



Mobile surfing abroad is becoming significantly cheaper – cost limits protect against high bills

## Telephone conference

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Christian Petit, Head of Swisscom Residential Customers  
4 November 2010



# Affordable connections from anywhere in the world

## **Swisscom lowers roaming tariffs again**

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### **Telephone conference agenda:**

- Reasons for price reduction
- The new prices at a glance
- Advantages of the new prices for the customers
- New measures to protect against high bills
- Environment – Prospects

Christian Petit

Head of Swisscom Residential Customers

**Member of the Swisscom Group Executive Board**

# Good reasons for new offers

## Why Swisscom is lowering its tariffs

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### Customer requirements

- Customers want to surf the web abroad with their smartphones
- But customers are also worried about high bills when surfing the web abroad
- Therefore, customers would like to see affordable tariffs and transparent information about the prices and terms that apply abroad

### Our standard

- Swisscom offers its customers fair and attractive roaming prices
- Swisscom enables its customers to use their smartphones abroad without worrying, whilst staying in full control of their costs at all times

# The new prices

## Key facts at a glance

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	New data roaming prices	
	New standard price	New World Option flex data charges
Basic fee	-	CHF 9.00/month (only if actually used)
EU/Western Europe	CHF 7/24 h (5 MB inclusive)	CHF 7/24 h (10 MB inclusive)
Further top countries	CHF 14/24 h (5 MB inclusive)	CHF 14/24 h (10 MB inclusive)
Rest of the world	CHF 0.30/30 KB	CHF 0.20/30 KB

### Key facts:

- **Standard tariff:** In Europe and the most important non-European countries attractive new daily packages (including 5 MB) are available instead of a uniform global price of 10 CHF/MB
  - **World Option flex:** Subscription customers benefit from double the amount of data compared to the standard tariff. The telephony and SMS tariffs remain unchanged
- Until the package price has been reached, 0.30 CHF/30 KB will be billed (CHF 0.20/30 KB for World Option flex)
- The daily packages are each valid for 24 hours. Subsequently, or when the data volume has been used up, the costs of a new data package will be billed automatically

# Customer benefits

## Swisscom leading roaming provider

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- **Swisscom continues to offer affordable and fair roaming charges**
  - Subscription customers will automatically benefit from the new prices
  - New daily packages meet customer requirements.  
80% of customers require max. 5 MB/24 h
  - Frequent users continue to benefit from the lowest rates with World Option flex. The same price, but twice the volume.  
Today's daily usage quantity (10 MB) suffices in 90% of all cases.
- **Swisscom offers the best roaming coverage**
  - Swisscom customers can make phone calls and send SMS  
on 590 partner networks in 213 countries around the world
  - Data roaming already works on 428 partner networks in 181 countries

# Carefree surfing abroad

## Cost limits protect against high bills

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### Even more roaming transparency

- When crossing a border, customers today already receive an SMS notification with the applicable roaming charges.
  - In the first half-year of 2011, Swisscom will also introduce additional measures to increase transparency and cost control:
    - SMS notification when a certain amount has been reached when using data roaming
    - Cost limits: data roaming is prevented when a certain cost limit has been reached. Customers can set these limits individually.
- That means customers can use their mobile phones abroad without worrying.

# Conclusion

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- With the new daily packages, Swisscom offers fair terms and attractive data charges
- The future control mechanisms will allow for carefree surfing abroad



# Environment

## Swisscom is a pioneer in the Swiss market

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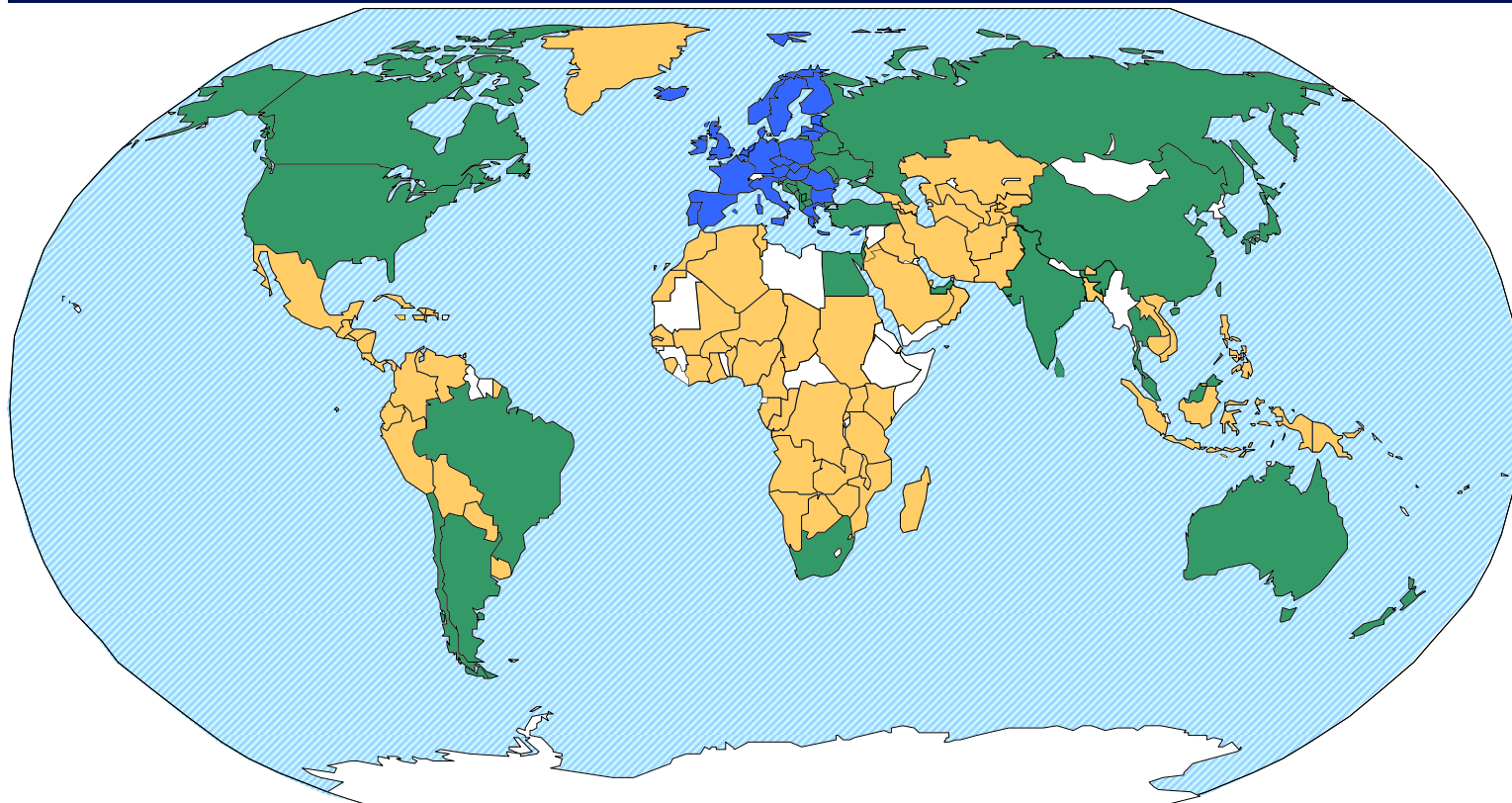


- **Swisscom is once again giving the Swiss market significant impetus**
  - The roaming market is in a state of considerable flux, tariffs are decreasing
  - Tariff reductions for all customers since as early as 2007
  - 2009: launch of World Option Flex for use abroad
  - 2010: lowering of the data charges
  - The development of the purchase prices will determine the time and extent of future tariff reductions

# Back-up

# Worldwide coverage

## Overview of the roaming zones for data usage



- EU/Western Europe: 7 CHF/24 h (5 MB)**
- Rest of Europe + top countries: 14 CHF/24 h (5 MB)**
- Rest of the world: 0.30 CHF/30 KB**
- Data roaming not yet available**

# Countries

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## Country classification for data roaming

### • EU/Western Europe

Andorra, Austria, Belgium, Bulgaria, Cyprus, the Czech Republic, Denmark, Estonia, the Faroe Islands, Finland, France, Germany, Gibraltar, Greece, Great Britain, Guernsey, Hungary, Iceland, Ireland, the Isle of Man, Italy, Jersey, Latvia, Lithuania, Luxembourg, Malta, Monaco, the Netherlands, Norway, Poland, Portugal, Romania, San Marino, Sweden, Slovakia, Slovenia, Spain, Vatican City

### • Top countries and rest of Europe

Albania, Argentina, Australia, Belarus, Bosnia-Herzegovina, Brazil, Canada, Chile, China, Croatia, Egypt, Hong Kong, India, Israel, Japan, Kosovo, La Réunion, Macedonia, Malaysia, Moldova, Montenegro, New Zealand, Russia, Serbia, Singapore, South Africa, South Korea, Sri Lanka, Taiwan, Thailand, Turkey, Ukraine, United Arab Emirates, USA

All other countries