

THE 2009 ANNUAL REPORT
presents:

WE'RE
OFF TO
CIRCUS
KNIE!
A DIARY





SWISSCOM AND CIRCUS KNIE -
.....

two Swiss institutions meet.

Group of companies
or big top - both stand for
communication, quality
and tradition.
Both create experiences.

Offering us a very special
experience, the Knie family
take us on a guided visit
behind the scenes at their
circus. Diary of a tour.



SWISSCOM
HOTLINE!

0800 - 55 64 64



The Knie Family
Swiss National Circus
St. Wendelinstrasse 10
8640 Rapperswil

Worblaufen, 2 June 2009

Dear Knie Family,

For 200 years, children's eyes have lit up, mothers have been enchanted and fathers astonished at your shows. You are experts in audience rapture. That is why we are writing to you today.

Like Circus Knie, Swisscom is a Swiss enterprise with a tradition. When we started up in business, 150 years ago, people viewed telecommunication as a fascinating novelty. Nowadays telecommunication is taken for granted. So what does get our customers excited these days?

Habits have changed, in our industry and among our customers. Mobile telephony and the Internet have become constant companions as means of global networking. Today we have more opportunities than ever before to make contact with our customers and persuade them of the merits of our products.

Swisscom has not yet exploited its full potential. That is why we would like to find out better what makes you, the Knie family, tick. We would be very grateful to gain an insight into the world of the circus. Could you allow us a look behind the scenes?

Yours sincerely,

Anton Scherrer
Chairman of the Board of Directors
Swisscom AG

Carsten Schlöter
CEO Swisscom AG



ROLL UP, ROLL UP
WELCOME BEHIND
THE SCENES

Fredy Knie Jr and Franco Knie



OUR LITTLE TOWN

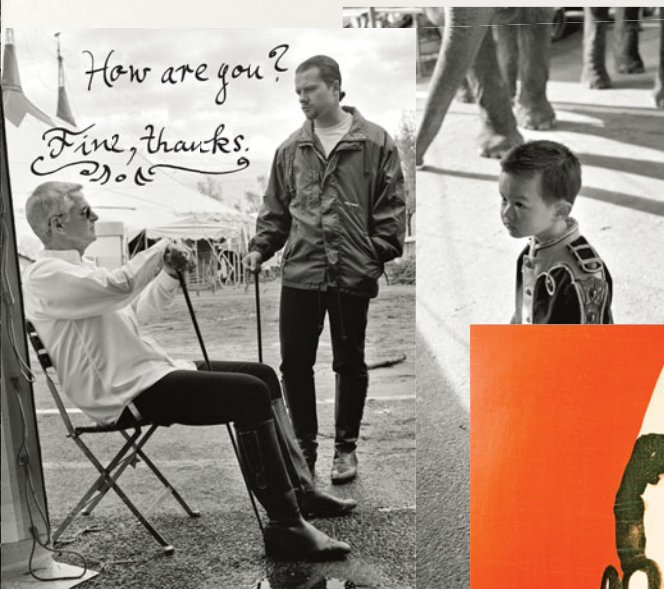
BY FREDY KNIE JR
AND FRANCO KNIE

HOW WE LIVE

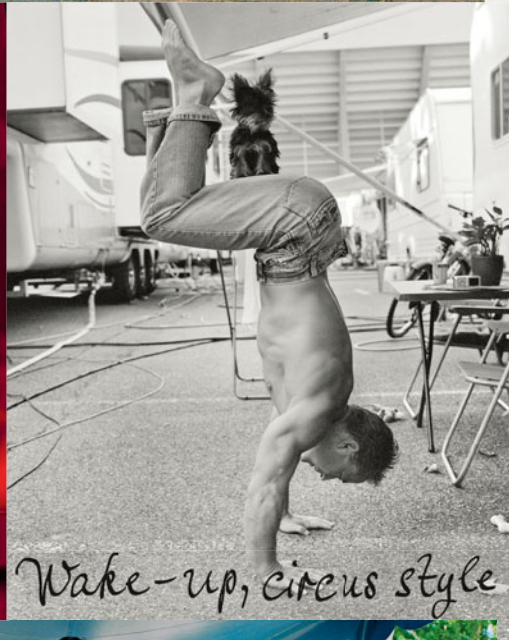
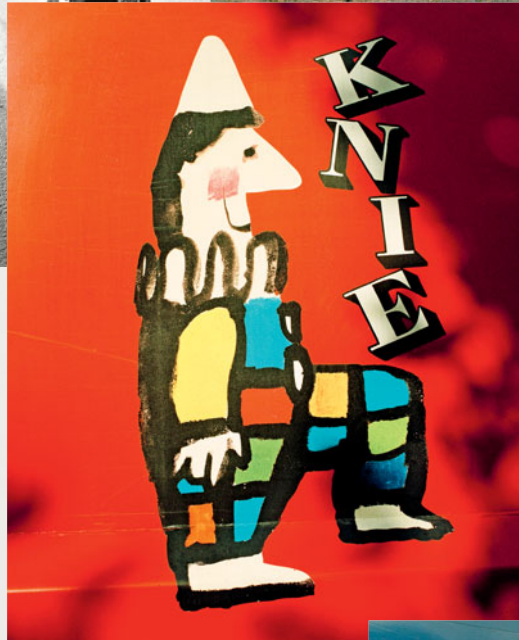
*One of Circus Knie's most beautiful venues:
Lausanne, on the shores of Lake Geneva.*



All up and about already.



A breakfast shot of water



Wake-up, circus style



Introducing Maycol. Apart from being married to Geraldine Knie, he is also Brother Number Three in Fratelli Ermani, one of the finest acrobatic trios in the world.

The show is on this very afternoon.
Preparations begin.



PART OF
EVERYDAY LIFE!
THAT'S THE
SWISSCOM
MOTTO, TOO



Work actually puts us in a good mood.



CIRCUS LIFE

.....



Fredy Knie Jr and
his family at lunch

We live together for eight months, day and night, round the clock. There are 200 of us, from 16 nations. It warms the cockles of my heart when I step out of my caravan in the mornings and look across our little town. The Chinese acrobat is already hanging out her washing. The children are off to school, right here in the circus caravan opposite. It's something really special. Everyone sees everyone else; everyone listens to everyone else. Big worries, little worries, big joys, little joys - all are shared. We often have a barbecue together on nights when the weather is fine. Of course we're tense after the show, and I get far less sleep than I should. I rarely get to bed before two in the morning, and it's time to rise at eight: off to the stables, to my horses. Rehearsals in the ring. The circus is a hard life. But I'm a fanatic. I love the circus.

You have to be tolerant, otherwise nothing works out. An important guiding principle is to keep off religion and politics. The Moroccans unroll their prayer mats in front of their caravan. While they are in Ramadan, the vodka flows among the Poles alongside until dawn... Many cultures clash in our community. Mutual respect is the be all and end all. I'm on familiar terms with most of my staff. I remember when an employee once addressed my father as "Herr Direktor". His reply was, "I'm not Herr DIREKTOR - I'm a decent person!"

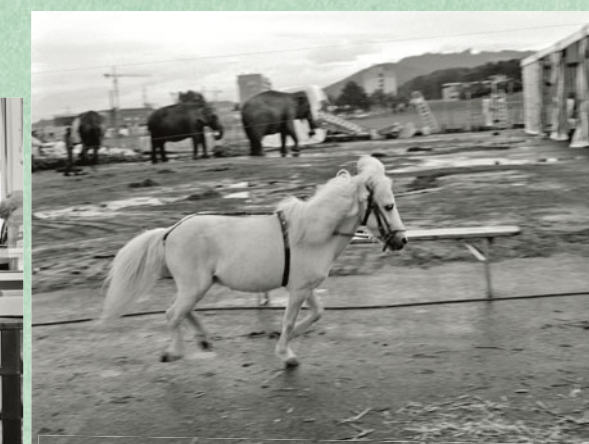
Fredy Knie Jr

We are a big family
in a very small
space.

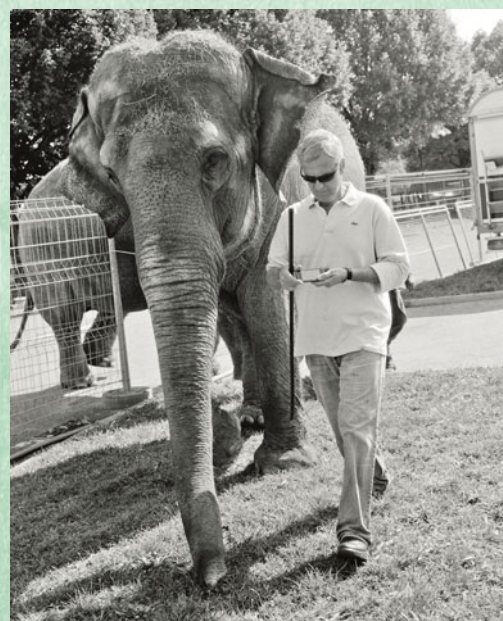
Symbat Tugelbayeva,
Kazakh dancer



The artists' children
at school



This pony is off school today.



Switzerland
is our home.

The CIRCUS FAMILY

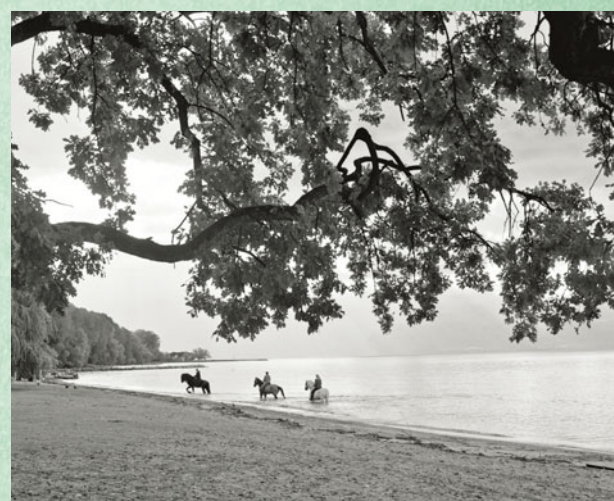
Circus life is a life on wheels. You travel from place to place. The caravan is our home. My son Franco, for example, lives with his family in a caravan, even in winter. I spend the winter in my house but, after a while, I get the itch and start looking forward to the tour, to my circus family and to my elephants.



Indeed I grew up with elephants, as other children do with a dog. DELHI, for example, is now 40 years old. She was already with me in England, when I was a young man. We swam together in the sea every morning. These are memories which I do not forget. Delhi does not forget them, either. The relationship between man and elephant endures for a lifetime. Franco, my son, is now building this relationship up. That is now Fredy's main task, and mine too: to pass on the baton to the next generation. Increasingly, I am withdrawing from elephant dressage, while Franco Jr is following in my footsteps. He is doing a very good job of it. He is also my deputy in the technical management of the circus. The same applies in Fredy's family: Géraldine already gets on very well with horses, and her father is delegating a great deal of responsibility to her in the artistic management. The youngest generation, Ivan and Chris, are already on the starting grid.

Circus Knie is a family business. TRADITION is important to us. Switzerland is our home, and we are a national circus. At the same time, all of us who live in this little circus town are an international circus family.

Franco Knie



Street parade: the children of CaravanCity

The elephants are still having forty winks.
Wake up — it's time for the show.



SWISSCOM

AT HOME IN SWITZERLAND

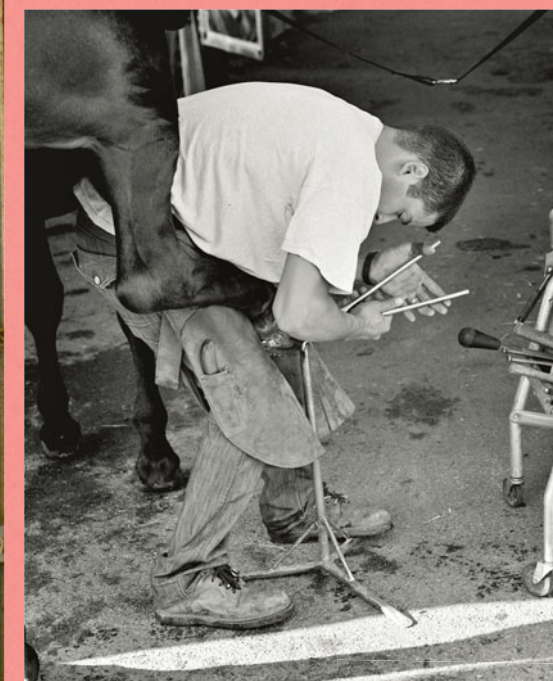
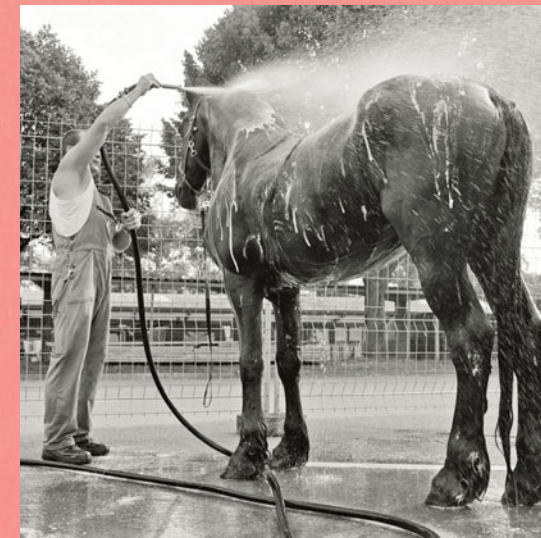
158 SHOPS SWITZERLAND-WIDE

12 MILLION CUSTOMER CONTACTS PER YEAR

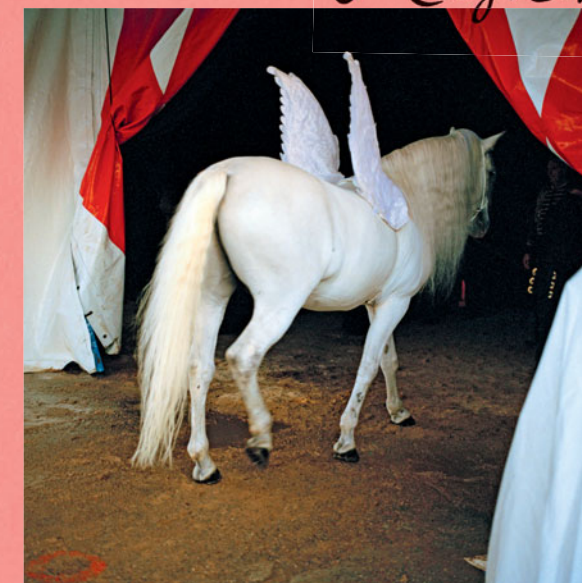
WORKING BASES IN ALL 26 CANTONS

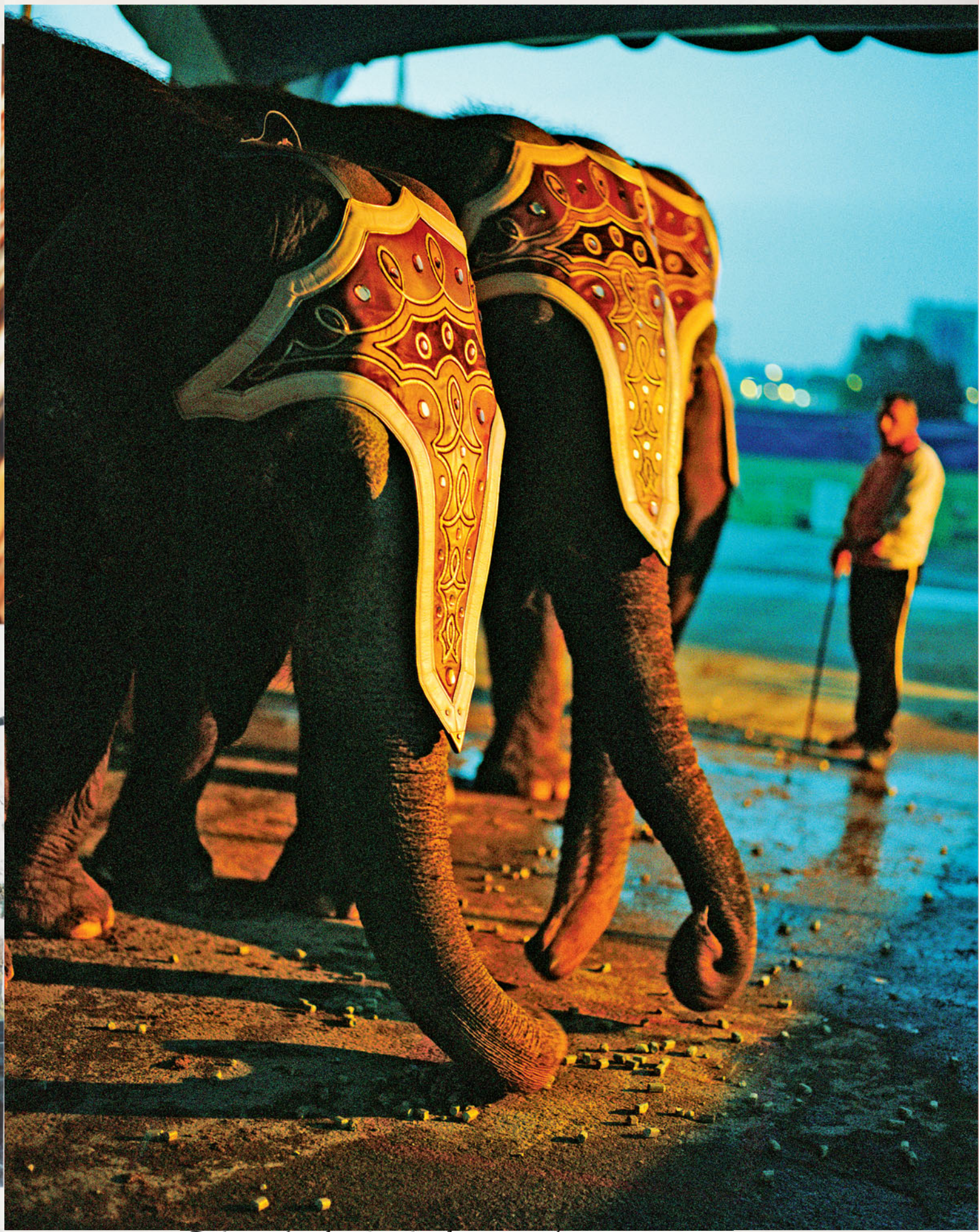
Switzerland is our home base. Just as Circus Knie travels to its audiences all round Switzerland, closeness to customers is important to Swisscom, too. With shops, we are present in all the Swiss regions. We are the only telephone company with call centres all over the country: from Chur to Bellinzona, Olten to Sion, our call centre staff advise our customers. Being at home in Switzerland also means we are there for Switzerland. Swisscom is proud to hold the commission of the Swiss Confederation to provide Switzerland's basic telecommunications infrastructure. Unique in the world, we are thus able to guarantee broadband access for the population. Switzerland is a wonderful country, and we would like future generations to know this country as we love it. So we are working to reduce our environmental impact. One way is by using more solar and wind-generated electricity than any other company in Switzerland.

SABU was born in Burma in 1984 and has been with Circus Knie since 1990.
CEYLON was born in India in 1971 and has been with Circus Knie since 1975.



Magic!





The elephants look quite different now.
Let the show begin!

Why does it choose to
rain right NOW?



Thank goodness for the big top.
Quick... the spectators are waiting.

*Pleasant memories of
the 1977 season*

From telephone number to numbers girl

by Emil Steinberger

I suppose much of the Swisscom annual report consists of figures, or written explanations of figures. Some figures come as pleasant surprises; others as a letdown. Then there are others which are more like telephone numbers than anything else. This is an annual report, after all, so let us dwell a little more on the numbers. Those sexy presentations of numbers to the public of 30 years ago have long been a thing of the past. Obviously I am not referring to the special telephone numbers of a specific company, but to numbers in the sense of acts in a programme of entertainment. These used to be announced by a charming woman, who would strut her way round the ringside at Circus Knie. Many people have nostalgic memories of this minor spectacle, which used to fill the gap between acrobatic, animal and clown numbers.



Emil: nine months of euphoria

Nowadays someone mentions the numbers girl at nearly every convivial gathering in the Knie press trailer. They comment how charming and delightful it was when a girl displayed the programme numbers board to the spectators. Why was she abolished? It was so refreshing.

Another question might be why they abolished the sensational 111 telephone directory inquiries number, years ago. The "directory inquiries girls", as they were known at the time, were the Post Office Telephones' answer to the circus numbers girls.

Another question might be why they abolished the sensational 111 telephone directory inquiries number, years ago. The "directory inquiries girls", as they were known at the time, were the Post Office Telephones' answer to the circus numbers girls.

But to me, the term "numbers girl" has yet another connotation. To my parents' deep dismay, I often used to change jobs, from Post Office counter clerk to graphic artist, then to theatre and cinema manager, then to cabaret artist. My parents often used to say I had my head full of crazy fancies, instead of pursuing a proper career with Swiss Post. "You'll never make

anything of yourself. All you're going to do is end up in the circus!" This often brought heated discussions to an accusing close. And they were not wrong: in 1977 Fredy Knie Sr took me on for nine months at Circus Knie! This did pose a problem to me: how could I break it to my parents that their feared premonition was becoming reality?

On the day of the Knie press conference, at which the hitherto secret news of Emil's engagement was to be announced, I invited my parents, brother and sister to dinner. Picking my moment, I took a deep breath and announced: "There's something I'd like to tell you... I shall be on tour with Circus Knie for nine months next year." Stunned silence. Then my mother plucked up courage and asked aloud: "And what will you be doing there?" I explained that I would be trying to create some amusing numbers. Another aghast silence. For a while, the only sound was the clatter of cutlery. To my own astonishment, they quickly swallowed the news without a murmur.

But on the morrow came the after-shock. At every news-stand I saw the same yellow poster of the popular press: "NUMBERS GIRL EMIL". It was my turn to be stunned. No, no, anything but this! What would my parents think now? The call came post-haste. Now they were even more ashamed. Emil as a numbers girl: really!

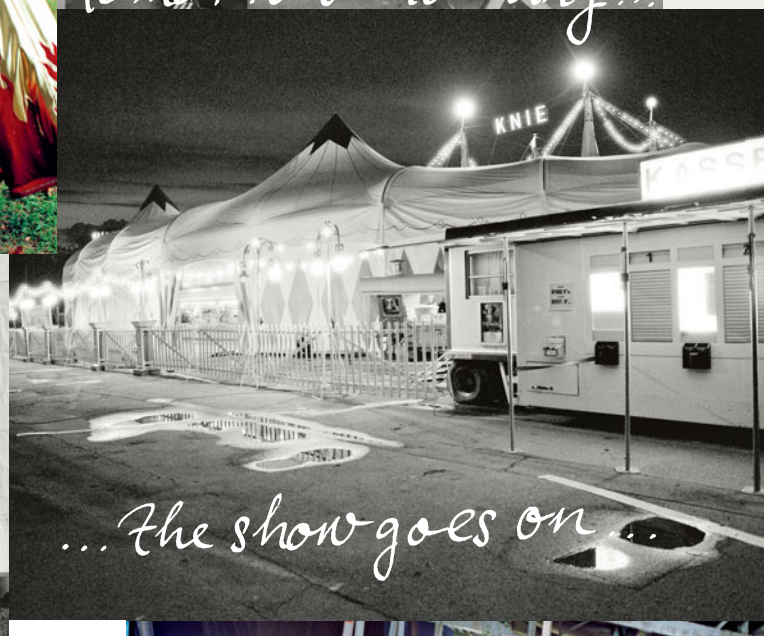
Naturally I did not mince along the ringside in stilettos. I played an ice cream seller, a props organizer and a visitor mistakenly looking for his seat in the tent via the lions' alley. I also used to play an animal keeper who calls young helpers from the audience for a demonstration of how, as a tamer, he would train his tigers. When Circus Knie pitched its tent in Lucerne, of course I invited my family. In the press caravan after the show, my mother had a quite different look in her eyes – and it wasn't my fault. Mr Knie Sr had greeted my mother with consummate charm. She was totally smitten by him, by his warmth and his poise, in and out of the ring. My act was not the hit of the evening for her. "Why do you always have to play the fool?" she asked. But she did not look unhappy as she said this.

Then came the maddest season ever for Circus Knie, with visitor numbers breaking every record. Nine months of total euphoria. Of course the Knies had been very bold in hiring a cabaret artist. But the circus is nothing if not a bold enterprise.

"Don't forget to switch your mobile phones back on after the show." Such is the loudspeaker announcement before the show begins. No numbers girl at Knie, and no more legendary 111 number at Swisscom. But both enterprises are flourishing. And deservedly so.



And early tomorrow morning...

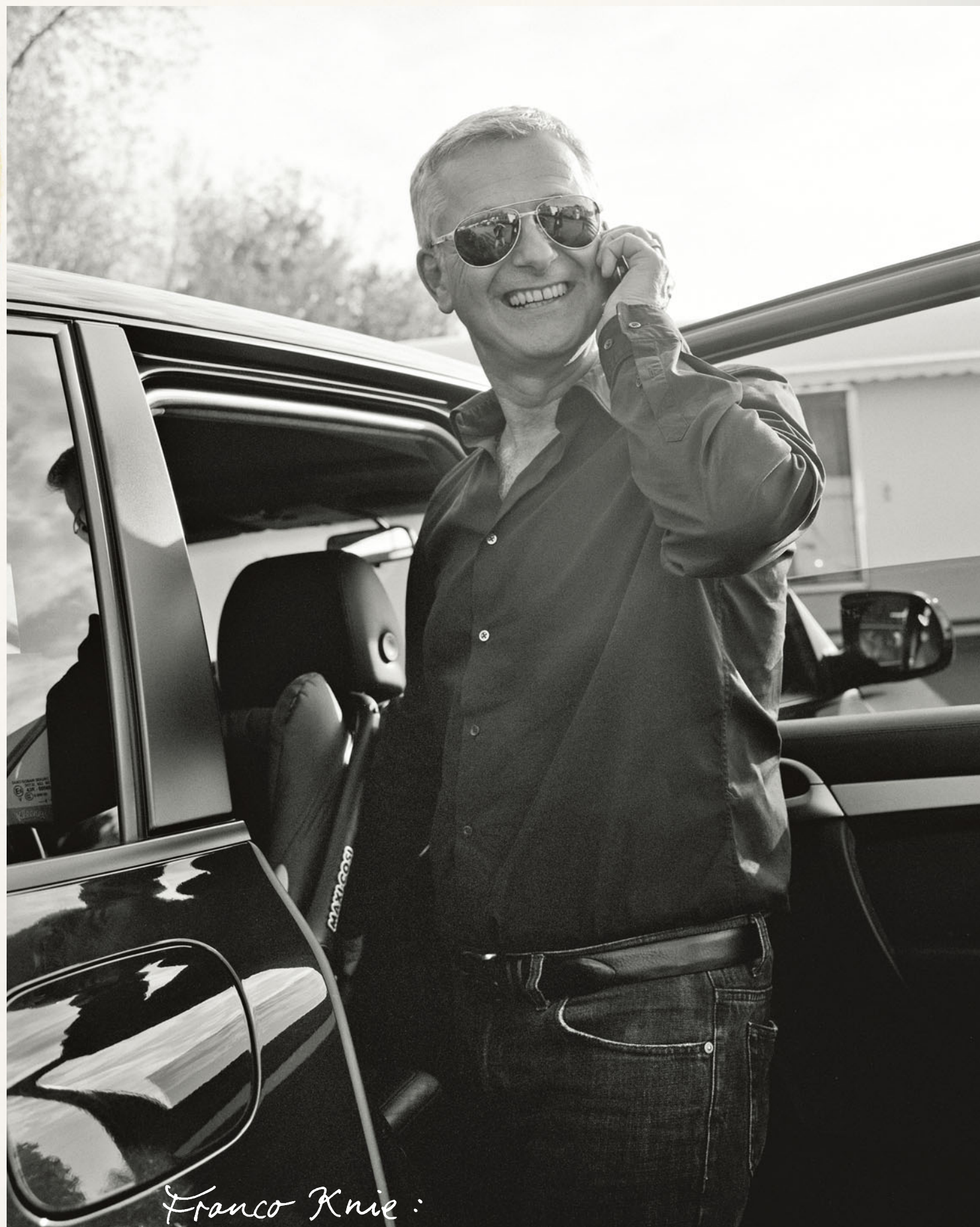


...The show goes on



...again!

Circus Knie – the city that never sleeps



Franco Knie :
I speak to elephants just as I speak to people.

COMMUNICATION



By FRANCO KNIE JR
 HUMANS and
 ANIMALS

- CIRCUS IS COMMUNICATION

I speak a mixture of Hindi, English and German to the elephants. My son Chris already understands Chinese, Swiss German and English - and he is only three years old. That's how it is in the circus: you grow up multilingual. Russians, French, Moroccans, Italians, Poles - they all chatter away cheerfully, and something rubs off. Sometimes gestures are the only way to communicate. Languages are one aspect, then there are the different manners and customs: the Moroccans like a different diet from the Poles. So we have two different cooks, plus a third for the artists who come from China, for example, whose eating habits are different again. We pay attention to this quite naturally. Making allowances for each other is the first step towards understanding each other.

We not only work together: we live together. It only works if you can be open. Where people are open, communication takes place - overcoming all linguistic barriers and cultural divides. We play music together, we play cards together, we fall in love... all this is human.

- TIMES ARE CHANGING

The electronic media play a major role in communication nowadays, even in the circus. The artists sit in front of computers in their free time and chat with their communities via Facebook or Twitter. Skype is quite important too, of course. Many of our staff keep in touch with their families in the outside world this way. A satellite dish now stands in front of every caravan. At night the televisions come on, and Moroccan or Russian television flickers on to the screens.

Sometimes I feel a little regret at this. It detracts from a sense of community if everyone withdraws and communicates electronically. On the other hand, I am very interested in new technologies myself. I even worked in telecoms for a while. Actually, it was at Swisscom.

Franco Knie Jr



*Former Swisscom employee
Franco Knie Jr*

SHOW OVER, COMPUTER ON...



It's not just the big top that we keep putting up and taking down, but our communications network, too.



*Tradition and modernity
in everyday circus life*

SWISSCOM

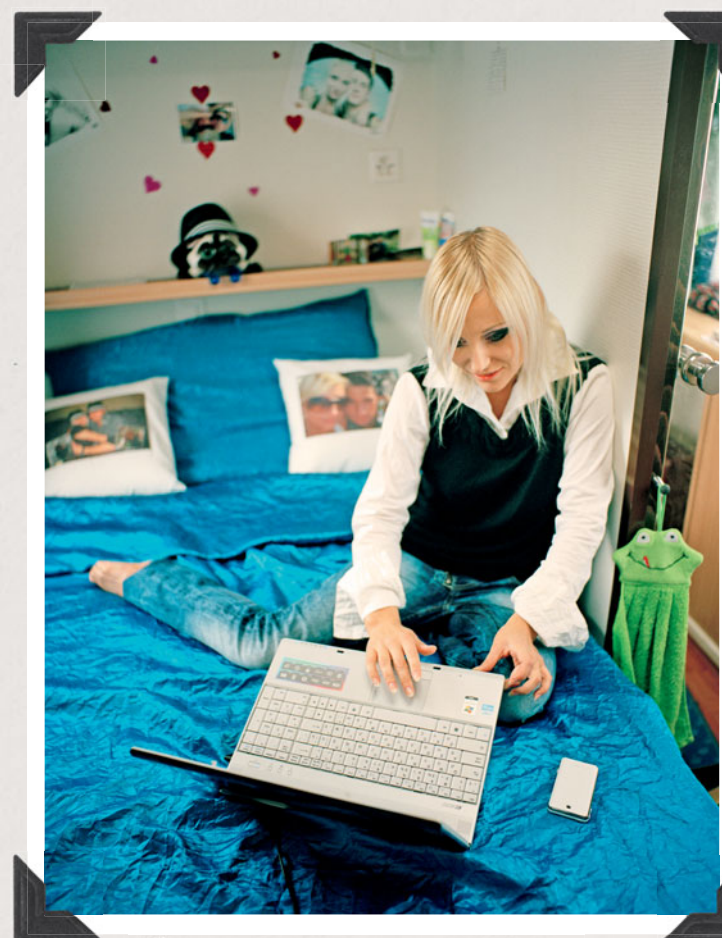
COMMUNICATION IS OUR PASSION

2.6 BILLION SMS MESSAGES SENT EACH YEAR

34 MILLION MMS MESSAGES SENT EACH YEAR

MORE THAN 350 MILLION PEOPLE WORLDWIDE
ARE FACEBOOK MEMBERS

Every 12-year-old schoolchild already knows the word "communication". But what exactly does it involve? To communicate (Latin: communicare) means to share, to inform, to allow participation, to unite, even to pool. Thus understood, communication is our core business. Via telephone, e-mail, blog or Twitter: we make communication possible so that experiences can be shared. Often this goes unnoticed. Do you think of Swisscom when you send a romantic SMS, spend a football evening in the company of friends and Swisscom TV, or receive a job offer by e-mail? Everything passes via our networks. Like nerves, they keep Switzerland in touch. In fact "The Economist" weekly has endorsed Switzerland as possessing one of the world's finest telecoms infrastructures. To keep it so for the future, we are driving forward the expansion of our infrastructure. In the next few years, Swisscom is to invest up to CHF 8 billion in Switzerland, one-third of it in the fibre-optic network. By expanding optical fibre, we are laying the foundations of the network of tomorrow.



Skype, the link with home



Fredy Knie speaks horse language better
than any other human on earth.

If an animal doesn't do what you say,
it isn't being cussed or stupid or
lazy. No, it hasn't understood you.
You have to make what you want quite clear.

DORIS DÉSIÉE KNIE

"THE OFFICE IS MY ARENA"

What a circus! Such thoughts run through many a personnel manager's head at times, with a shake of the head. Doris Désirée Knie, Franco Knie's daughter, always thinks that way – but with pleasure.

You work in the personnel department of a company which employs 200 people from 16 countries. How do you communicate?

Sometimes with hands and feet. Recently a Chinese lady came in, wanting directions for the supermarket in Solothurn. Then there was a Russian who had to get his car repaired, and needed the address of a garage. They all come in to our office if they have a problem.



Someone to turn to at Circus Knie

They say you're a person to turn to at Circus Knie.

You could put it that way. A good side of this job is that you can help. You are trusted by the staff. Many Moroccans, for example, are already the second generation employed with us. Their fathers were here; now it's the turn of the sons. Some have known me since I was born. I have

visited the families in their home country. They all come from the same region of Morocco. That is something very special. It creates a bond between us.

A very emotional job.

Yes, indeed. I once had to break the news to a craftsman that his mother had died. And when a big, strong man is fighting back the tears, I am deeply affected. You have to listen, comfort and encourage. Every human being has his or her own story. We are a big family. Hussein, in the tents gang, has been with us for 30 years. Hugo, in the tailoring workshop, had been with us more than 50. He died recently, during the holidays.

Have you never fancied appearing in the ring?

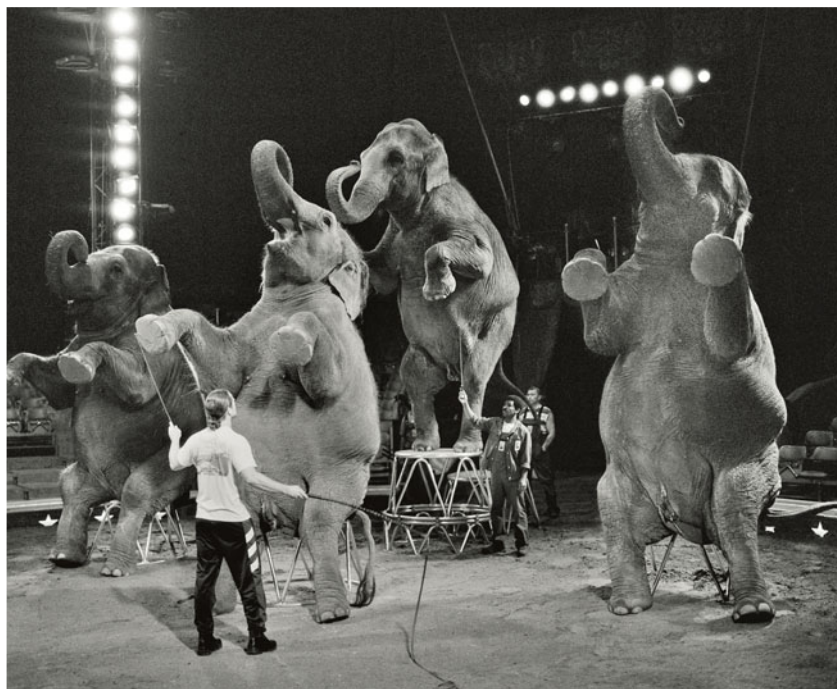
No, I never have. I have my dream job. I always say the office is my arena. This is where I perform.

SWISSCOM &
CIRCUS KNIE

A SHARED
PASSION FOR
COMMUNICATION



Ponies don't look at advertisements. But people do.



DICTIONARY OF ELEPHANT LANGUAGE

Lift! — Lift up your foot!
 Rangu lift! — Lift up your trunk!
 Go on! — Move forwards!
 Go back! — Move backwards!
 Down! — On your knees!
 Sitz! — Sit!
 Walze! — Turn round!
 Side! — Move aside!
 Aufpassen! — Look out!

— COMMUNICATION BETWEEN MAN AND ANIMAL

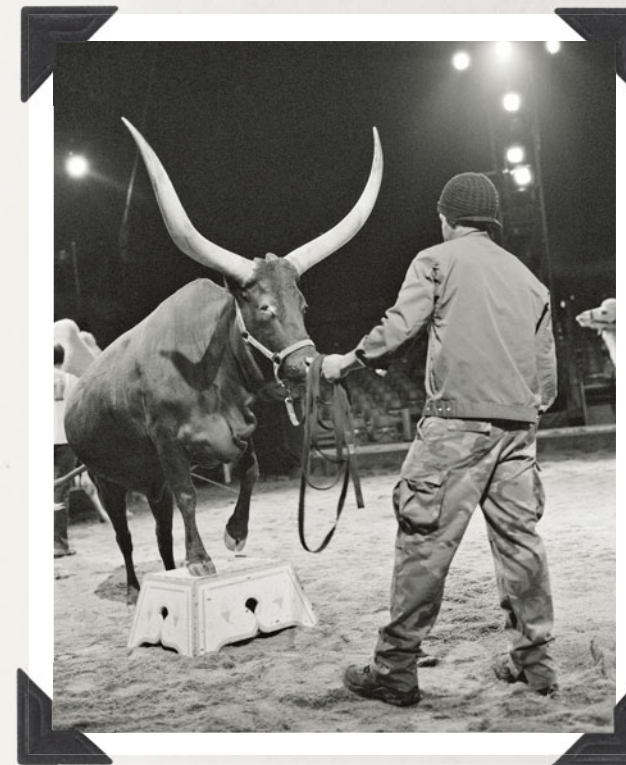
Patience is very important in dressage.
 Psychological sensitivity.
 Elephants are very clever and very intuitive,
 but they are also minimalists. They only
 make the effort if it's absolutely necessary.
 They think: let's see if that command
 is really meant seriously. So: be rational.
 Don't let things get out of control.
 Be credible.

Franco Knie Jr

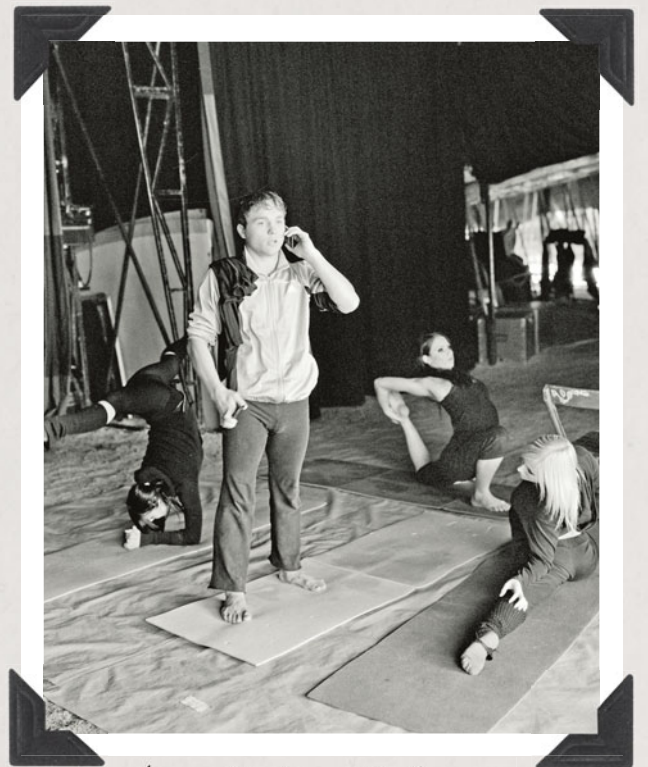
Fond moment between
man and camel



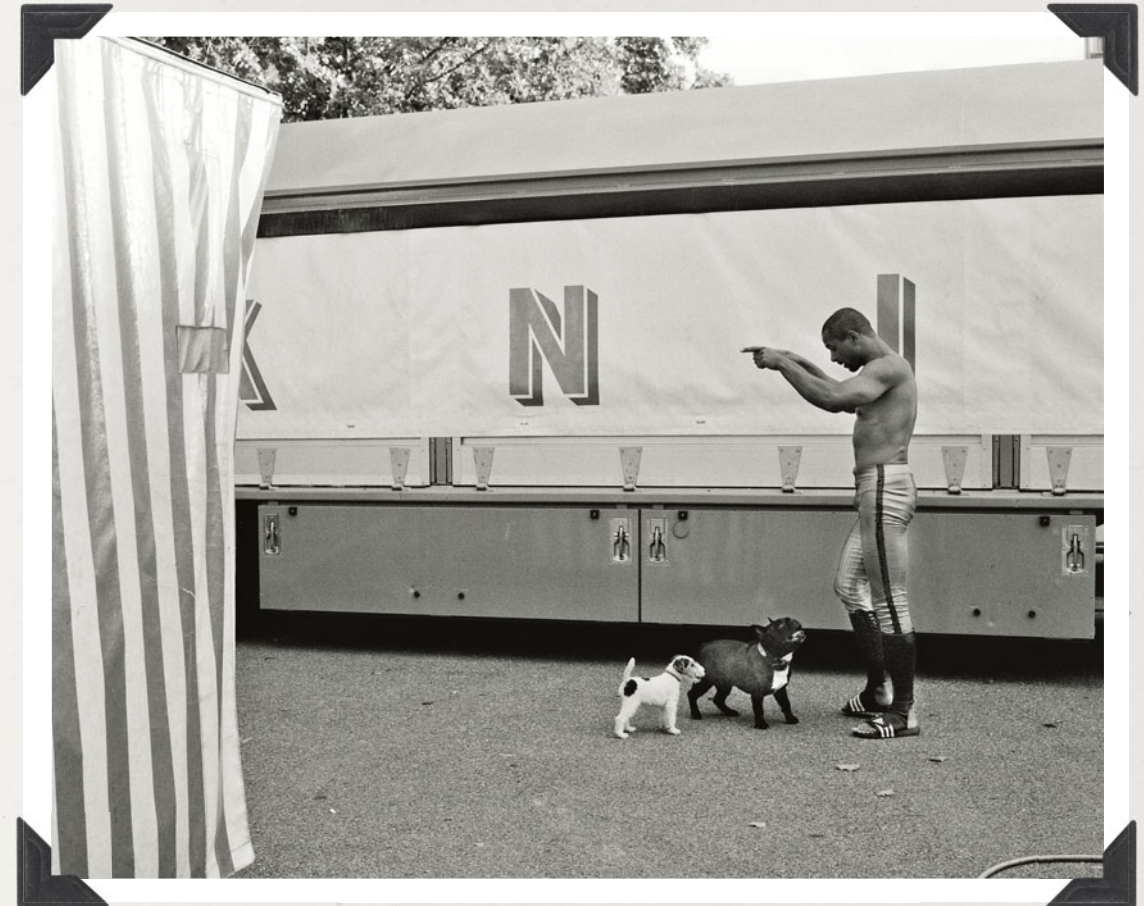
Chinese television
in the caravan—
just watch...



The Watusi longhorn already
understands what the man wants
her to do.



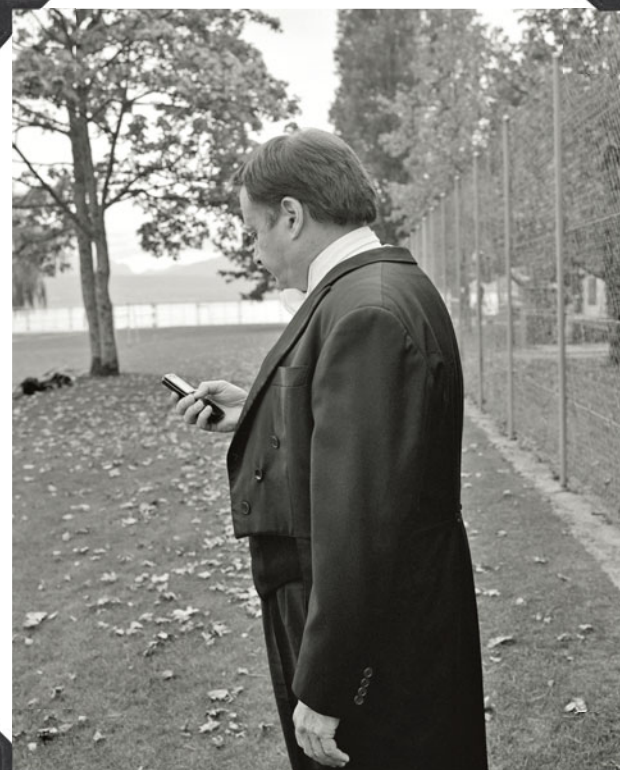
A call from Italy
interrupts the practice.



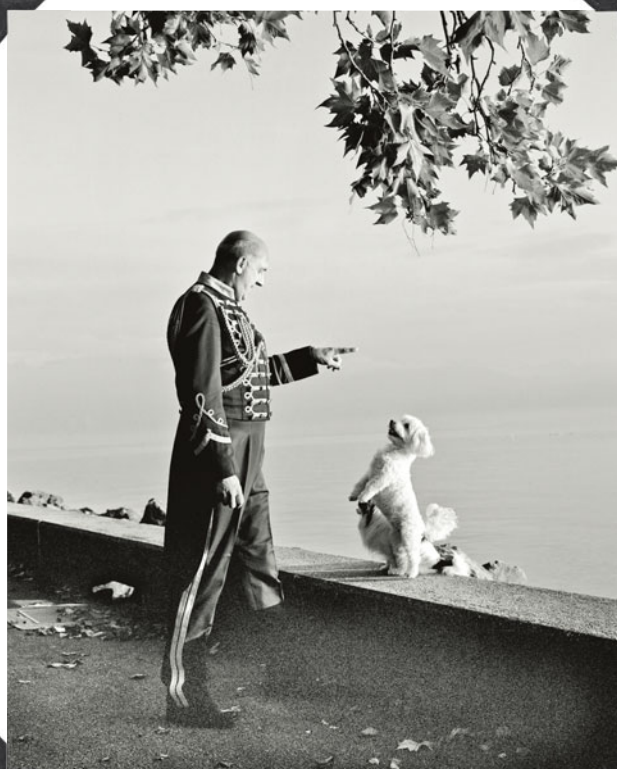
Trapeze artist Rodrigue training
his two dogs, Fredy and Carlos



Wherever Fredy Knie Jr goes,
the animals perform tricks.



My damn phone is ringing again...
sorry.



In poodle language,
this gesture means "beg".

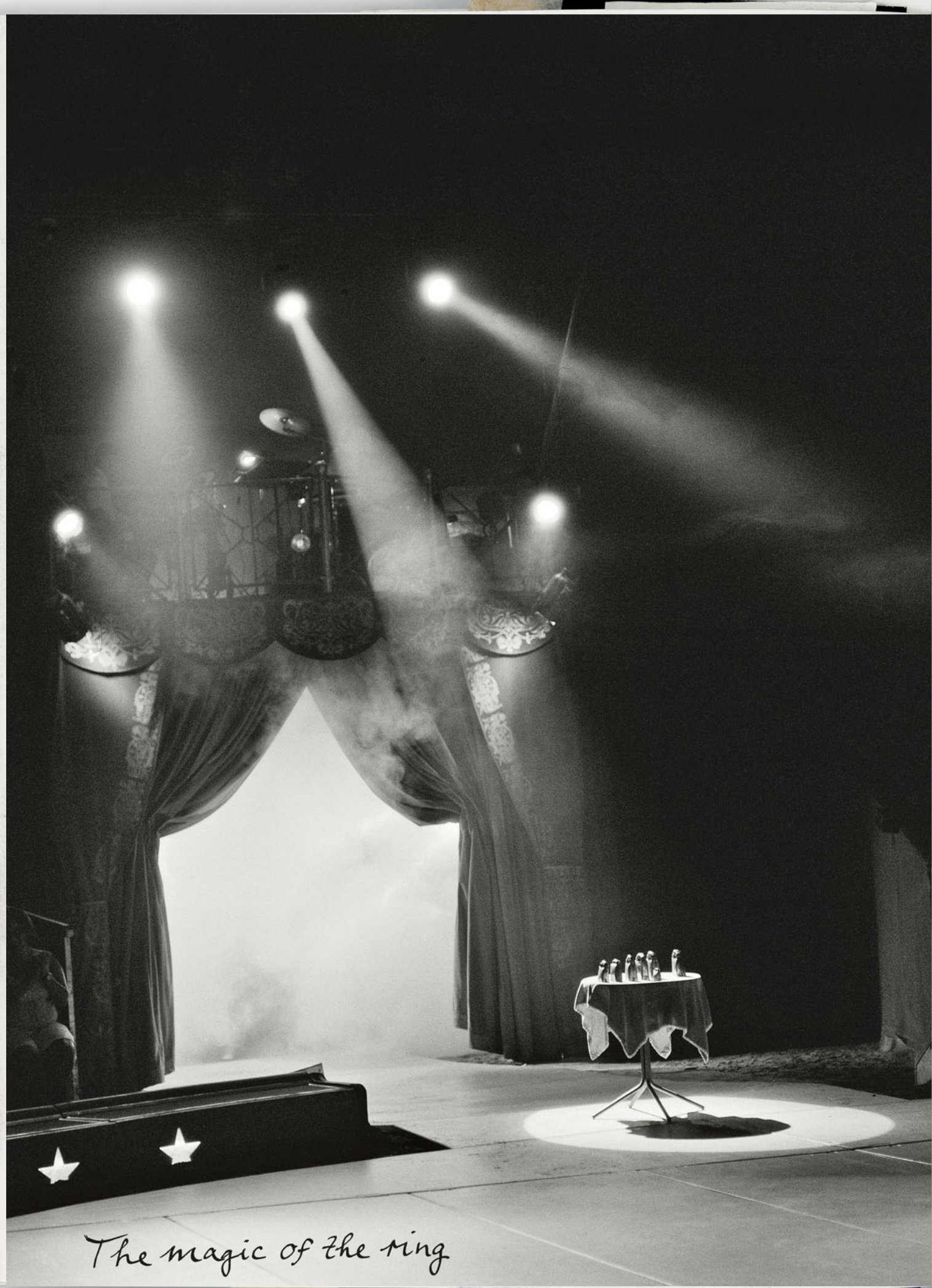


Another remarkable horse expert:
Mary-José Knie



WHERE
WOULD I BE
WITHOUT
MY MOBILE?

Franco Knie: my staff can always get
hold of me.



The magic of the ring

QUALITY

BY FREDY KNIE JR



WE HAVE TO
CHANGE ~ BUT
REMAIN
FAITHFUL.



The audience want to dream, be surprised,
share the thrills, laugh. To me a programme which
meets these high expectations has quality.
We want to transport people out of their world
into another world, just for 2½ hours.
They should forget everyday life, the stress,
the recession. That is our goal.



*Highest accolade of the circus world :
The Golden Clown for Fredy Knie Jr*



Perfectionism down to the finest detail

We must never let the public down. That is the golden rule. One disappointment, and loyalty goes out of the window. We go to the same towns every year, and we want people to come back every year. That only works if their loyalty is rewarded. With quality.

QUALITY ALSO MEANS QUALITY OF LIFE
.....

A distinctive feature of our company is the large number of four-legged members of our staff: our animals. My philosophy is that only happy animals do good work. We are under an obligation to offer them pleasant, stimulating lives. Much less thought used to be given to keeping the animals. Monkeys wore costumes, horses were firmly tethered in their boxes, and so on. I rebelled against this as a young man, and they thought I was mad. I was the first to open out the horse boxes, for example. Horses need free space. "How is that going to work?" they asked me at the time. "We're a travelling company. Boxes are simple. All these enclosures are far too complicated." But it worked. Of course it meant a rethink. But it worked. The animals like to be with us. They are under no stress. I have been closely involved with animal welfare for many years, and have worked with behavioural researchers. I want our animals to be as happy as possible. To me, that is a matter of quality, too. Quality of life.

Fredy Knie Jr



SWISSCOM

WE STRIVE FOR QUALITY

WE WANT TO OFFER THE BEST SERVICE, THE BEST NETWORK AND THE BEST PRODUCTS.

“Never let the public down” is Franco Knie’s golden rule. Swisscom, too, does its utmost not to let customers down. Indeed it goes further, seeking to delight them. The Swiss telecoms market is on the move, and providers are vying for customers’ favour with ever more attractive offers. Perhaps quality is the key here. Often not consciously perceived, quality is immediately missed when it is absent. At Swisscom, 19,479 are at the service of the customer. Because all our staff work for the constant improvement of the quality of our networks, our products and our services. From network technician to customer adviser, Swisscom employees are quality-aware. Service orientation is a vital element of our corporate culture. In December 2009, we presented the Swisscom Champion Award for the first time. This is an internal distinction for employees who have provided outstanding service to our customers. One winning team developed remote fault diagnosis for Swisscom TV, making fault repair much simpler.



SWISSCOM &
CIRCUS KNIE
OUR MOTTO
IS QUALITY

CIRCUS FOLK

presented
by
GÉRALDINE
KNIE

The circus is teamwork. It starts with the teams who put up the big top. Then there are the orchestra, the acrobats and the artists and so on - they all rely on each other. If the show is to go down well, each individual must go down well. We all give of our best, and the audience notice this. In the finale, the whole troupe comes back into the ring together, because the applause of the audience is meant for all of us.

What do the public expect of us? Do we live up to it? These are questions which my father and I ask ourselves when we are choosing the programme. We are highly self-critical. The public deserve the very best.

If our spectators leave the big top with gleaming eyes at the end of the show, that is our finest reward. We want to wow our audience.

Now I'm going to introduce 13 members of our troupe to you.

Géraldine Knie

THEY COME
TO CIRCUS KNIE
FROM ALL OVER
THE WORLD, TO
GROW INTO A TROUPE
THAT GIVES OF ITS BEST.



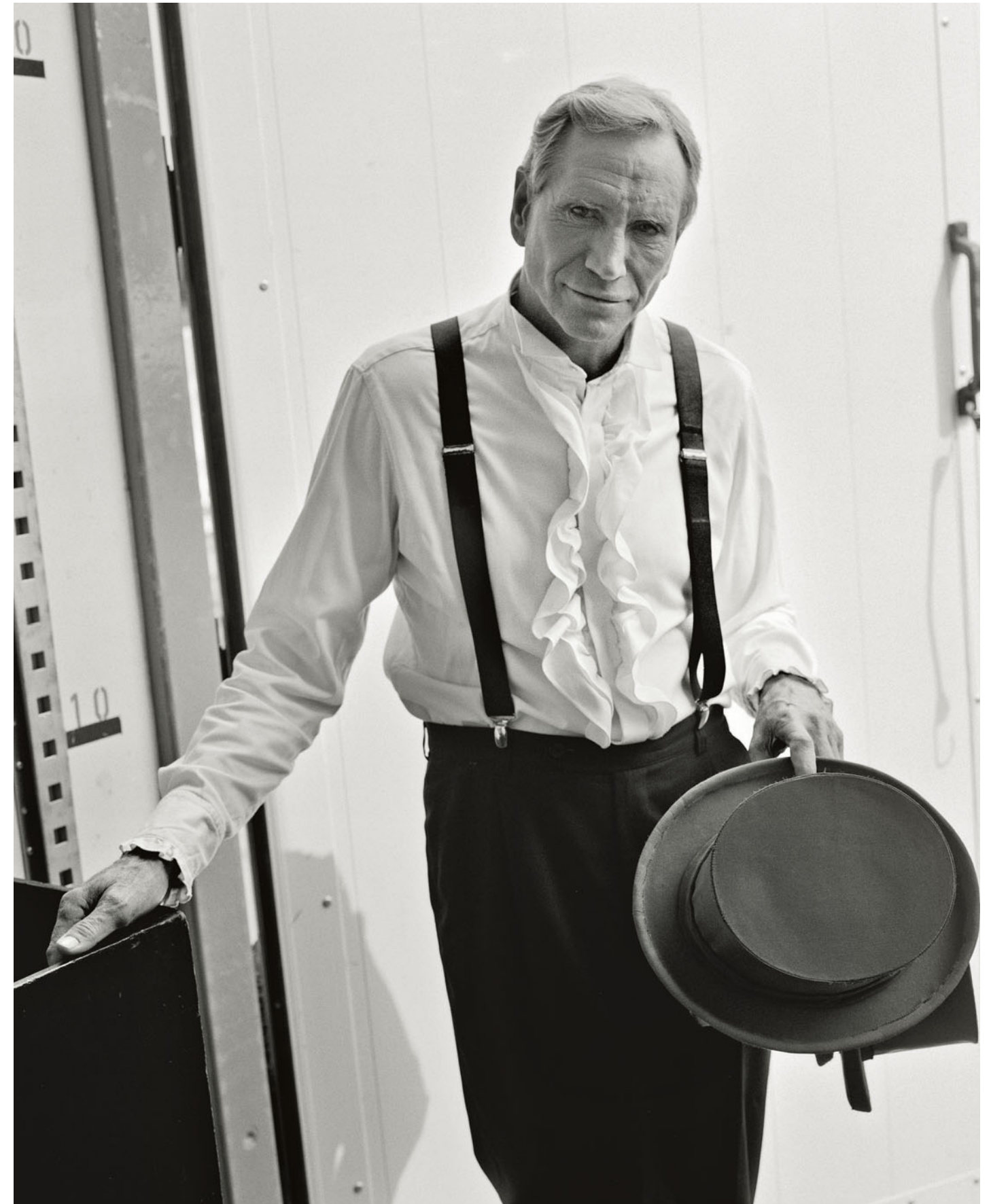


RODRIQUE FUNKE Profession: trapeze artist / Born in Berlin, 1978 / Highlight: Bronze Clown at the Monte Carlo Circus Festival

"We work at a height of eight metres, with no net, with tempo and with verve."

We always go right up to the limit - 150 percent.

Hanging at Rodrique's feet is Christophe Gobet, his partner in their trapeze duo, The Sorellas.



KRIS KREMO Profession: master juggler / Born in Paris, 1951 / Highlight: 11 years in Las Vegas

"I give myself heart and soul to this work. Not to mention my bones. I have to practice my act 30 or 40 times daily. It takes its toll on the back and the knees. My meniscus is compressed, with only a quarter left on each side. That's the price you pay."

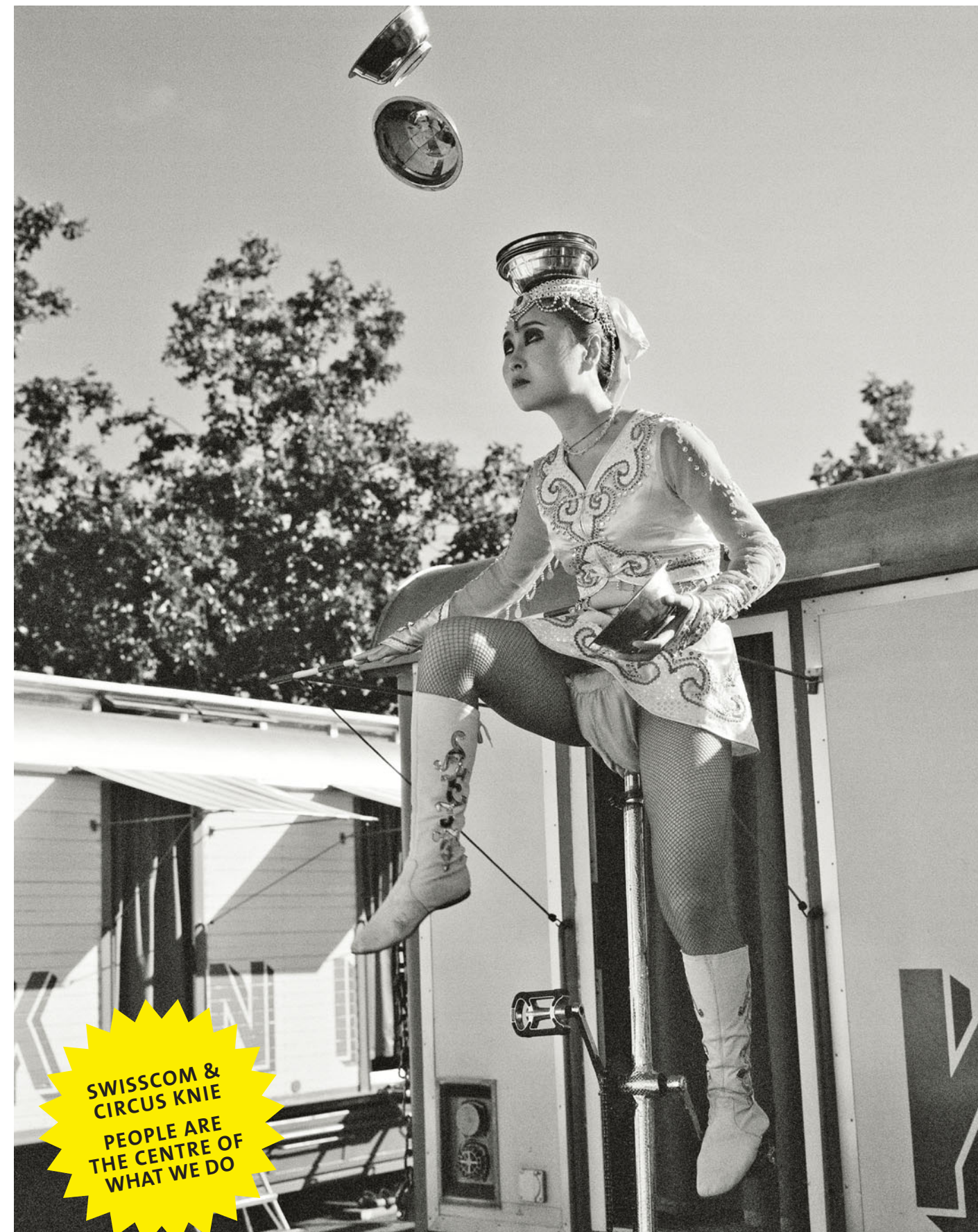
That's what it takes to stay world class.



AHMED HAMZI Profession: elephant keeper / Born in Taroudant, Morocco, 1970 /
Highlight: the birth of baby elephant Sandry in 1999

"Elephants are sensitive animals and easily startled, especially if mice pop out. An elephant is afraid a mouse may slip up its trunk when it is lying down."

So I sleep with my elephants at night.



SWISSCOM &
CIRCUS KNIE
PEOPLE ARE
THE CENTRE OF
WHAT WE DO

HE YING Profession: monocycle acrobat / Born in Tong Liao, Inner Mongolia, 1986 /
Highlight: gold medal in the Chinese national championship, 2004

"QQ is the largest online community in China, similar to Facebook. So, wherever I am in the world, I am never lonely. I switch on the computer, and QQ connects me to my family and my friends back home."

Fortunately, there's QQ.

YELENA LARKINA Profession: hula hoop artist / Born in Moscow, 1971 /
Highlight: married to Kris Kremono for 14 years
"Kris and I want both our children always with us, even on tour."
We give them private tuition. I am their maths teacher; Kris teaches them German."



All season in the caravan, shows daily,
my training, practice with Kris, housekeeping, office chores, the children, school, lessons, moving on every few days.

Yes, family life in the circus is fairly strenuous.



SWISSCOM

EMPLOYEES MAKE THE DIFFERENCE

19,479 EMPLOYEES, INCLUDING FASTWEB
PEOPLE FROM 79 NATIONS WORK AT SWISSCOM
SWISSCOM HAS 842 PEOPLE IN TRAINING

☀ Tenero, 4 September 2009. 3,850 employees are playing pétanque and volleyball at the Swisscom Games. They may be laughing, cheering, putting up a tent, or simply watching. The Swisscom Games are the biggest event in Swiss corporate sport. So what makes Swisscom stage such an event? The answer lies in our conviction that the foundation of every company is its staff. The employer's long-term success is only possible with happy, healthy and motivated employees, who identify with, and are proud to work for, their employer. Then they become ambassadors for the company and dedicate themselves to it with passion. We create attractive framework conditions for our employees and thus invest in the sustainable success of Swisscom itself. These conditions include freedom for staff to tailor their working hours flexibly. Swisscom has many employees who work part-time. We also promote vocational and personal development by our training courses. Our employees make the difference.

NOUR EDDINE OULOUDA Profession: chef / Born in Rabat, Morocco, 1959 /

Highlight: the egg for Prince Rainier of Monaco

"We cook 70,000 meals in our mobile kitchen every season. In January I'm always at the International Circus Festival in Monte Carlo and cook for the staff and the artists."

Prince Rainier once dropped into the kitchen and ate an egg.



SERGEY DIMITROV Profession: acrobat / Born in Orenburg, Russia, 1975 /

Highlight: Circus Knie

"At the age of 14, I joined the Bulgarian national acrobatics team. My son is now the age I was then. He goes to school in Moscow."

*We don't see much of each other, I'm sorry to say,
but we are in touch daily via Skype.*

Sergey Dimitrov is supporting himself on the head of Yani Stoyanov, his partner in the Duo Serjo.



YANN ROSSI Profession: white clown / Born in Lyon, 1967 / Highlight: performance at the Danish royal court, 2004

"My father was an Auguste, my grandfather was a white clown. I come from a circus dynasty, stretching back to the 18th century. My forebears performed before Louis XV."

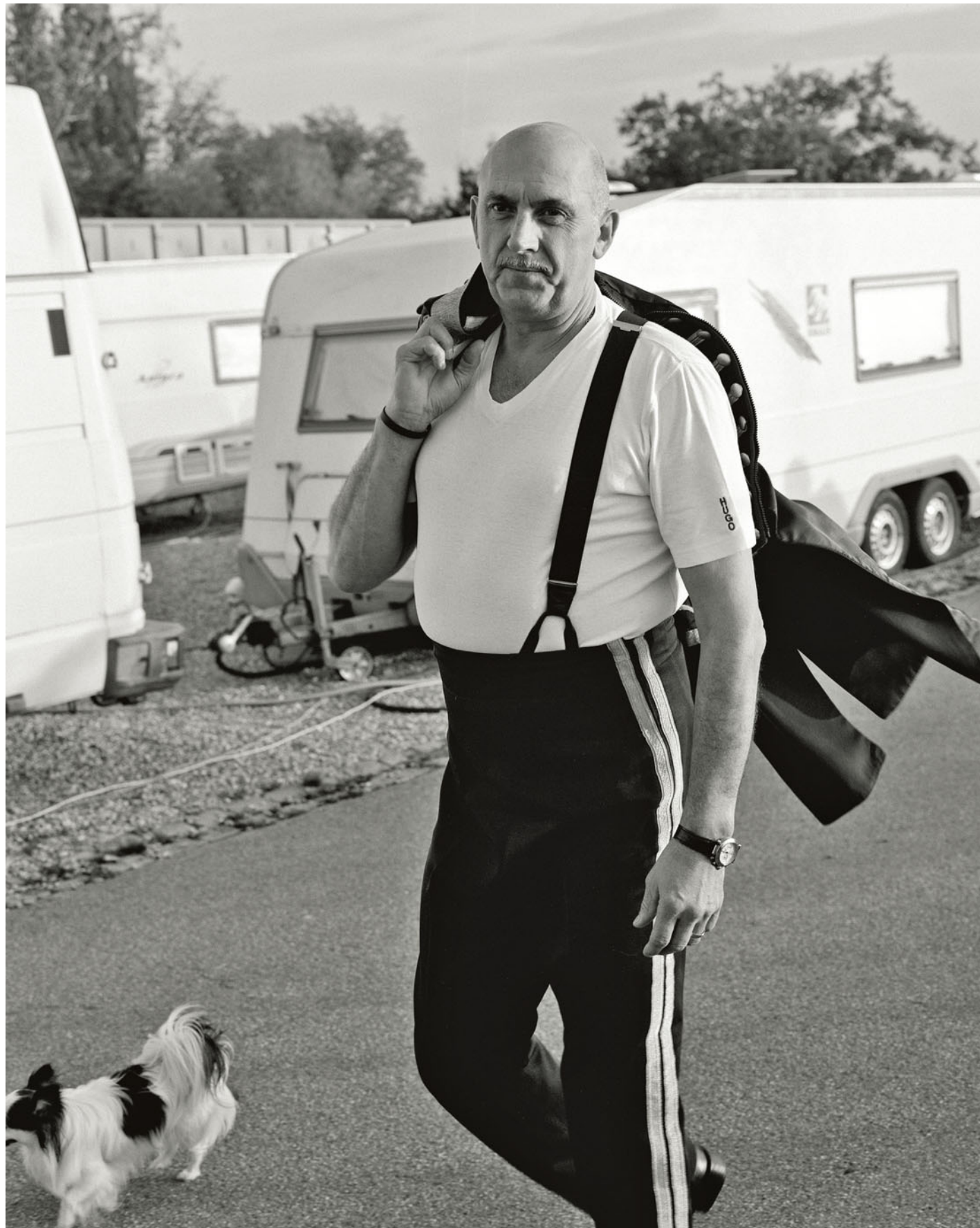
I live with my family in the caravan, all the year round. My brother does the same.



MAURIN ROSSI Profession: Auguste / Born in Loano, Italy, 1952 / Highlight: joint act with grandfather and father, 1963

"I play the saxophone, guitar, piano, trumpet, accordion, drums, clarinet, mandolin, violin, flute, xylophone - and my harp, which I made myself."

My harp is a toilet seat with piano strings stretched across.



PATRICK ROSSEEL Profession: stage manager / Born in Saint-Laurent-du-Var, France, 1954 / Highlight: every day

"I was still half a child when I came to Circus Knie. My father was the tent foreman, 40 years ago. I used to help out, sometimes as an electrician, other times at the buffet. Today I'm in charge in the ring."

The circus is my life.



DARIUSZ KOKOSZEWSKI Profession: violinist / Born in Brenna, Poland, 1965 / Highlight: Grace

"I was a violinist in the Katowice Symphony Orchestra with a lady musician who then broke my heart. I just wanted to get away. That was how I came to Circus Knie, twelve years ago. Heartbroken. Then came the encounter of my life. I met a young woman named Grace, a Filipina, who already then was Franco Knie's dresser. We have been happily married for six years."

She has mended my heart.



AOMAR HABBOUN Profession: usher / Born in Oulad Berhil, Morocco, 1975 /
Highlight: holidays at home

"Many men come from my home village to work in Circus Knie. My father worked here for 25 years, and both my uncles worked here for nearly 30 years."

Now it's my turn to represent our village in Morocco.



PETER WETZEL Profession: "Spidi" the Clown / Born in Sursee, 1966 /
Highlight: meeting Bryan Adams at Circus Knie

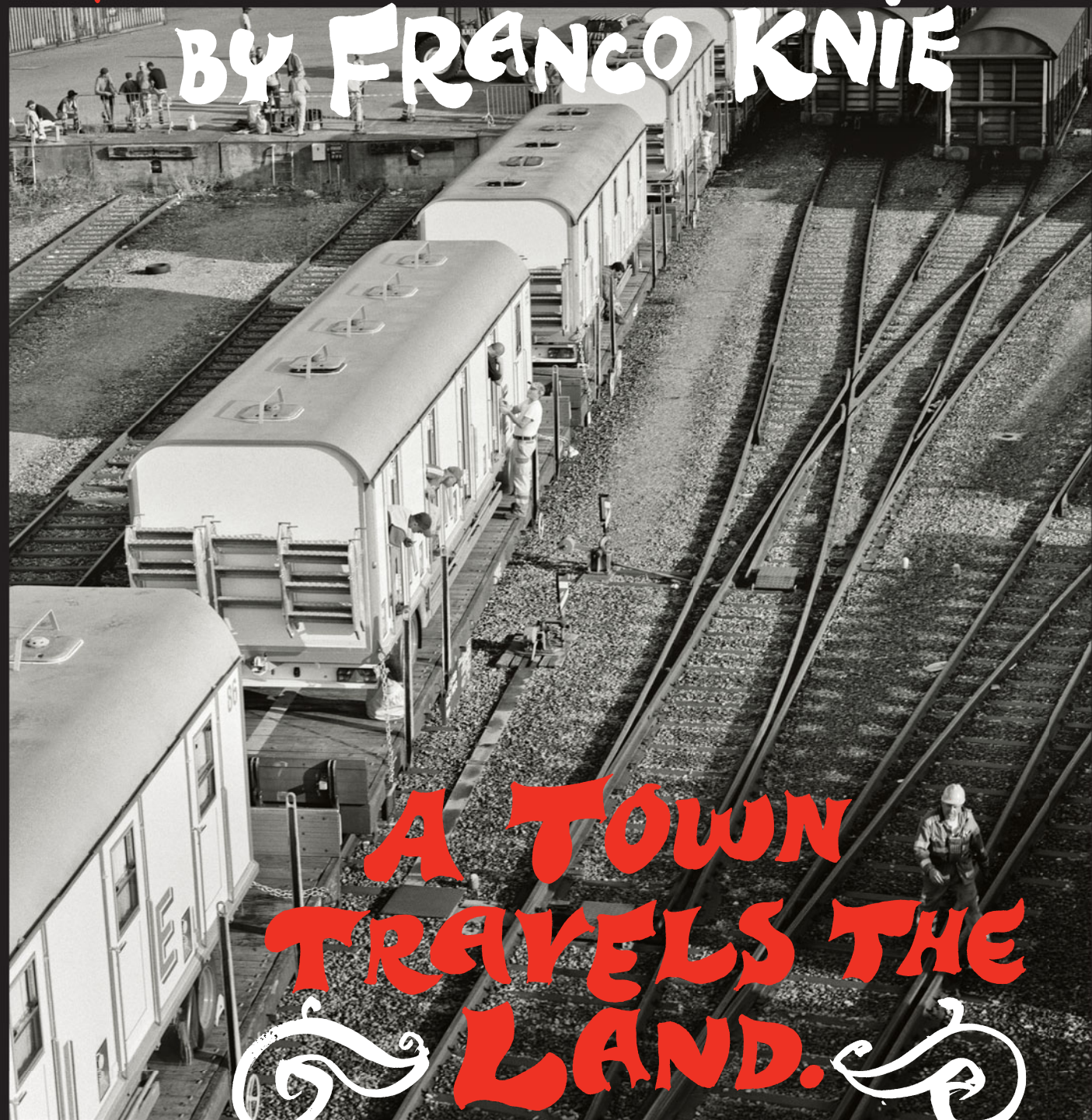
"I have been a circus clown for 40 years, 15 of them at Circus Knie. You have to enjoy making people laugh."

Being a clown is a matter of character.

The lady on the right of the picture is called Neilya Gabdurakhmanova and is a dancer in the Bingo troupe.

LOGISTICS

BY FRANCO KNIE



A TOWN
TRAVELS THE
LAND.

Every few days, the town of tents called Circus Knie packs up, is loaded on to trains and trucks — and it's off to the next stop. A feat of organization.

A job for the boss



It's called SBB Wooden Class...

A RACE AGAINST TIME

.....

The evening show begins at 8 p.m., and at 8.30 p.m. the dismantling is already under way, though the audience do not realize this. Behind the scenes, everything that is no longer needed is being loaded up. Elephant act over — straight into the wagons and away. Buffet area after the intermission — pack up and away. Everyone does their bit. In the next few hours, a total of around 2,000 tonnes of equipment has to be removed. It is a race against time. The final applause has barely died away and the big top is already being dismantled. Traditionally we proceed as follows: half of the top is taken down by the Moroccans and the other half by the Poles. Both teams also share the dismantling of the spectators' seating. The competitive rivalry is incredible. The fastest time is less than four hours — for the whole big top! Laughing and joking all the way.

Shortly after midnight, the convoy moves off by road and rail. It makes a short night. At six o'clock in the morning the erection work starts again. The elephants are hungry: an elephant eats 200 kilos a day. Local farmers supply hay in each place. And again, it's a race against time. 12,000 metres of electric cable have to be laid. That — and much else — has to be well organized. Everyone knows: promptly at 8 p.m., the show is on again.

Franco Knie



Circus Knie weighs 2,000 tonnes, all in all. When it comes to unloading, you realize how heavy it is.

SWISSCOM

BEHIND THE SCENES

DEMAND FOR BANDWIDTH ON THE LANDLINE NETWORK DOUBLES EVERY 18 MONTHS

DEMAND FOR BANDWIDTH ON THE MOBILE NETWORK DOUBLES EVERY 7 MONTHS

Whenever Circus Knie pitches its tent at a new venue, Swisscom has already set up the Internet connection. But our service is not to carry gear, but to convey and deliver data, e.g. in the form of e-mails, SMS messages and music downloads. The digital world is playing a growing role in the lives of many Swiss people. More and more of daily life passes via the Internet: banking, shopping, communication and entertainment. And it all works like clockwork. Hardly anyone realizes the distance data packages cover. An e-mail from Switzerland to Switzerland may well get there via a server in the USA. The data package may travel from the iPhone over the ether to the next base station. From there it proceeds to the exchange via fibre-optic cable. Then there's a journey across Europe and the Atlantic. The route takes the data package along an under-sea cable, 2,000 metres below the ocean surface. From the USA, the route runs back to Switzerland. If the recipient is in a very remote location, the data package may divert again to a satellite, 35 kilometres up, before dropping straight in to the living room. The whole trip takes a matter of seconds.

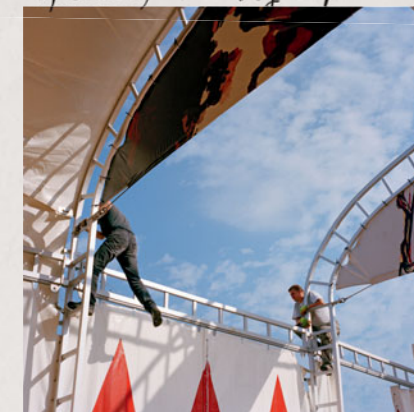


**SWISSCOM
DATA
PACKAGES
TRAVEL**

Everyone joins in. The circus is teamwork.



Like mountaineers, the erectors work their way up to the peak of the big top.



Up goes the big top!





Incredibly, the show will be on again here in just a few hours.

Magic in the ring means hard work behind the scenes.



Heave-ho! Heave-ho!

CIRCUS KNIE IN FIGURES

2,500
square metres is the surface
area of the big top

120,000
metres of yarn are sewn
into the tent

4,500
is the number of
of seating components

6
hours is the time it takes
to erect the big top

17,000
square metres is the area
occupied by the circus town

200
litres are what an elephant
needs to drink daily

700
kilogrammes of straw are the daily
requirement for the stables

70,000
meals are served each season
in the circus kitchen

60
transporters make up the
road convoy

70
transporters go on two SBB
special trains

3,000
kilometres is the distance the
circus travels in Switzerland



*The stable has to go up quickly.
The elephants are ready and waiting.*



- LOGISTICS -
TIMETABLE FOR 26 AUGUST
.....

Departure / tent dismantling / transport

- 16:00 Management trailers depart.
- 17:30 Close offices, close zoo, dismantle open-air pen, clean out cages.
- 20:30 Departure of first circus and zoo trailers to railway station.
- 20:45 Load tractors and all necessary equipment trailers and caravans for erection work.
- 21:00 Load horses immediately after act. Horse transporters depart.
- 21:20 Load elephants immediately after act. Elephant transporters depart.
- 21:30 Dismantle animal stables and load. Clean ground.
- 21:45 End of intermission. Dismantle buffet tent. Dismantle backstage roof. Dismantle outer wings. Close toilet trailers. Load.
- 22:00 Departure of equipment trailers to railway station. Transit between showground and station from now on.
- 23:00 End of show. Dismantle seating and stairways. Dismantle ring. Clear away artists' changing rooms (which now serve as equipment trailers). Dismantle orchestra platform. Dismantle tent side walls. Dismantle electrics. Load and take to station.
- 00:45 Dismantle tent canvases. Dismantle electrics (big top).
- 01:30 Dismantle tent poles. Dismantle top. Transport.
- 02:00 Showground is cleared. Last lorries depart.
- 02:30 All equipment loaded. Train departs.

*Train delayed
due to picking
up K.R.*

*Horse number -
Géraldine?*

*Bern: cloakroom
on left backstage
zoo already at 19.00*

*Mr Werner tel.
079 488 64 62*

*Spidi Friday
Dolderal 17,
Courier
(letter box)*



*The elephants are looking forward
to getting their feet back on firm
ground. That was quite a trip!*



*Franco Knie and Franco Knie Jr
show their friends the way.*



A symbolic moment: arrival of the ring carpet

TRADITION

BY CHRIS
RUI KNIE

OUR
FAMILY



Chris and his mother Linna Knie-Sun hold a photograph from the family archive, depicting Chris's great-grandfather, Rolf Knie.

Chris has a surprise when he steps into the historic circus caravan:
The 200 years of Circusknie are here and now.



The beginnings: the Knie open-air arena. The big top came later.

What is that neat turn of phrase at the end of every show?
The Knie family thanks you for your visit.

SWISSCOM

STRENGTH FROM MORE THAN 150 YEARS OF HISTORY

1852: FOUNDATION OF THE PUBLIC
TELEGRAPH SERVICE

1880: FIRST TELEPHONE DIRECTORY
WITH 141 SUBSCRIBERS

1936: COMMISSIONING OF THE FIRST
COIN-BOX TELEPHONE

1956: TELEPHONING BETWEEN EUROPE
AND THE USA BECOMES POSSIBLE

1971: 2 MILLION TELEPHONE SUBSCRIBERS
IN SWITZERLAND

1987: NATEL EASY: SWISSCOM OFFERS THE FIRST
PREPAID MOBILE TELEPHONE CARD WORLDWIDE

2004: MARKET LAUNCH OF MOBILE UNLIMITED
FROM SWISSCOM: A WORLD FIRST

2007: SWISSCOM TAKES OVER THE ITALIAN
TELECOMMUNICATIONS COMPANY FASTWEB

2008: WORK STARTS ON THE ROLL-OUT
OF FIBRE TO THE HOME

Swisscom has played its part in more than 150 years of telecommunications history. Technological change has proceeded at breakneck speed, reflecting ever-changing customer requirements. The digitalization of life has lent further pace to change. But, whatever and wherever the speed, Swisscom is true to its tradition: that Switzerland should continue to have the world's best telecommunications infrastructure. Telecommunications are part and parcel of everyday life, now as never before. This presents us with a great opportunity to achieve our goal of continuing to delight our customers in future.

SWISSCOM
150 YEARS OF
TRADITION



200 years of tradition

1803

Friedrich Knie founds the
circus dynasty

1814

First Swiss performances of
the Knie arena, still with
an open ring

1907

The Knie family settle in
Rapperswil

1919

Foundation of the Knie
Brothers' Swiss National
Circus, now with its own big
top for 2,500 spectators

1942

Fredy and Rolf Knie become
directors of Circus Knie

1943

Performance of Circus Knie
in the middle of bombed
Berlin

1946

The sixth generation is born:
Fredy Knie Jr, followed by
Rolf Knie Jr (1949),
Louis Knie (1951)
and Franco Knie (1954)

1956

Circus Knie moves into its
winter quarters in Rapperswil
for the first time

1962

Opening of the children's zoo
in Rapperswil

1969

Last appearance of Rolf Knie
with his elephants

1973

The seventh generation is
born: Géraldine Knie,
followed by Louis Jr (1974),
Grégory-Frédéric (1977),
Franco Jr (1978),
Doris Désirée (1980) and
Anthony (1989)

1977

Fredy Knie Sr is awarded the
Golden Clown in Monte Carlo
– the Oscar of the circus

1985

Fredy Knie's last appearance,
after standing in the ring
15,000 times

1992

Fredy Knie Jr and Franco
Knie become directors of
Circus Knie

1996

Fredy Knie Jr is awarded the
Golden Clown in Monte
Carlo for the dressage of his
horses

1997

Franco Knie is awarded the
Silver Clown in Monte Carlo
for the dressage of his
elephants

2001

The eighth generation is born:
Ivan Frédéric Knie,
followed by Chris Rui (2006)

2009

Two latecomers in the
seventh generation: twins are
born to Franco and Claudia
Knie



Highlights

Don't forget!

Monday - horse number
Geraldine
Tuesday: Fredy

Kris Kremo → garage!!!

Hay for
elephants
(Bern)

Farmer Hablützel
031 325 46 89

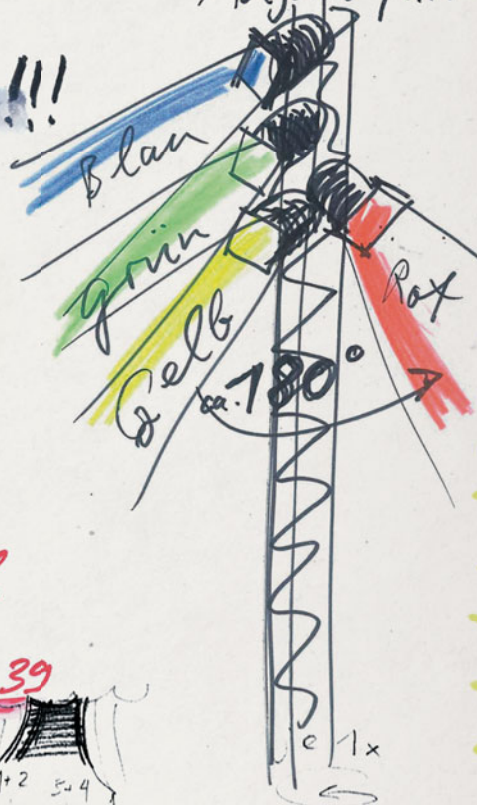
Hans Erni
in Saint-Paul
from Sept.
0033 493 32 77 39

Repair buffet
heating

Wait:
Janine
Tara
Laura



Light TOP
right
Adjust further!



*EMIL: THANK AGAIN for text

A big
Thank you!





MASTHEAD

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Beda Achermann, Markus Bucher, Christian Kämmerling

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Copy: Christian Kämmerling

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♥♥♥

OUR SPECIAL THANKS
go to Fredy Knie Jr and Franco Knie
and to the members of the Knie family
for their cooperation and support.



SWISSCOM

Circus Knie is not just one of our most famous customers. It is unique – even for us.

The circus village travels round Switzerland, covering a distance of 3,000 kilometres. It makes 44 stops and delights audiences at 345 shows.

It is an outstanding feat of logistics, organization and communication.

Swisscom provides the infrastructure necessary to the success of this work of art year by year.

