



## **“SimplyMobile” is the first subscription without an expiry date**

**Simple, clear and affordable: In “SimplyMobile”, Swisscom is launching the first subscription package in Switzerland in which the data allowance does not expire at the end of the month. The new subscription is also extremely customer-friendly – the contract can be terminated at any time and the price plan is easy to remember. The subscription package is available in selected Coop sales channels and at [simplymobile.ch](https://www.simplymobile.ch).**

The new “SimplyMobile” subscription package provides access to the Swisscom network at an attractive price. For CHF 29.90 per month, customers can make unlimited phone calls and send unlimited SMS to numbers in Switzerland, and also receive 2 GB data allowance for surfing the web in Switzerland at speeds of up to 100 Mbps. The unique feature of this subscription is that the data allowance that has not been used by the end of the month is carried over to the following month's allowance. This includes roaming data within the EU/Western Europe, which costs CHF 15 per 250 MB. Dirk Wierzbitzki, Head of Products & Marketing and member of the Group Executive Board, is impressed with this offering: “It gives us great pleasure to launch the SimplyMobile subscription in Coop sales channels. Together with Coop, we analysed the needs of Coop customers. SimplyMobile is a simple and fair subscription and thus meets these needs splendidly.” One of these needs is that customers no longer have to think about the contract length, as this issue is cleared up in a single sentence: “SimplyMobile” can be terminated with a 60-day notice period to the end of any month. There is no contractual relationship, unless the customer wants to buy a new device and to pay for it in monthly instalments. Nevertheless, the principle in this instance is still easy to understand – the price of the device is spread over 24 monthly instalments, with no initial costs and no interest.

### **Available exclusively in selected Coop sales channels and at [simplymobile.ch](https://www.simplymobile.ch)**

“SimplyMobile” is a new offering from Swisscom that is available exclusively in Coop subsidiaries Interdiscount, Fust, Coop@home and Microspot, as well as at [simplymobile.ch](https://www.simplymobile.ch). With this new offering, Swisscom is adding another new product to its portfolio. “The new Coop sales channels and SimplyMobile – the first subscription with a rolling data allowance – are ideal additions to our existing portfolio,” explains Dirk Wierzbitzki. “SimplyMobile” is available as of today. All customers



**swisscom**

**Press release**

who purchase this subscription package before 19 December 2017 will receive a 50% discount on the subscription fee for the first six months: CHF 14.95 per month (no minimum contract period).

More information: [www.simplymobile.ch](http://www.simplymobile.ch)

Berne, 16 October 2017