



swisscom

2015

| at a glance

# Contents

## Annual report publications

The Annual Report, Sustainability Report and Swisscom at a glance are part of Swisscom's 2015 Annual Report. The three publications are available online at:

[swisscom.ch/report2015](http://swisscom.ch/report2015)



## "Special moments" image concept

Life is a series of special moments that we hope never to forget. Perhaps this is why we like to let our loved ones experience these moments, too. Happiness shared is happiness doubled, after all.

Swisscom helps people to share their special moments via their smartphones or an app – as a personal message or text, a short film or photo.

We'd like to say a big thank you to Swisscom employees Elke Lanzoni, Andri Rüesch and Martin Fisch, as well as their families, who shared their own special moments with us on the publications' title pages.

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*We always want Swisscom  
to be a source of inspiration  
for **our customers.***

**Dear readers**

What was previously unheard of has now become a matter of course. We are able to pause live TV programmes at the touch of a button, can watch the news whenever we want and can easily record particularly exciting shows. In short, we watch television when we have the time to do so – wherever we are. What's more, recommendations and an intelligent search function allow us to find our favourite programmes in no time at all.

The move towards digitisation is bringing about an increasing number of changes in our private lives and, at the same time,

providing companies with entirely new opportunities.

We are, however, having to confront the many challenges that accompany the new opportunities. In order to be able to continue offering our customers the best in the networked world in the future, we will focus on providing optimal security, availability and quality for our products and services. We always want Swisscom to be a source of inspiration for our customers.

It's also just as important to us that we support and enable the long-term use of digital media among the Swiss population and thus fulfil our responsibility to society.

Swisscom has recorded a solid result in what was a challenging market environment in 2015 and realigned the company in terms of its organisation to meet new challenges. To ensure the continued success of the company in the future, we will make further investments in our services, the development of our products and, above all, in our networks

and infrastructures. We will also focus on cost management, optimising processes, and the migration to All-IP technology.

***We have written bite-sized articles on all of these topics for you and hope that you enjoy reading them while taking the time to relax on the sofa for a few minutes.***



From left to right: Urs Schaeppi, CEO Swisscom Ltd, Hansueli Loosli, Chairman of the Board of Directors Swisscom Ltd

A handwritten signature in black ink, appearing to read 'Loosli'.

**Hansueli Loosli**  
Chairman of the Board of Directors  
Swisscom Ltd

A handwritten signature in black ink, appearing to read 'U. Schaeppi'.

**Urs Schaeppi**  
CEO Swisscom Ltd

# Ready for the fourth industrial revolution.

Following the steam engine, electricity and computers, we are now witnessing a fourth industrial revolution: the complete digitisation of the value chain is changing both Switzerland as a business location and Swisscom. Our company is tapping into new business areas and accompanying customers into the digital future.

Operating income (EBITDA) fell year-on-year as a result of non-recurring items such as provisions for ongoing proceedings, restructuring expenses and currency effects. High capital expenditure in its network infrastructure ensures that Swisscom leads the market in ultra-fast broadband. Fastweb is performing very well, increasing its revenue and operating income and expanding its customer base.

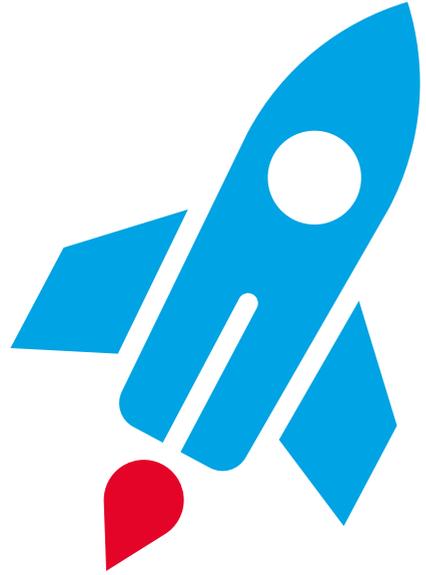
**Net revenue**  
**CHF 11,678 m**

**Net income**  
**CHF 1,362 m**

**EBITDA**  
Earnings before interest, taxes,  
depreciation and amortisation  
**CHF 4,098 m**

**Tax in Switzerland**  
Current income tax to be paid to  
the federal government, cantons  
and municipalities by Swisscom  
**CHF 345 m**

**Capital expenditure  
in Switzerland**  
capital expenditure property,  
plant and equipment  
and intangible assets  
**CHF 1,822 m**



**Revenue generating  
units (RGU)**  
Parameter that shows the number of  
sold services and therefore the economic  
development of the company  
**CHF 12,543 K**

**Total capital expenditure**  
capital expenditure property,  
plant and equipment and  
intangible assets  
**CHF 2,409 m**

**21,637**

full-time equivalent employees employed by Swisscom at the end of 2015. 18,965 of these were employed in Switzerland.



**2,589 part-time positions**

A flexible working model, the ability to shape one's daily routine, combining different aspects of life – these are things we consider to be fundamental to our employees and the success of our company. Part-time positions in Switzerland accounted for 14.5% of the workforce in 2015, of which 60% were held by women and 40% by men.

**7 apprenticeship trades**

Swisscom provides training in the following areas:

- > Mediamatics
- > Interactive Media Design
- > IT
- > Telematics
- > Commerce
- > Retailing
- > Customer services

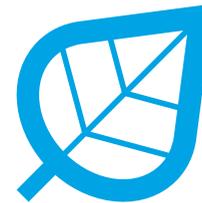


**903 apprentices**

are forging their career paths with us.

**91 nations**

Swisscom employs staff from 91 countries. 26% are women and 74% are men.

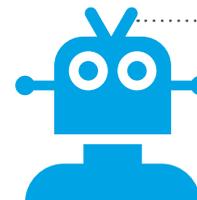


**Corporate volunteering**

1,206 employees took part in charity work as part of volunteering assignments. Swisscom supports this commitment and offers all employees two volunteering days a year.

**Third place**

Swisscom ranks third in Switzerland in the 2015 Universum Global Ranking of the most attractive employers in the IT sector.



**Digital Days for Girls 2015**

102 participants took part in the Digital Days for Girls in 2015, during which they were able to gain an insight into the daily routine of mediamatics and IT technicians, as well as vocational training at Swisscom.

# A look behind the scenes.

**Employees are extremely important**, as they are the main asset in the success of a company. Even accountants, technicians and IT specialists that do not have direct contact with customers impact the way in which customers perceive a company and their level of satisfaction. This is precisely why each individual employee is important.

Swisscom would not be the company it is today without its motivated, creative and committed employees, whose work covers a wide range of areas.

Five of them have given us an insight into their daily work. They tell us what they are passionate about, what they like best about their jobs, and how they contribute towards the implementation of the company strategy.



Malik Hashim holds training sessions at the Swisscom Academy to teach people how to use digital media.



Mathias Schmocker is a specialist for human-centred design and develops customer experiences.



Helene Nünlist makes sure that the mobile phone network is operating smoothly and coordinates faults.



Lukas Peter launched Swisscom Friends and works with his team on the expansion of the service.



Christian Blättler is an apprentice in his third training year and is developing myCloud for Mac OSX.



**Jump into our world.**

The videos are available online at [swisscom.ch/ataglance2015](http://swisscom.ch/ataglance2015)

# The best in the networked world – *everywhere and all the time.*

A refrigerator that automatically orders more milk? Ideas that sound futuristic today will become possible with the Internet of Things – when people, applications and machines are networked and communicate independently. These trends will fundamentally change our economy and are already having an impact on Swisscom today. Our business is changing from that of telecommunications provider to supplier of integrated technology solutions. We develop integrated solutions for our customers and offer them the best in the networked world, everywhere and at all times: the best infrastructure and the best experiences.

- » *Creating the best experiences*
- » *Building the best infrastructure*
- » *Realising the best growth opportunities*

## *Opening up new possibilities as pioneer, partner and shaper*

Digitisation offers many opportunities and opens up countless new possibilities – for companies, and for Switzerland as a business location. For Swisscom it is important that every person and business in Switzerland can take advantage of the opportunities presented by the networked world. And so it bravely leads the way as a pioneer, actively promoting digitisation and providing a role model for other companies. As a shaper, Swisscom aims to help Switzerland develop into one of Europe's leading ICT countries and secure a competitive advantage. In everything it does, Swisscom aims to be a straightforward, trustworthy and inspiring partner for its customers in the networked world.

- » *Pioneer*
- » *Partner*
- » *Shaper*

# A solid foundation.

*When reaching for new heights*, you first need to ensure that you have a solid foundation under your feet, for a safe launch as well as a safe landing. And for technological heights you need a high-performance infrastructure – Switzerland boasts one of the best worldwide: Swisscom's mobile phone network offers coverage of more than 99%. And no other country can beat Switzerland's 47 fixed broadband connections per 100 residents.

The data volume transmitted over our networks is growing all the time. And our company is continually improving its IT and infrastructure. You can see this in the new 5G mobile communications standard, the migration of conventional fixed-line telephony to Internet Protocol (IP) and innovative approaches such as mobile communication antennas developed in-house and installed in fixed network conduits to offer clients higher bandwidths.

## OVERVIEW OF IT AND INFORMATION STRUCTURE



Fixed network (wireline)



Mobile network (wireless)



IT networks (e.g. Cloud)



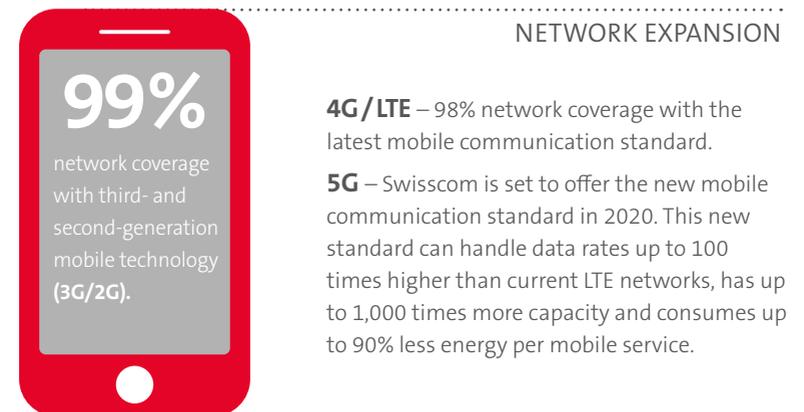
WINNER OF CONNECT TEST

Best mobile network

Swisscom came out on top in Connect magazine's mobile network test, both in Switzerland and in a comparison with networks in Germany and Austria.

## INVESTMENT IN SWITZERLAND

**CHF 1.8 billion** – Swisscom's investment in IT and infrastructure in 2015, primarily in the expansion of the ultra-fast broadband network within Switzerland.



## NETWORK EXPANSION

**4G/LTE** – 98% network coverage with the latest mobile communication standard.

**5G** – Swisscom is set to offer the new mobile communication standard in 2020. This new standard can handle data rates up to 100 times higher than current LTE networks, has up to 1,000 times more capacity and consumes up to 90% less energy per mobile service.

## G.fast

Swisscom is testing G.fast, a hybrid fibre-glass technology (made of copper and glass) offering bandwidths of up to 500 Mbps. This is achieved by using a higher frequency spectrum on copper wires. The village of Bibern in the municipality of Buchegg, canton Solothurn, is one of the first places in Switzerland to benefit from the new transmission standard. Since April 2015, the first customers have been able to surf at speeds of up to 500 Mbps even if they do not have an FTTH connection. Swisscom is the first telecommunications company in Europe to allow customers to surf the web with the standardised G.fast chipset.

**2.9** NETWORK EXPANSION  
**m**

Swisscom leads the way in network expansion. As at the end of 2015, 2.9 million homes and offices had been connected with ultra-fast broadband.

**1** ALL IP  
**m**

As at the end of 2015, Swisscom already had more than 1 million customers on IP. With All IP, which means “all via the Internet Protocol”, services such as TV, data and now also fixed-line telephony run over a single IP-based network. All IP thus forms the basis for the digitisation of communication and for future services.

## CLOUD

With the Cloud, Swisscom is building the digital basis for Switzerland, for residential and business customers – with data securely stored in Switzerland. Swisscom TV is just one example of what is possible. The Swisscom Cloud is based on the same platform for all operator models, be they infrastructures, platforms or software – a globally unique approach.

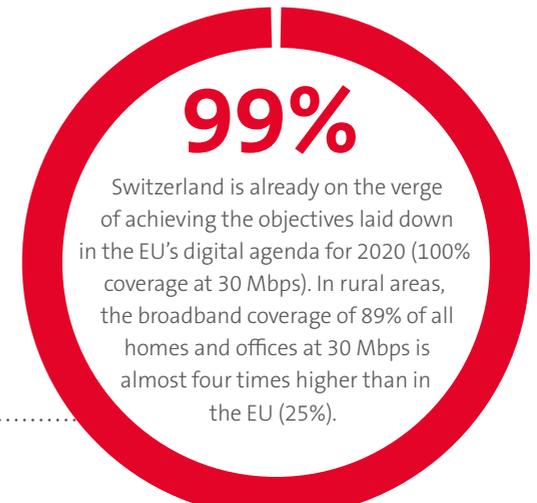


NETWORK EXPANSION

**85%**

Swisscom plans to provide 85% of households and businesses in Switzerland with bandwidths of at least 100 Mbps by the end of 2020.

## COVERAGE AT 30 MBPS



# Consciously shaping customer experiences.

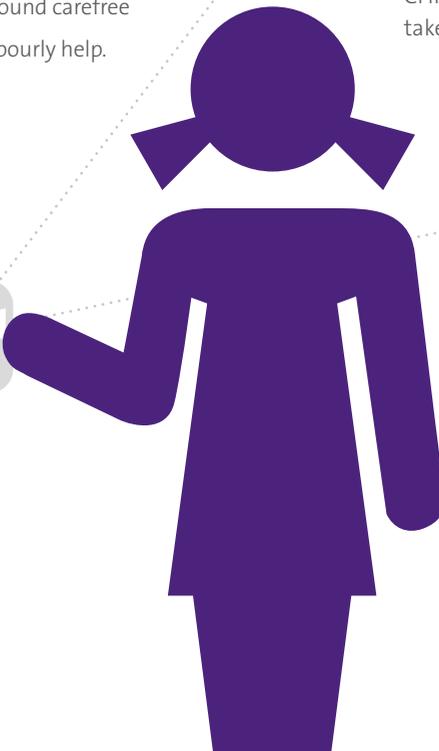
These days, **good products and services** are no longer enough. The experience economy is at the fore of developed markets – people want to experience something special.

The central question is therefore: what can a company do to make things easier for its customers and enrich their lives? Swisscom is convinced that positive, emotional customer experiences represent a strong competitive advantage.

From the product development stage onwards, people rather than technology are the centre of our attention – a prerequisite for innovation in the digital world. Take online shopping with express delivery, for instance, the MyService all-round carefree technical support package or the Swisscom Friends Community neighbourly help.

## Swisscom Friends – neighbourly help

In collaboration with start-up company Mila, Swisscom Friends offers flexible, rapid on-site customer support with technical issues. Over 2,000 voluntary Swisscom Friends have already registered, dealing with enquiries within 24 hours. The Swisscom Friends programme has proven successful, with over 1,000 deployments per month.



## My Service

Is your computer, smartphone or tablet causing you trouble? My Service provides rapid, tailored support on the phone, in the shop or at your home. Customers receive help immediately – either on a subscription basis or as required. Whether it be installing new devices, providing explanations or regularly assisting with maintenance and updates, support is provided for all devices and programmes.



## My Swisscom app

Just a click away. Costs, offers, fault reports, maintenance in the area – the My Swisscom app summarises all of this information. The practical self-checkout feature lets customers pay for accessories from over 100 shops up to a total value of CHF 100.– simply use the My Swisscom app to scan, pay and take away. 20,000 customers are already using the app.



## Same Day Delivery

Item ordered – and sent out the very same day. The express delivery service sends online purchases out to customers' homes by bicycle courier within just a few hours – to arrive at a time of your choice. Simply place your order by 4 p.m. and receive your purchase the very same day. This service has already been rolled out to the Zurich, Berne, Basel, Lucerne, Zug, Geneva, Lausanne, Sankt Gallen, Winterthur and Chur areas.

## Human-centred design

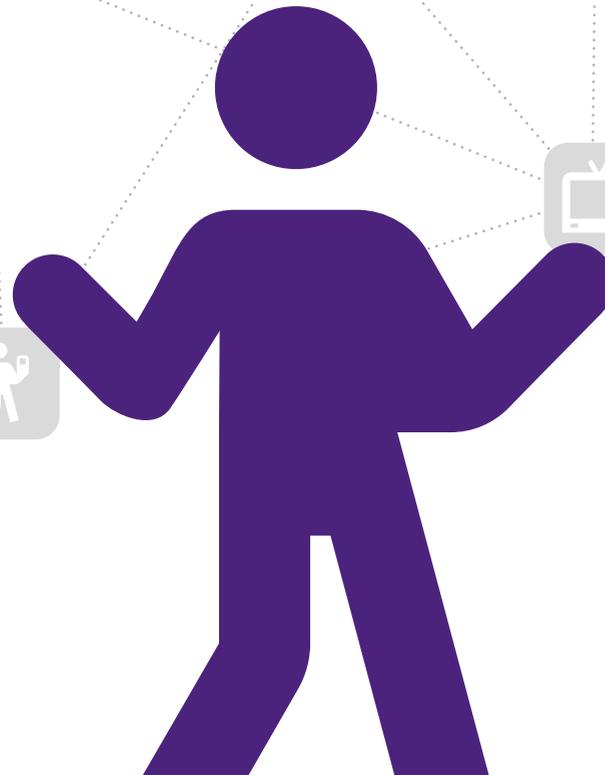
We have converted 3,500 m<sup>2</sup> of office space into rooms for creative collaboration, implemented 100 projects and trained over 4,000 employees. Why? To develop products and services that are human centred. In human-centred design, a conscious decision is made to create attractive and memorable customer experiences. We take the time to involve our customers and customer-facing staff in the development phase. Feedback from just eight customers can help us identify 85% of problems at an early stage.

## nova

Swisscom's new label, "nova", enables us to bring products and services to the market, so that they can be further developed in collaboration with our customers. Agile product development is important at a time when our business is increasingly software driven and new products are developed incrementally on the market. The "nova" label provides Swisscom with the elbow room to do just that. New ideas are tested and optimised with the help of interested customers as early as possible. As is the case with all of Swisscom's products and services, the "nova" label must comply with strict safety, data security and quality regulations.

## My digital life ...

... comprises all of our endeavours to compile our customers' digital data to form the basis for new customer experiences. We are convinced: the opportunities that digitalisation opens up to individuals and business people are used to their best advantage in a local, networked ecosystem. This is why we develop new digital services in collaboration with customers – in the state-of-the-art Swiss cloud. In 2015, Swisscom launched myCloud, the star product of the "My digital life" initiative, and tested it in a pilot phase involving 7,710 users.



## myCloud

The Swiss online storage solution for personal data. With myCloud, photos, video clips and files can be accessed from anywhere at any time, and they can be shared via smartphone app, the web and Swisscom TV 2.0. The data is saved exclusively on Swisscom servers in Switzerland.

### ■ New TV box

The new UHD-enabled TV box is set to be launched in spring 2016.

## Swisscom TV 2.0

### ■ Replay guide

The Replay guide helps customers find the content they want from up to 30,000 available Replay programmes. Customers can easily browse films, series, documentaries, entertainment programmes and much more, according to genre.

### ■ 1.33 m

1.33 million customers use Swisscom TV. Over 60% do so using the cloud-based Swisscom TV 2.0 service.

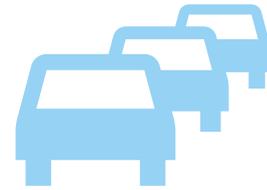
# Long-term growth.

What helps us achieve long-term growth and sustained value creation? Swisscom believes in growth close to its core business. This is something it is developing. People and their relationships are at the heart of everything we do.

In the health care sector, we are advocating the use of the electronic patient dossier and are networking 4,000 service providers in the canton of Zurich to facilitate the exchange of medical records. In banking, we are bringing online services to customers in their homes. Restaurant drinks containers that communicate, sensors that measure the filling level of disposable containers and secure e-bikes with SIM cards – life is becoming networked by the Internet of Things. Cloud technology is essential for this. Our company is developing a secure cloud for private and business customers.

Swisscom is continuing to actively develop its subsidiary Fastweb. By continuously expanding the ultra-fast broadband network, building partnerships and improving service quality, it aims to further strengthen its strong market position in Italy and generate growth. Investment in broadband networks is paying off.

Fastweb is continuing its expansion of the ultra-fast broadband network and aims to have covered around 7.5 million homes and offices, or 30% of the population, by the end of 2016.

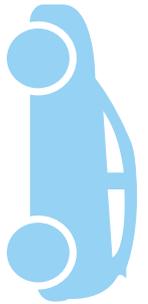


## Managing traffic

Swisscom has been working with the Federal Roads Office (FEDRO) to develop an application that uses anonymised and aggregated movement data from the mobile phone network in order to constantly measure speed and journey times. This should enable traffic to be managed more effectively in order to prevent or reduce traffic jams.

## Example from Pully

Together with Swisscom, the town of Pully in the canton of Vaud is implementing a forward-looking project: making traffic flows visible based on anonymised and aggregated mobile phone data. This will enable the town to plan its infrastructures in a more targeted manner and manage them more easily in future. Smart Cities use digitisation and network their infrastructure, thereby sustainably reinforcing their living space.



siroop, a joint venture between Coop and Swisscom, is the first open online marketplace in Switzerland. The company employs over 80 staff. Both partners will be contributing their expertise in digitisation, e-commerce, marketing and retail. With products from national, regional and local retailers, siroop is expected to become the most popular and important online marketplace in Switzerland.

## Opening an account online from home

Swisscom offers banks a new, simple and secure service, enabling new customers to open accounts online using digital identification and signatures. Valiant Bank has launched an initial project to implement the service, aiming to offer digital account opening as soon as FINMA has given its approval, forecast for March 2016 onwards.

50

Over 50 banks have entrusted Swisscom with their payment transaction processing and their securities business.

## Banking

New regulations, falling margins and new competition make for a challenging market environment for banks. Swisscom relieves over 170 Swiss banks of complexity and costs by providing comprehensive IT and business process outsourcing. In addition, our banking think tank assists banks with their digital transformation, paving the way for new digital, mobile customer experiences.

## ZKB – payment transactions of the future

Zürcher Kantonalbank (ZKB) has decided to process its payment transactions through Swisscom from 2016 onwards. Since 2013, Swisscom has been operating a bank processing centre to which banks can connect without system migration – as in ZKB's case – and which can handle business processes, such as payment transactions and securities business.

80

banks have outsourced the operation and further development of their systems to Swisscom.

## 360°Healthmanager

The health management app launched in 2014 by Medgate and Swisscom provides users with access to medical care at any time and wherever they are.

## Health

For years now, Swiss health care costs have been on the rise. Pressure on hospitals and other service providers to reduce costs is increasing. Improving efficiency and optimising processes harbour great savings potential. Innovative information and communication technology (ICT) solutions can contribute to this.

## Mobile patient files

Swisscom's mobile portal enables doctors and health care staff to access all of the available patient information on mobile devices from wherever they are. Content is adjusted to each user. This means that doctors have the specific data they need for their consultation and to prescribe medication.

4,000

The Zurich Affinity Domain association has also opted for Swisscom's Health solution. We will be connecting 4,000 service providers in Zurich.

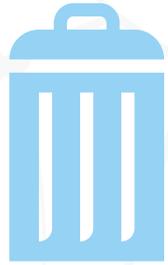
## Insel Gruppe

Swisscom Health Ltd has set up and operates an eHealth platform for Berne's Insel Gruppe AG. Six hospitals use the platform to exchange administrative and medical information with partner hospitals, general practitioners, care homes and Spitex.

SWISSLOGIX

### Emptying without empty journeys

Empty journeys and overflowing waste disposal and recycling containers are a thing of the past, as is the pollution they cause. A sensor continuously transmits fill levels to headquarters. In summary: optimising the collection schedule in line with fill levels reduces costs and CO<sub>2</sub> emissions. Container management improves safety and cleanliness.



STROMER ST2 E-BIKE

### Bikes that communicate

The world's first digitally connected e-bike tells its owner when it has been stolen and where it is. Thanks to an M2M SIM card in the bike and Swisscom's M2M Connectivity Services, owners can communicate with their bicycles, adjust the settings remotely and activate the anti-theft protection.

FELDSCHLÖSSCHEN

### Drinks containers that get involved

Finally, drinks containers in restaurants are helping with the brain work. Sensors measure how full they are, as well as the temperature and pressure in the containers. The containers recognise when the beer is running low and trigger a new order. Barkeepers check on the system using a tablet or smartphone, and if temperatures rise or pressure falls, they can take action immediately.



THE CITY OF LENZBURG

### Smart parking

The hunt for a parking space is over. In Lenzburg, the approximately 80 parking spaces near the castle send information about their current occupancy to a central parking management system via the low-power network (LPN). The LPN connects objects that exchange only small amounts of data and require a minimal power supply to run. The pilot project highlights the opportunities offered to cities by the Internet of Things.

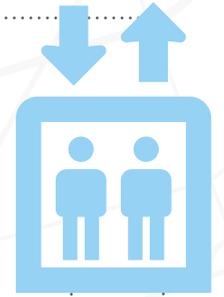
**IoT**  
(Internet of Things)

The Internet of Things has long since become a reality. Although it is growing exponentially, it is not very visible yet. Swisscom is setting up a mobile network for the Internet of Things and, in collaboration with its partners, is developing solutions for machine-to-machine (M2M) communication.

SCHINDLER

### Greater lift safety

If you get stuck in a lift, you need help fast. The emergency call is now sent via the mobile network, enabling service technicians to remotely diagnose faults on their smartphones. Lift data is also transmitted in real time, allowing technicians to solve problems faster – ideally, before they arise.



# Working together to increase sustainability.

Sometimes the networked world seems like an information jungle, in which a trustworthy and competent companion is a welcome bonus.

Swisscom is this companion. Our company envisages a Switzerland in which future generations will have the same opportunities we have today. Our commitments to the environment, to society and to the economy are anchored in our corporate strategy and backed up by binding targets.

Together with our customers, we are aiming to save twice as much CO<sub>2</sub> as we emit through our operations and supply chain by 2020. We are working to ensure the responsible use of digital media, for instance in the Schools on the Net programme as well as media courses for schoolchildren, parents and teachers.

## ENVIRONMENT

### Binding targets

In our view, sustainability primarily means acting in a sustainable manner. We have therefore set ourselves binding targets in six key areas, which we aim to meet by 2020. Here are two examples:

- We're supporting a million people in using digital media in a secure and responsible way.
- We want to offer a million customers an opportunity to use mobile working models.



### Increasing energy efficiency

Since 1 January 2010, Swisscom has increased its energy efficiency significantly.

**2015 29.6%**

2014 26.4%

### CO<sub>2</sub> emissions

Swisscom has reduced its direct CO<sub>2</sub> emissions by more than half since 1990. Direct CO<sub>2</sub> emissions from the operation of buildings and vehicles:

**2015: 20,115 tonnes CO<sub>2</sub> equivalent (-7.1%)**

2014: 21,652 tonnes CO<sub>2</sub> equivalent

**+12.1%**

The use of ICT products also helps our customers reduce their CO<sub>2</sub> emissions. Fewer journeys are possible thanks to, e.g., the use of conference calls and home offices, amongst other things.

**2015: 362,789 tonnes CO<sub>2</sub> equivalent (+12.1%)**

2014: 323,619 tonnes CO<sub>2</sub> equivalent

### Eco-friendly service

Our cloud computing services are 20 to 90% more environmentally friendly than operating services on proprietary servers.

### Systematically checked

Our company is assessed and certified regularly by renowned independent auditors. We meet or surpass our industry's typical standards and norms, including ISO 9001 for quality management, ISO 14001 for environmental management and others.

SOCIAL ASPECTS



**27,057**

parents, teachers and schoolchildren took part in our media courses in 2015.

**12,136**

beginners and other interested people were trained in how to make best use of smart-phones and the Internet at the Swisscom Academy in 2015.

**5,808**

schools benefited from free Internet access within the framework of the Schools on the Net initiative.

**Strong partnerships**

Together with long-term partners, we work to increase sustainability. Important partners include Solar Impulse, WWF, the Youth and Media programme, Swiss Solidarity, Umwelt Arena and the Work Smart initiative.

**GemeinwohlAtlas.ch**

How much do companies and organisations contribute to the common good in Switzerland? In 2015, Swisscom ranked 13th overall in the GemeinwohlAtlas (Public Value Atlas) – and first among listed companies. The people of Switzerland can see and appreciate what Swisscom does for the country’s benefit.

**Energy and Climate Pioneers**

The Energy and Climate Pioneers initiative offers school classes from kindergarten to high school an opportunity to run their own projects to promote the sustainable use of energy and take the pressure off the environment, from environmentally friendly lunches to water-saving faucets in schools. The partners of the initiative are Swisscom, Energy Switzerland, the myclimate foundation and Solar Impulse.

**enter – the guide to digital media**

The latest edition of this free media guide asks about good role models, addresses the flood of information, explains what Big Data means in our everyday family lives and tackles controversial issues that affect families.

# *The best in today's networked world – everywhere and anytime.*

Swisscom operates in a highly competitive market, which is characterised by significant upheavals, fierce competition and strong price pressure. 2016 will be a challenging year, as these trends grow more acute. The political agenda for 2016 is equally demanding.

Swisscom reorganised its group structure on 1 January 2016, thereby strengthening areas with close customer proximity and, with its new Digital Business unit, gearing itself more firmly towards digitisation. With these changes, Swisscom aims to improve the customer experience from a single source, simplify processes, increase efficiency and create a greater sense of innovative freedom. Swisscom has set itself ambitious targets in order to compensate for the anticipated fall in revenue and income, thus maintaining financial strength for the high level of investment in new technologies and business areas.

In our networked, digitised world, people, objects and devices are increasingly communicating with one another. This presents

great challenges not only to Swisscom, but also to other companies and industries. However, we can also see the numerous opportunities on offer, as digitisation calls for intelligent communication solutions. What's more, this is our core business. This is where we, as a technology partner, want and are able to support our customers so that they can use the opportunities presented by digitisation to best effect. We are also working together with partners in a concerted effort to ensure that we are able to exploit the potential of digitisation even more effectively. For example, we are working with Coop on sirop, the Swiss online market place.

The main requirement for digitisation is an efficient, nationwide and secure network.

We therefore aim to press ahead with the expansion of ultra-fast broadband with the latest technologies and continue to offer the best network in Switzerland and Italy. We also want to use the digitisation period to develop innovative communication solutions for a wide range of industries and therefore become the best technology partner for our customers. At the same time, we are continuously improving our products and services, so that we can provide our customers with even more effective support, thus ensuring they enjoy a great deal of success.

In addition to the challenges posed by digital transformation, important regulatory issues on the political agenda include the vote

on the "Pro Service public" initiative, the amendments to the Telecommunications Act and the Ordinance on Telecommunication Services regarding the definition of universal services, and the Ordinance on Protection from Non-ionizing Radiation (ONIR).

The forthcoming rulings could be detrimental not only to Swisscom, but also to the whole of Switzerland as an attractive business location with high investment and an excellent network infrastructure offering good value for money.

## Key dates



**4 February 2016**

Publication of 2015 Annual Report



**6 April 2016**

Annual General Meeting in Fribourg



**8 April 2016**

Ex dividend date



**12 April 2016**

Dividend payment



**3 May 2016**

2016 First-Quarter Results



**18 August 2016**

2016 Second-Quarter Results



**3 November 2016**

2016 Third-Quarter Results



**February 2017**

Publication of 2016 Annual Report

## Publishing details

### **Publisher**

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### **Realisation**

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