

## Ready for a new chapter: Swisscom announces end of 20-year sponsorship of Swiss-Ski

**After a successful partnership lasting 20 years, encompassing many emotional highs, a few sporting lows and a great many successes, Swisscom and the Swiss ski federation, Swiss-Ski, will go their separate ways at the start of the 2022/23 season. This will open up new opportunities for both partners.**

Swisscom's commitment to Swiss-Ski has been very close to the company's heart for more than 20 years. Swisscom took on the responsibility of being the ski federation's general sponsor overnight in 2001, following the grounding of Swissair, and supported Swiss skiing through a difficult phase. Swisscom has upheld its commitment as the main sponsor and reliable partner of the ski federation through good times and bad. Following some sporting low points, Switzerland's return to the top of the international rankings was greatly welcomed by the athletes, the federation and the ski-mad nation. During the successful partnership, the achievements of Swiss snowsports athletes included 44 Olympic medals and making Switzerland the number one skiing nation two years in a row in the Alpine Skiing World Cup rankings. As the long-time partner of Swiss-Ski, Swisscom is very proud of these achievements.

At the start of the 2022/23 season, Swisscom and the Swiss ski federation will go their separate ways with no renewal of the contract, which is due to expire in April 2022. Swisscom acknowledges the rising investment requirements of the federation that are needed to protect the country's leading position in the area of ski sport. However, Switzerland's leading telecommunications company does not wish to renew its commitment to snow sport in the long term by substantially increasing its financial commitment, but instead wishes to engage in more broad-based activities in line with its brand promise.

The Swiss winter sports family is extremely grateful to Swisscom for its past two decades of commitment. Urs Lehmann, President of Swiss-Ski: "Together, we succeeded in sustainably developing Swiss winter sports on many different levels. We can look back on a number of extremely successful

years and would like to express our thanks for the extraordinary partnership. Since the start of the relationship in 2002, both sides have always delivered the agreed and expected services.”

Swisscom CEO Urs Schaeppi had no hesitation in wishing all of Swiss-Ski’s snowsports athletes, on behalf of Swisscom, “the very best of luck for the 2021/22 season and beyond. I would like to thank the sports people, the entire winter sports family, the federation and all employees of Swiss-Ski for their continued excellent partnership and mutual support.”

However, it is not time to say farewell just yet. Swisscom and Swiss-Ski are looking forward to the upcoming winter sports season 2021/22, with the Winter Olympics in Beijing being a major highlight, and during which the athletes will give their all and hopefully once again celebrate some great and unforgettable moments.

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