



Right in time for the holiday season: Swisscom slashes international roaming costs

Effective 1 April, data package prices will be reduced by as much as 60%, undercutting the price of EU providers in some cases. In addition, 26 countries have been moved into a lower-cost tariff zone, resulting in price reductions of up to 80% for some destinations.

The further reduction in data package prices for Europe will bring them closer to domestic tariffs in the future. A 200 MB package now costs CHF 9.90 (instead of CHF 15.–) and 1 GB costs CHF 29.90 (instead of CHF 39.–). A new 3 GB package costs CHF 69.90 or just CHF 0.023 per MB. A 200 MB package for the “World 1” zone including the USA, Australia, much of Asia and South America, now costs CHF 14.90 instead of CHF 19.– and the new 3 GB package CHF 99.90. Tariffs have been slashed in the “World 2” zone comprising many Central American, African and Caribbean countries. A 200 MB package now costs CHF 39.90 instead of CHF 99.–. All Prepaid and Postpaid Swisscom customers benefit from the reduced prices. The new tariffs not only consolidate Swisscom’s roaming price leadership among Swiss providers. As Jérôme Wingeier, Head of Roaming, Swisscom explains: “We are also undercutting the current price structures of many EU providers.”

Carefree surfing for NATEL easy and NATEL light too

While carefree surfing and telephony across Europe is already included for NATEL infinity customers and the new inOne mobile subscriptions (effective 19 April) also include an additional 100 MB per year in more than 190 countries, the new prices are a particular boon to NATEL easy and NATEL light subscribers. “The latest price cuts are especially aimed at customers with small subscriptions and Prepaid customers who want to surf abroad as they do at home,” adds Jérôme Wingeier. Customers also benefit from outstanding network coverage: Swisscom currently enjoys international access to 670 partner networks, thus offering customers virtually worldwide reception. In 77 countries, 170 partners even provide highspeed 4G networks. Swisscom therefore provides customers with more international networks than the other Swiss operators at a lower cost.



Overview of roaming data packages effective 1 April 2017

Travel Pack	EU/Western Europe	World 1	World 2	Rest of the world
10 MB	4.50	6.50	9.90 (13.-)	13.90 (0.30/30KB)
50 MB	-	-	19.90 (29.-)	29.90 (149.-)
200 MB	9.90 (15.-)	14.90(19.-)	39.90 (99.-)	99.90(new)
1 GB	29.90 (39.-)	49.90(59.-)	-	-
3 GB (new)	69.90 (new)	99.90 (new)	-	-

(in brackets) = previous tariffs // data volume valid for 30 days. Packages can be activated in the Swisscom Cockpit and via the Roaming app. Access to the Swisscom Cockpit and the Roaming app is also free abroad.

Infographics <https://www.swisscom.ch/en/about/medien/press-releases/2017/03/20170330-mm-swisscom-kunden-surfen-guenstiger.html>:

- Detailed overview of roaming tariffs effective 1 April 2017
- User profile comparisons: infrequent vs. frequent users
- Price comparison for worldwide data usage with Swiss providers
- Price comparison for worldwide data usage with selected EU providers
- Price comparison of standard prices for use across EU countries

Further information: www.swisscom.ch/roaming

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