

Roaming @ Swisscom

Facts about using your mobile phone abroad

As at: July 2016

Communicating when you're abroad – press kit



swisscom

Communicating when you're abroad (“roaming”)

A brief overview

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- **Roaming charges apply to mobile communication when you're abroad.** Roaming generates added costs related to infrastructure and the use of foreign mobile communication networks (which is only regulated in the EU for EU providers).
- **As a Swiss company, Swisscom does not automatically benefit from the regulated purchasing conditions in the EU.** Prices have to be negotiated separately with every single provider. Swisscom has passed on to customers whatever cost advantages it was able to negotiate. Prices are expected to continue to drop in future.
- **Swisscom has consistently reduced its roaming prices in Europe and around the world** – by up to 98 per cent since 2006, depending on the product.
- **Swisscom is committed to price transparency and cost controls:** As soon as customers cross the border, they receive an SMS containing information on tariffs for the country they are visiting. Since the summer of 2011, customers have been informed when they reach a given cost limit, after which no further data roaming costs are accrued.
- **Swisscom customers not only benefit from the cheapest standard roaming tariffs** by far in Switzerland, but also the best roaming coverage – they can communicate worldwide in 221 countries on 675 partner networks. Swisscom also already offers 4G/LTE roaming in 56 countries on 116 partner networks.

Overview of tariff reductions

Continuous drop in Swisscom prices in Europe and worldwide

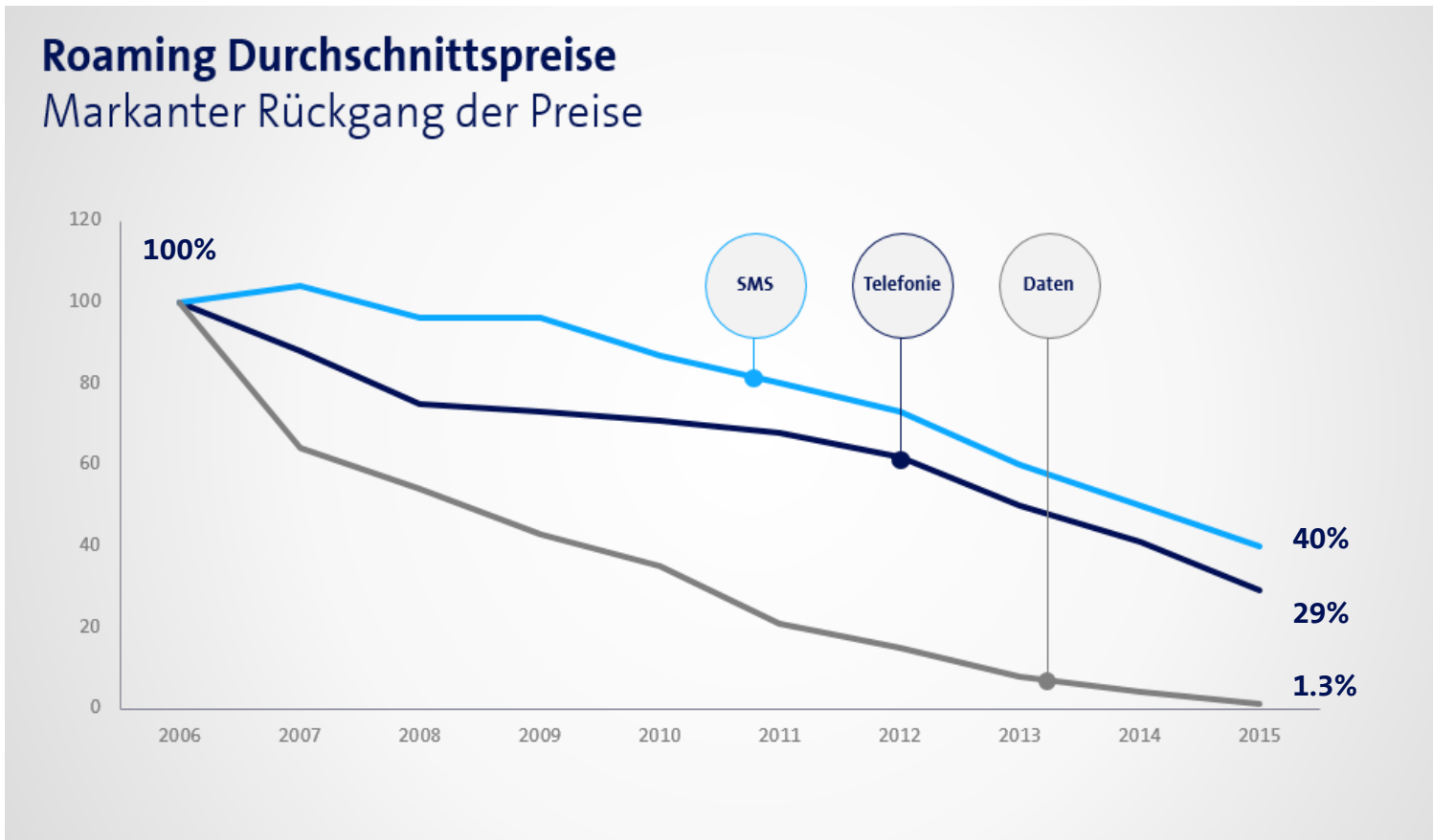
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2004	Country zones make things simpler and more transparent More attractive prices with first roaming option (Vodafone World) More attractive prices with first roaming option (Vodafone World)
2006	Price reduction for Voice in Europe of –35% (Euro Passport option) and SMS
2006	Voice: price reduction in Europe of –40%
2009	Voice, SMS, data: price savings of up to – 80% (World Option flex) Data: –30% (standard prices)
2010	Data: price reduction of up to –80% (new price model)
2011	Voice: price reduction of CHF –0.05 on standard postpaid and World Option Flex prices Data: introduction of cost controls (Data Cockpit) and new data packages
2012	Voice: CHF –0.05 off all prices, prepaid SMS (CHF –0.50) Data: 50 MB package expires after 7 days instead of only 24h Telephony, data and SMS: introduction of inclusive roaming units (NATEL infinity M, L, XL); around one-half of data traffic is no longer billed to customers
2013/14	Data: price reductions for data packages worldwide Introduction of 1 GB data package
2014	Further price reduction for data packages Reductions in all standard tariffs (pre-and postpaid)
2015	Further price reduction for data packages Reductions in all standard tariffs (pre- and postpaid) Telephony, data and SMS: inclusion of roaming days for all infinity plus subscriptions (XS–XL)
2016	Over a million infinity plus customers no longer have to worry about roaming costs Introduction of infinity 2.0 with even more roaming included Further price reduction for data packages

Average roaming prices

Significant price drops

- Pricing measures have led to a significant drop in average roaming prices worldwide



Swisscom on the way to “roaming like at home”

Over half of all data traffic is already included

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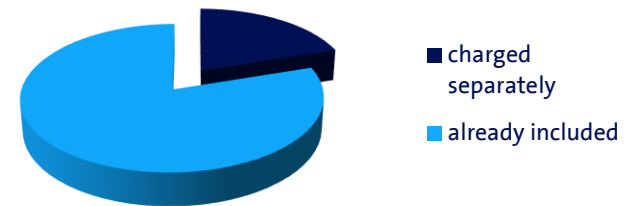
Units included in Natel infinity

- NATEL® infinity subscriptions include roaming units
- Around **80%** of the telephony and data traffic abroad in the EU is no longer charged separately
- SMS abroad in the EU: **over 65%** is included

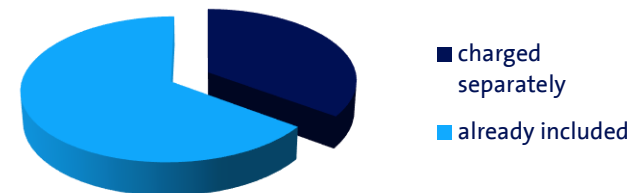
Big demand for data usage

- In 2015, customers used 3x more data than in 2014
- Swisscom offers attractive data packages that customers can use for 30 days when they're abroad
- Average price of data package in the EU: CHF 0.10/MB
- Maximum price in the EU: CHF 0.26/MB

Data & telephony



SMS

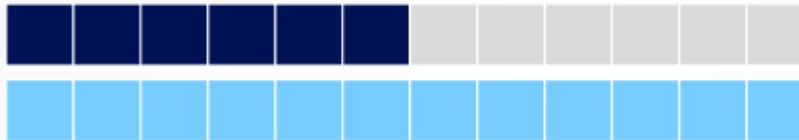


Data, telephony and SMS usage of all residential customers when abroad in the EU
Status as at 16 April

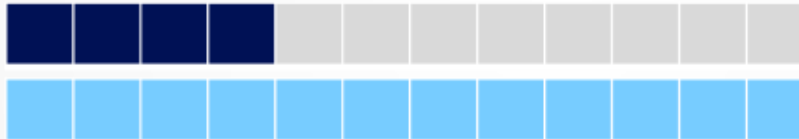
Extra freedom with Natel **infinity plus**

Customers now use their mobile phones far more when they're abroad

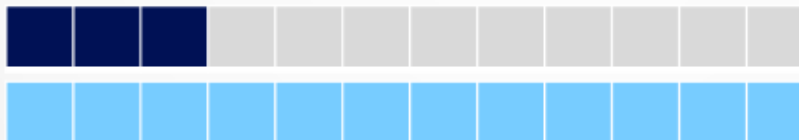
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Twice as many calls



Three times as many SMS messages sent



Four times as much data consumed

■ infinity

■ infinity plus

Data package prices in and outside the EU up to –38% lower as of 1 April 2016

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Data tariffs for NATEL subscriptions and prepaid products in CHF
(tariffs up until March 2016 in parentheses)

NATEL® Subscription and NATEL® easy – Data Roaming Tariffs

		Call Destination			
	Volume Included/Valid for	EU/Western Europe	World 1	World 2	Rest of the World
Standard Tariff	10 MB/30 days	4.50	6.50	13.–	0.30/30 KB

Data Package

Data Travel 50 MB	50 MB/30 days	5.50	7.50	29.–	149.–
Data Travel 200 MB	200 MB/30 days	15.–	19.–	99.–	–
Data Travel 1 GB	1 GB/30 days	39.–	59.–	–	–

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Price comparison of data usage worldwide

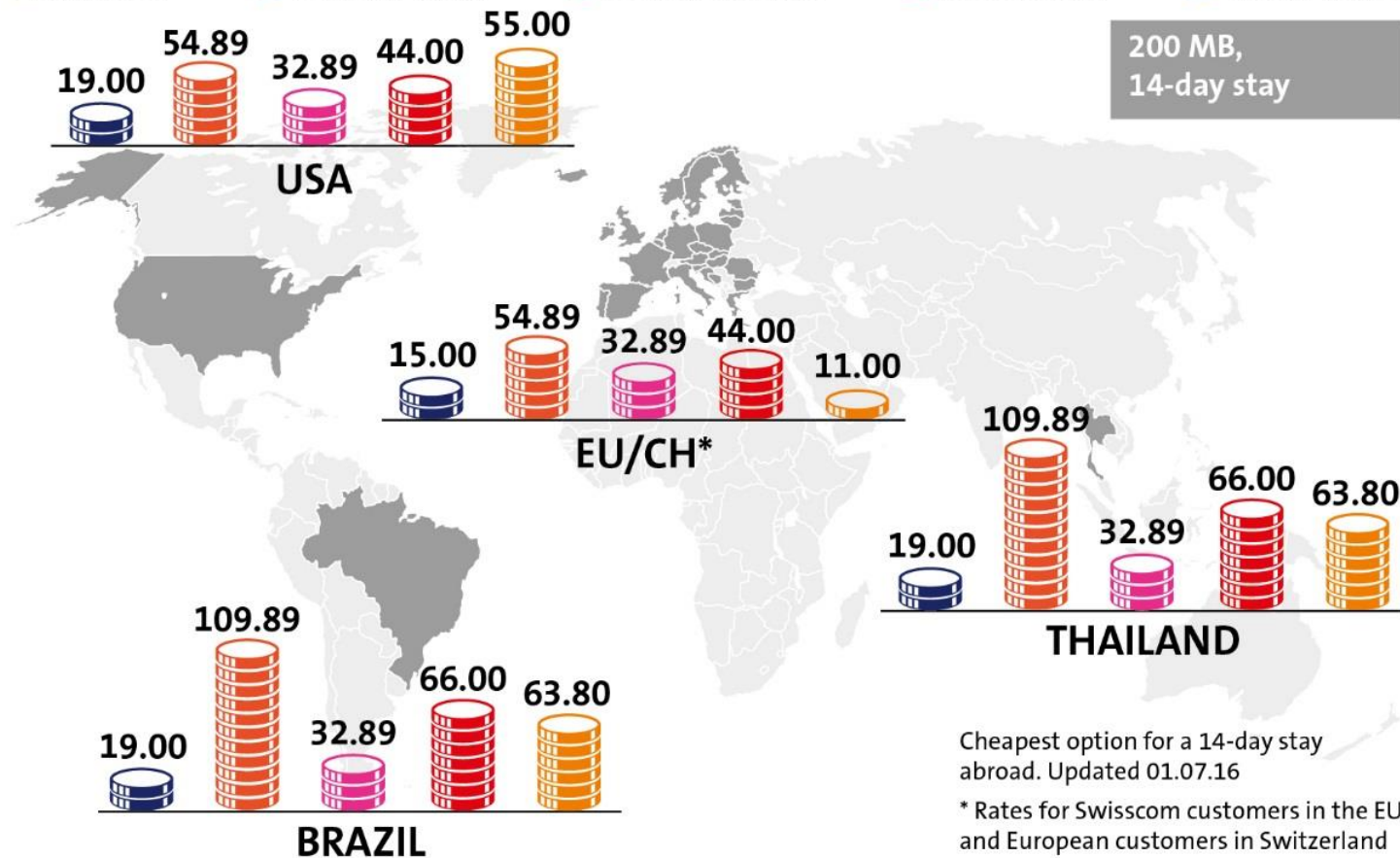
Swisscom is the cheapest provider with attractive data packages

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Roaming – Data packet price comparison

How much users pay their providers in roaming fees in the following regions (in CHF)

■ Swisscom ■ Telekom Austria ■ Deutsche Telekom ■ Telecom Italia ■ Orange France



Grafik: KEYSTONE, Quelle: Swisscom

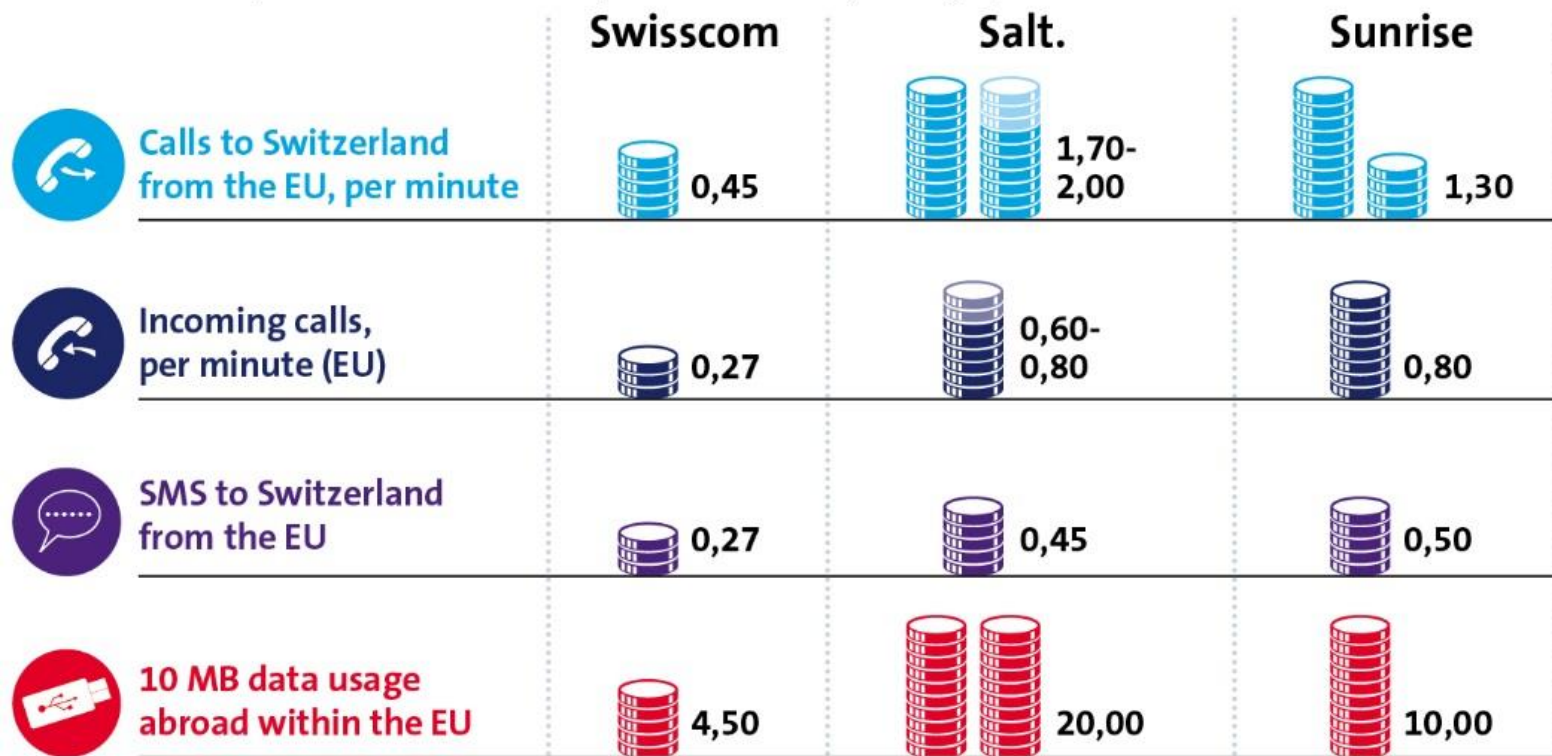
Swisscom far cheaper than Swiss competitors

Standard roaming prices as much as 75% cheaper

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Roaming: Swisscom by far the cheapest provider

In Swiss francs (Standard rates excl. options and data packages)



Graphic: KEYSTONE, Source: Swisscom

As at: January 2016

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International comparison of roaming prices

What do you have to consider in these comparisons?

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- With the Natel infinity M/L/XL and all NATEL® infinity plus and 2.0 subscriptions, roaming costs no longer apply within the EU for the allowances included
- Data roaming is developing very dynamically
 - > further price reductions are possible at any time, and they may be quite substantial
- EU price regulation, which is unique in the world, is politically motivated
 - > shared internal market of which Switzerland is not a part
- Outside the EU, Swisscom's prices are below the average for European providers

Roam like at home in the EU

Natel® infinity plus and 2.0 make it possible today

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- **Since 2012, Swisscom has been offering subscriptions in which roaming costs in the EU are largely included.**
- **Since July 2015, all NATEL® infinity plus subscriptions include at least 30 days of unlimited telephony, SMS and data volume (minimum 1 GB).**
- **Three quarters of the data volume used in the EU is already included in subscriptions** and therefore not charged to customers.
- **EU regulations do not directly apply to Swiss providers:**
 - **Aligning roaming tariffs with the national prices in the EU is primarily a politically motivated decision.**
 - **In terms of the value chain, roaming generates higher costs, because additional companies are involved in the service.**
 - **Plus, Swisscom does not automatically benefit from the regulated purchasing conditions within the EU.**
- **Swisscom is the only Swiss provider to have continuously reduced roaming prices since 2006 – by up to 98%.**
- **With iO, Swisscom also offers an alternative to roaming.** Customers can use iO to call and send messages free of charge from WiFi networks to the Swiss mobile and fixed network.

Technical innovations are shaping the future

Roaming tariffs are becoming increasingly competitive with local tariffs

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Voice over IP

- Telecommunication services are available via the Internet for free: the volume of SMS invoicing has plummeted in a very short time
- Customers have access to free telephony – e.g. via the iO communication app

Local breakout (local data usage at local tariffs)

- Customers travelling abroad in Europe have been able to freely select a local provider for mobile data communication since July 2014, irrespective of their domestic network provider in Switzerland. Swisscom is making it technically possible for its customers to use local breakout offerings.
- Local breakout means customers can switch to a local provider abroad without having to change their SIM card or phone number.

These technological advances in roaming will allow prices to drop and align with national prices.

Additional roaming alternative

iO – the Swisscom communication app

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- *With iO, you can phone, chat and share pictures with other iO users for free over the Internet – no matter where you happen to be. At home, on the move or abroad.*



Saving costs when travelling and on holiday

When you're abroad, you can make calls and send messages free of charge to other iO users from any WiFi network.

Natel infinity customers can make calls and send messages free of charge to all Swiss mobile and fixed numbers from any WiFi network.

Communicate in mobile networks abroad more cheaply than ever before with one of our advantageous NATEL® Data Travel packages.

Swisscom Cockpit & Roaming Guide App

App tool for customers



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- **Free roaming app** for smartphone customers (iPhone & Android) in 4 languages
- Switzerland's first independent telco roaming app for **all customer groups (residential and business customers)**
- **Link can also be called for free from abroad**
- Excellent customer response; roaming app downloaded over 250,000 times so far
- Cockpit overview of **roaming units included**
- Easy booking of data packages in Cockpit, plus overview of data volume remaining
- Access to **Cockpit** (<http://cockpit.swisscom.ch>)



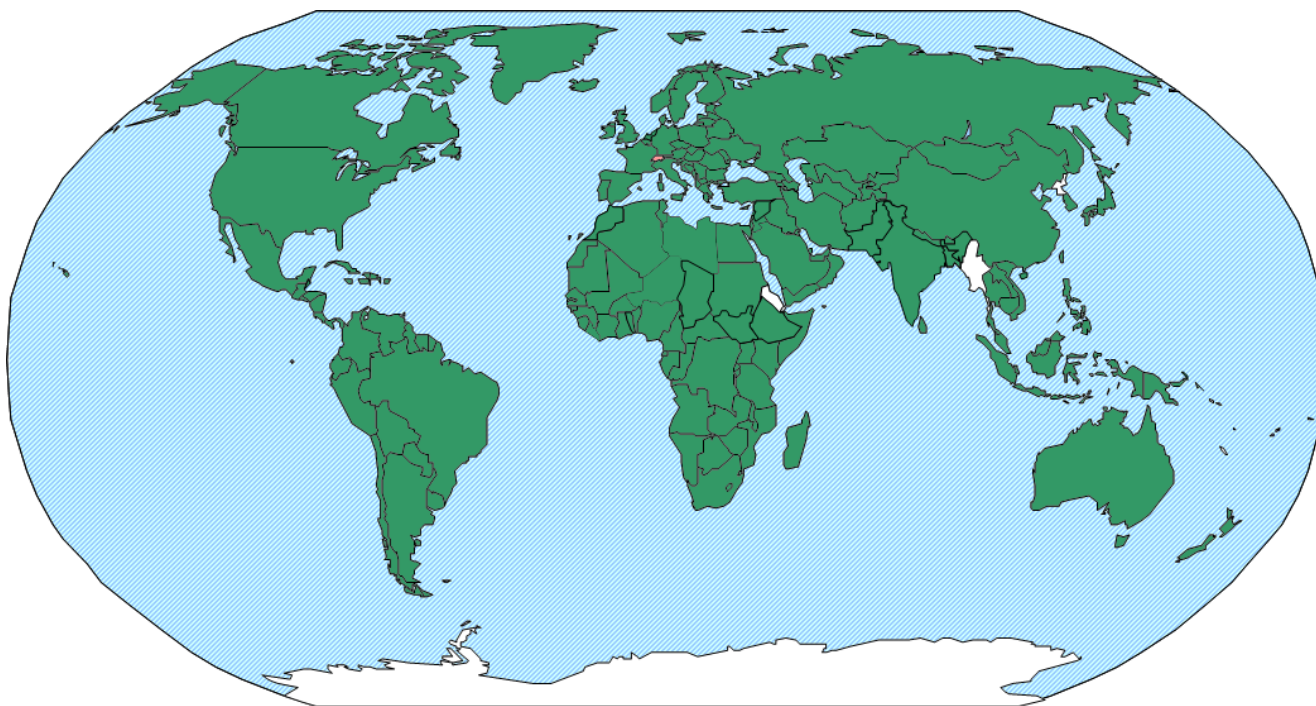
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Communicate worldwide

Roaming coverage

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- GSM: 672 operators in 223 countries
- GPRS: 611 operators in 210 countries
- UMTS: 523 operators in 191 countries
- LTE: 128 operators in 61 countries



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