

Swisscom strengthens the management of its Swiss business and streamlines the organisation – changes in the Group Executive Board

Swisscom is to simplify its management structure as of 1 January 2013 and is making changes to its Group Executive Board. The aim is to strengthen the management of the company's Swiss business and increase efficiency within the Group. The Board of Directors has appointed Mario Rossi as the new CFO. Andreas König will be the new CEO of Swisscom IT Services.

Swisscom's core Swiss business (Swisscom Switzerland) is extremely successful and has won a host of new customers in recent years. An autonomous Swisscom Switzerland Management Board is now to be created to strengthen the business in the face of increasing competition. As a result of this, the Group Executive Board is to be streamlined.

Urs Schaeppi will take over management of Swisscom Switzerland as from 1 January 2013 and will report in this role to CEO Carsten Schlöter. Urs Schaeppi will remain in his current role as Head of Corporate Business ad interim. Carsten Schlöter will continue to be closely involved in topics of strategic importance for Swisscom Switzerland. The change will strengthen management of Swiss business and allow it to focus even more closely on the challenges ahead.

To exploit synergies and simplify processes, overarching activities such as divisional marketing and brand communication are to be merged at Swisscom Switzerland. The details of the new organisational structure will be worked out over the coming weeks.

The Swisscom Switzerland Management Board will in future be made up of Urs Schaeppi (CEO); Christian Petit (Residential Customers); Roger Wüthrich-Hasenböhler (Small and Medium-Sized Enterprises); Head of Corporate Business (Urs Schaeppi ad interim); Heinz Herren (Network & IT);

Jürgen Galler (Group Strategy & Innovation); Jürg Pauli (Marketing); Kathrin Amacker (Group Communications & Responsibility); and representatives of the Group staff functions.

Group Executive Board to increase focus on growth businesses and innovation

In addition to strategic topics in the Swiss business, the Group Executive Board will in future focus increasingly on further developing Swisscom IT Services, Fastweb and innovations. Group Communications & Responsibility and Group Related Businesses, which also includes growth businesses in the areas of health, energy and home networking, will report directly to the CEO, who is also Chairman of the Boards of Directors of Swisscom IT Services and Fastweb.

From 2013 the Group Executive Board will comprise CEO Carsten Schlöter; Urs Schaeppi (Swisscom Switzerland); Andreas König (Swisscom IT Services); Mario Rossi (Group Business Steering); Jürgen Galler (Group Strategy & Innovation); and Hans Werner (Group Human Resources).

Three new Group Executive Board members

Mario Rossi (born 1960), the new Swisscom CFO and Head of Group Business Steering, will replace Ueli Dietiker (born 1953), who is stepping down as CFO at his own request. Ueli Dietiker will in future head up Group Related Businesses and will also assume other directorships at Swisscom. Ueli Dietiker has been a member of the Swisscom Group Executive Board since 2002. The Board of Directors and the Group Executive Board would like to express their sincere thanks to him for his outstanding efforts on behalf of Swisscom.

Mario Rossi is a certified public accountant. He joined Swisscom in 1998 as Head of Reporting and Controlling and has since held various management positions within Swisscom's finance division. Since 2010 he has been Head of Business Steering at Swisscom Switzerland.

Andreas König (born 1965) will take over as the new CEO of Swisscom IT Services as of 1 October 2012. He succeeds Eros Fregonas, who left Swisscom at the end of April 2012. Andreas König studied mechanical engineering at the Swiss Federal Institute of Technology (ETH) Zurich and has many years



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of international IT experience. For the last 16 years he has worked for NetApp, a manufacturer of storage systems and software. Most recently he was General Manager EMEA (Europe, Middle East, Africa), with responsibility for around 2,000 staff. Prior to joining NetApp the Austrian native was Head of Indirect Sales at Silicon Graphics, a pioneer in the field of graphical data processing.

As announced on 11 June 2012, Jürgen Galler is to take over as Head of Group Strategy & Innovation. He will begin his new role on 17 September 2012.

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