

Massive drop in mobile surfing prices worldwide

Swisscom is once again massively reducing its international mobile surfing prices. On top of the cheaper prepaid roaming tariffs for tablets and laptops launched at the beginning of June, Swisscom will now introduce much more attractive conditions for mobile use abroad as from 1 July. The 50 MB weekly package in Europe will now cost CHF 9 (-63 per cent) and the 200 MB monthly package only CHF 29 (-61 per cent). "With these reductions, our prices will continue to be much lower than our competitors and our tariffs will also be well below the regulated EU level," says Urs Schaeppi, Head of Swisscom Switzerland.

For quite a few years, Swisscom customers have not only been using their smartphones abroad more intensively, but they have also been enjoying much cheaper rates. Around 600,000 NATEL infinity customers have benefited over the last twelve months from inclusive units for phoning, SMS/MMS messaging and mobile surfing abroad. This is equivalent to a roaming price reduction in the current year of CHF 100 million. There has been a particularly sharp rise in mobile data traffic abroad, with the volume of data traffic increasing fivefold since 2010. To support this trend, Swisscom is also reducing its data communication prices abroad.

As of 1 July, the 50 MB weekly package in the EU will cost CHF 9 instead of CHF 24, while outside Europe, this will be available from CHF 15. For the 200 MB monthly package, Swisscom customers will only pay CHF 29 in the EU, while in the US and other popular destinations, they will pay CHF 44. This is equivalent to a price reduction of up to 70 per cent. Frequent users can also enjoy considerable savings: the new 1GB monthly package for European countries outside Switzerland is already available for CHF 99. By comparison, competitors charge more than 10 times more for the same data volume. With all of the new data packages, Swisscom customers benefit from conditions below the regulated EU prices.

Croatia 80 per cent cheaper and Mobile Travel Hotspots for families

Customers holidaying in the new EU state of Croatia enjoy up to 80 per cent cheaper mobile phone rates. From 1 July, the prices of the other EU countries will apply for phoning, SMS and data. Swisscom



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has been offering its Mobile Travel Hotspot for families and groups since 1 June. This practical travel companion allows people who are on the move to set up a mobile WLAN for up to five subscribers. The Travel Hotspot is available in Swisscom Shops and in the Swisscom Online Shop in conjunction with the prepaid NATEL Data Easy Flex for CHF 49. Like with smartphones, data packages can be booked via the free data roaming cockpit.

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