

## Media release

Zurich, 22 September 2015

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### Sunrise streamlines its organisation and strengthens its customer focus

**Sunrise is adapting its organisation as part of an initiative to simplify its structures and processes in order to strengthen customer focus and improve its competitive cost structure. As part of these ongoing efficiency measures, Sunrise will reduce its headcount by up to 175. A fair redundancy scheme is in place for all affected employees agreed with employee representatives and the syndicom trade union.**

The Swiss telecommunications market is constantly evolving. In order to compete successfully, Sunrise has started already in Q1/2015 an initiative to streamline and simplify its products and processes. Sunrise is now adapting its organisation to further meet its customers' evolving needs for efficiency, simplicity and quality.

In order to increase cross-divisional efficiency and to avoid duplications, Sunrise is merging the business and residential units: The newly formed commercial organisation will look after all customer groups under a single leadership. Similarly, Operations for residential and business customers will be united into one customer service organisation. This will enable further improvement of service delivery and will produce synergies in product and process development and digitalization. Sunrise aims to further strengthen the customer experience – across all segments – through these organisational changes, as well as continue to drive relevant innovations for growth.

As a consequence, Sunrise is reducing its headcount by up to 175 (up to 165 FTE) out of a total of 1,890 FTEs. This reorganisation will not affect customer service staff or sales advisors in stores. During the consultation process, Sunrise held intensive talks with employee representatives and the syndicom trade union. A fair redundancy scheme is in place for all affected employees.

This change will be implemented by the end of Q3/15 and will incur one-off costs of CHF 21.0 million (impacting reported EBITDA and cash flow) until the end of 2015 whilst driving quarterly savings of CHF 5.5 million from Q4 of this year. Implementation costs will be fully financed from cash on balance sheet, not impacting the dividend guidance of at least CHF 135 million (equalling CHF 3 per share) for 2015. The adjusted EBITDA guidance for 2015 remains unchanged.

An investor call will take place at 09:30 A.M. CET. The call will be held in English. Further information can be found at [www.sunrise.ch/ir](http://www.sunrise.ch/ir).

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### Sunrise

Corporate Communications

P.O. Box

CH-8050 Zurich

[media@sunrise.net](mailto:media@sunrise.net)

[www.sunrise.ch](http://www.sunrise.ch)

Telephone: +41 800 333 000

Fax: +41 58 777 61 67

### About Sunrise

Sunrise Communications Group AG (Sunrise) is listed on the SIX Swiss Exchange in Zurich and is the leading fully integrated challenger delivering a full range of services across all telecommunication market segments. Sunrise is the leading alternative operator in both the mobile (prepaid and postpaid) and landline markets as well as the third largest landline Internet provider with IPTV. On December 31, 2014, the company had approximately 3.3 million customer relationships. Sunrise is committed to delivering the best convergent experience in the sector.

Sunrise benefits from a cutting-edge fibre-optic backbone network stretching 10,800 km nationwide. Sunrise provides mobile services through its own network based on GSM/GPRS/EDGE, UMTS/HSPA and LTE/4G technologies. On the landline side, Sunrise has more than 600 Points of Presence in its fully unbundled network, with coverage of approximately 85% of households in Switzerland. The company has full access to the most advanced next-generation connection technologies, such as vectoring, FTTS, FTTB and FTTH, thanks to its long-term contracts with the established operator, SFN and local utilities.

For the financial year 2014, Sunrise generated total revenues of 2,084 million Swiss francs and an adjusted EBITDA of 640 million Swiss francs as of December 31, 2014. As of December 31, 2014, the company had a total of 1,985 employees (including 111 apprentices) in various locations throughout the country. Further information on Sunrise is available at: [www.sunrise.ch](http://www.sunrise.ch)

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