

Company Profile

Swisscom Hospitality Services

Summary

Swisscom is an international leader in IP network technology and one of Europe's leading telecom companies. The Company operates a seamless broadband network and is spearheading the development of an all-encompassing public IP network throughout Switzerland. Leveraging its residential market expertise, Swisscom provides integrated technology solutions for the global hospitality industry through its fully owned subsidiary, Swisscom Hospitality Services (SHS).

SHS offers network and application management services as well as a complete range of Internet-based guest services to hotel chains and operators. SHS also provides network services for meetings and conferences and customized event solutions for corporate customers beyond traditional meeting venues.

SHS reaches more than 215,000 hotel rooms in 2,000 properties in 18 countries across North America, Europe and the Middle East. It has established relationships with major international hotel chains such as Hilton, Hyatt, NH, Intercontinental, Best Western, Holiday Inn and Marriott.

Positioning

SHS blends the strength and longevity of a traditional telecommunications carrier with the focus and expertise of a hospitality specialist. Our mission is to deliver quality, network-based communication and entertainment solutions to hotels through the power of converging technologies. Our solutions are based on leading edge technology and market insight:

Leading edge technology

Swisscom's dedicated R&D division, Swisscom Innovations, has 200 network engineers who constantly drive product innovation. New services like IP-based television and VoIP are tested extensively before they are rolled out to Swisscom's residential customer base. Leveraging the Group's technology expertise, SHS is at the forefront of technology innovation in the hospitality industry. SHS is a Platinum member of Hotel Technology Next Generation (HTNG), the industry's main standardization body, which promotes cooperation among vendors.

Market insight

SHS offers a full range of innovative guest services operated, derived from an extensive guest research program operated in conjunction with our academic partner, Ecole Hôtelière de Lausanne. Consistent dialogue with guests determines their evolving requirements, which stimulates our product innovation; findings are validated through a continuous dialogue with our hotel partners. SHS supplies each partner hotel with a turn-key solution covering design, installation and operation, tailored to its specific service requirements and

those of its guests. Swisscom also works with its chain partners on global brand standards to ensure consistent service quality at every property it serves.

Portfolio

Network Build & Network Management Services

Convergence between networks and applications is advancing faster than expected. For hotel chains, that presents an opportunity to improve guest service and operational efficiency. But most hotels don't have the dedicated resources or IT staff to make convergence a reality, and see outsourcing as their most sensible option.

Swisscom designs, deploys and maintains hotel IP networks that are completely scalable and adaptable to their clients' needs. A Swisscom-designed and implemented network allows hotel operators to offer their guests an innovative "multi play" of services, featuring a bundled service of Internet + TV ("dual play"), or Internet + TV + voice services ("triple play"). SHS is also developing and deploying network integration with other IP-based devices such as guestroom doors, thermostats, mini bar and security, with all services operated through one unified network.

Swisscom Application Services

In response to market needs, Swisscom's guest services enable hotels to better serve their customers, giving them a quantifiable advantage over their competitors:

- **High-speed Internet access.** Swisscom offers both "business class" and "economy class" guest room service. Economy-class connectivity offers broadband access; Business-class connectivity includes extra services tailored to the business traveler, such as in-room printing, real-time flight status with delay notification, access to 500 digital newspapers, and more.
- **Digital television (IPTV),** a new service offering launched in April 2008, includes diversified entertainment and content-on-demand. Swisscom IPTV supports programs in full HD, offers a wide range of programs, an easy-to-use interface and a host of innovative functionalities.
- **Business Center PC:** SHS equips business lounges and community areas with self-service PC and printing facilities, popular with both leisure guests and business travelers. The Business Center PC is remotely managed and fully secured by SHS.
- **Conference services and event network solutions:** SHS offers standardized solutions for group meetings, managed network services for partner venues and customized solutions for events and conferences involving very large user numbers or unique bandwidth needs.
- Next-generation **voice services** for both guests and hotel staff.

All of our services are backed by the SHS pledge of network reliability, scalability, and service excellence.

Reliability and scalability:

Smooth functioning of all services is ensured through Swisscom's dedicated Network Operations Centers in Geneva, Switzerland, and just outside Washington, DC.

Service excellence:

SHS operates its two Customer Care Center in Lisbon, Portugal and in Dulles, VA. Agents provide multi-lingual assistance to both hotels and end users 7/24.

Facts & Figures

International headquarters: Geneva, Switzerland

US headquarters: Dulles, Virginia

Employees: 280 (95 in North America)

Number of guest rooms served: 215,000

Average number of guests served every day (guest room): 14,000

Number of conferences & events managed in 2007: 9,800

Number of Business Center Solutions installed: 780

Milestones**2003**

Swisscom launches a pan-European initiative to provide hotels and conference venues with wireless LAN technology, enabling them to provide high-speed Internet access to their guests.

Swisscom acquires London-based Megabeam Networks Ltd and Munich-based WLAN AG. **Swisscom Eurospot**, as the new entity is called; it signs partnership agreements with Hilton, NH Hotels, Holiday Inn, Mövenpick, Lindner, Kempinski, Steigenberger and Sol Melia.

2004

Swisscom Eurospot further extends its market presence in Northern and Central Europe and makes forays into the Southern European countries.

The company also expands its product portfolio as to better serve its main customers – hotels. Since then, the portfolio has grown to include scalable wired and wireless solutions for guest room, meetings and conferences.

2005

A new partnership is forged with the Hilton Group, further reinforcing Swisscom's leading position as a leader in the European first-class hotel segment.

Swisscom Eurospot introduces its Business Center PC, a self-service workstation for hotel guests who do not carry a laptop.

2006

Swisscom Eurospot acquires US-based Core Communications Corporation, founded in 1999, a specialist for meetings and event solutions. The company subsequently expands into the North American market.

Swisscom Hospitality Services is chosen as the new company name, reflecting the company's broad international orientation and its clear focus on the hospitality industry.

NH Hotels and Swisscom Hospitality Services extend their partnership agreement: Swisscom remains NH's exclusive partner for high-speed Internet-based services.

SHS introduces its Premium guestroom Internet service for guests requiring maximum bandwidth and additional functionalities.

2007

Swisscom launches Guestroom 2.0[®], an Internet service combining robust bandwidth with a host of value-added services for the business traveler.

Swisscom acquires assets from Broadcast Avenue, a French IPTV provider to luxury hotels, and moves into entertainment services for hotels.

2008

Swisscom completes the rollout of Guestroom 2.0. Partner hotels report a clear rise in usage of their Premium service offer, up to over 50% from 20% previously.

Launch of Swisscom IPTV, a new generation of guestroom entertainment.

SHS Management

Chief Executive Officer:

Leo Brand

Chief Technology Officer:

Rick Sternitzke

Chief Sales Officer:

David Giannini

Chief Marketing Officer:

Alfonso Tasso

Chief Financial Officer:

Antoine Andenmatten

Chief Operating Officer:

Paul-François Croisille

Supervisory Board:

Daniel Ritz, Chief Strategy Officer, Swisscom AG

Nicolas Price, CIO/CTO Mandarin Oriental Group

Beat Grossenbacher, Swisscom Group Treasurer

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