



More data, more speed – now for everyone under 30

Swisscom is adapting its subscription offers to the changing world: limited-volume offers include up to three times as much data, flat-rate users surf up to 20 times faster and all products for young people are now extended to the age of 30.

These days, the smartphone is the central device in the lives of young people. It's crucial for entertainment, shopping, fitness, organisation, learning, navigation and gaming – as well as communication. The telephone function has long since faded into the background: what counts is the data connection. In line with this, data consumption is growing exponentially, especially among young users: in the first quarter of 2020, customer usage in the younger segment averaged almost 40 GB per month.

[Chart: Data use in the mobile network](#)

Swisscom is adapting its services to changing needs and increasing its inclusive volumes and surfing speeds with its new “young” offers. Some of these performance enhancements cost an extra 5 or 10 francs, but customers can enjoy the benefits for four years more.

Europe flat-rate from CHF 40

The new “inOne mobile go young” subscription is particularly worth highlighting: in addition to unlimited surfing throughout Europe, it now includes the Premium Speed of up to 2 Gbit/s exclusively for young people – ready for 5G applications such as VR, AR or videos in 4K and 8K. What's more, as the third to fifth mobile subscription in households with an inOne home connection (for Internet with or without TV/phone), like all customers, they enjoy the inOne benefit: inOne mobile go young then costs CHF 40 per month. Of course, the other people in the household (such as parents or partners) also receive a discount. “Most young customers just want unlimited, unrestricted surfing,” says Dirk Wierzbitzki, Head of Residential Customers and member of the Management Board. “That's exactly



what we are making possible – and now even faster than before. But even customers who only use their smartphone to a limited extent will find an offer to suit them.”

All customers aged between 26 and 30 (with a Swiss mobile light, Swiss mobile flat, inOne mobile basic or inOne mobile go subscription) will be automatically migrated to the new subscriptions for young people, benefiting from more services at the same or lower price. All customers will be advised their subscription has changed by SMS as soon as the migration is complete.

More data for first-time users over 30

Alongside its new range of products for young people, Swisscom is also adapting its portfolio of products for first-time users over 30, aimed at customers with below-average data use.

“Swiss mobile light plus” is a new subscription for CHF 30 which includes 1.5 GB (compared to 500 MB for its comparable predecessor). The popular inOne mobile basic for CHF 50 now includes 3 GB (compared to the previous 2 GB). All this for just CHF 5 more than the previous subscriptions.

Customers with old “Swiss mobile light” or XTRA subscriptions can continue to use them – or it’s easy to switch to the new offers immediately if they prefer. All affected customers will be advised by SMS about the changes and options.

[Chart: All changes at a glance](#)

Berne, 19 August 2020