

## Media Release

Zurich, April 30, 2019

## World premiere with two 5G smartphones from 2 May at Sunrise

- **World premiere: Sunrise is the first operator worldwide to sell the Xiaomi Mi MIX 3 5G smartphone. Swiss Premiere: Sunrise is the first Swiss operator to sell the Huawei Mate 20 X (5G). Sales start on 2<sup>nd</sup> May.**
- **Sunrise shops will be the only place customers can come and see the Huawei Mate 20 X (5G) and Xiaomi Mi MIX 3 5G smartphones on 2<sup>nd</sup> May.**
- **Sunrise is first on 5G in Switzerland, covering more than 150 cities / locations with 5G since the beginning of April. Sunrise continues to drive its 5G network rollout and will be nationwide by the end of the year. From 2<sup>nd</sup> May a coverage checker will show where 5G is already available.**

"We launched the first 5G network in Switzerland. The first selected customers have been using the Sunrise Internet Box 5G for 5G high-bandwidth Internet at their home or place of work since the beginning of April. Now we are the first operator to launch two 5G smartphones with a world premiere. Sunrise is the 5G pioneer and we are driving 5G forward," says Olaf Swantee, CEO of Sunrise.

The 5G smartphone sales start on 2nd May. Customers can order both 5G smartphones on the Sunrise website and in all Sunrise Shops, where customers can see and handle these new devices.

The Huawei Mate 20 X (5G) costs CHF 997 whilst the Xiaomi Mi MIX 3 5G costs CHF 847.

Sunrise Freedom mobile subscription customers (and Sunrise Freedom Young) with unlimited data volume can benefit from the latest mobile generation with the Sunrise 5G option for CHF 10.- per month.

Huawei launches its Huawei Mate 20 X (5G) in Switzerland as one of the first countries worldwide with Sunrise. Representing high-speed connectivity and powerful performance, the 5G-enabled Huawei Mate 20 X (5G) ushers in a new era of smart mobile technologies. The Huawei Mate 20 X (5G) delivers a large display area for a more premium user experience across productivity and gaming scenarios. It is the perfect device for those who are looking for an immersive multimedia entertainment experience in the 5G era. The Huawei Mate 20 X (5G) is also equipped with a powerful camera system that excels in any scenario – from macro to ultra wide photography.

The Xiaomi Mi MIX 3 5G is also a next generation of its 4G variant launched in October 2018. It retains its unique slide function for quick-fire selfies and videos with no notch full display screen.

Ou Wen, Head of Western Europe of Xiaomi says: "We are absolutely thrilled about our close cooperation with Sunrise - this launch marks the first time Mi MIX 3 5G will be reaching the hands of customers and it means Xiaomi is one step closer in making the latest technology available to people across the globe, starting with Switzerland."

The Xiaomi Mi MIX 3 5G is powered by the flagship Qualcomm® Snapdragon™ 855 Mobile Platform featuring the Snapdragon X50 5G modem with integrated transceiver and Qualcomm Technologies' RF Front-End solution, ushering in a new decade of revolutionary mobile experiences while unleashing transformative 5G experiences.

Enrico Salvatori, senior vice president and president, Qualcomm Europe/MEA, QUALCOMM Europe, Inc. says, "We congratulate Sunrise on the launch of its 5G network. 5G is here and this is just the beginning. This is the dawn of an exciting new era – consumers will increasingly have access to the higher performance and many new services and applications enabled by 5G."

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## **5G expansion: New Sunrise Coverage Checker provides information**

At the beginning of April, Sunrise commissioned the first 5G network in Switzerland with selected customers and the Sunrise Internet Box 5G, and already supplies more than 150 cities / locations across Switzerland with 5G.

Sunrise remains committed to bringing 5G to the people in all regions of Switzerland by the end of 2019. The company's dual rollout plan will focus on delivering optimal speeds in higher density urban areas and faster more reliable coverage in rural areas where many people still suffer from slow Internet speeds. By making the whole of Switzerland a true world leader in 5G, Sunrise believes the people of Switzerland will benefit - not just in terms of industry productivity, but also lifestyle improvements such as the increased possibility of remote working, reducing both transportation time and cost.

Practically every day new covered cities / villages are added and 5G coverage is constantly increasing. People wishing to find out if they can benefit from 5G coverage can use the new Sunrise 5G Coverage Checker under [sunrise.ch/5g](https://sunrise.ch/5g) as of 2<sup>nd</sup> May. Customers wishing to be notified when 5G coverage is available at a specific address can also register and will be informed via email accordingly.

[TV spot](#), broadcast from 6 May 2019.

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