



Further drop in roaming prices: Swisscom reinforces position as cheapest provider

Background information

Christian Petit, Head of Swisscom Residential
Customers and Member of the Swisscom Group
Executive Board

20 September 2011

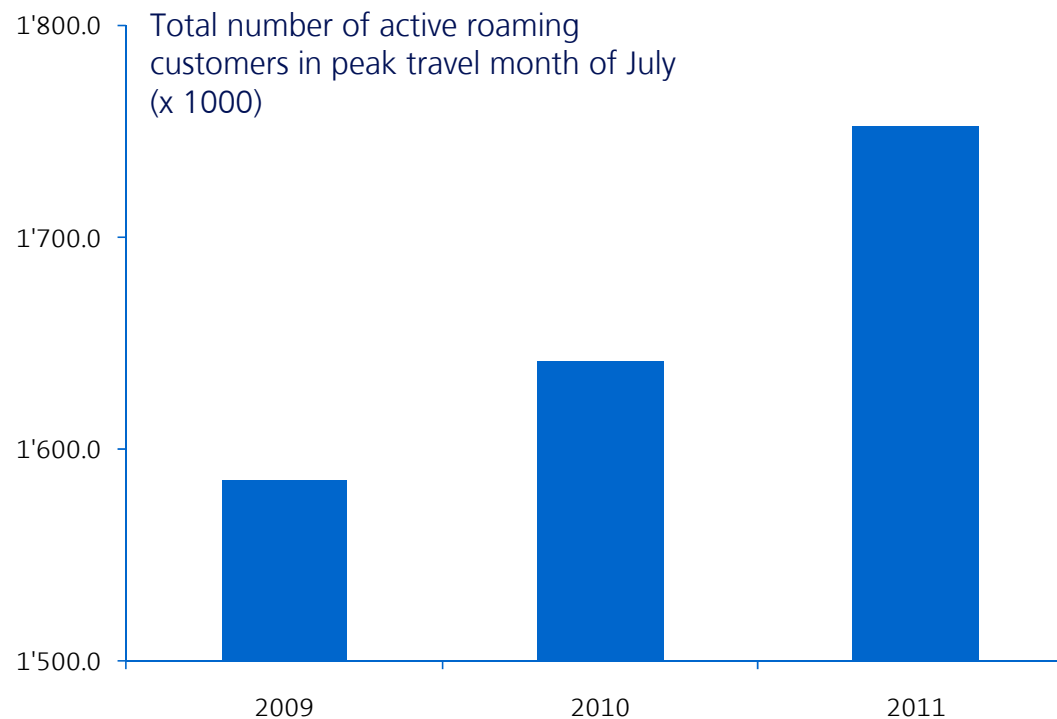


Customers are increasingly using their mobile phones also when abroad

2

When travelling, customers want to

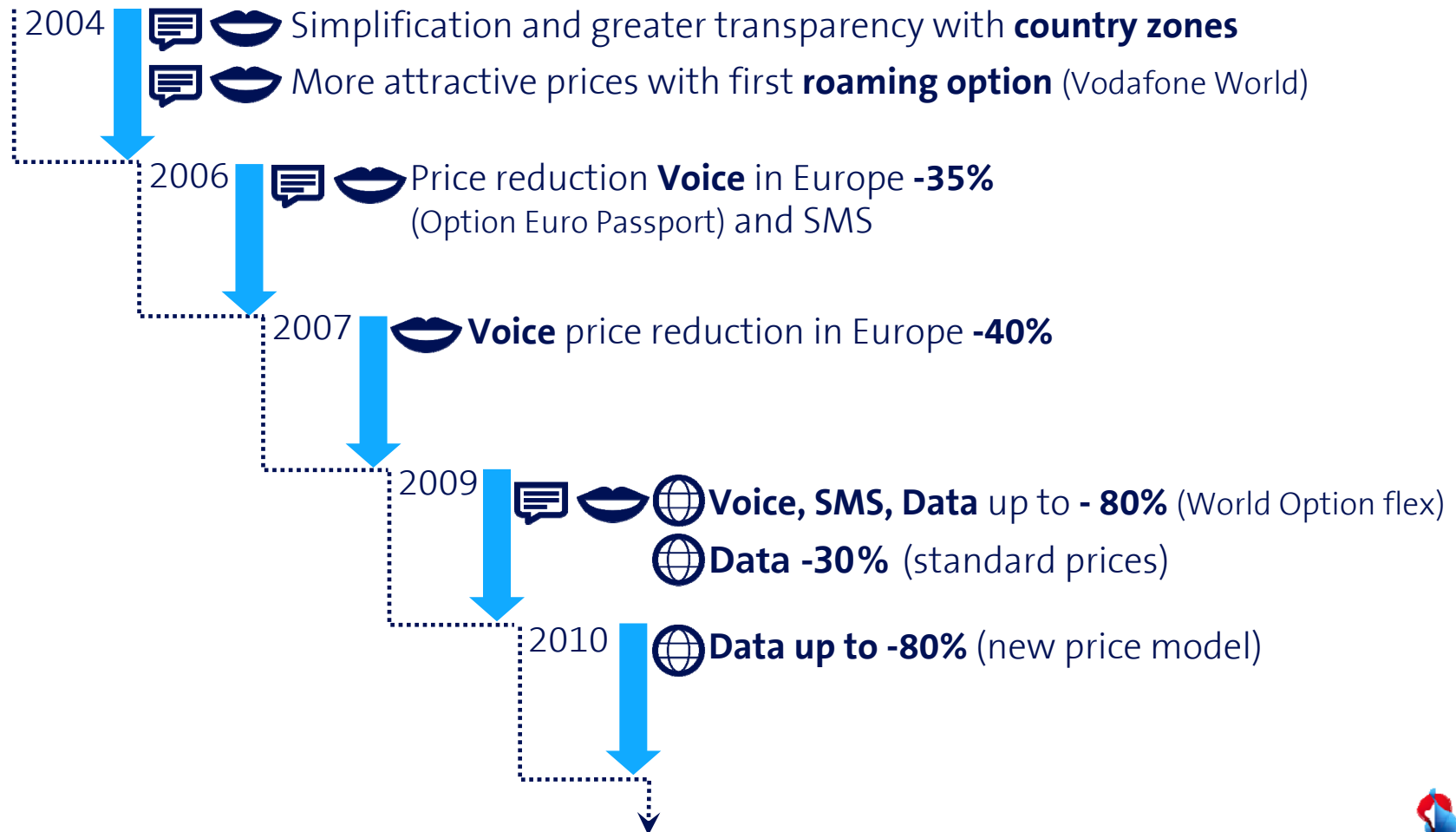
- stay connected with Switzerland
- keep track of their costs
- enjoy fair conditions



What has Swisscom done to date?

Swisscom is the only Swiss provider to have continually lowered its roaming prices in Europe and worldwide

4



Price transparency & cost tracking at Swisscom

5



As soon as they cross the border, customers receive an **SMS containing information on tariffs** for the country they are visiting



Simple cockpit for greater cost security

6

- Free access to data roaming cockpit at <http://drt.swisscom.ch>
- The standard limit is CHF 200 for mobile surfing when abroad
- individually adjustable
- Overview of monthly costs incurred for data roaming
- Real-time cost tracking



Costs incurred in July: CHF 90
Credit remaining until limit reached: CHF 110

Status: 29.07.2011 10:10 (CH time)

Data roaming settings

Current basic tariff

World Option flex
CHF 7 (10MB/24h)

Data roaming:

Activated

Use data packages only:

Deactivated

Text notification, all:

CHF 50

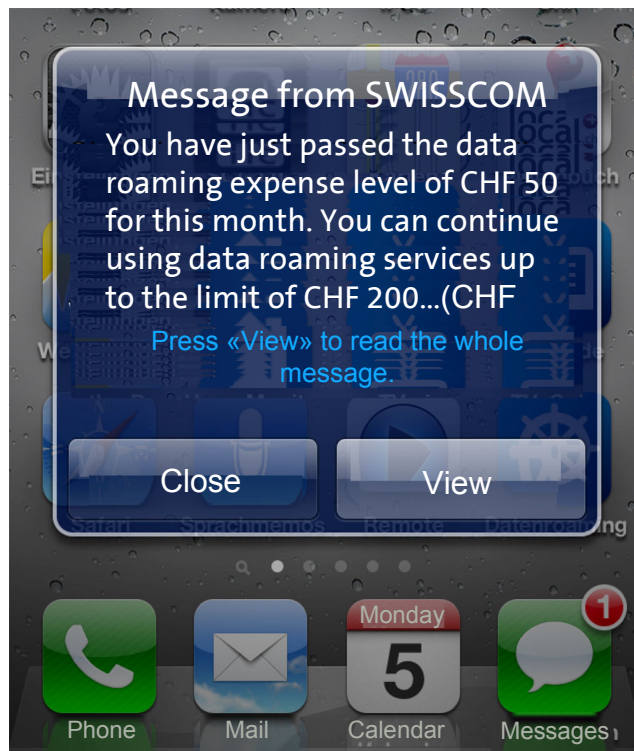
Monthly limit:

CHF 200

Optimum cost tracking thanks to continual SMS notifications

7

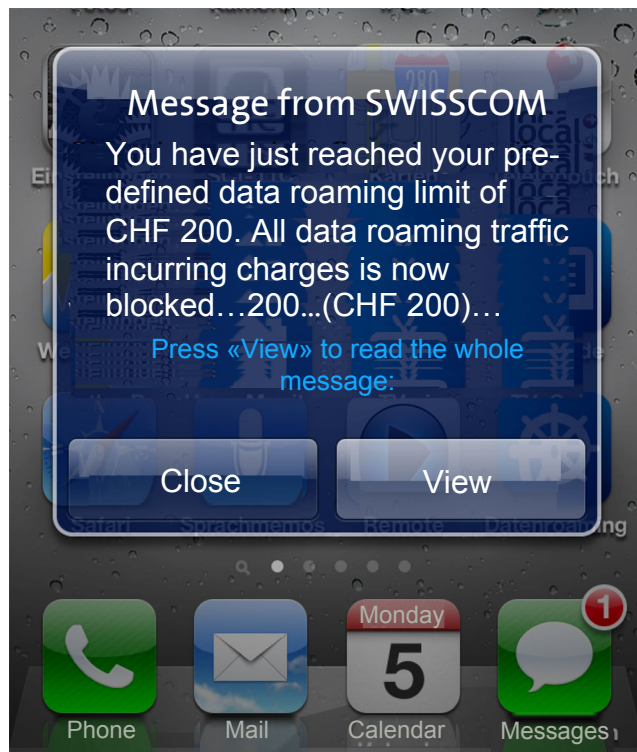
- SMS notification at CHF 50 intervals for mobile surfing abroad
- SMS notification when 70% of personal cost limit has been reached



No unexpectedly high bills thanks to cost tracking

8

- SMS notification when data roaming cost limit has been reached
- No more data roaming allowed
- Personal limit can be adjusted at any time in the data roaming cockpit



**Thanks to price transparency
and cost tracking**

80%

**fewer customer queries
concerning roaming bills**

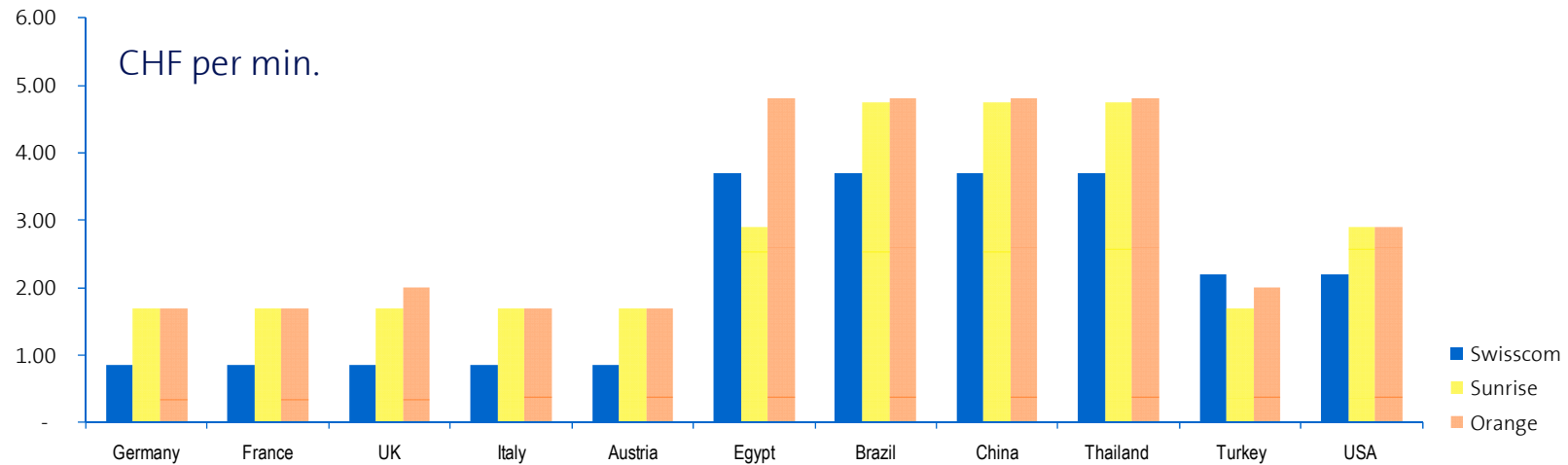
**Where does
Swisscom stand
today?**

Swisscom is by far the cheapest roaming provider in Switzerland

11



Comparison of Swiss providers' prices for outgoing calls to Switzerland from abroad



Status July 2011

Also compared to providers outside Switzerland, Swisscom offers very attractive terms

12



On the beach in Nice: 8 Europeans – 1 megabyte



Jochen from Germany
(Deutsche Telekom)



1.95 €/MB
(T Mobile worldwide)



Wolfgang
from Austria
(Telekom Austria)



2.97 €/MB
(A1 Mobile
worldwide Data)



Gustaaf
from the Netherlands
(with KPN)



3.50 €/MB
(Tarieven
buitenland)



Angela from Italy
(with Telekom Italia)



8.19 €/MB
(Costi standard
Internet e Mail)



Eliane from Switzerland
(CH. Swisscom)



2.01 €/MB
(Standard tariff*)



William from the UK
(Telefonica/O2)



3.49 €/MB
(Using Data abroad
– Pay Monthly)



Sergio
from Switzerland
(Orange)



6.63 €/MB
(T Travel Data)



Tanja
from Switzerland
(Sunrise)



12.93 €/MB
(Standard tariff)

Swisscom customers have more money to spend on ice cream: They surf in Europe for the standard tariff at extremely attractive conditions.

* Average standard tariff, residential customers; exchange rate on 08.09.2011 (1€ = 1.20688 CHF / 1£ = € 1.13674)

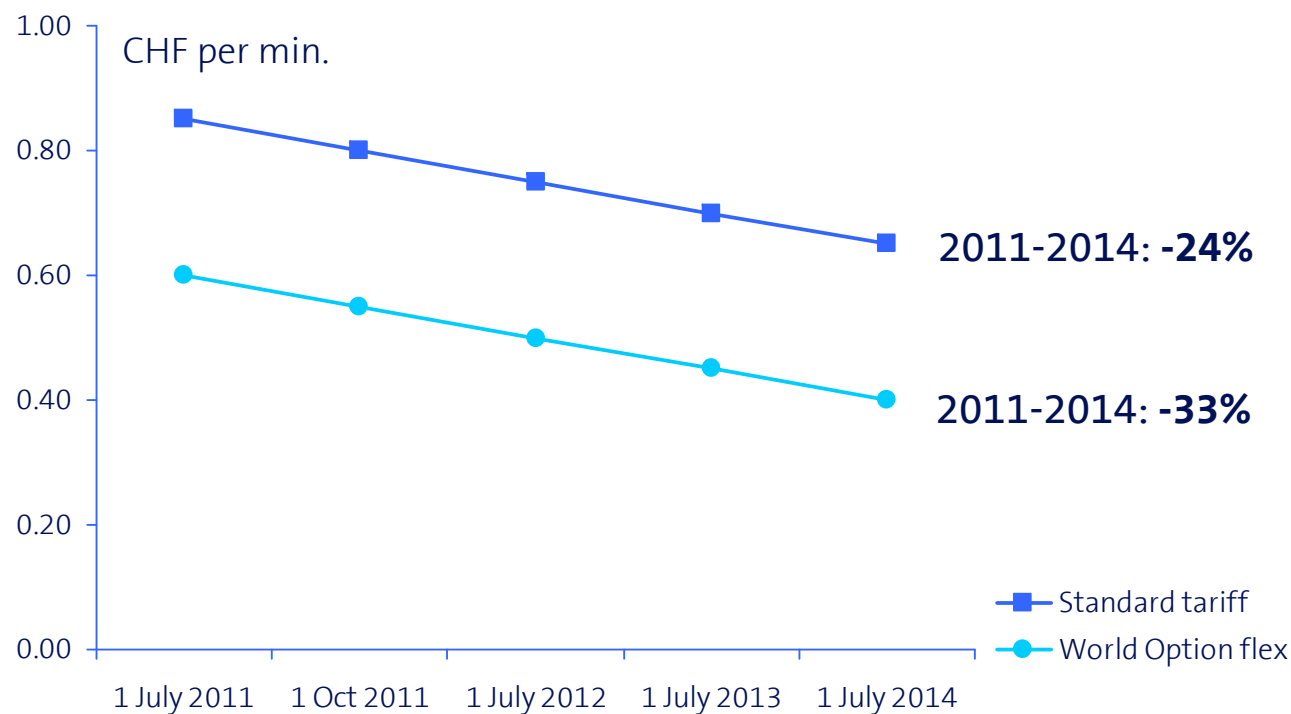
What does Swisscom plan to do in future?

Swisscom's promise to customers: prices will continue to drop in the future

14



- Between now and 2014, Swisscom customers will enjoy annual reductions of 5 cents per minute for telephoning within Europe
- This represents a price reduction of around CHF 30 million



Swisscom is committed to affordable communications for its customers – also when abroad

15



- From 2012, prepaid customers abroad will also be able to communicate more cheaply by mobile phone
- Swisscom also intends to gradually lower its data roaming prices over the coming years

Backup

16

Swisscom offers by far the lowest standard tariffs for mobile surfing in Europe

17



Comparison of Swiss providers' prices
for data roaming in Europe

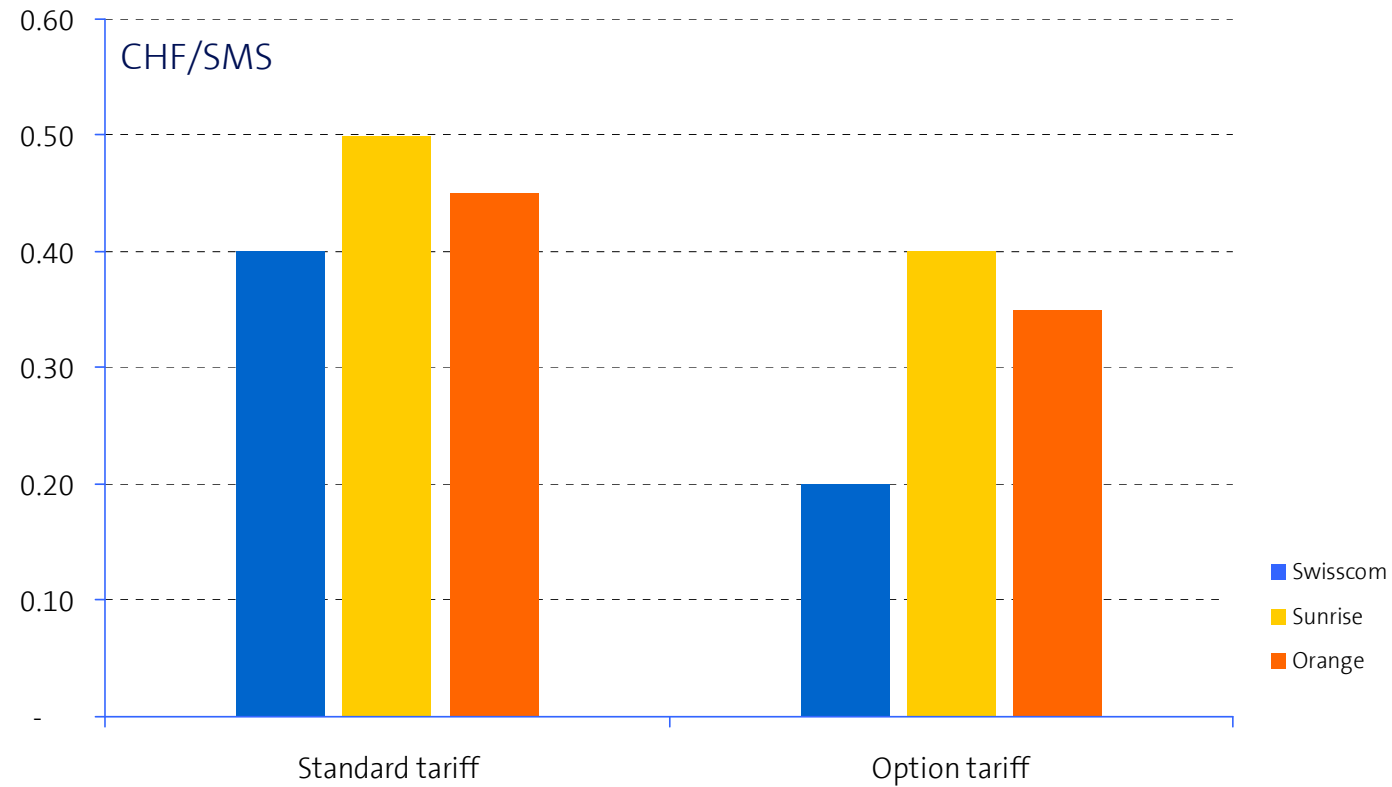
	Standard tariffs	Options
Swisscom	CHF 7.00 (5MB/24h)	CHF 7.00 (10MB/24h, World Option flex)
Sunrise	CHF 15.50 (1MB)	CHF 4.40 (1MB, Sunrise Roaming)
Orange	CHF 8.00 (1MB)	CHF 4.00 (2MB/day, Travel Data daily)

The cost of sending SMS messages in Europe is by far the lowest with Swisscom

18



Comparison of SMS standard tariffs in Europe



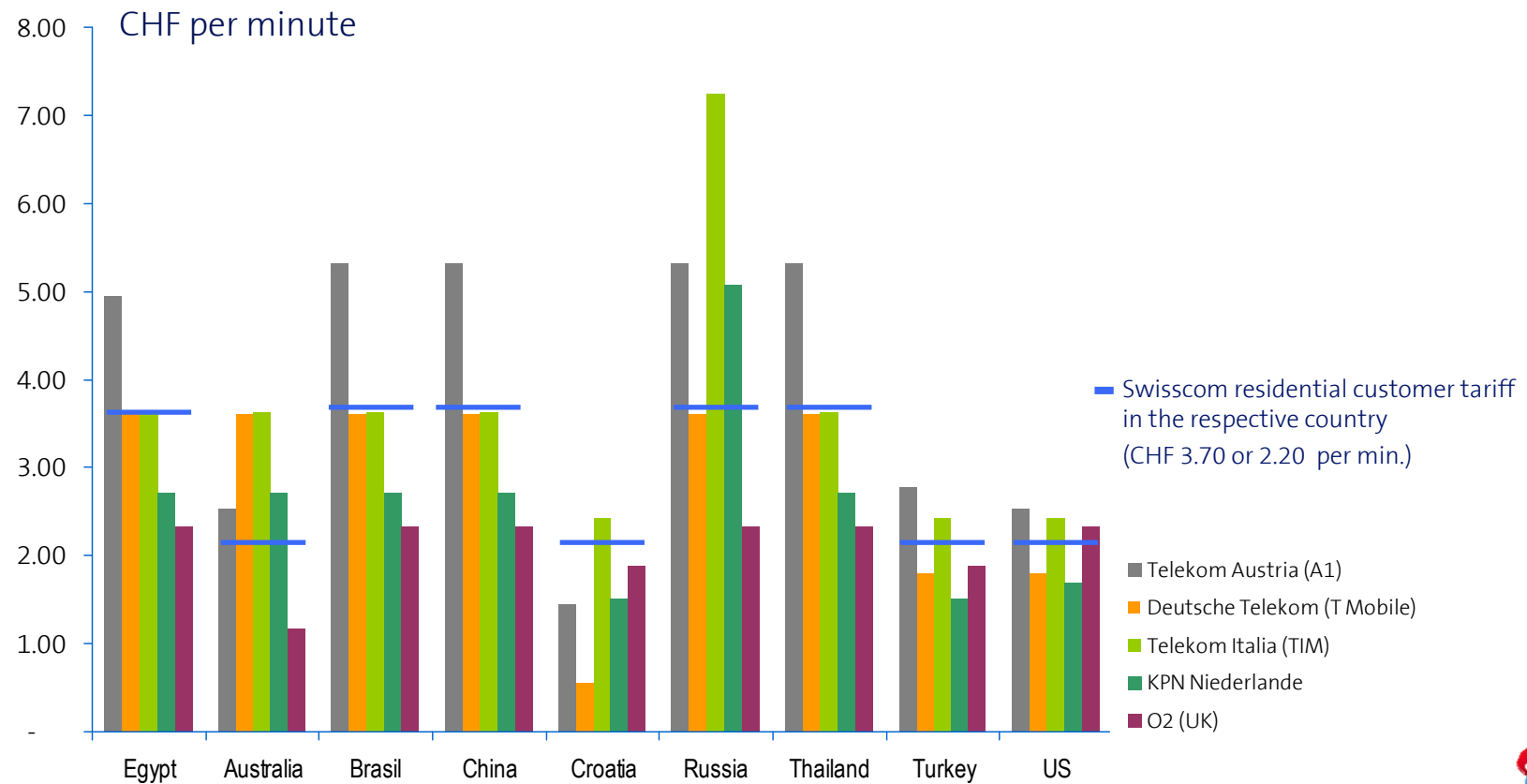
Status July 2011

Swisscom offers globally competitive tariffs for telephony

19



Comparison of European providers' prices (standard tariffs)
for outgoing phone calls from abroad to the country of origin



Differences in purchasing power not taken into account

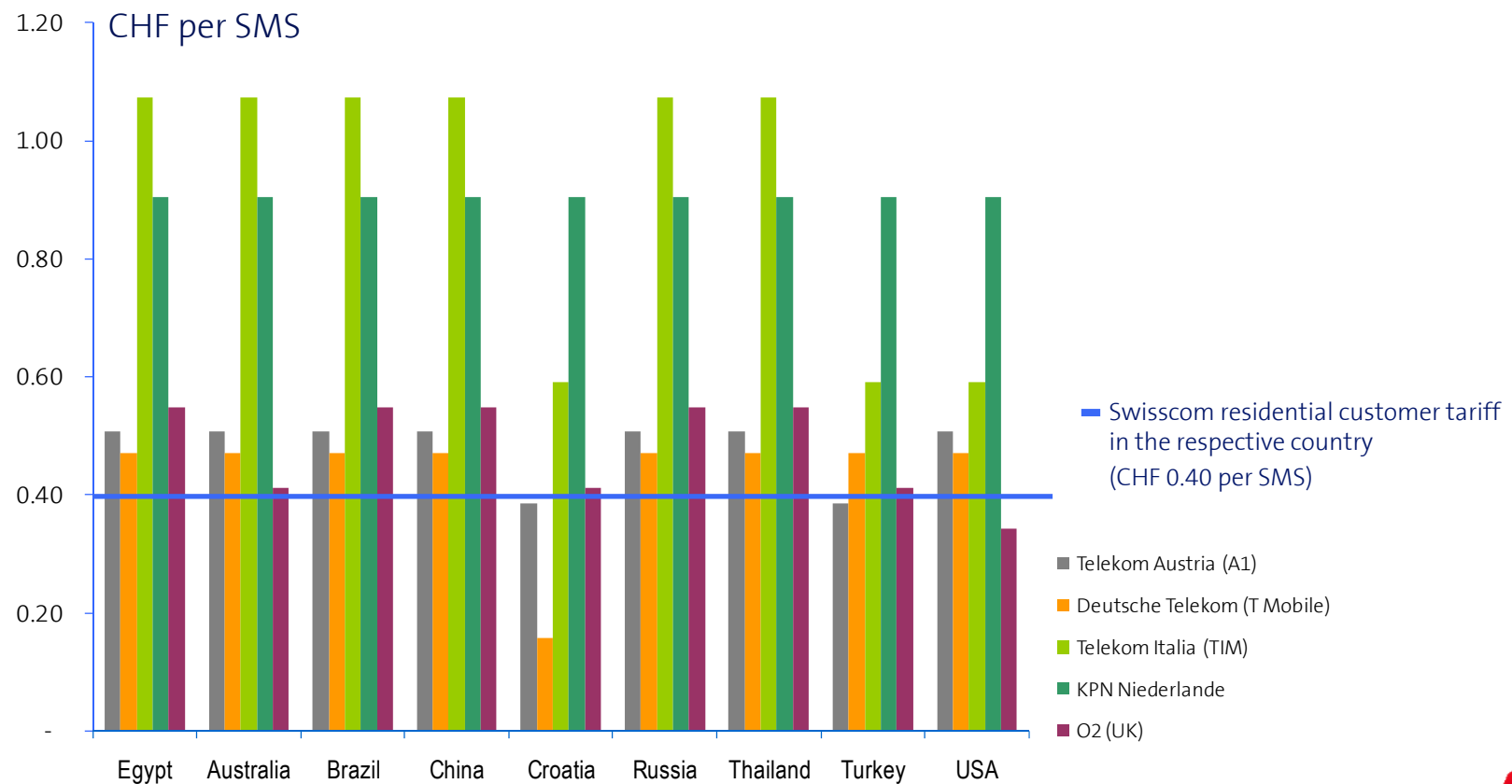
SMS standard tariffs for non-EU countries

– Swisscom is one of the cheapest providers

20



Comparison of European providers' prices (standard tariffs) for SMS messaging in non-EU countries



Status July 2011 Exchange rate on 08.09.2011 (1€ = 1.20688 CHF / 1£ = € 1.13674)

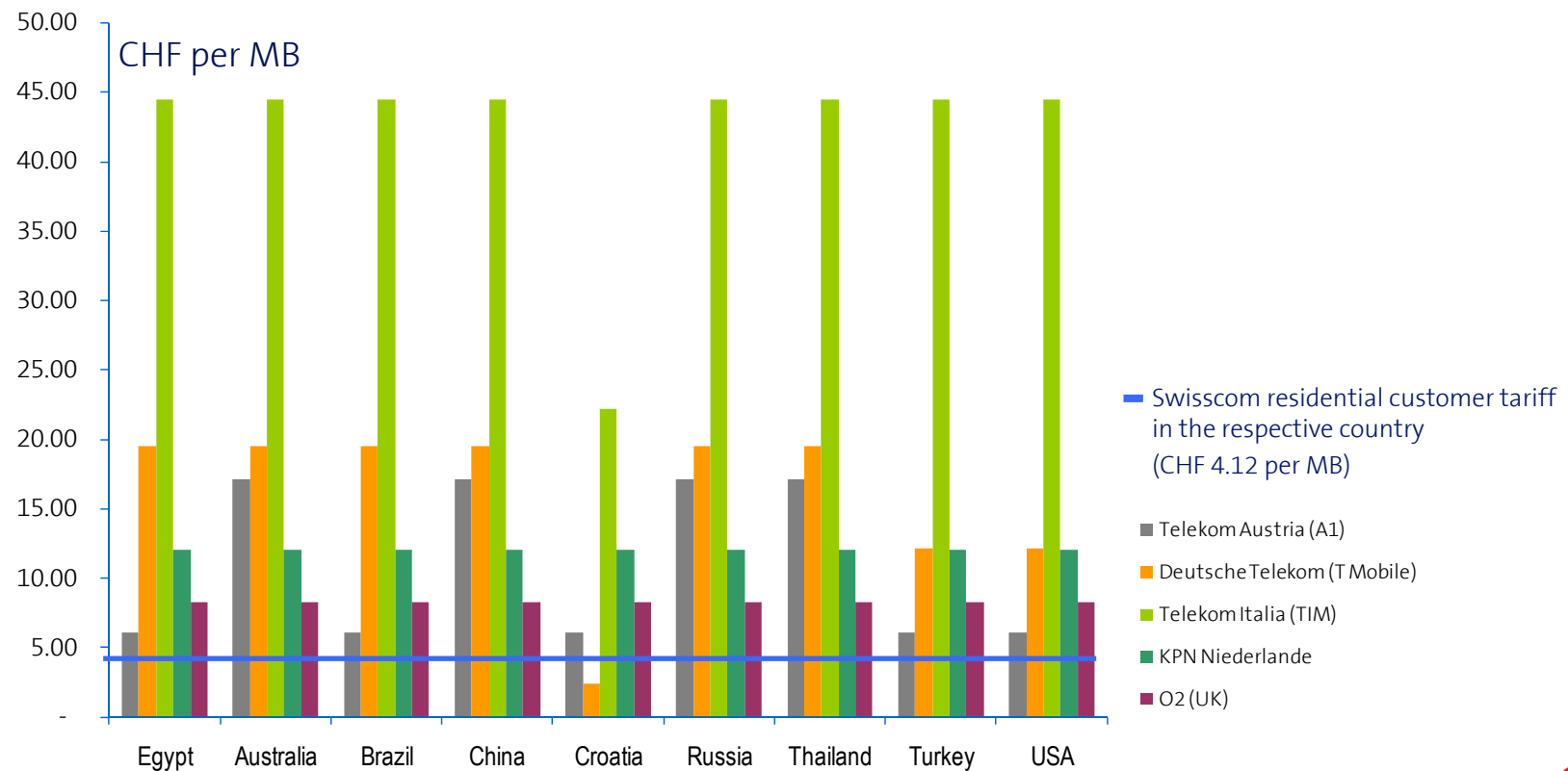
Differences in purchasing power not taken into account

Swisscom is the cheapest data roaming provider - by a long shot

21



Comparison of European providers' prices (standard tariffs) for data roaming in non-EU countries



Status July 2011 Exchange rate on 08.09.2011 (1€ = 1.20688 CHF / 1£ = € 1.13674)

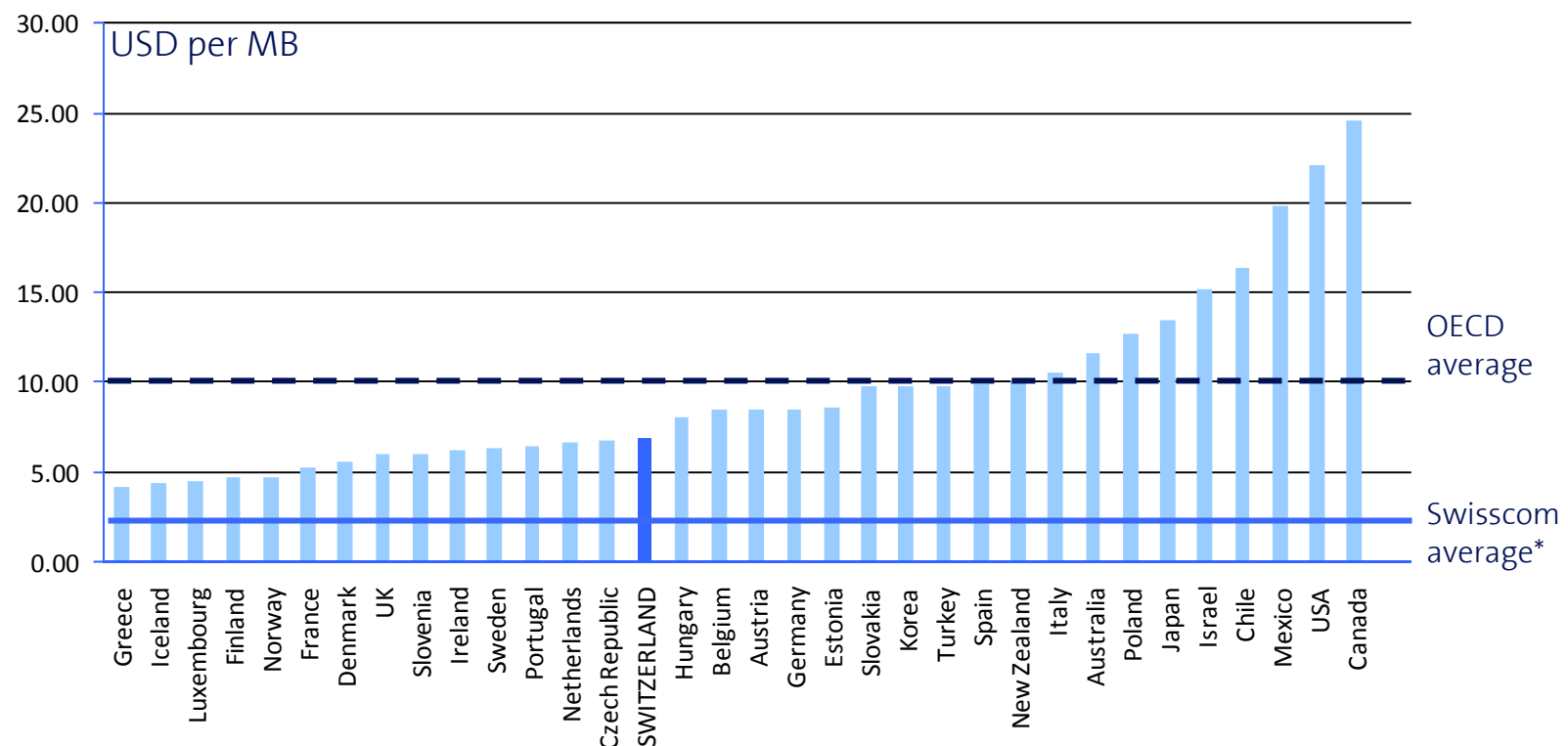
Differences in purchasing power not taken into account

In the latest OECD report on data roaming, Switzerland comes out extremely well: prices are well below the OECD average

22



Comparison of European providers' prices for 1 MB of data transfer (average standard tariffs per country)



including differences in purchasing power, not including massive price reductions by Swisscom in December 2010

* Targeted average price in the residential segment in OECD countries for the months of April to August 2011.

Conversion to USD at exchange rate on 12.09.2011: 1CHF = USD 1.13051