

Swisscom publishes prospectus for the acquisition of PubliGroupe Ltd

Swisscom has today published the offer prospectus for the public acquisition of PubliGroupe Ltd. The prospectus confirms Swisscom's purchase price of CHF 214 per PubliGroupe share. The offer period will begin on 8 July 2014 and is expected to close on 5 August 2014.

On 28 May 2014, Tamedia Ltd and Swisscom announced their intention to further develop directory services together. Against this background Tamedia stated that it will tender the PubliGroupe shares it owns (amounting to a stake of 17.56%) to Swisscom in the event that the latter's takeover bid is successful. On 17 June 2014 PubliGroupe and Swisscom agreed that Swisscom would raise its offer to CHF 214 per PubliGroupe share, taking Swisscom's total bid for all PubliGroupe shares to around CHF 475 million. Major shareholders in PubliGroupe (25.28%) have agreed to accept Swisscom's bid at the increased offer price, meaning that there are obligations to accept the Swisscom offer extending to around 42.8% of the PubliGroupe shares (excluding the shares held by PubliGroupe, around 5.5%). Today Swisscom has published the offer prospectus for the public acquisition of PubliGroupe. The bid is valid under the condition that Swisscom receives at least two thirds of the PubliGroupe shares. The offer period will begin on 8 July 2014 and is expected to close at 4 p.m. (CET) on 5 August 2014. The Board of Directors of PubliGroupe is recommending acceptance of the Swisscom offer to its shareholders.

Swisscom's takeover of PubliGroupe and the partnership sought between Swisscom and Tamedia in the directories business remains subject to the approval of the Federal Competition Commission.

Important information:

The documents on the offer, the prospectus and the offer restrictions can be viewed at <http://www.public-takeover.ch>. The submitted offer will be based solely on the published offer prospectus.

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swisscom

Press Release

Swisscom AG

SCMN / Valor 874251 / ISIN CH0008742519

Group Media Relations

CH-3050 Bern

Phone +41 58 221 98 04

Fax +41 58 221 81 53

E-Mail media@swisscom.com

www.swisscom.ch