

Media release

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Sunrise relaunches Freedom subscriptions: more freedom, more roaming, more music and the best network in Switzerland

- **Sunrise is relaunching its Freedom offers: more calls, more surfing at faster speeds, more roaming and all for less money.**
- **The best features remain: Change your subscription any time, no minimum contract duration, every device from CHF 1.00 upfront payment with a device plan, and the latest iPhone every 12 months at no extra cost.**
- **New: Freedom swiss neighbors, the best offer for Swiss people's favorite holiday destinations: Unlimited High Speed 4G+ surfing in Switzerland and 4 GB in neighbor countries, unlimited calls, SMS, and MMS within and between countries. Fantastic launch promotion: Freedom swiss neighbors for CHF 79.00 instead of 95.00 per month when signing a 24-month contract.**
- **Goodbye cost trap - all new Freedom subscriptions have the lowest standard tariff for data roaming in 46 countries, including full roaming cost protection: 100 MB for CHF 1.90/day.**
- **Only with Sunrise: from today, incoming voicemail messages are free of charge, worldwide.**
- **MTV mobile Freedom becomes Sunrise Freedom Young. With TIDAL: 6 months of HiFi music streaming for free on the best network.**

«We are The Unlimited Company, breaking boundaries in people's digital everyday lives. Our customers know that. They told us where they want more freedom: More 4G+ High Speed surfing in Switzerland, more data to use at home and abroad, a flatrate in the most popular holiday destinations, the best standard tariff for data roaming with full cost control, lower subscription fees, a new Young offer with music streaming at the highest quality and great promotional offers., We are relaunching our Freedom mobile subscriptions with these new features. We've kept the best features including subscription changes at any time, no minimum subscription period, every device from CHF 1.00 down payment with device plan and the latest iPhone every 12 months at no extra costs. This makes our new Freedom subscriptions the best offers in the market», says Olaf Swantee, CEO of Sunrise.

Travel day pass data: a new standard tariff for data roaming

With its new [Freedom subscriptions](#), Sunrise is saying goodbye to the previous standard tariff for data roaming in Region 1 - from CHF 1.00 for 1 megabyte (MB) depending on the country - and replacing it with the [Travel day pass data](#) tariff. New in 46 countries*: 100 MB for CHF 1.90 per day. New Freedom subscriptions, which do not include roaming volumes, now offer the lowest standard tariff for data roaming in 46 countries*.

Oliver Zadori, expert of the comparison service [dschungelkompass.ch](#) comments: "travel days pass data in Europe is an excellent thing. For one thing, it allows customers to surf the Internet at affordable rates; and on the other hand, it offers cost protection. The best part is that you no longer have to select and activate a roaming option. By eliminating fees for incoming voice messages worldwide, Sunrise is leading the way for the industry. This move is extremely customer-friendly. Customers never understood why they were being charged twice for incoming voice messages while roaming."

Travel day pass data also guarantees full cost protection. If the 100 MB data credits are used up, data roaming is blocked and further data use is only possible with another data package, e. g. 100 MB for CHF 1.90 or 2 GB for CHF 29.00.

Furthermore, there are better roaming services overall:

Roaming Service	Old	New
Standard tariff for data roaming Region 1*	CHF 1.00 / 1 MB	CHF 1.90 / 100 MB
Incoming voicemail	charged	worldwide for free
Travel data 2 GB	1 GB for CHF 29.00	2 GB for CHF 29.00
Travel Days 7	500 MB	1 GB
Travel Days 30	1 GB	2 GB
Region 2 and 3 (see sunrise.ch/roaming)	--	30 countries with new option 15 countries with better options

*Region 1 - 46 Countries: Andorra, Austria, Belgium, Bulgaria, Canada, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Faroe Islands, Finland, France, Germany, Gibraltar, Greece, Greenland, Guernsey, Hungary, Iceland, Ireland, Isle of Man, Italy, Jersey, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Monaco, Netherlands, Norway, Poland, Portugal (incl. Madeira, Azores), Romania, San Marino, Slovakia, Slovenia, Spain (incl. Canary Islands, Balearic Islands), Sweden, Switzerland, Turkey, United Kingdom UK, United States of America (incl. Alaska, Hawaii, Puerto Rico) and Vatican City. Overseas territories of the mentioned countries are excluded.

Best subscription for the most popular destinations

[Freedom swiss neighbors](#) (with launch promotion of CHF 79.00 instead of CHF 95.00/month with a 24-month contract) is the best offer at the best time. The holiday season is approaching and France, Germany, Austria and Italy are among the 5 most popular destinations for Swiss tourists.

Freedom swiss neighbors includes roaming in neighboring countries. Within and between countries customers can make unlimited calls and send SMS/MMS messages. Surfing with High Speed 4G+ is unlimited in Switzerland, and 4 GB of data is available in the neighbor countries every month. This makes Freedom swiss neighbors the best offer for Swiss tourists and cross-border commuters.

New [Freedom europe & US](#) (CHF 130.00/month) includes international calls and even more roaming. Data roaming credit has been doubled from 2 GB to 4 GB, halving the price per MB. Unlimited calls, SMS, and MMS are included within and between countries. With the same deal in 46 countries, it's easier than ever to stay connected at no extra cost.

More calls, more data, more speed

New Freedom entry level offers offer more value for money:

- [Freedom swiss start](#) (CHF 25.00/month) now includes unlimited calls on the Sunrise network and to three favorite numbers, as well as high speed 4G+ surfing. If the 500 MB data allowance is used up, a new "speed booster" option offers unlimited 4G+ surfing instead of a 1 GB per day limit. "speed booster" is available for all current and new Freedom subscriptions.
- [Freedom swiss calls](#) (CHF 45.00/month) is CHF 5.00/month cheaper than before and offers double the data volume (2 GB) compared to the previous offer, as well as high speed 4G+ surfing.

MTV mobile Freedom becomes Sunrise Freedom Young

[Sunrise Freedom Young](#) offer is available to people aged under 30. It now offers lower monthly fees and more data for high-speed surfing with 4G+, in addition to existing popular benefits, like [50% discount on the SBB half-fare](#) and unlimited WhatsApp messaging.

Young people love the new Freedom Young offer in particular because of a partnership with global music and entertainment platform, [TIDAL](#), which is included for free during the first six months.

TIDAL was founded by a group of musicians, including: JAY-Z, Madonna, Coldplay, Alicia Keys, Beyoncé, Daft Punk, Damian Marley, J. Cole, Rihanna, Usher and more who have spent decades in the music industry and want to make it a better place for new musicians. TIDAL offers exclusive content from artists, which allows the platform to create an unbeatable experience for music fans. Sunrise customers will be able to access over 52 million songs, more than 200,000 videos, carefully curated playlists and a variety of exclusive content. TIDAL members can also discover up-and-coming musicians via the TIDAL Rising program and participate in the TIDAL X program, which connects artists directly with fans via one of a kind events, meet & greets, tickets giveaways, livestreams and more.

Sunrise Freedom customers will have access to TIDAL's HiFi tier, which offers CD and MQA quality sound, free of charge in the first six months what corresponds to a value of CHF 155.40.

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