

New Natel infinity 2.0 subscriptions – greater performance than ever

Much higher speeds, more roaming and unlimited cloud storage: from 21 March, Swisscom is completely revising its Natel subscriptions for private and SME customers. From the affordable starter package to the comfort package that can be used worldwide, the range covers all needs. Swisscom is also launching subscriptions without device purchase, as well as interest-free instalments for devices.

Just one year after the launch of infinity plus, over a million customers are enjoying carefree communications outside of Switzerland. Now Swisscom is packing even more performance into its services. With the new Natel infinity 2.0 subscriptions, customers are already surfing up to five times faster than before with the most affordable services, while also profiting from a major increase in supplementary services. All calls from Switzerland to the EU, Western Europe, USA and Canada are now included in all subscriptions. And there is a significant increase in roaming days with unlimited calls and SMS as well as data volume for carefree use abroad. Natel infinity plus M customers automatically benefit from significantly greater performance – at the same price. Customers with other subscriptions can switch to one of the new options on request. The new services are available to private and SME customers from 21 March. Dirk Wierzbitzki, Head of Products and Marketing, says: “I’m delighted that these new services will make mobile communications even more efficient and attractive for our customers in Switzerland’s best network. More speed, more international calls, more roaming, more flexibility with devices.”

Significant increase in roaming traffic and further discounts for data packages

Swisscom effectively abolished EU roaming charges with the introduction of Natel infinity plus last year and since then, data usage in the EU has quadrupled. To ensure customers continue to surf carefree in other countries, the inclusive data volume for new Natel infinity 2.0 s subscriptions has been



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increased by up to four times more and the number of included roaming days has also received a significant boost. For infinity L subscriptions and above, this now covers the entire year.

And it's not just Natel infinity customers who save in other countries: Swisscom is dropping the prices for data packages in the EU by more than 20% for all customers. That means 200 MB data for just CHF 15, or the 1 GB package (1024 MB) for CHF 39. Swisscom is also reducing the costs of mobile surfing outside the EU: in key destinations outside the EU, 200 MB now costs just CHF 19. Swisscom has the most affordable roaming service in the Swiss market by far. Even compared to the major European providers, Swisscom is in an unbeatable position – customers of the German market leader pay CHF 23.80 for a 200 MB EU data package, around 60% more than Swisscom customers. Booking a package through the Swisscom cockpit at cockpit.swisscom.ch is simple.

New online storage: free and unlimited

From 5 April, all Natel infinity customers will have access to free, unlimited online storage for personal usage with myCloud. No matter what device they use, customers can simply save photos, videos and other data, and just as easily access and share them anytime, anywhere. They can also view personal photos and videos directly on their television with the app for Swisscom TV 2.0. All data is stored in Swiss data centres, which means it is subject to Swiss data protection laws.

Carefree surfing and calls throughout Switzerland from just CHF 29 per month

Along with the expansion of existing infinity subscriptions, Swisscom is launching Natel light, a starter package that enables carefree surfing throughout Switzerland and unlimited calls to Swisscom lines from just CHF 29 per month (Natel light XS, CHF 25 per month for private customers under 26).

Subscriptions without device purchase and interest-free instalment payment plans offer new freedom

From 1 April, customers can enter a contract without purchasing a device, meaning they profit from a monthly discount off the subscription price. Furthermore, there is now an interest-free instalment payment plan for contracts with device purchase. This service is currently available at selected shops*;

other Swisscom shops and the Online Shop will follow from mid-March, with other Swisscom sales channels added from mid-year.

All new subscriptions at a glance and interest tool:

www.swisscom.ch/subscriptions

More information:

www.cockpit.swisscom.ch

www.swisscom.ch/mycloud

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* Bulle, Bern Bubenberg, Conthey, Egerkingen, Köniz und Zurich Füsslistrasse

