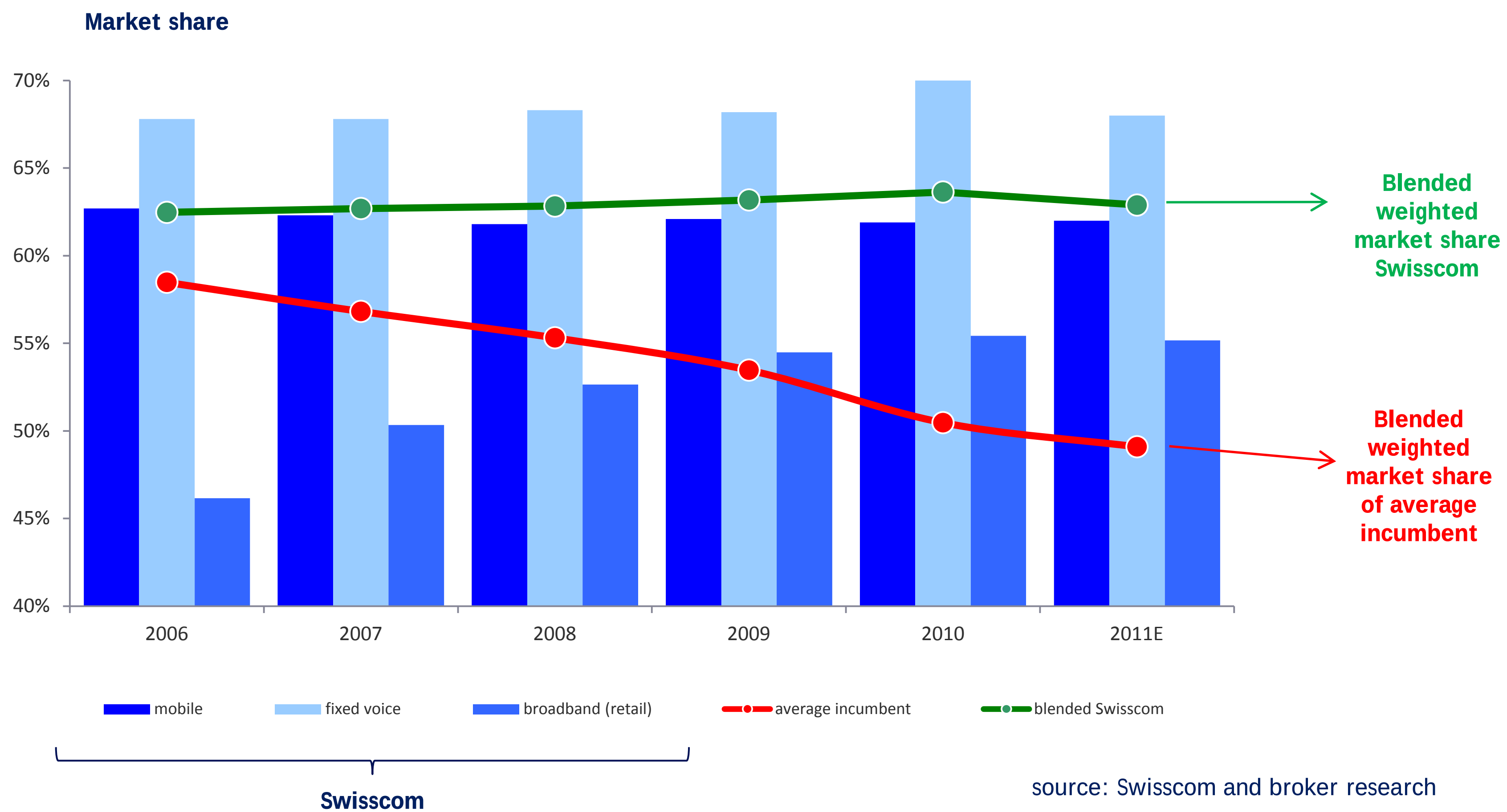
B. Investing for market share pays off – also longer term

Swisscom market shares "more than" stable, with gap towards avg. incumbent increasing



source: Swisscom and broker research

Strategy to invest pays off in terms of market share. Ability to offer bundles (incl. 4P as of lately) helps to cement market share and drive future FCF generation. Part of which again can be used to invest and sustain returns.

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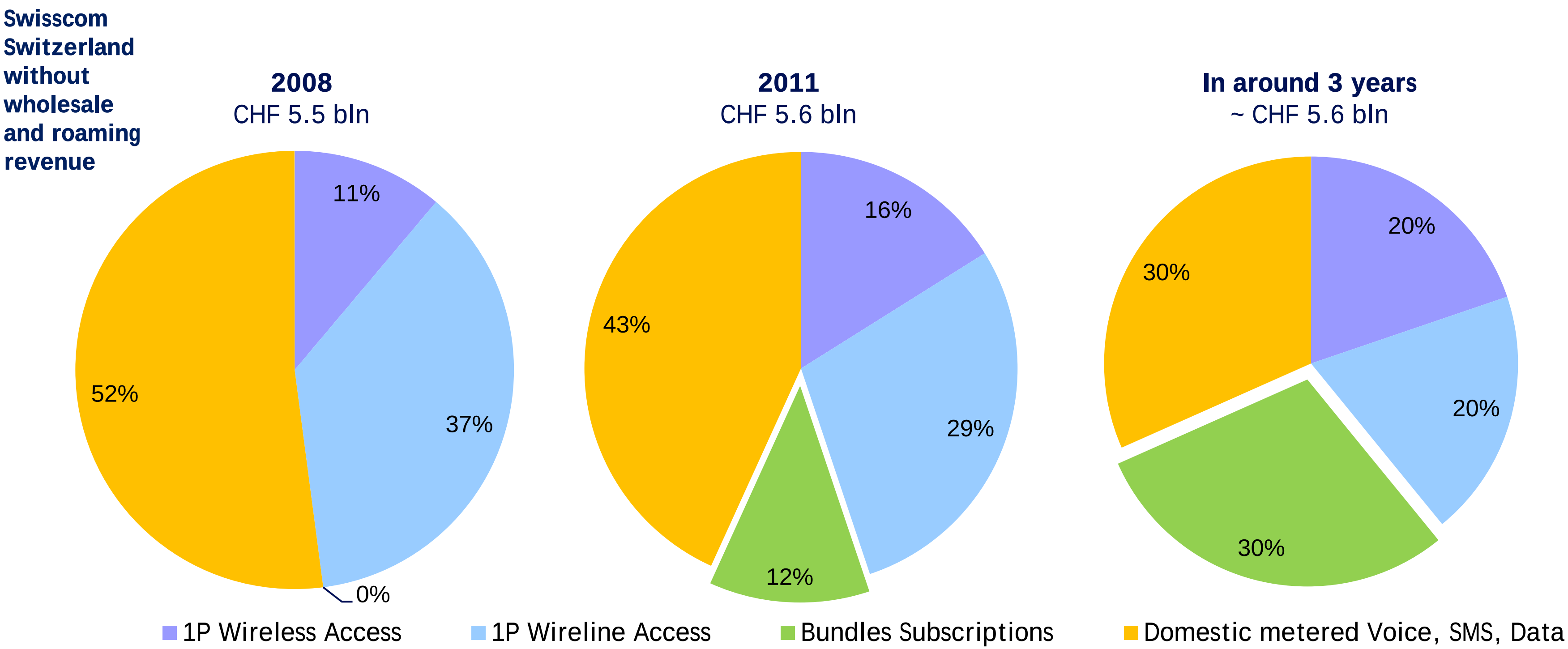
C. Customers desire more predictable pricing (less variable)

Do not fight customers' desire to move away from metered revenues, but create bundles which compensate this



Revenues from bundles to go from 0 in 2008 to well over CHF 1.5 bln (30% of total) in a few years

Variable metered revenues from >50% in 2008 to around 30% in a few years. Trend to continue. Challenge: to create bundles generating a compensating amount of new revenues. Sofar it worked.

C. Scale and share require best pricing strategy & best network

A D E B C

Pricing differentiation can only be maintained through superior quality

- **Where variable (per minute and SMS) fees disappear, it is crucial to find the right way to differentiate on pricing going forward**
- **Intuitive pricing should be on "speed" as experienced by customers, not on "data consumed": the average customer has no idea how much data was used**
- **Customers will only buy (at premium) higher speed packages, if these speeds can factually be delivered: network quality is again key**

Key consideration: to change over the next 2-3 years the pricing paradigm by moving from "volume based" mobile pricing to "speed based" pricing:

- **this should not be done too late (before "everyone" has moved to VoIP), and**
- **is a tool to create a "lasting" competitive advantage on the back of superior network quality**

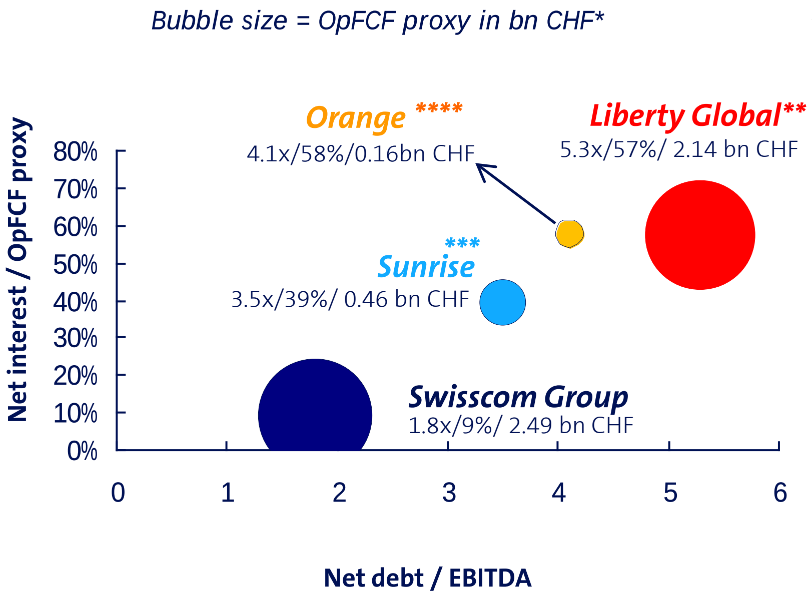
Superior quality of network and services is key

- **In Switzerland, serving premium quality also enables to charge a price premium – which generates pure additional Free Cash Flow**
- **Therefore, it is crucial to continue to invest to keep the USP (best network, best service) in place**
  - ➢ **Swisscom again "Connect Test Winner" in 2011 in Switzerland** connect TESTSIEGER

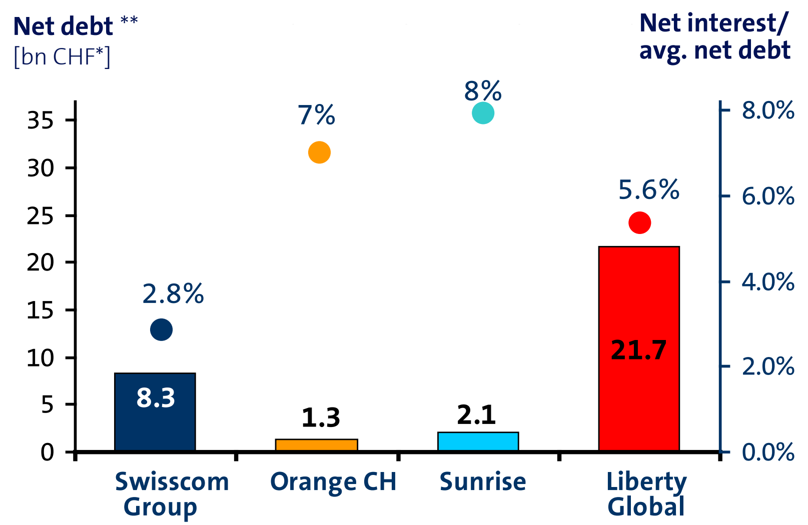
Swisscom plans to continue investment into best networks, services and availability. This will ensure market share, which in turn is the precondition for generating surplus FCF

Financial strength compared

Debt/interest ratios in 2011



Net debt and avg. cost of debt in 2011



Sources: *all figures based on latest publicly available data in reports of Sunrise and Liberty Global (mother company of UPC Cablecom)*
**1 USD = 0.94 CHF*
*** Liberty Global assumption: Operating cash flow = EBITDA*
**** Sunrise based on figures as published*
***** Orange CH: estimate derived from publicly available data*

Not just the will, but esp. the ability plays a role in who can stay at the forefront of offering best quality networks & services. With recent changes in ownership in Swiss market, competitors will face more budget constraints than Swisscom – both relatively and absolute – which is a clear window of opportunity. Where Swisscom pays 9% of its FCF in interest, the others pay 39 to 58%….

D. To sustain is about … Finding the right mix of technologies to invest into – at the right time

	Area	Competition	Current deployment	Potential technologies
0% – 30%	Top 20 cities	Utilities as partner	VDSL 8-30 Mbps FTTC/VDSL 20-50 Mbps FTTH 100-1000 Mbps	
30% – 60%	Smaller cities Agglos	Large CATVs	VDSL 8-30 Mbps FTTC/VDSL 20-50 Mbps	Vectoring 50-100 Mbps FTTDP up to 500 Mbps FTTH 100-1000 Mbps
60% – 80% – 100%	Rural areas and remote municipalities	Small or no cable operators	xDSL up to 8 Mbps VDSL 8-30 Mbps FTTC/VDSL 20-50 Mbps	HSPA+/LTE up to 100 Mbps (shared) Vectoring 50-100 Mbps FTTDP/(H) up to 500/(1000) Mbps

Finding the right technology mix is a constantly evolving process of optimization. It needs to take account also of competitors' ability and speed of rollout. Swisscom will invest up to CHF 100 mm extra p.a. over the next few years (from 2012) in an extended technology mix and footprint, in order to be ahead of competition, cement future market share, and generate best excess returns.

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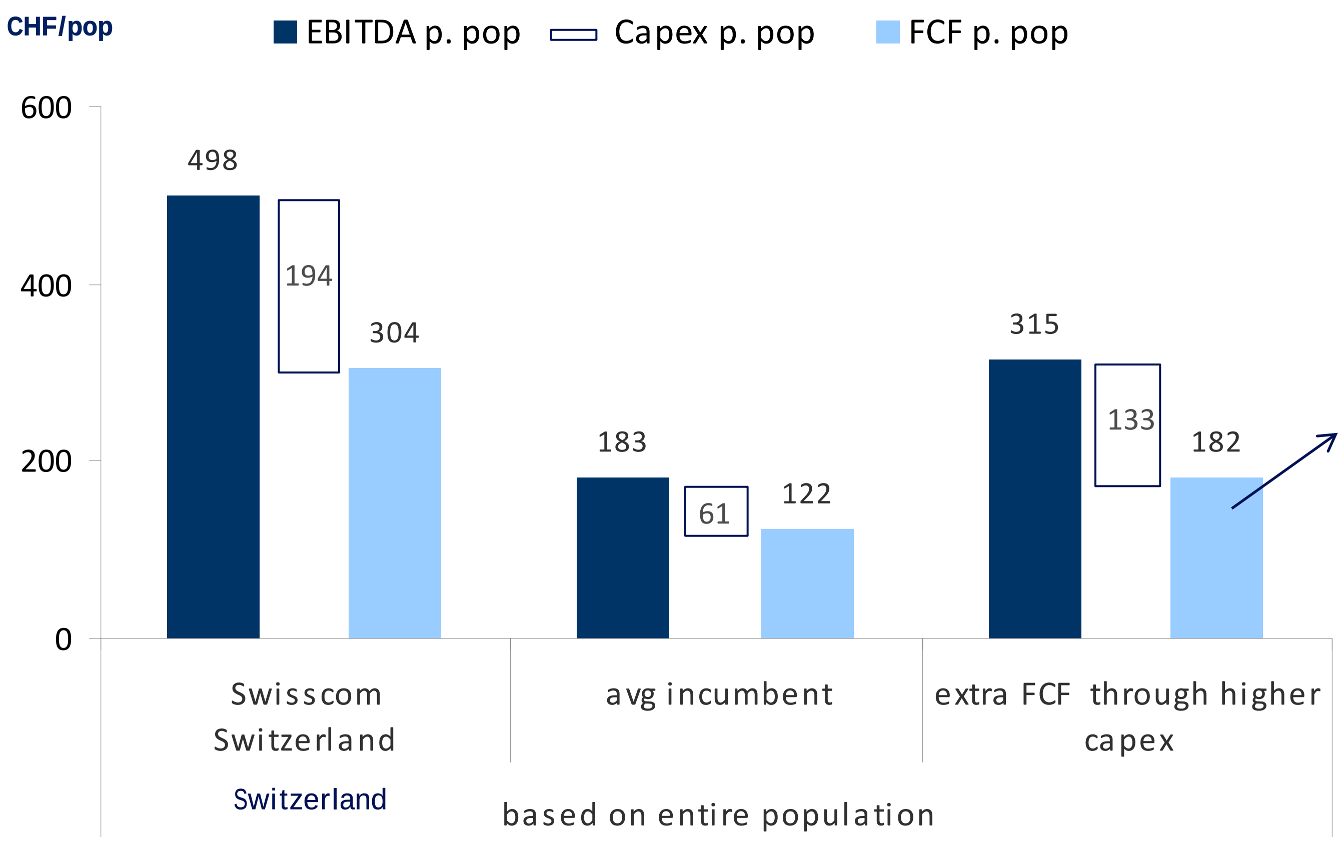
E. Superior FCF generation from higher Capex and market share

Investments (Capex) done by definition to cover entire country, therefore should be compared with other incumbents on a per pop basis



CHF 182 extra FCF/pop esp. from higher capex (better network justifying better pricing) and higher market share (as a result)

source: Swisscom and broker research

Spending 133 CHF / pop p.a. more than peers leads to higher market share, better pricing and CHF 182 more FCF p.a. per pop : "Capex is a good investment" leading to sustainable returns.

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Conclusion - investing for sustainable returns

A. Telecoms is a <u>fixed cost</u> business

B. Making money in fixed cost business is about <u>scale and share</u>

C. To achieve scale and share requires best <u>network</u> & <u>pricing</u> (differentiation)

D. To sustain is about investing in right technology mix at the right time - <u>to drive future FCF generation</u>

E.
FCF generation supported by Capex, Market share & Pricing power

In a fixed cost business, size & scale drive incremental FCF. To make this sustainable, offering intuitive pricing differentiation and best networks is key, as this also drives market share. Therefore, continued investment is the most important driver for future cash flow generation.