

High price transparency for data transmission while abroad

Effective 1 April 2006, Swisscom Mobile will be introducing a standard charge for data transmission while abroad. The new global data tariff offers Swisscom Mobile customers full price transparency. All NATEL® subscribers and prepaid customers will be automatically transferred to the new tariff scheme. NATEL® subscribers will also be offered the choice of two options based on usage. Thanks to this new scheme, Swisscom Mobile now offers the most attractive data roaming prices in Switzerland, allowing customers to save up to 40 percent depending on their selected option.

With the new data tariff, data transmission from anywhere in the world now costs CHF 14 per MB. Billing is in increments of 30 KB. The new universal tariff applies to all countries and mobile carriers and will be automatically activated for all Swisscom Mobile NATEL® subscribers and prepaid customers beginning 1 April 2006. Customers who download ringtones on Vodafone live! while abroad, for example, will now be billed at the new universal data tariff. The new tariff replaces the variable provider-based tariff and is a transparent universal charge for customers who use GPRS, EDGE and UMTS while abroad. The charge does not cover the use of PWLAN or MMS. A universal charge for sending or receiving MMS messages while abroad has been in force since December 2004. The rate is dependent on volume and varies between CHF 0.40 and CHF 1.80.

In addition, NATEL® subscribers can choose between two monthly basic charges. These options are designed for customers who frequently travel abroad and need to transfer large volumes of data from their laptop, for example. The cost of the World Data Option has been reduced to CHF 3 per MB, plus a monthly basic charge of only CHF 5. The World Data Option Month, meanwhile, is for users who transfer very high volumes of data while abroad. The monthly fee, which includes 100 MB, is CHF 149, while each additional MB costs CHF 3. Both options are billed in increments of 300 KB and can be used exclusively in some 40 specially-selected World Data Partner networks. Around 75% of the total roaming traffic generated by Swisscom Mobile customers is transmitted

on these networks, which are located in the most popular roaming destinations: Germany, the UK and the USA. Roaming outside these World Data Partner networks is billed at the global data tariff (CHF 14 per MB).

For further information, visit: www.swisscom-mobile.ch/roaming

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