

DREAM BIG. DO BIG. Sunrise becomes the principal brand and launches the «Upgrade for your life» in the form of the Sunrise Up portfolio

- **DREAM BIG. DO BIG.** Sunrise wants to be more than just a telecommunications provider. Sunrise wants to inspire people and encourage them to make their dreams a reality.
- From May 23 on, Sunrise will be the main brand of Sunrise UPC, complete with a fresh brand design and logo (Aurora). Alongside the updated positioning of Sunrise, the design of MySports has also been revamped.
- For business customers, the main brand «Sunrise» will add the term «Business» to the name.
- Current UPC customers will continue to receive their existing products and services under the UPC brand and can also benefit from the features of our other brands.
- Sunrise stands out from the competition by offering:
 - Fast and reliable connections thanks to the widest and fastest 5G network as well as the best Internet in Switzerland, with real giga-speed coverage for over 90% of Swiss households, complemented by an award-winning Wi-Fi solution to guarantee the best connections, both at home and in the office
 - Extensive and personalized entertainment with the Sunrise Edition of oneplus and the best sports and entertainment content thanks to a variety of streaming apps (such as Netflix, all premium sports offers, etc.) together in one place. A personalized TV experience with individually tailored recommendations and profiles. Seamless TV entertainment at home, on the go and even abroad thanks to the Sunrise TV app
 - The finest experience and highest added value for every customer, with the best customer service in Switzerland and local and intuitive one-to-one digital support. Rewards for customer loyalty in the form of unbeatable combo benefits and unforgettable experiences at sports and music events thanks to exclusive benefits from the Sunrise Moments loyalty scheme
- All benefits will be available with the new Sunrise Up portfolio, the «Upgrade for your life», as of May 23.
- Market-leading combo benefits – combining mobile, Internet and TV adds the Up benefits: 50% discount on every additional mobile subscription, a combo discount of up to CHF 40.-, Smart Wi-Fi start included, free upgrade to 5G top speed, free upgrade to TV XL with Netflix, MySports or Premium Plus.

«We are about to reach the most significant milestone in the Sunrise UPC integration process. Sunrise is becoming the main brand and Sunrise Up is the first integrated offer available under this unified identity, enabling us to provide our customers with clear advantages and continue to improve our market share», says André Krause, CEO of Sunrise UPC.

Sunrise is making the interconnected lives of our customers simpler and better. As the main brand, Sunrise meets the highest demands in all areas. Under the brand promise «DREAM BIG. DO BIG.», Sunrise is encouraging and inspiring people and society to dream big and achieve great things. Even if we do not always succeed on the first try – as we can see in the new [Sunrise Brand Image TV-Spot](#) **Error! Hyperlink reference not valid..** Further details can be found in the [fact sheet](#).

Sunrise Up – «Upgrade for your life»

The new Sunrise Up portfolio is geared towards single people, couples, families, small and large households, people working from home, the self-employed, SMEs and many others. The combination of Up Mobile, Up Internet and Up TV can cover every possible need. Combined Sunrise Up subscriptions offer unbeatable Up benefits:

Up Mobile				Up Internet			Up TV		
S	M	L	XL	M	L	XL	M	L	XL
CHF 25.-	CHF 59.-	CHF 69.-	CHF 89.-	CHF 59.-	CHF 79.-	CHF 89.-	CHF 20.-	CHF 30.-	CHF 50.-
50% discount on every additional mobile subscription				--			--		
Discount of up to CHF 20.-							--		
--				Discount of up to CHF 20.-					
Top speeds of up to 2 Gbit/s on the widest and fastest 5G network The best Wi-Fi range at home, free with Smart WiFi start							--		
Free upgrade to Up TV XL with a choice of Netflix, MySports Pro or Premium Plus included									

Anyone who combines the Up Mobile, Up Internet and Up TV services can take advantage of discounts and Sunrise Up benefits totaling between CHF 20.- and around CHF 100.-/month. For Up Mobile S, the combo discount only applies to Up Internet. Further details can be found in the [fact sheet](#).

Sunrise Up Mobile

The new Sunrise Up Mobile provides customers with a 50% multi-mobile discount on every additional mobile subscription. This also applies if they have an existing mobile subscription from an older portfolio (e.g., Sunrise Freedom) and no landline product. Unlimited surfing via 5G – on the [widest and fastest 5G network in Switzerland](#) – is included in all subscriptions. Secure surfing is guaranteed thanks to the included [surf protect](#) option.

Small businesses (SoHo) and SMEs also benefit from Internet Security for mobile subscriptions as well as additional features, such as 24/7 support, an extra SIM and free activation.

Sunrise Up Internet

Sunrise Up Internet offers real giga-speed coverage for over 90% of households as well as the [fastest Internet in Switzerland](#). Up Internet XL always delivers the fastest speed available wherever you live. This means life-long speed upgrades at no additional cost. [Sunrise Smart Wi-Fi](#) provides maximum reliability at home and delivers the best Wi-Fi reception to every corner of an apartment, home or office. [surf protect home](#) ensures you can surf securely and is included in every Up Internet subscription.

Ideal for business: Sunrise Up Internet Business Plus with up to 10 Gbit/s, seamless connectivity and Internet Security (Cisco Umbrella Easy Protect) included. Together with a best-speed guarantee and flat-rate call+ international EU, US and Canada for CHF 109.- pre-discount, with combo discounts for Up Mobile (CHF 10.-) and Up TV XL and L (CHF 20.-). Activation and installation are free for SoHos and SMEs with every Up Internet subscription.

Sunrise Up TV

Thanks to our recently renewed partnership, Sunrise is offering a new combo price for TV XL that includes Netflix – combining the best TV entertainment with Netflix's enormous streaming offering.



With oneplus, customers benefit from our [strategic partnership with CH Media](#), which allows them to enjoy the new Swiss streaming service that includes over 10,000 movies, series episodes and popular Swiss originals produced by 3+. The oneplus Sunrise Edition is included in most TV subscriptions, allowing customers to be the first to access lots of exciting content.

- [Dream Big. Do Big. Video](#)
- [Sunrise Brochure](#)
- [Sunrise Up](#)
- [Sunrise Business](#)

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