



swisscom

Press release

Coop to buy Swisscom's shares in Siroop

Coop will acquire Swisscom's 50% share package in the online marketplace Siroop on 1 May 2018. Coop plans to consolidate Siroop with its own Microspot sales channel and thus benefit from synergies.

In May 2016, Coop and Swisscom jointly launched Siroop and have since gained valuable experience in the online marketplace. Siroop and Microspot will now be consolidated under a single brand to capitalise on additional growth potential.

This realignment is aimed at capitalising on know-how and market presence and boosting market positioning in the online trading business. It should also eliminate duplication of effort and create synergies.

Swisscom is selling its shares to Coop to enable the consolidation, and will remain involved as technology and sales partner.

Coop will announce further details over the coming months.

Berne, 12 April 2018