

Sustainability
Report 2023

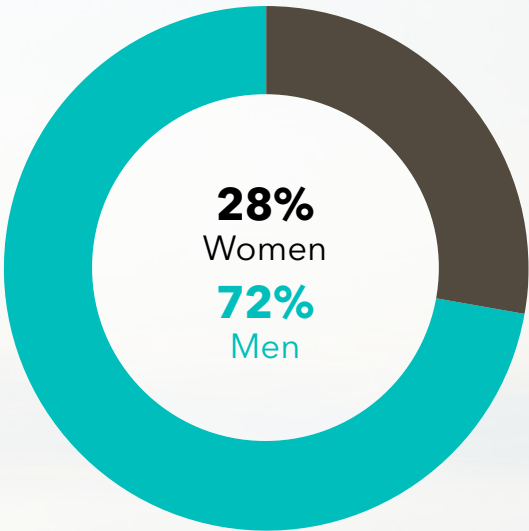


Sunrise

Sunrise IMPACTS

2023 at a glance

Gender balance all employees
incl. management



900

devices donated to “Wir lernen weiter”, Rafisa Switzerland and schools in Romania

83

nationalities among
Sunrise workforce

195

vocational trainees

EcoVadis
platinum medal (2024)

**ISO 27001 &
ISO 14001**
certified

CDP
improved rating from D to B

99.8%

network coverage
(mobile and fix connectivity)

-8%

Scope 3 emissions

-14%

Scope 1 and 2 emissions
(market-based)

100%

renewable electricity

100%

recycled back enclosure for Sunrise
modems and TV boxes

>3,000

devices bought back with
Sunrise buyback programme

Energy consumption

94%

Renewable
sources

6%

Non-renewable
sources

-55%

energy consumption used
by new Sunrise modem
vs. predecessor

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CEO letter

We are pleased to hold in our hands the inaugural Sunrise Impact Report. It reflects our commitment to progress, by providing transparency about the past and emphasising ambition for the future.

Success in the sustainability field hinges not only on a strategic incorporation of key dimensions but also on the collective effort of our team across all areas of our business operations. And it prompted us to link our sustainability goals to our annual company goals, which are bonus relevant for all employees, including the management team. Linked to the Sunrise corporate strategy, our key sustainability topics are divided into four pillars: People, Planet, Progress and Governance. Some areas were of particular focus last year – with three examples given here at the interface to customers, society, and employees.

1. Customer choice and planet's benefit

We should not have to choose between business and the environment. We are committed to finding solutions that support both. Therefore, we aim to recycle and refurbish more devices as well as to enhance existing return programmes. Through the buyback programme, as an example, we are demonstrating efficient resource management and aim to purchase 20,000 devices from our customers by 2025. Besides that, we have eliminated single-use plastics from packaging of our hardware devices and energy efficiency has been significantly improved.



"As a company operating in the digital space, we believe we have a social responsibility to give people on a low budget the opportunity to participate in digital life and thus stay connected with their friends and family."

André Krause, CEO, Sunrise GmbH

2. Contributing our finest skills

We want our products and services to connect people in Switzerland, but that also means acknowledging that not everyone has equal access to the digital world. We decided to continue a project promoting digital education for low-income households in Switzerland, following the success of a two-year pilot scheme. As a start, we launched discounted Mobile, Internet and TV subscriptions in 2023. This year, we will launch a digital inclusion and skill-based volunteering project where our employees will assist people with limited digital skills.

3. Beyond day-to-day work

The goal of our volunteering programme is to engage our employees in charitable causes and social-responsibility initiatives that support the company's values and mission, and to encourage everyone to make a difference in their local communities. Therefore, every employee can dedicate two working days to volunteering purposes, with the additional effect of fostering cooperation among employees and helping to build a positive company culture.

And while this culture is marked by a contribution to society, it is also marked by belonging to a team. Our internal surveys in 2023 reflected a notable increase in employee belonging, underscoring the positive impact of our initiatives. But we also remain ambitious, as shown by the example of the engagement score, where we aim to surpass 8.2 points of a possible 10 points in 2025 (which corresponds to the top 25% of our peers), fostering both professional growth and inclusivity within our workplace.

The structure for maximum impact

While our focus is on creating impact on material topics, we also need to make sure, we have the long-term fundament to reach ambitious goals. Therefore, 2023 has seen a substantial focus on creating a strong governance and operating model to drive sustainability initiatives. The mix of structure, ambition and the effort of the team resulted in notable improvements in ratings such as the Carbon Disclosure Project. Receiving a platinum medal from EcoVadis in the spring of 2024 underscores our commitment to excellence. Continued high quality in network performance, as recognized by the connect magazine, reaffirms our dedication to technological advancement. And our commitment to



compliance is evident in our impeccable ISO 14001 environmental management system certification, whilst information security is certified within ISO 27001.

Proud of our successes, but also driven by our ambition – we will keep driving the sustainability agenda forward. Thank you for your interest, your contribution and your support on this journey.

Nike Möhle
Vice President
Communications &
Sustainability,
Sunrise GmbH

André Krause
CEO,
Sunrise GmbH

Nike Möhle
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1 About Sunrise

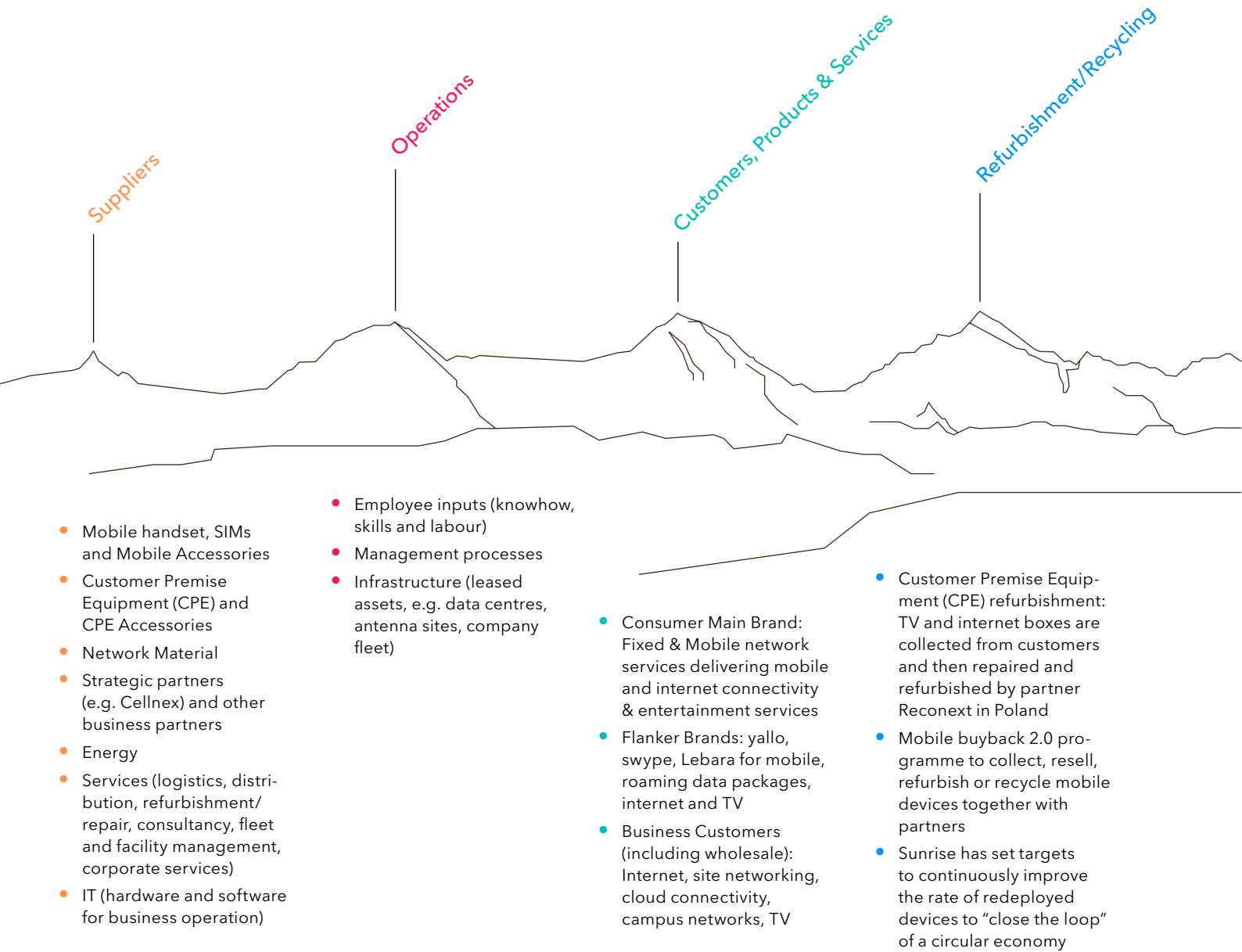
1.1 The Sunrise value chain

Sunrise, as the largest private telecom company in Switzerland, delivers Internet and mobile connectivity, telephony and entertainment services (via IP streaming, HFC cable TV and mobile network) to over six million subscribers through its fixed and mobile network, capturing a market share of ~30% in the Business to Consumer (B2C) sector. In the B2C sector, the main brand Sunrise and the flanker brands (YOL), yallo, swype and Lebara, offer services for mobile, roaming data packages, Internet and TV. The “Sunrise Moments” loyalty scheme offers exclusive benefits and experiences to customers, the first of its kind in the Swiss telco market. The Business to Business (B2B) product portfolio includes Internet, site networking, cloud connectivity, campus networks and TV. Sunrise drives innovation in 5G and the Internet of Things (IoT), developing business cases with the first 5G IoT Innovation Hub in Switzerland, adding value to the product offerings of enterprise and SME customers.

The main expenditures are focused on the maintenance and expansion of both mobile and fixed networks, and on IT areas that support the network and overall company structure and business strategy. Further areas for procurement concern business and corporate services such as logistics, distribution, warehousing and consultancy, along with fleet and facilities management. Long-term strategic partnerships are established for the site-sharing of antennas to provide customers with the highest quality on a cost-effective basis. Procurement also manages suppliers that deliver customer equipment and devices, including mobile phones, and Internet and TV Boxes. For mobile broadband, Internet and TV services, Sunrise provides customer-premises-equipment (CPE) hardware, such as Internet and TV Boxes, as part of a subscription. Customers are asked to return the CPE once the subscription ends. The CPE is then analysed, repaired and refurbished together with partners. Moreover, a mobile-handset buy-back programme has been implemented, offering discounts on new devices, secure data transfer and deletion, refurbishment and resale or recycling in order to promote the circular economy for mobile devices.

Sunrise offers over 95% of Swiss households broadband Internet of 1 Gbit/s and more and is able to do this thanks to the unique blend of technology and infrastructure with its own networks (FTTH fibre-optic, HFC hybrid fibre-coaxial and 5G network) and partner networks (VDSL copper, FTTH fibre-optic and HFC fibre-coaxial network). The Sunrise mobile network has been awarded the rating “outstanding” by connect magazine eight times in a row, and it boasts the largest and fastest 5G network in Switzerland. Entertainment services source content rights from broadcasters, studios, collecting societies and other rights owners.

Sunrise Value Chain



1.2 The Sunrise company values

The company values of Sunrise are at the core of its business, and they represent the foundation for the way things are done. On the one hand, the values help employees to identify themselves with the organisation and guide behaviours. On the other hand, they support the success of the business, as they enable Sunrise to turn its purpose and strategy into reality. Sustainability is deeply ingrained within these values, guiding Sunrise towards responsible practices that minimise environmental impact, promote social equity and ensure long-term viability.

Besides these aspects, the values are crucial in forming a unified company and the company's very own culture, given the history of a merger and strategic acquisitions. The values provide common ground for co-creation, and they are the basis for any interaction with internal or external stakeholders.

Passionate



We are PASSIONATE about delivering customer-centric solutions.

We put our customers first.

Customer needs are at the core of everything we do, we strive to inspire them and exceed their connected-living expectations.

We deliver ambitious goals

in line with our vision and strategy to brighten connected living. We follow through on set priorities, and aim to perform highly as individuals, as teams and as a company.

We take ownership

with a can-do attitude. We are empowered to create and make a difference, growing through autonomy and by taking on responsibility to deliver agreed goals.

Bold



We are BOLD, pushing the boundaries with our entrepreneurial mindset.

We push the boundaries

by being the challenger in the market and shaping new horizons for the future of connectivity with products and services that deliver value to customers. Internally, we speak up to address improvement opportunities and make decisions even if the outcome is uncertain.

We act like entrepreneurs.

We learn from failures and grow. We iterate to get it right and deliver on defined goals. We adapt quickly to changing situations. This helps us to be solution-focused.

We are to the point

by acting in a pragmatic, efficient and clear way.

One



We are ONE by collaborating, trusting each other and embracing DE&I.

We collaborate

to deliver on our ambitious goals as a unified team, by working cross-functionally, sharing knowledge and involving our customers.

We build trust

through respect, appreciation and reliability. We prioritise our mutual success and don't put our individual interests first.

We embrace DE&I

so that everyone belongs and is able to realise their full potential. We seek to understand different perspectives, mindsets and cultures. We connect to a wider community and understand the impact of our actions in the world.

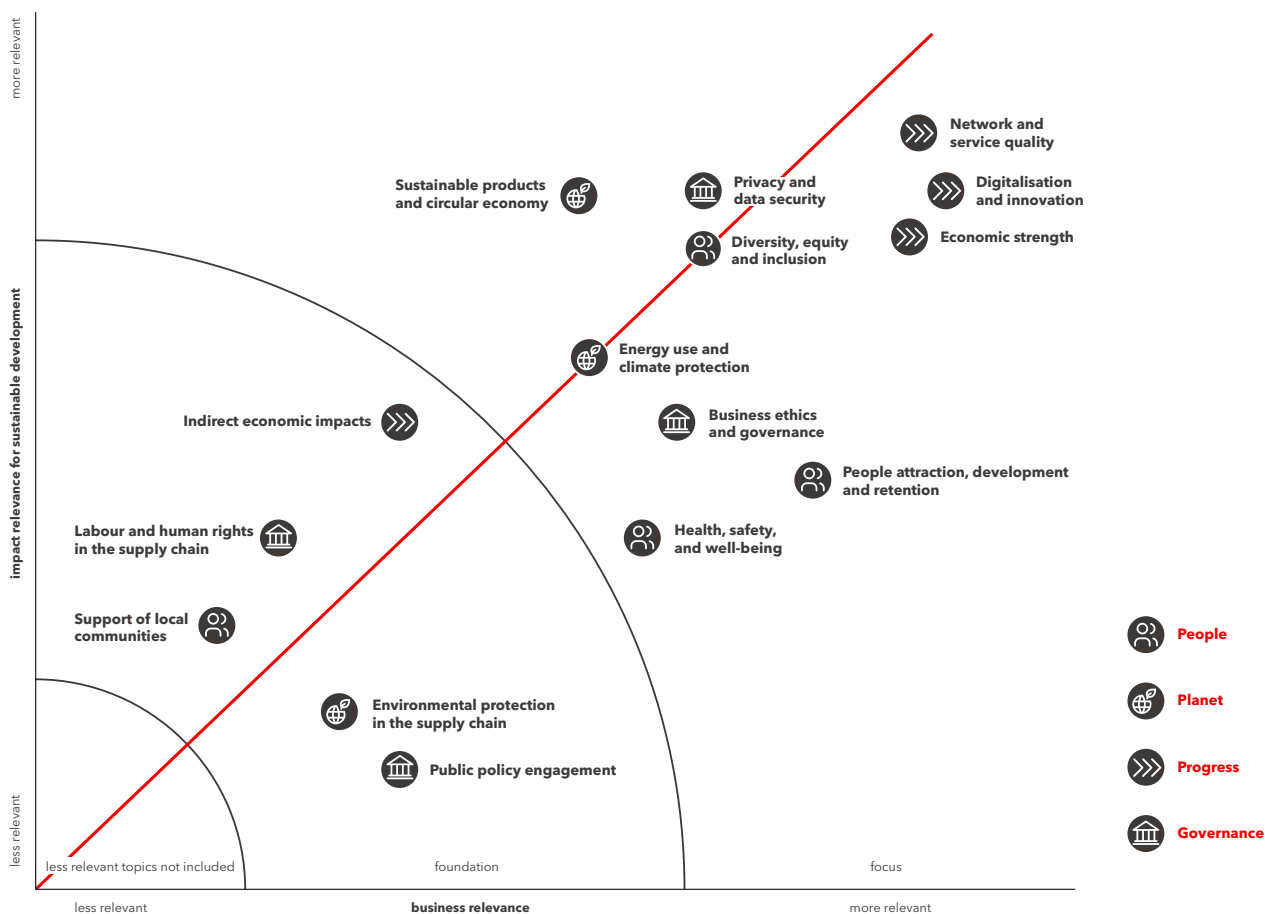
The Sunrise values reflect some of the key sustainability topics, such as Diversity, Equity and Inclusion (as an element of the value "one") or digitalisation (as a component of the value "passionate", referring to the progress Sunrise wants to achieve for customers and the community). Also, the values indicate how Sunrise approaches sustainability management internally – with passion and conviction for the topic, but at the same time with high ambitions ("bold"), accountability ("passionate") and a joint effort across the entire company ("one").

2 Sustainability at Sunrise

2.1 Sustainability strategy

Materiality assessment and matrix

In order to determine the material topics for Sunrise in the context of corporate sustainability, Sunrise carried out an initial materiality analysis with the help of an external consulting firm in 2021. Owing to updated sustainability and future legal requirements, Sunrise reassessed its material topics in the following year by also implementing the concept of double materiality. All topics were evaluated in terms of their business relevance for Sunrise (outside-in) and the impact relevance of Sunrise within these topics for sustainable development, namely in the context of the environment, society and economy (inside-out). This reassessment was carried out by a variety of internal stakeholders in two workshops, again supported and conducted by external consultants. The list of material topics was extended from twelve topics previously to ten focus topics and six foundation topics. These enable a more targeted strategic focus and more differentiated future reporting to customers, clients and other stakeholders. Following further internal discussions on the list of material topics in 2023, two topics were merged and one foundation topic was newly identified as a focus topic. This resulted in the current materiality matrix shown below.



The 15 topics are grouped in four pillars: People, Planet, Progress and Governance, although the latter serves as a foundation for all other pillars and topics.

Within the ten focus topics (top right of the matrix) Sunrise pursues a higher ambition and has strategic company-wide targets. The five foundation topics are material as well, but less relevant from a strategic and reporting perspective.

Company targets and their contribution to the SDGs

As part of its sustainability strategy, Sunrise aims to contribute globally to sustainable development in line with the Sustainable Development Goals of the United Nations (SDGs). From the 17 global goals and 169 sub-targets, Sunrise prioritises nine SDGs to which its business model contributes in particular¹.



In line with its ten material focus topics and the nine prioritised SDGs, Sunrise has defined ambitious targets for all four pillars, which form the centrepiece of the Sunrise sustainability strategy. Some of these targets are part of the company's overall sustainability target, which is used as a bonus metric and is therefore relevant for the remuneration of all employees and management. An overview of all targets can be found on the following pages.

Since 2023, Sunrise is also a signatory of the [UN Global Compact](#) and has committed to incorporating its ten principles in the areas of human rights, labour, environment and anti-corruption into the Sunrise strategy and everyday business.

¹ The content of this publication has not been approved by the United Nations and does not reflect the views of the United Nations or its officials or Member States.



Company targets

Contribution to the SDGs

People attraction, development and retention

Sunrise strives to achieve ≥ 7.9 points (of a possible 10 points) in 2024 with regard to the statement “I feel that I’m growing professionally” which corresponds to the top 25% of its peers. The question is part of an employee survey and an indicator of employee development.



Target 4.4 By 2030, substantially increase the number of youth and adults who have relevant skills.

By offering vocational training, internships and trainee programmes, Sunrise invests in the education of young people. Furthermore, by providing broad support for further training measures, Sunrise contributes to the employability of its employees and thus also to their long-term financial security.



Target 5.8 Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women.

Sunrise follows a proactive approach to promoting women in technical areas, providing a range of training courses and mentor/mentee programmes.

The Sunrise goal is to achieve an **engagement score** of ≥ 8.2 points (of a possible 10 points) by 2025, which corresponds to the top 25% of its peers. The Engagement Score is measured twice a year as part of an employee survey.

Diversity, equity and inclusion

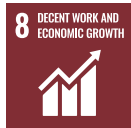
Sunrise aims to achieve a **share of women in leadership roles** of at least 25% by 2030 (base year 2023: 16.9%).



Target 5.5 Ensure women’s full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.

Sunrise promotes women in leadership and management positions. Additionally, it promotes gender balance by engaging in the EqualVoice initiative.

Sunrise is committed to maintaining **Gender Equal Pay** which means a pay difference that is statistically smaller than 2.5% (the tolerance threshold set by the government is 5%) which confirms the adherence to the Fair-ON-Pay Advanced certification.



Target 8.5 By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value.

Sunrise offers its employees fair, equal and attractive remuneration, benefit offers and opportunities for progression. The company is committed to maintaining gender pay equity among its employees, which is confirmed by the award of the Equal Pay Certificate.

The goal of Sunrise is to achieve an **Inclusion Score average** of $\geq 78\%$ by 2025 (base year 2022: 75%). This value is the aggregate of four values from the annual DE&I survey: Fairness, Acceptance, Belonging and Safety.



Target 10.3 Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard.

Sunrise promotes a diverse and inclusive culture, through established recruitment processes ensuring appropriate representation of the community and Sunrise customers among its workforce.

Health, safety and well-being

Sunrise aims to maintain the **sickness rate** below 4%, which is equivalent to a reduction compared to previous years.



Company targets

Contribution to the SDGs

Energy use and climate protection

Sunrise has set itself the goal of reducing **Scope 1 and 2 GHG emissions** by 51% by 2032 (base year 2022). This target is linked to SBTi requirements.

Sunrise is committed to a reduction of 30% of its **Scope 3 GHG emissions** by 2032 (base year 2022). This target is linked to SBTi requirements.

Sunrise aims to reduce the emissions from its **company-car fleet** and focuses on its 100% electrification. Cars will be all-electric by the end of 2024, and vans by the end of 2028.

Sunrise consumes 100% **renewable electricity**.

Sunrise strives to increase the **energy efficiency in the network** by 10% every year until 2030.



Target 13.2 Integrate climate change measures into national policies, strategies and planning.

Sunrise is committed to a science-based and gradual reduction of greenhouse gas emissions. The Sunrise approach is threefold, focusing on avoiding unnecessary energy use, on increasing its energy efficiency and also on the quality of the electricity it purchases.



Target 7.3 By 2030, double the global rate of improvement in energy efficiency.

Sunrise fosters energy efficiency in its products and networks, with LCAs and AI among others.

Sustainable products and circular economy

With its mobile-handset **buyback programme**, Sunrise is aiming to buy 20,000 devices back by 2025.



Target 12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.

With the use of environmentally friendly materials for products and packaging, Sunrise strives to avoid plastic and waste.

Sunrise buys back and collects old devices. These are either refurbished and reused or recycled in an environmentally friendly way.



Company targets

Contribution to the SDGs

Network and service quality

Sunrise aims to maintain a very high **network availability** of >99.9%, in each mobile and fix network.



Target 9.1 Develop high-quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all.

The Sunrise network covers the entire country (99.8%) with its combined mobile and fix connectivity and delivers world-leading high-quality high-speed data connection types.

Digitalisation and innovation

Sunrise is committed to achieving a **Digital to Call Rate** of ≤ 8% in 2024 which is below the previous year's level. It indicates how often a customer calls Sunrise after a digital interaction in My Sunrise. A low value indicates successful deflection of calls through self-service.



Target 8.2 Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors.



Target 9.4 By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities.

Sunrise lays the foundation for companies to drive technological advances and shape the future in innovative ways. Technologies such as 5G, the Internet of Things (IoT) and AI are ready for use, and they are opening up plenty of opportunities for innovative companies and for Sunrise itself.

In 2024, Sunrise aims to launch a successful pilot of its **Digital Inclusion and Volunteering Project** with Caritas. This means sufficient registrations from Sunrise employees and the implementation of a stable long-term-oriented project.



Target 10.2 By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.

With discounted mobile and Internet subscriptions for Caritas KulturLegi card holders, Sunrise provides affordable technology for everyone, including those with fewer resources or in special situations. Digital enablement and inclusion: with the upskilling programme, Sunrise helps people to build the skills and confidence to use computers, tablets and smartphones.

Economic strength

Financial targets are disclosed in the Sunrise financial guidance. See [press release](#), February 2024.



Company targets

Contribution to the SDGs

Privacy and data security

The Sunrise goal is to achieve ISO 27001 Information Security Management System (ISMS) certification every year.

Business ethics and governance

Sunrise aims to achieve a 100% participation rate in **mandatory e-learning** courses every year. These include Code of Conduct, Anti-Corruption, and Security and Privacy.



Target 16.5 Substantially reduce corruption and bribery in all their forms.

Sunrise is committed to conducting its business in accordance with ethical principles and in compliance with all applicable legal provisions in order to protect the interests of investors, employees, customers and the public.

Stakeholder management

Sunrise attaches great importance to regular contact and ongoing dialogue with its stakeholders. In this way, Sunrise aims to improve mutual understanding and create a basis of trust. The aim is to link stakeholder interests closely with the company's business and sustainability strategy and to identify trends at an early stage so that they can be incorporated into the strategy process.

Sunrise uses a stakeholder map for specific and systematic stakeholder dialogue (see table below). The categories of organisations listed are not exhaustive. They have been selected based on their relevance and possible influence on Sunrise. The company's stakeholder activities include specific dialogue at local, national and international level, participation in committees and expert bodies, extensive information programmes and participation in international initiatives and cooperation. The stakeholder dialogue includes communication and active interchange with individual target groups and issue-related multi-stakeholder events.

Stakeholder group	Description	Examples of stakeholder engagement	Key topics
Owner	The Sunrise owner, Liberty Global Ltd, is a multinational telecom company with headquarters in London, Amsterdam and Denver.	Regular exchange and provision of data to Liberty Global Ltd for consolidated group performance reporting, knowledge and best-practice exchange, procurement of customer-premises equipment	Guidance for methodology, e.g. GHG emissions, yearly data reporting and provision of tools, compliance with the expectations of external and internal stakeholders
Employees	Sunrise employs over 3,100 people in Switzerland and Portugal.	Employee survey, social dialogue with employee representatives (Employee Representation Committee)	Social partnership, vocational and further training, health and occupational safety, conditions of employment
Customers (B2C & B2B)	Sunrise provides services for residential customers (B2C) and for business customers (B2B including wholesale).	Customer surveys, direct dialogue (B2B)	Product quality, customer satisfaction, responsible business conduct, adherence to sustainability standards (ratings and certifications)
Strategic partnerships	Sunrise relies on strategic partners which, for example, provide critical infrastructure.	Build to Suit (BTS) agreement with business partner Cellnex relating to antenna sites	Applicable law and regulations as stipulated in the access procedures for mobile radio sites
Suppliers and business partners	Sunrise procures items from several thousand suppliers, mainly from Switzerland and Germany but also globally.	(New) Tender process, regular dialogue and knowledge exchange	Reliable cooperation, responsible business conduct, compliance with laws and regulations, GHG-emissions data

Stakeholder group	Description	Examples of stakeholder engagement	Key topics
Authorities and legislators	For the Sunrise business model, the Federal Office of Communications (OFCOM), the Federal Department of Justice and Police (FDJP), the Federal Communications Commission (ComCom), the Federal Competition Commission (COMCO) and the Telecom Dispute Resolution Service (ombudscom) are particularly relevant governmental stakeholders. The Federal Department of Economic Affairs, Education and Research (EAER) and the Federal Department of Defence, Civil Protection and Sport (DDPS) are gaining increasing importance.	Regular exchange with legislators and authorities, submission of statements during consultation procedures on relevant legislative amendments	Regulation regarding: • mobile-infrastructure roll-out (especially 5G) • security regulation (foreign-investment control, risk-vendor regulation, military requisition, network resilience in case of power shortage or outage) • Youth Media Protection (age verification, parental-control systems)
Associations	Sunrise participates in the following associations: • asut, the Swiss telecommunications association (includes sub-working groups, e.g. for Youth Media Protection and Sustainability) and cable-network operator association SUISEEDIGITAL • Swico for the Swiss recycling regime and occupational safety • Business association economiesuisse and think tank Avenir Suisse • CHANCE5G, as a co-founder and sponsor	Regular exchange with a variety of associations on relevant regulatory topics and for political stakeholder management in general	(See regulatory key topics under authorities and legislators)
Media & the public	In particular, Swiss daily, financial and specialist media, as well as European financial and specialist media are interested in Sunrise.	Through various communication channels (press release, website, social media), regular exchange with journalists	Issue management, product updates, corporate strategy and topics
NGOs	Sunrise partners with a number of NGOs, such as Caritas, "Wir lernen weiter" and Swiss Red Cross to implement meaningful projects jointly.	Regular exchange	Digital inclusion, hardware and financial donations, volunteering activities
Rating platforms	For the key clients of Sunrise, EcoVadis and CDP are the most important ratings. With the planned spin-off, ratings will become even more important in the future.	Dialogue exchange with rating platforms	Adherence to sustainability standards

2.2 Sustainability organisation

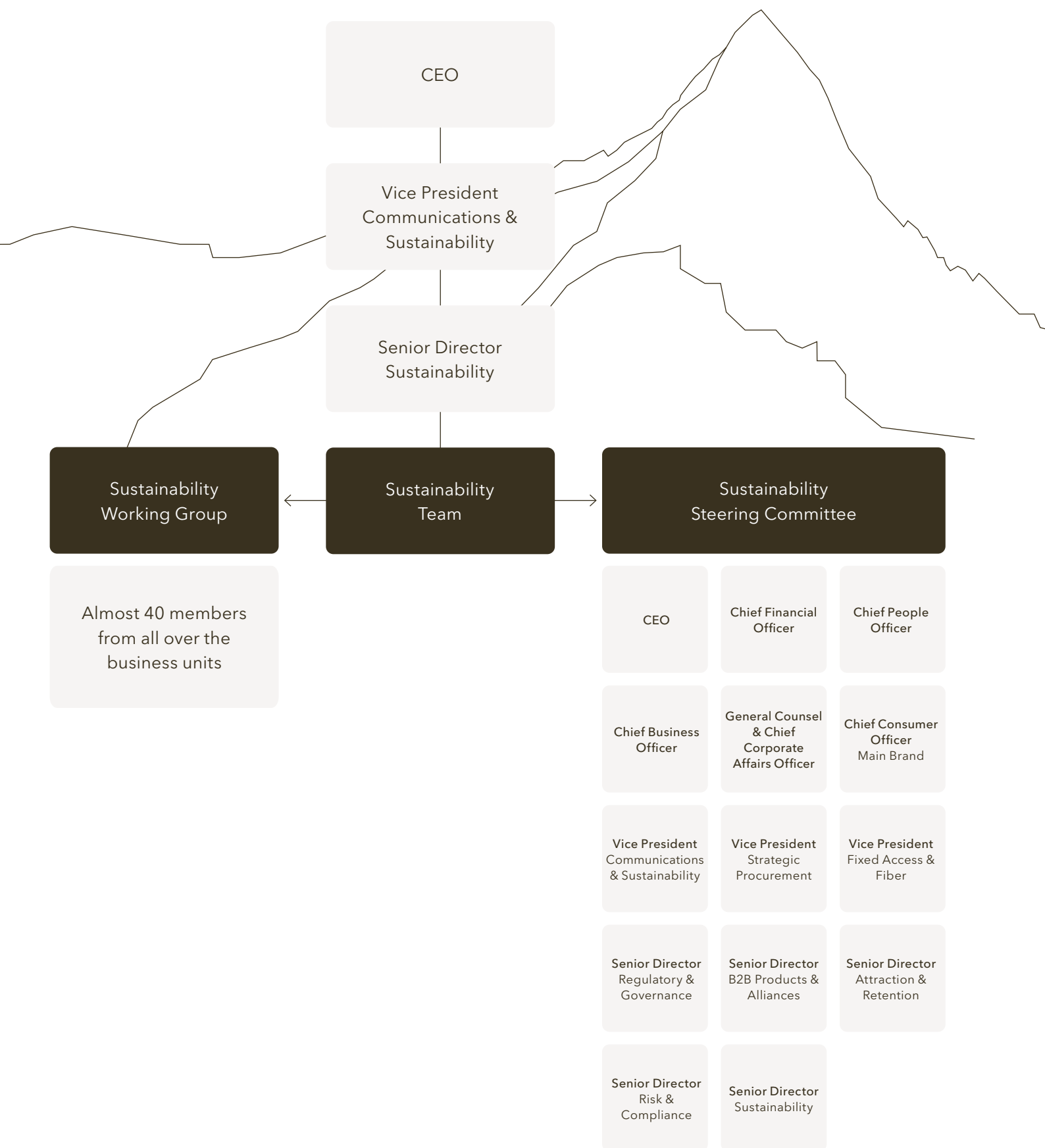
Sustainability is embedded throughout the company. The main strategic responsibility lies with the CEO, who sets sustainability ambitions and targets and chairs the Sustainability Steering Committee. As a direct report of the CEO, responsibility at top-management level lies with the Vice President (VP) Communications & Sustainability, who oversees the execution of sustainability issues.

The VP Communications & Sustainability and the Sustainability Team, which is headed by the Senior Director Sustainability, are responsible for sustainability management. The VP Communications & Sustainability and the Senior Director Sustainability report to the Steering Committee on a quarterly basis on the priority focus areas of the business units.

The Sustainability Steering Committee is made up of representatives from a variety of functions within the company who have a key role in driving sustainability initiatives. Its main role is to steer and monitor KPIs and target achievement. It also develops, implements and monitors initiatives and policies based on the sustainability strategy in collaboration with the Senior Director Sustainability and approves funding for projects. In addition, it reviews and advises on current and emerging sustainability issues, risks and opportunities that may impact the business, operations or performance of Sunrise.

The Sustainability Working Group consists of members from all management levels. Its purpose is to support the Sustainability Steering Committee and the Sustainability Team with their input and expertise as well as with the advancement and implementation of sustainability activities and initiatives. Some members of the Sustainability Working Group have tasks in their role that are directly related to sustainability projects. As sustainability ambassadors throughout the company, the members of the Sustainability Working Group also act as a “transmission belt” between management and employees, facilitating the exchange of information.

At the end of 2023, an e-learning programme addressing sustainability was introduced for the entire Sunrise GmbH workforce, which was completed by more than 80% of the employees two months after the launch and will be mandatory for all new joiners in future. The e-learning programme is structured in line with the four pillars and the material topics and thereby gives employees an insight into the various sustainability issues that are in focus at Sunrise and the structure of sustainability governance within the company.



People



Voices are heard, perspectives are shared and values are respected. Sunrise offers an environment in which people can feel that they belong and are able to thrive.

3 People

The Leaders at RiseUP

RiseUP is the Sunrise leadership development programme designed to foster transparency and equip leaders with the necessary skills and knowledge to excel in their roles. It addresses real business challenges and tailored leadership needs. The programme enhances cross-functional collaboration by allowing leaders to collaborate with peers from a variety of units and share best practices and success stories. Leaders refine skills such as establishing inspiring visions, empowering teams and adopting an influential coaching style through RiseUP's principles.

Here to talk about what they learned personally are Emma Page, Vice President B2B Customer Excellence and Florian Wäschle, Head of Delivery Shared Services:

Can you share your experience as a participant in the RiseUP programme? How has it affected your leadership style and approach?

Emma: Participating in the RiseUP programme has sharpened my vision and goals for my department and refined how I communicate, creating greater clarity and alignment within my teams and with stakeholders. I've improved my listening skills and actively engage in conversations to foster mutual understanding and agreement.

Florian: I'm always interested in improving my leadership skills, not just for my own success but also because I have the feeling that I owe this to my team members. The special thing about RiseUP is that we're doing it together with other leaders, which helps us to prioritise the time and be together on the journey.



"Participating in the RiseUP programme has sharpened my vision and goals for my department and refined how I communicate, creating greater clarity and alignment within my teams and with stakeholders. I've improved my listening skills and actively engage in conversations to foster mutual understanding and agreement."

Emma Page, Vice President B2B Customer Excellence

In what specific ways has the RiseUP programme helped you address real business challenges and enhance cross-functional collaboration within your teams?

E: The "Strategy in Action" workshops offered by RiseUP were fundamental. They helped me learn how to focus on the diverse priorities and perspectives within my team, which had previously been overlooked.



Florian Wäsche
Head of Delivery
Shared Services

F: RiseUP helped me to extend my internal network. It also carved out time in my busy schedule to focus again on my leadership learning journey.

Could you highlight a particular success story or achievement resulting from your participation in the RiseUP programme? How did the programme contribute to this success?

E: A notable achievement from my RiseUP journey was during a recent all-hands meeting, where I used insights from the “Strategy in Action” workshop to clarify my team’s objectives, connect them to the overall B2B strategy, and emphasise the importance of cross-functional collaboration.

F: For me the RiseUP programme and the associated investment in improving leadership didn’t necessarily lead to one single success. I see it more as a toolbox which continuously grows and pays out every day. I want to thank those who make RiseUP possible!

How have you applied what you’ve learned from RiseUP, such as establishing an inspiring vision, empowering teams and fostering a coaching style, in your day-to-day leadership role?

E: While I’ve always viewed myself as an empowering leader, the programme helped me resist the urge to jump straight to solutions – a habit that was intensified during the pandemic. This allowed me to focus more on coaching my direct reports and fostering ownership among all the team members. This shift boosted job satisfaction and contributed to our collective success.

F: I naturally always try to solve problems as fast as possible by identifying a solution. By simply changing to asking questions only, I created a new superpower: keeping the responsibility within the team and empowering team members by asking the right questions. Sometimes I can’t hold my solution approaches back but I’m getting better every day!

3.1 People attraction, development and retention

Sunrise employees are the company's most important resource and crucial to its business success. Employer attractiveness is therefore a high priority at Sunrise. It forms the basis for attracting new employees but is also central to their development and retention. To maintain its attractiveness and a high level of employee satisfaction, Sunrise offers its employees a wide range of training opportunities.

By actively supporting the professional growth of its employees, Sunrise aims to uphold a high degree of employee engagement, thereby enhancing employee satisfaction and performance. In addition, training and development opportunities for employees strengthen their employability, which can lead to individual economic security. Through the creation of jobs in the regions in which Sunrise operates, it can contribute further to the attractiveness of those locations and its innovative power.

Sunrise fosters the commitment and satisfaction of its employees by embracing a flexible working model that is enshrined in guidelines for flexible working and even for working abroad. This facilitates a range of lifestyles, promotes diversity among employees and rewards performance. The Sunrise Way of Working describes where, how and when employees work, takes individual working and living situations into consideration and offers flexibility and freedom. The basis for a culture in which every employee can feel confident is set out in the [Liberty Global Code of Conduct](#). The responsibility lies with the Chief People Officer.

Sunrise maintains an active partnership with the Swiss trade union, Syndicom. A new collective employment contract (CEC) with Syndicom was negotiated in 2022 and applies to 65% of Sunrise staff in the year under review. The most senior 35% of employees, including the Executive Committee, are employed under the Terms and Conditions of Employment (TCE), which set out, among other things, termination, holiday and leave, remote work, flexible time, training, insurance and other employee rights and obligations. The Employee Representation Committee is the representative body of Sunrise employees and consists of members from the various business units. It operates in close cooperation with the trade union and is in regular dialogue with the CEO, Executive Committee and People department.

In 2023, Sunrise employed a total of 3,110 employees (FTE: 3,010), 96% of whom are in permanent employment. The majority of the workforce (88%) works full-time. Employees are located at the Sunrise headquarters in Zurich and in other office and retail locations across Switzerland. An additional 268 employees are located in a Sunrise-owned call centre in Portugal. A detailed overview of employee data, scope and calculation methods can be found in the [annex](#).

3,110

employees

Employees breakdown by region



- 91% Switzerland (Sunrise GmbH, Ello)
- 9% Sunrise Portugal

Employment type



- 88% Full-time employees (100%)
- 12% Part-time employees

Attraction & retention

Fair and equal recruitment, attractive compensation and benefits as well as opportunities for development are critical elements for recruitment.

Sunrise reoriented strategically its talent-attraction framework in 2023. Four new streams advise and support leaders in the recruitment process:

- **Employer branding:** By showcasing its unique culture, values and opportunities, Sunrise is dedicated to creating and transmitting a strong, authentic and inspiring employer brand. With this approach, it aims not only to attract future top talents but also to foster a sense of belonging and purpose among its employees.
- **Talent sourcing:** Sunrise aims to build a pipeline and talent network of qualified candidates. It does so by actively seeking and engaging passionate candidates and experts while valuing inclusivity and diversity.
- **Talent acquisition:** This stream identifies, evaluates and selects the best complementary candidates in order to find the finest and fastest solution to guarantee continuous resource availability.
- **Contingent workforce:** If short-term resources are required, Sunrise works with stakeholders and external suppliers to maintain a steady workflow.

In order to maintain and bond talents, Sunrise offers a contemporary job and reward framework and a wide range of benefits, including a better-than-market pension plan.

With the Sunrise Ambassador Plan, employees receive discounted Sunrise products, such as mobile, TV, Internet and landline subscriptions. Their friends and family can also benefit from special offers. Sunrise employees benefit further from extended maternity leave of 18 weeks and paternity/adoption leave of 30 working days. Additionally, Sunrise employees have the possibility to purchase up to three weeks of additional vacation time (time for money) or request between one and six months of unpaid leave. Among others, Sunrise also offers preferential conditions on selected supplementary health insurances and the refund of a Half Fare Travelcard subscription.

In 2023, a total of 373 new employees joined Sunrise, while 352 employees left the company. This resulted in an attrition rate of 12%, a two-percentage-point decrease compared to the previous year.

Fostering employee engagement

Engagement is a measure of how committed to, and enthusiastic, employees are about their work and the organisation. A variety of factors contribute to employee engagement, including organisational culture, working environment and development opportunities.

At Sunrise, employee satisfaction is measured in the semi-annual ECHO survey (Engagement & Culture, Hearing the Organisation) through the employee net promoter score (eNPS) and engagement score. The target value for the reporting year was set to at least 35 points (baseline 2022: 36 points), and this was achieved with an eNPS of 39 points. This value indicates the likelihood of employees to recommend Sunrise as a place to work. From 2024, the engagement score will be used as the indicator of employee satisfaction and will include not only the eNPS but also the questions "belief" (likelihood of recommending Sunrise products and services to friends) and "loyalty" (likelihood of staying with Sunrise if offered the same job at another organisation). The engagement score represents the average score given by ECHO-survey respondents in response to these main engagement questions. By 2025, Sunrise aims to be in the top 25% of the technology benchmark in terms of the engagement score, which means at least 8.2 points (out of 10).



12%

attrition rate



≥ 8.2

points of engagement score (of possible 10 points) by 2025

People development

Sunrise ensures inclusive, equitable and high-quality education and lifelong learning opportunities for all employees. This commitment is evident in the significant investment made in developing employees at all levels, including vocational trainees, interns, graduates and in ongoing learning opportunities for all employees and leaders. The communication via the intranet makes sure that all employees are always informed about the development opportunities. In 2023, Sunrise laid the foundation for a skills-based People Journey, which will be integrated into the Sunrise Career Journey for employees and leaders in 2024. This approach empowers every employee to take control of their own development and ensures that skills are a central part of development discussions.

Sunrise Learning Campus

The Sunrise Learning Campus forms an integral part of the Sunrise people-development strategy. With a selection of courses in different structures for all employees, it supports employees in their individual development and prepares them for current and future challenges. Learning opportunities are presented in diverse formats such as virtual, face-to-face, hybrid or as lunch & learn events. Among others, the Sunrise Learning Campus offers language courses, courses for self-management, design thinking and coaching and mentoring.

RiseUP – Leadership Programme

RiseUP is a development programme for every leader at Sunrise. Through RiseUP the company creates transparency in relation to what great leadership is and supports leaders in developing the skills and knowledge needed to navigate their role successfully. RiseUP tackles real business challenges and addresses leadership needs distinctively. The programme reinforces cross-functional knowledge and collaboration, and provides leaders with opportunities to collaborate with peers from different units and to share best practices and success stories. The programme was carried out for the second time in 2023 and included, among other things, several peer circles to interact and to exchange ideas and workshops for a deep dive into the Sunrise business strategy and transformation process (see [People](#)).

Career start at Sunrise

With its Early Careers Programmes Sunrise invests in young talents. Sunrise offers vocational education programmes in five professions (Business Administration, Computer Science, Multimedia, Sales and Customer Service). These offer vocational trainees insights into various parts of the industry. Sunrise further fosters the vocational-trainee community through a range of events and two camps every year. On average, two thirds of vocational trainees are offered a job in the company after their graduation.

For outstanding vocational trainees, Sunrise offers the “Rising Star” talent programme. It includes additional individual training courses (own projects, supplementary courses, more complex tasks), as well as work in challenging departments. On top of that, guaranteed employment is offered to these rising stars following their vocational education. A total of 14 vocational trainees (7% of total vocational trainees)¹ benefited from this programme in the reporting year.



Four-day camp for vocational trainees in May 2023 focusing on climate change and its implications for the future.

¹ As of: August 2023 (before graduation)

For students Sunrise offers internships and a Graduate Programme. The Internship Programme allows university students to gain practical work experience while continuing their studies. The Graduate Programme is a comprehensive training and development initiative designed for recent master’s-degree graduates. Spanning 18–36 months, it offers rotations across the business, providing a holistic understanding of the organisation. Sunrise promotes personalised support and guidance to the graduates through mentoring and regular feedback sessions.

195 vocational trainees



- 39% Women
- 61% Men

Proportion of vocational trainees per education programme



- 18% Business Administration
- 18% Computer Science
- 15% Multimedia
- 38% Sales
- 11% Customer Service

Performance management and career journey

The most important goals of the Sunrise Performance & Talent Management are to strengthen the positive and appreciative feedback culture, create trust and build on individual strengths and development. Regular connected conversations are the basis for the continuous development of employees. At Sunrise, every employee is responsible for their own performance and development review: the aim is to schedule a connected conversation quarterly with the line manager to reflect on performance (setting and reassessment of targets, continuous feedback) and to discuss career ambitions and development objectives. In 2023, 96% of Sunrise employees received regular performance and career-development reviews (95% in 2022).

96%

employees received regular performance and career-development reviews

3.2 Diversity, equity and inclusion

Sunrise believes that diversity and the provision of equal opportunities for all are critical to an engaging and inclusive culture and the company's long-term success. The culture is guided by clear values that are set out in the Liberty Global Code of Conduct and embedded in the Sunrise DE&I strategy.

At Sunrise, diversity, equity and inclusion (DE&I) are represented in its core value #one. This value is reflected in the company's culture framework and acknowledges the key importance of cultivating an inclusive and diverse culture that provides equal opportunities for all employees and actively prohibits discrimination and harassment.

A diverse and inclusive culture not only contributes to the attractiveness of Sunrise as an employer and higher employee engagement, but also promotes inspiration and new perspectives, leading to increased creativity and innovation and thus better business performance. Also, embracing DE&I at the workplace can positively impact the private social environment of Sunrise employees and consequently influence inclusivity and equal opportunities in the local community.

DE&I Strategy Framework

In February 2023, Sunrise developed its DE&I strategy, the YouBelong! Strategy Framework 2025, to lay the foundation for fostering a diverse and inclusive culture. It translates into a concise roadmap, which focuses on achieving measurable impacts in two core areas: a) Providing equal opportunities to advance and thrive within Sunrise; and b) Promoting a culture of mutual respect, appreciation and openness to different backgrounds and perspectives.

The core human-resources processes and platforms, such as recruitment, training and leadership development, are designed in line with this Strategy Framework, and focus is also given to creating accountability and backing for DE&I not just in the human-resources functions, but in the entire organisation.

The responsibility for the framework lies with the YouBelong! Council which includes the CEO and Executive Committee. Each member of the latter also appoints a YouBelong! SPOC, who is the single point of contact for the particular business units. The SPOCs act as a "Voice of Business" and drive the YouBelong! agenda within the businesses. The Senior Lead DE&I acts as a bridge between all involved members, including the requisite functional teams such as People or Compliance, in order to drive the DE&I agenda across the organisation and to align and connect DE&I actions, targets, training and communications.

Furthermore, the framework is enabled through a multi-sectional set-up with four networks: the Gender network, the Rainbow (LGBTQIA+) network, the Race & Ethnicity network and the Ability & Neurodiversity network, all of which provide safe spaces and regular events for employees to interact and to raise their issues. The networks have sponsorship at the Executive Committee level to support them with their agendas. Sunrise employees are informed about the networks and upcoming events via intranet, the internal collaboration tool “Viva Engage” and newsletters. In 2024, Sunrise aims to strengthen awareness further and attract more members to the networks.

Fostering a diverse culture

The principles of non-discrimination, equity and inclusion are defined in the [Liberty Global Code of Conduct](#). The Code promotes the values of behaving with respect, honesty and dignity. The commitment of Sunrise to diversity and inclusion is further reflected in a number of other policies, such as the Sunrise Anti-Discrimination Policy and the Sunrise Human and Labour Rights Policy, all of which aim to ensure a culture of conscious inclusion and respect for all. In addition, the Liberty Global Anti-Discrimination, Harassment, and Bullying policy defines mediation and complaint procedures and identifies the points of contact for complaints, such as the whistleblowing portal operated by an independent partner (see [Business ethics and governance](#)). All Sunrise employees are required to complete an annual e-learning on these policies.

In 2023, over 180 employees and managers received three hours of training about “#ONE in Action” which introduced DE&I, its relevance for Sunrise, how to understand and address biases and microaggression. This with the overall objective to gain the basic understanding and skills needed to become an ally of #ONE culture within Sunrise and to establish individual commitment, team rules and actions with clear accountability. To reflect its commitment to DE&I as well as ensure inclusive internal and external communication, Sunrise organised an internal training session for communication and marketing teams in 2023, conducted by external providers.

With the DE&I VIBE survey, Sunrise takes the pulse of all its employees once a year with a focus on belonging. By participating, employees help to make the company a workplace where everyone feels they belong. The questions address their experiences at Sunrise regarding behaviour and culture. As part of its company sustainability targets, Sunrise has set the goal to achieve an average inclusion score of 78% in 2025 (from 75% in 2022). This value is the aggregate of four values from the annual DE&I survey: Fairness, Acceptance, Belonging and Safety, each with two questions. In 2023, the survey showed an average inclusion score of 76%, indicating the effectiveness of the DE&I strategy and its actions towards the fostering of a more inclusive and belonging culture.

83

nationalities among
Sunrise employees

76%

average inclusion
score
(2025 target: 78%)

On the occasion of the Transgender Day of Visibility, Sunrise carried out a virtual information session in April 2023 to raise awareness of the challenges faced by transgender people. The session, which could be attended anonymously, provided a safe space even for questions about topics that are usually considered taboo or difficult to discuss. In June, Sunrise sponsored Zurich Pride, in which more than 60 employees and allies participated, and offered a great flagship event at one of its shops in Zurich. In addition, Sunrise was awarded the Swiss LGBTI Label in 2023. This quality label, which is awarded by the independent NGO of the same name, is recognition of the intensive efforts by Sunrise to promote diversity, equity and inclusion.



The road towards gender balance

When it comes to gender balance, there is still room for improvement and Sunrise is pursuing this with high priority – the company is planning to make significant progress from 2024 onward through measures such as managers taking greater responsibility, establishing standardised and fair recruitment processes and taking a more proactive approach to promoting women, especially in technical areas. Sunrise strives towards gender balance in its own operations, with more women in leadership and management positions. The company aims to increase the share of women in these roles from 16.9% in 2023 to 25% by 2030. A detailed overview of diversity at Sunrise can be found in the [annex](#).

16.9%

women in leadership roles
(2030 target: 25%)

In addition, Sunrise is part of Ringier's EqualVoice initiative, which promotes gender equality and enables women to have an equal voice and participation in political, economic and social affairs. This commitment is set out in the Equal Voice Charta. Moreover, Sunrise has further strengthened its commitment to gender equality in the Swiss economy with the Advance Diversity Charta.

With the help of the EqualVoice algorithm the gender balance in Sunrise press releases and social-media channels is measured, with the ideal factor being 0.5, which means equal gender representation. Over the past three years Sunrise has improved in its PR EqualVoice factor from 0.07 to 0.56 for title, 0.24 for text and is at 0.50 for the images used in PR. LinkedIn communication improved from 0.06 to 0.42 for texts and 0.48 for images. Sunrise Instagram video reels were added in 2023 and are at 0.47.

Through its membership of Advance, Switzerland's leading business association for gender equality, the company provides training courses for women (e.g. improving negotiation skills) and has set up a mentoring programme, in which talented women are paired with two C-level mentors, to foster women for leadership positions in the long term. Sunrise also participated in the [Gender Intelligence Report 2023](#) from Advance and the University of St. Gallen, which examines the question whether and to what extent gender equality can contribute to easing the shortage of skilled labour. Further measures regarding gender balance include the celebration of International Men's Day 2023 and International Women's Day 2023. For the latter, Sunrise co-sponsored with Advance and multiple other companies an art event which included an exhibition lasting several weeks at Zurich main railway station. For International Men's Day in November 2023 the topic of mental well-being was given central importance, with links to training courses and workshops on the subject.



Sunrise is committed to maintaining gender pay equity among its employees. This is confirmed by the Equal Pay Certificate, which guarantees that the pay difference is statistically smaller than 2.5%, which Sunrise was awarded in September 2023.

<2.5%
pay difference

3.3 Health, safety and well-being

The physical and mental well-being of employees is a high priority at Sunrise. The company offers a wide range of health-promotion services and aims to ensure that its employees feel good, are fit and motivated and can carry out their work safely.

The Sunrise business activities pose only very low risks of injury. Therefore, the company's health and safety concepts focus on maintaining and sustaining the physical and emotional well-being of its employees – both in the short and long term. These measures contribute to the resilience and employability of employees, which ultimately contributes to their economic safety. Furthermore, employee well-being and resilience form the basis for the continuous, safe and high-quality delivery of Sunrise products and services, and its continued economic profitability.

Occupational safety and health protection are governed by comprehensive concepts which are based in the [Liberty Global Code of Conduct](#) and the Sunrise Occupational Health and Safety Concept. Additionally, Sunrise has implemented several internal health and safety guidelines, e.g. the procedures related to occupational and non-occupational accidents. The responsibility for health and well-being topics lies mainly with the People department, whereas safety measures are mainly managed by property and facilities department.

As is legally required, all employees are covered against loss of earnings in case of illness, occupational and non-occupational accidents and pregnancy. In addition to the mandatory health insurance in Switzerland, generous insurance benefits are offered in the event of absence from work due to illness or accident, based on a supplementary accident insurance policy. This covers, among other things, medical treatment in a private ward in case of hospitalisation and additional services, such as search-and-rescue costs.

Promoting health and well-being

Sunrise aims to promote lastingly the health and well-being of its employees and to boost their motivation through contemporary working conditions. For that, Sunrise offers various benefits and incentives to its employees, such as the possibility of extended vacations, including vacation purchase and unpaid leave, or the Sunrise Sport offers (e.g. running, yoga, a soccer team, free entry tickets to the Ambassador House gym and more). Also, every year free flu vaccinations are available to all employees.

For mental health, free professional psychological counselling is provided via Lyra (formerly ICAS), an external EAP provider (employee assistance programme), for all employees and members of their household who are experiencing difficulties with

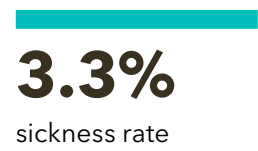


Internal soccer tournament with several teams

professional, personal, family, health or social issues. Sunrise informs employees about the programme through various channels, and also offers webinars and training sessions on mental health.

During the past two years, Sunrise has given special focus to mental health. For example, the company started working with Headspace, which offers an app for meditation and exercises for better sleep, improved concentration and reduced stress among other items. Sunrise receives monthly engagement reports from Headspace to review which content is being used most intensively. This information is utilised further to develop and organise specific initiatives, such as webinars, on these topics. Sunrise also celebrates World Mental Health Day in October and launched Mental Health Awareness Month in May 2023. The company plans to continue and expand its commitment to mental health in 2024, e.g. with training content and communication campaigns to educate employees on the various resources and benefits available, and to advocate against the social stigma surrounding these topics.

The aim of Sunrise is to keep the sickness rate below 4%, which is equivalent to a reduction compared to previous years. For the year under review, Sunrise experienced a sickness rate of 3.3% and thus achieved its target. To assess the effectiveness of its measures, Sunrise monitors its monthly HR reports in which the company tracks and analyses the number of short- and long-term sicknesses within the company. Sunrise also receives an annual report from its EAP provider, which provides insights into the number of cases and pressing issues, such as depression or anxiety.



Ensuring employee safety

Safety measures, training and responsibilities are defined in the Sunrise Occupational Health and Safety Concept. Part of the concept is the Swico industry solution for occupational safety. To this end, Sunrise is audited by Swico on a regular basis and must report hazards and the corresponding measures annually via the Swico platform. Management is also informed of the report once a year. In 2023, specific measures were defined to improve the safety training of shop employees and the safe handling of chemicals by office cleaning staff.

The Swico platform further offers the possibility of on-site checks and supports the development of measures. To evaluate the status of occupational safety at both network and antenna locations, occupational-safety officers from Sunrise meet relevant network partners and other telcos on a regular basis.

In the event of an emergency, Sunrise has an emergency plan, an emergency SMS-notification system, a fire-alarm system and trained evacuation assistants. Ambassador House also has two medical rooms with first-aid kits that are regularly maintained and checked for completeness. Sunrise informs all employees regarding safety and security on commencement of their employment and via the yearly mandatory e-learning course. In the reporting year, the escape and rescue plans for the office buildings were revised. Posters with these plans, as well as defibrillators, are installed in every building.

To protect its employees, Sunrise ensures that a sufficient number of first responders are always available in the event of an emergency. Due to home office, this can pose a challenge. Sunrise offers the first responders first-aid training sessions every two years through an external partner to refresh their knowledge.



Swico
industry solution
for occupational
safety

3.4 Support of local communities

Supporting local communities is a matter of course for Sunrise. As a successful company whose business model is characterised by its proximity to people and society, Sunrise is committed to the common good and strives to create social added value.

By supporting local communities and offering its employees the opportunity to volunteer, Sunrise motivates them to give back and enhance the well-being of the communities it operates in.

Sunrise strives to positively contribute to the development of local communities through sponsored activities and investments in non-profit organisations, partnerships with associations, volunteering, and infrastructure and services outside its own operations.

Fostering engagement – the Sunrise volunteering programme

In mid-2023, Sunrise introduced its volunteering programme with the aims of inspiring employees to get involved in charitable work and of enabling them to participate in voluntary activities and make a difference in their local communities. The volunteering programme is part of the collective employment contract that has been in place since 2022, according to which all Sunrise employees can take up to two days (16 hours) of paid time off work every year to volunteer. Employees can invest these two days either in their own personal volunteering work (personal volunteering) – providing it contributes to a charitable cause and to at least one SDG – or they can sign up for a Sunrise volunteer assignment (Sunrise volunteering), which are initiatives that Sunrise supports and suggests. During the pilot phase of the volunteering programme (second half of 2023), a total of 21 volunteering applications were submitted. Of these, 8 applications were submitted for personal volunteering and 13 applications for activities organised by Sunrise. In total, Sunrise employees did 112 hours of volunteering during the pilot phase.



2 days

for volunteering
per employee

Collaboration with Caritas

In December 2023, Sunrise organised a clothing collection at the sites in Opfikon and Prilly in collaboration with Caritas. As a volunteer activity, employees could also sign up to sort clothes at Caritas in January 2024.

Mapathon with Swiss Red Cross

In collaboration with the Swiss Red Cross, Sunrise employees had the opportunity to take part in a fully booked Mapathon in November 2023, during which the volunteers created digital maps of regions that are high-risk areas for disasters, but for which up-to-date maps are missing. The group traces missing information such as roads and buildings from satellite images into the OpenStreetMap database. The data is then available to everyone and can be used for humanitarian relief operations.

Big Ride

As part of Liberty Global's partnership with Street Child, 45 Sunrise employees participated in 2023 in the "Big Ride", an annual fundraising event, raising nearly € 1 million in the reporting year.

Help for crisis areas

In the reporting year Sunrise continued to support areas in crisis with a number of initiatives. Sunrise employees donated generous amounts to the victims of the earthquakes in Turkey and Syria, and also Morocco, with both amounts doubled and rounded up by Sunrise. Some Sunrise employees provided on-the-ground relief in Turkey. The site-engineering team also shipped a diesel generator to Ukraine, where it's being used to supply electricity to hospitals and social-welfare institutions.

Sponsored activities

Through the sponsorship agreement with Swiss-Ski, Sunrise promotes popular sport in general and organises various activities, such as the [Sunrise Snow Days](#) or the [Sunrise Freestyle Day](#) for children, where Sunrise provides inexpensive and easy access to snow sports for over 8,000 children every year.

In September 2023 Sunrise introduced its new internal sponsoring initiative to support individual events organised by clubs or organisations, in which employees are active and a member of the organising committee of the respective event.

> 8,000
children get access
to snow sports

Planet



Sunrise designs its products in a sustainable way, making them part of a circular economy. Its measures to limit the impact on climate change are anchored across the organisation.

4 Planet

Unveiling Sustainability: The record-winning TV set-top box and eco-conscious packaging

Technological progress often come hand-in-hand with environmental advancements. At the core of the endeavours by Sunrise lies its record-winning TV set-top box – the Apollo Box. A testament to an unwavering commitment to both innovation and ecological responsibility. It not only raises the bar in terms of performance but also sets a new benchmark in minimising the environmental footprint. In 2020 already, Liberty Global introduced the improved set-top box, delivering a world-class viewing experience while reducing energy consumption and the use of plastics.

Here to talk about the newest version of the Apollo box, available to Sunrise customers, is Driton Ademi, Senior Product Manager, Fix and TV Product Management at Sunrise.

Can you tell us about the key features of this set-top box that make it stand out from others on the market?

Driton: Our latest set-top box, the Sunrise IPTV box, is crafted from 100% recycled plastic, setting a new standard for eco-friendly manufacturing. And on top of that, it boasts a remarkable 77% reduction in energy consumption compared to previous generation. It's not only high-performance but also incredibly energy-efficient: it can be powered via the TV's USB port and has a maximum power usage of under 5W, even when watching 4K content. This all aligns with our commitment to sustainability.



What about the packaging? How did you make sure it was eco-conscious?

D: Our approach to packaging was just as meticulous as our product design. We transitioned to using recycled cardboard for all packaging materials and replaced plastic and metal cable wraps with eco-friendly paper alternatives. Additionally, our product-protection bags are certified as compliant with European standards for industrial compostability.

Driton Ademi
Senior Product
Manager

Every aspect was carefully considered to minimise waste without compromising on protection.

It's clear that sustainability was a priority throughout the development process. How has the industry responded to your efforts?

D: We're thrilled to say that the response has been overwhelmingly positive. Our set-top box received the "Sustainability Award 2020" at Digital TV Europe's Video-Tech Innovation Awards, as well as the Reddot Design Award 2021 for Best Product Design. These accolades confirm that the industry recognises the importance of integrating sustainability into technological advances.

Lastly, what message do you hope to convey through this innovative product and its eco-conscious packaging?

D: Ultimately, we want to send a clear message that sustainability and innovation can – and should – go hand-in-hand. Our set-top box and packaging symbolise a shift towards a more environmentally conscious future, in which every technological advance takes account of its impact on the planet. We hope to inspire others in the industry to prioritise sustainability in their designs and practices.

"We want to send a clear message that sustainability and innovation can – and should – go hand-in-hand. Our set-top box and packaging symbolise a shift towards a more environmentally conscious future, in which every technological advance takes account of its impact on the planet."

Driton Ademi, Senior Product Manager

4.1 Energy use and climate protection

Climate change affects all of us. With its approach to energy use and climate protection, Sunrise aims to reduce direct and indirect greenhouse gas (GHG) emissions along its entire value chain and to mitigate risks and negative impacts to the environment and affected stakeholders.

Sunrise can improve its environmental footprint by reducing its energy use within its own operations. Nevertheless, the lion's share of GHG emissions clearly is generated indirectly in Scope 3 emissions, particularly in the upstream value chain. Therefore, Sunrise includes its suppliers in GHG reduction initiatives. In this way, Sunrise can not only have a positive impact on global warming but also minimise exposure to possible future taxation or regulation, which can ensure business stability in the medium and long term.

Setting the framework for energy use and climate protection

As a first step, the overall environmental strategy of Sunrise focuses on the reduction of GHG emissions, rather than the use of GHG-emission offset instruments. Nevertheless, Sunrise will examine options complementary to offsetting, such as carbon-removal projects, in the coming years.

By setting reduction targets, Sunrise strives to reduce GHG emissions in its own operations and in its value chain. Specifically, the company aims to:

- Reduce its total Scope 1 & 2 GHG emissions by 51% by 2032 (base year 2022)
- Reduce its Scope 3 GHG emissions by 30% by 2032 (base year 2022)

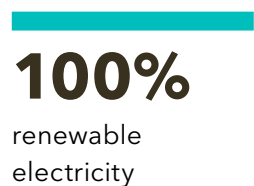
These targets are aligned with the 1.5 °C near-term reduction path defined by the Science Based Targets Initiative (SBTi). Validation of the targets by SBTi is expected in 2024. To achieve its goals, Sunrise has established an environmental-management system approach that reports, evaluates and monitors progress towards its reduction targets. The environmental-management system was implemented at the end of 2023 and successfully gained certification in accordance with ISO 14001, without any non-conformities, at the beginning of 2024. The company has also disclosed its energy consumption and resulting GHG emissions to the [Carbon Disclosure Project \(CDP\)](#) and improved its rating from D to B in 2023.

In order to establish rules and a common understanding of the topic, the Sunrise Environmental Policy serves as a reference document that sets out the company's commitment to acting in accordance with international frameworks such as the United Nations Sustainable Development Goals (SDGs) and the 2015 Paris Climate Agreement. The Policy aims to guide the actions of all employees, members of the Executive Committee, business partners and other representatives of Sunrise. The [Vendor Code of Conduct](#) and ESG Supply Chain Policy complement the Environmental Policy with a focus on the upstream value chain. Owing to the broad subject area, responsibility for operational implementation and target achievement lies with several members of the Executive Committee, including the Chief Financial Officer, Chief People Officer, Chief Consumer Officers and Chief Executive Officer.

GHG reduction efforts within Sunrise operations

The GHG emissions caused by Sunrise operations (Scope 1 and 2) account for approximately 1.3% of the total GHG emissions caused by Sunrise in 2023 (market-based). These include heating, cooling and electricity for the offices and shops as well as emissions from the Sunrise vehicle fleet and network infrastructure, such as mobile sites and data centres.

The Sunrise energy consumption, with a total of 178 GWh in 2023, has a direct impact on its GHG emissions and is therefore one of the main drivers towards achieving its Scope 1 and 2 reduction targets. The Sunrise approach is threefold and focuses on avoiding unnecessary energy use, on increasing its energy efficiency and also on the quality of the electricity it purchases. In order to fulfil the latter requirement, Sunrise has committed to purchasing 100% renewable electricity.

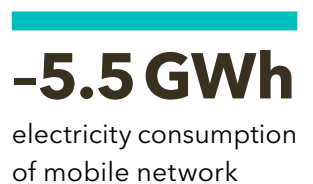


100%
renewable
electricity

A graphic consisting of a teal horizontal bar at the top, followed by the text '100%' in a large, bold, black font, and 'renewable electricity' in a smaller, regular black font below it.

Additionally, as a member of the Energieagentur der Wirtschaft (EnAW), Sunrise GmbH (Switzerland) has voluntarily committed itself to measurable targets for energy savings and has defined measures to increase its energy efficiency, e.g. in its network.

Network sites are highly relevant for direct energy consumption. Thus, various measures for energy efficiency are in place. For example, energy efficiency is an important criterion in the selection of new network equipment to replace old technologies. Further measures include the use of artificial-intelligence (AI) applications in the mobile network. With the AI solution Powerstar, Sunrise is reducing the electricity consumption of its mobile network by around 5.5 GWh per year, which equates to the annual electricity consumption of a small Swiss community with around 1,100 households.

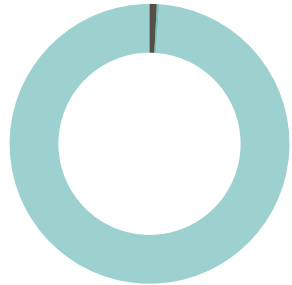


-5.5 GWh
electricity consumption
of mobile network

A graphic consisting of a teal horizontal bar at the top, followed by the text '-5.5 GWh' in a large, bold, black font, and 'electricity consumption of mobile network' in a smaller, regular black font below it.

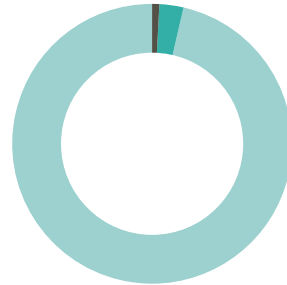
Sunrise is also focusing on energy measures in office and shop facilities. The Sunrise headquarters building, Ambassador House, is characterised by its environmentally friendly, efficient and sustainable construction. This is demonstrated by the award of the highest-possible platinum certification level from LEED (Leadership in Energy and Environmental Design). While most relevant office locations are heated with district heating, the heat supply in the shops is more diverse: alongside district heating, natural gas, diesel and fuel oil are also used. Sunrise aims to take environmental criteria into greater consideration when selecting sites. For Sunrise and its employees, quickly

Total Scope 1, 2 and 3 emissions
(market-based) in tCO₂e



● 1,759 Scope 1
● 517 Scope 2 (market-based)
● 167,708 Scope 3

Total Scope 1, 2 and 3 emissions
(location-based) in tCO₂e



● 1,759 Scope 1
● 4,846 Scope 2 (location-based)
● 167,708 Scope 3

implemented measures, such as switching to LED lamps and sensor-controlled lighting or switching off the computer monitors on desks before leaving the office, are a matter of course. Also, the screens and lighting in the shops are switched off until 15 minutes before and 15 minutes after shop opening hours. The company's vehicle fleet with 368 cars and vans¹ is another directly controllable emission factor. It accounted for over 50% of Scope 1 emissions and about 0.6% of total emissions in 2023 (market-based). Sunrise aims to operate its own car fleet completely electrically by the end of 2024, and to convert its company vans by 2028 at the latest. In 2023, Sunrise implemented a massive change, converting its fleet and increasing the proportion of its electric vehicles from approximately 12% to 27%¹. This resulted in a 7% decrease in emissions from the Sunrise vehicle fleet. Detailed information regarding energy consumption and Scope 1 and 2 emissions are disclosed in the [annex](#).



Time-controlled screens in Sunrise shops to reduce energy consumption.

¹ End of year 2023.

Reducing GHG emissions in the indirect value chain

In 2023, Sunrise started to compile a comprehensive dataset for its Scope 3 emissions. It shows that over 98% of its total GHG emissions (market-based) are generated in the upstream and downstream value chain. The largest proportion of these are emissions due to purchased goods and services, which account for over 80% of the total GHG emissions (market-based). Other material categories of Scope 3 emissions include capital goods, fuel- and energy-related activities, transportation and distribution, business travel and employee commuting, and downstream leased assets. Data is also collected for generated waste and the use and end-of-life treatment of sold products². However, as these categories together account for less than 0.3% of total emissions (market-based), they are not the focus of the GHG-emissions reduction strategy.

For its **suppliers**, Sunrise began collecting supplier data via its strategic procurement vendor engagement at the end of 2023. Relevant suppliers receive a questionnaire to disclose their Scope 1, 2 and 3 GHG emissions. The commitment and involvement of suppliers will be intensified in the future in order to identify synergies jointly and ultimately to reduce the upstream GHG emissions of Sunrise. Emissions from the purchase of goods, services and capital goods such as mobiles and devices, CPE or network investments totalled 149,598 tCO₂e in the reporting year and were reduced by -9% thanks to lower purchase volume.

Emissions due to **transportation and distribution** amount to 6,002 tCO₂e (-4% to the previous year) and accounted for approximately 4% of all emissions in 2023 (market-based). Sunrise strives to enhance data collection and calculation by collaborating with its logistics partners and collecting data or emission factors directly from them. In addition, options are being examined that could shorten the routes for refurbished products, for example. Measures that reduce packaging and thus make transport more efficient (due to transporting more products per journey) can be found in the chapter [Sustainable products and circular economy](#).

In 2023, Sunrise conducted an employee survey to improve data availability on **commuting and business travel**. The company also organised workshops with participants from various business units and an external expert, which serves as the basis for a mobility concept. The concept including push and pull measures for commuting and business travel will be developed in more detail over the next few years. In the reporting period, mobility-related emissions increased by 15% (and amounted to approximately 2% of total market-based emissions). The increase in emissions is mainly due to an increase in business trips (+55%) by plane.

>98%

of total emissions
in Scope 3

-9%

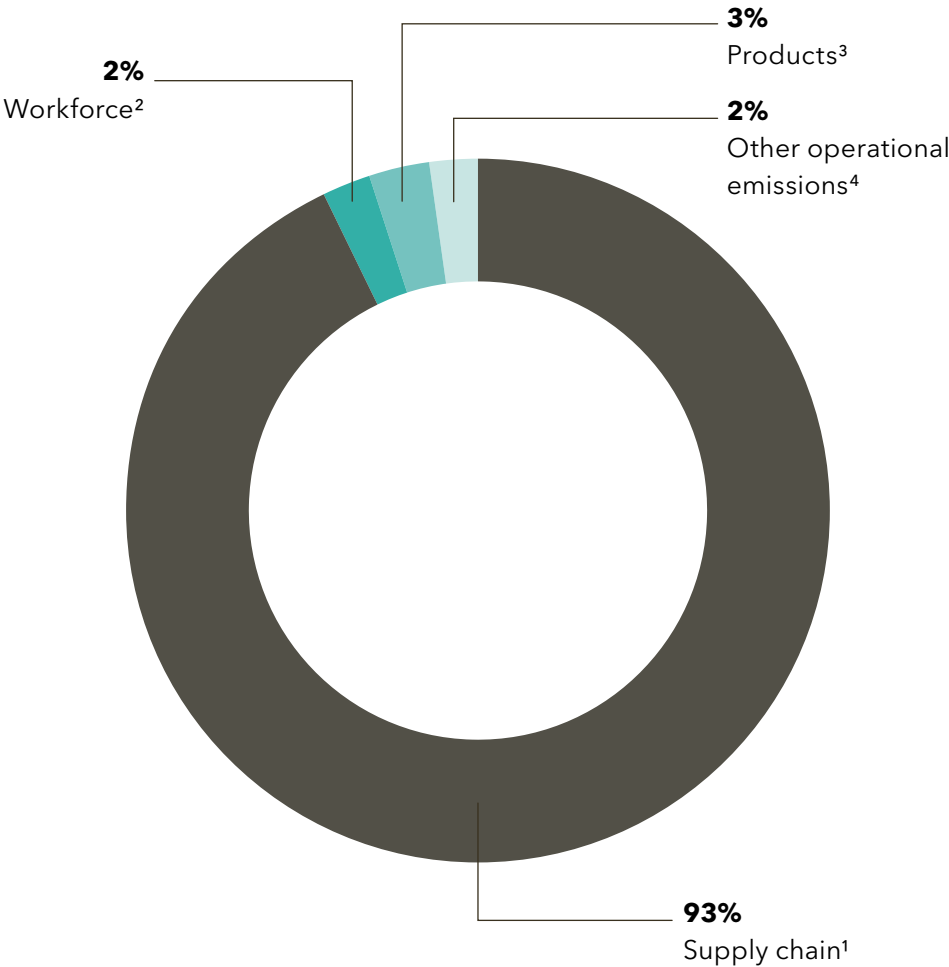
emissions from
purchased goods,
services and
capital goods

² Categorisation based on the GHG Protocol Scope 3 standard.

The carbon footprint of products can be divided between customer-premises equipment which enables the provision of Sunrise services in its customers' homes, such as modems and set-top boxes, and other third-party products, such as TVs and mobile phones. The former caused around 3% of total emissions in 2023 (market-based) and are accounted for in downstream leased assets, as ownership is not transferred to the customer. The Sunrise focus lies on material use and energy consumption in order to increase the environmental performance of these products. Third-party products are included within the use and end-of-life treatment of sold products. In total, 5,489 tCO₂e have been generated within these three categories. Further information about those matters is provided in the chapter [Sustainable products and circular economy](#).

5,489
tCO₂e emissions
generated by
products

Distribution of emissions in Scope 3



A detailed overview of environmental data can be found in the [annex](#).

1 Purchased goods and services, capital goods, upstream transportation and distribution

2 Business travel, employee commuting

3 Downstream leased assets, use of sold products, end of life treatment of sold products

4 Fuel- and energy-related activities, waste generated in operations

4.2 Sustainable products and circular economy

To avoid any negative impact on the environment and society, Sunrise designs its products and services to be as sustainable as possible, because a significant part of the Sunrise environmental impact is generated when products are manufactured, transported and used.

Through the efficient use of materials, the reduction of product packaging, plastics and waste/e-waste, Sunrise aims to mitigate its environmental impact and to meet its customers' needs. The company's goal is to move gradually towards a circular economy across its entire value chain, including third-party products, that are distributed by Sunrise, such as mobile phones. With concepts such as "Device as a Service" becoming increasingly important, Sunrise is focusing not just on the circularity of its products, but also of its services. Sunrise has started this journey by actively engaging its clients in its circular economy. Furthermore, circular measures and recycling can have a positive financial impact and strengthen the supply security regarding scarce resources.

The framework for the responsible use of materials and circular-economy initiatives is set out in the [Environmental Policy](#). Sunrise aims to expand the range of products and services with an environmentally friendly design. The responsibility for implementation lies with the Chief Executive Officer, Chief Consumer Officers and Chief Technology Officer.

Driving innovation for sustainable products and services

When it comes to Sunrise devices such as modems and set-top boxes, the focus is on durability, repairability and low power consumption. Sunrise is committed to smart resource management using recycled materials and environmentally friendly packaging that result in reduced plastic and waste. In accordance with the approach of its parent company Liberty Global, Sunrise ensures that environmental requirements are addressed from a life-cycle perspective.

The biggest leverage lies in improvements to the power consumption of the devices, as over 80% of their emissions come from energy consumed during their usage. With the development of the new model of TV Box (Apollo V1+), which will be launched on to the market in 2024, Sunrise has succeeded in further reducing its power consumption to 3.68W, compared to the device currently in use (Apollo V1: 4.43W in active mode). The Sunrise modem, launched in October 2023, consumes 55% less energy than its predecessor. Sunrise strives to adjust continuously its products' hard- and software, e.g. through new power-saving features such as Eco Mode, in order to improve energy efficiency further. This will contribute positively to the reduction of Scope 3 emissions by Sunrise (see [Energy use and climate protection](#)). The mid-term target (2027) is to achieve the European Ecodesign Directive targets for standby-power consumption of a maximum 7W for connectivity devices.



-55%

energy consumption used by new Sunrise modem vs. predecessor

In order to reduce further its products' footprint, Sunrise incorporates eco-friendly materials in production as well as packaging. The most sustainable choice for enclosure material is recycled plastic. The enclosures of the current generation of Sunrise TV Boxes are made from 85% recycled plastic, whereas the new generation will consist of 100% recycled plastic. The latest generation of Sunrise modems consists also of a 100%-recycled back enclosure and is manufactured from waste from electrical and electronic equipment (WEEE), which is post-consumer material. For the packaging of these devices, Sunrise uses recycled cardboard, paper and industrially compostable polylactide (PLA) bags, and therefore zero single-use plastic. In addition, plastic and metal in cable wraps have been replaced by wraps made from paper (see Planet). Furthermore, Sunrise aims to reduce its shipment-related emissions from 2024 onwards. With bulk packaging instead of unitary packaging, less material is required and pallet space can be utilised more efficiently, leading ultimately to fewer journeys by logistics partners.

Buyback programme and Flex Upgrade

By committing to the principles of the circular economy, Sunrise is embracing efficient resource management through its updated mobile-handset [buyback programme](#). The programme offers its customers an easy way to recycle their used mobile phones, tablets and smartwatches. Sunrise refurbishes and resells the returned devices through partners, while devices that are no longer functional are recycled professionally. The Sunrise goal is to buy back 20,000 devices by 2025, and indeed more than 3,000 devices were bought back in 2023.

[Flex Upgrade](#) is an upgrade option that offers customers the possibility to exchange their smartphone or tablet for a new device – anytime and as often as they want. However, if customers prefer to use their new device for as long as possible, Flex Upgrade allows them to have it repaired at any time if it is damaged, in order to ensure the longest-possible useful life. Even though this approach may promote consumption, the upgrade option offers simplified access to repairs at no extra cost. In addition, the device and the valuable raw materials it contains are being retained within a cycle: either by repairing the device or by ensuring that it is returned to Sunrise instead of being thrown away or left unused. Devices that are returned are either refurbished and resold, or recycled. It was possible to increase the number of returned devices dramatically through the introduction of Buyback 2.0 and Flex Upgrade during the reporting year.

Non-ionising radiation

For a nationwide physical public mobile network that enables wireless communication, the non-ionising radiation (NIR) used can have a potential impact on the surrounding communities. To prevent any such consequences, the Swiss government has issued an ordinance for non-ionising radiation that regulates limits and stipulates precautionary measures. Sunrise adheres to the requirements of the ordinance and has implemented the Quality Policy and a certified management system for NIR which provides NIR guidance for Sunrise management, employees, suppliers, business partners and their subcontractors.


100%

recycled back enclosure for Sunrise modems


Aiming to buy**20,000**

devices back by 2025

4.3 Environmental protection in the supply chain

By integrating environmental criteria and regulatory requirements into its purchasing activities, Sunrise can positively influence the entire value chain and reduce risk.

Sunrise not only prioritises emission reduction in its supply chain (see [Energy use and climate protection](#)) but also holistic environmental protection in its procurement activities.

By including environmental issues within the ESG Supply Chain Policy and through capacity building and knowledge transfer, Sunrise aims to improve the resilience of its supply chain and so reduce vulnerability to emerging risks. With environmental protection in the supply chain, Sunrise can further minimise exposure to possible future regulation and therefore improve its business stability. Sunrise takes into account sourcing its goods and services from local entities, and this can have a positive effect on the regional economy by supporting a local supply base.

Environmental standards for suppliers

As one of Switzerland's leading telecommunications providers, Sunrise is committed to the highest legal and environmental standards and expects its partners to meet the same ecological standards. To promote environmental responsibility in its supply chain, Sunrise implemented the [Sunrise Vendor Code of Conduct](#), which outlines the standards for business integrity and ethics, labour and non-discrimination, the environment, data handling and governance. Sunrise expects its suppliers to comply with this code, which may require them to go beyond compliance with locally applicable laws and regulations.

The Sunrise Vendor Code of Conduct is issued to all suppliers during the supplier onboarding process and informs new suppliers of the requirements for compliance with environmental laws and regulations and the responsibilities for the reduction of resource consumption and emissions, the handling of hazardous substances and waste disposal. The Sunrise Vendor Code of Conduct and its Disclosure Form are available on the [Sunrise Supplier Portal](#). To ensure conformity with applicable laws and regulations, vendors are expected to use periodic self-evaluation or other audit procedures. However, Sunrise reserves the right to verify the vendor's compliance with the Vendor Code of Conduct. In case of non-compliance, Sunrise reserves the right to terminate the business relationship with the supplier.

Internally, the Sunrise ESG Supply Chain Policy manages conduct with its suppliers through a five-step approach. The Policy forms the basis for a collaborative relationship with suppliers, helping both sides to mitigate risks and identify opportunities. The Policy also provides for the assessment of suppliers, whether through the use of the Sunrise ESG supplier questionnaire or any other appropriate platform. As part of the due-diligence process, Sunrise aims to increase the number of environmental assessments carried out on its suppliers.

Purchasing is linked to various departments, which is why responsibility at Sunrise is anchored in several business units. However, the majority of sourcing activities are located in the Chief Financial Officer unit.

New tender process

In 2023, Sunrise Strategic Procurement launched a revised tender process, which includes a standardised environmental assessment. The company sends out a tool-based questionnaire containing questions on environmental aspects to new suppliers or in the context of new tenders with existing suppliers. By integrating new, data-supported tools it is planned to automate this evaluation process further for sustainability topics and supplier assessment. Existing suppliers receive a questionnaire to collect specific data and information as well as guidance for the implementation of ESG measures.

Speed Project



Thanks to the outstanding quality of its network and its innovative products, Sunrise accelerates digitalisation. Sunrise is proud to be an integral part of everyday life and build connections between people.

5 Progress

How IoT is reshaping sustainability

Sunrise lays the foundation for companies to drive technological advances and shape the future in innovative ways. Technologies such as 5G, the Internet of Things (IoT) and AI are ready for use, opening lots of opportunities for innovative companies.

The ICT sector is not just about gadgets and gizmos; it is about finding smarter ways to do things. It plays a key role in improving efficiencies by leveraging additional opportunities and savings potential through new and smart technologies, such as the Internet of Things (IoT), which helps businesses and society become more sustainable in a variety of ways.

But first of all, what is the Internet of Things?

The term Internet of Things, or IoT for short, refers to the interconnection of devices, animals, and people to the Internet. Data is exchanged primarily via wireless technology such as Bluetooth, NFC, Narrowband IoT or 5G. Thanks to its capacity, 5G has revolutionised the use of IoT and is paving the way for a more sustainable future.

Sunrise offers IoT solutions using data SIM cards that communicate with each other via the mobile network. These connections make it possible to monitor an object's status and to digitalise, automate and optimise processes. IoT is used both in the private and business environment. With the mobile communications standard 5G, up to one million devices can be connected within a radius

of one square kilometre. Compared to 4G transmission, the use of 5G as the basis for IoT requires only a third of the energy for an equivalent amount of data and is an important building block for Switzerland's sustainable future.

Sunrise supports a wide range of companies on their sustainable IoT journeys. The following are just two among many:

Electric mobility: the smart way to travel sustainably

Zaptec Switzerland, an expanding SME that sells smart charging stations, has already connected over 3,000 electric charging stations using the IoT solution from Sunrise.

"By connecting charging stations to the IoT, we're not just making it easier to charge electric vehicles, but we're also reducing our own carbon footprint as a provider."

Marco Mangani, co-founder and CTO of Zaptec Switzerland

"Our devices don't just make charging electric vehicles more convenient but can also be controlled in a smart way. They measure power consumption in real time and allow efficient load management, especially when multiple cars are being charged simultaneously in larger built-up residential areas," explains Marco Mangani, co-founder and CTO of Zaptec Switzerland.

Energy consumption is optimised, and bottlenecks, such as short circuits, are prevented. This saves significant amounts of energy and minimises the need for vehicle trips in the event of technical

problems. Smart charging stations enable software upgrades and remote maintenance via the cloud, reducing downtime.

Marco Mangani concludes: "By connecting charging stations to the IoT, we're not just making it easier to charge electric vehicles, but we're also reducing our own carbon footprint as a provider."



Smart warning sirens enable monitoring of battery status, functionality and more.

Interconnected warning sirens: ensuring safety for all

Extreme weather events like floods or natural disasters require effective warning systems to guarantee the safety of the community.

“Kockum Sonics connects its smart warning sirens using the IoT and collects a variety of data, such as battery status and information about defective components or impending wear and tear”, describes Pascal Loretz, CEO of Kockum Sonics.

For the devices and monitoring systems to communicate with each other, they must be connected to the Internet. This is done with data SIM cards, which are integrated into the sirens, and an IoT management platform for managing the SIM cards themselves. Both are from Sunrise.

Engineers now no longer have to rely solely on the annual siren-test day in February to check that the sirens are working properly and to keep them maintained. Instead, they receive real-time data continuously about the sirens’ status. This means that potential faults can be detected at an early stage and fixed much more efficiently.

“It’s about protecting the population and being prepared for whatever comes our way”, says Pascal Loretz. The service engineers’ repair jobs can be scheduled precisely, unnecessary journeys are avoided, and maintenance jobs generate lower costs and use fewer resources. This ensures that, if a disaster occurs, the sirens are guaranteed to work, and the population will be alerted promptly.

Sustainability and digitalisation create new added value

If the IoT is also used to optimise transport systems for example, emissions and traffic congestion are reduced. In the development of smart cities, IoT solutions reduce energy consumption and pollution, optimise waste disposal, improve public transport, and thereby increase the quality of life in general.

IoT therefore has the potential to revolutionise sustainability in business and in the community. With the help of Sunrise, many companies have already started to use IoT technologies to achieve their sustainability goals by using resources more efficiently or reducing their CO₂ emissions.

5.1 Network and service quality

Good connectivity and stability are key to product quality for a telecom-services provider. Sunrise therefore aims to reduce the number of network incidents in general and to ensure high-quality network performance.

Network and service quality – including bandwidth, availability, latency, and packet loss – are of great importance, as they directly enhance the reputation that Sunrise enjoys, attract new customers, and reduce customer turnover. Since businesses and individuals expect constant connectivity and good mobile reception, and data throughput to be available everywhere, any failure to provide these services could have severe consequences for Sunrise as a business.

Sunrise is therefore dedicated to providing secure and permanent access to telecom services for information exchange within society and the economy, and to ensuring good connectivity and stability for all customers. The responsibility for delivering a secure, a stable network and best-in-class service quality lies with the Sunrise network team.

Reduction in network incidents

The goals at Sunrise are to generally decrease network incidents and maintain high network-performance quality levels. To avoid any negative consequences, such as network failure, the company has implemented measures – from network infrastructure to service platforms – with strong redundancy and fallback mechanisms wherever and whenever required. With the implementation of preventive strategies and proactive detection methods, Sunrise aims to reduce the duration and frequency of outages and to identify them before they start affecting the service quality. Ongoing upgrades and improvements on various platforms, such as the Sunrise TV and mobile service, have resulted in better stability and performance and ultimately improve the customer experience.

Sunrise is constantly evaluating, monitoring and improving those measures, hence in 2023 this resulted in a 13% reduction in network-related incidents in the medium-to-high-customer-impact incident types. This proves the Sunrise network is getting more robust and reliable in terms of service availability.



-13%

in network-related incidents



Sunrise antenna
site in Laax

Providing a safe, secure and reliable network

Both for the fix and mobile network, Sunrise wants to reach 99.9% availability every year, and this was achieved in the reporting year. This figure covers all incidents within the Sunrise network, including access, service platforms and core infrastructure.

Sunrise customers benefit from a multi-award-winning mobile and fix network. The renowned “connect” test has awarded the Sunrise mobile network the highest rating of “outstanding” eight years in a row. In the last two years, following the same “connect”-benchmarking methodology, the fix network has been rated as “outstanding” as well. This proves investments and focus to ensure an outstanding customer experience are delivering the expected results in a very competitive environment. The Sunrise network covers the entire country (99.8%) with its combined mobile and fix connectivity and delivers world-leading quality and high-speed data connections.

>99.9%

availability in each,
mobile and fix
network

5.2 Digitalisation and innovation

With its products, Sunrise provides the basis for innovative solutions that contribute to the digital transformation of society and industry. A lack of digital access can lead to social or cultural isolation, which is why Sunrise is committed to improving digital access and inclusion for all.

Sunrise is investing in innovation to develop new digital services and products. With these, Sunrise supports businesses in forging ahead with future-focused technological developments, including 5G and the Internet of Things (IoT) and contributes to digital transformation for its customers. Digitalisation also offers opportunities for Sunrise: AI not only has great potential to drive digitalisation and innovation further on the customer side, but also internally at Sunrise in customer service, for example. Additionally, by advancing mobile working and consumer connectivity the company may profit from a new loyal customer base, new business opportunities and a strengthened reputation and market position. Sunrise has further partnered with specific social initiatives to ensure that everyone can benefit from digital inclusion in society.

Digitalisation for improved customer service

In general, AI plays a key role in the digitalisation of customer service and leads to greater efficiency and quality in problem solving. Therefore, generative AI will be a key enabler in the future, both in the background when it comes to workplace features or knowledge management, and in the foreground, for example in voice-bot features. Furthermore, Sunrise is working on consolidating applications and platforms to simplify the IT structure in its customer-service systems and promote end-to-end responsibilities. One of the key aims of digitalisation in customer service is to solve a customer problem as fast as possible at an early stage. In this context, a target has been defined to measure progress, dedicated to digitalisation and customer calls. Sunrise is committed to achieving a Digital to Call Rate of $\leq 8\%$ in 2024, which is below the previous year's level. This KPI shows how many customers are still obliged to call Sunrise after a digital interaction in My Sunrise. A low value indicates successful deflection of calls by self-service.



$\leq 8\%$

Digital to Call Rate
(2024 target)

5G Joint Innovation Hub

At its headquarters Sunrise implemented a 5G Joint Innovation Hub where 5G and IoT applications for private and business customers are developed and showcased. The hub was opened in 2019 in collaboration with a network partner and was the first 5G Joint Innovation Center in Europe. Its aim is to promote the development of a Switzerland-wide 5G ecosystem and displays live scenarios of 5G, IoT and other emerging technologies in a variety of applications, such as smart home, smart offices, smart city and smart factory. With these applications Sunrise can build the foundation to support sustainable energy transformation and can also improve resource efficiency.



5G Joint Innovation Hub at Sunrise headquarters to introduce private and business customers to 5G and IoT.

The hub is frequently used to support dialogue between innovation stakeholders from different areas, including customers, partners, academia, local communities, even schools and many industry representatives. Day-to-day activities include the development of technology solutions for new products and services, with market maturity ranging from a few months to multiple years into the future. Sunrise tries out and validates new ideas, building prototypes and turning them into meaningful propositions, thereby strengthening Switzerland's innovation capacity. Although highly versatile, the Sunrise innovation process typically involves several stages, including:

- **Idea generation:** Brainstorming and generation of new ideas through research, collaboration and creative thinking.
- **Idea screening:** Evaluation and selection of the most promising ideas for further development.
- **Concept development:** Development of a detailed plan for the idea selected, including market research, prototyping and testing.
- **Implementation:** Bringing the new product or service to market, including production, marketing and distribution.
- **Evaluation:** Monitoring the success of the innovation and making any necessary adjustments to improve its performance.

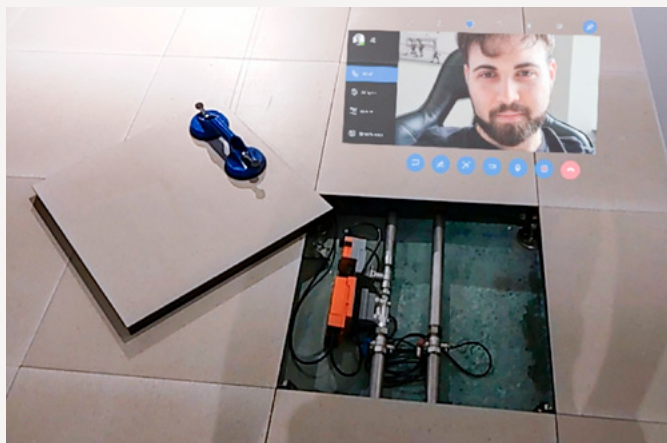
Some key use cases featured in the 5G Joint Innovation Hub:

IoT for smart farming

Sunrise is pioneering IoT projects with partners in science and business: As part of an InnoSuisse project, the company has a collaboration with Agroscope, Fenaco and Huawei. Together they have launched a smart farming project aimed at more efficient resource management of water and fertilizer resources. To combat weeds (bitter dock) in fields, drones take high-resolution photos of the field. These images are sent to the cloud in real time. Using machine learning based on thousands of images, the image-recognition software identifies the location of bitter dock at different stages of growth, which is then removed individually by field robots using "spot spraying". Weeds are killed with hot water instead of herbicides, improving pasture productivity and reducing pesticide use, leading to cleaner groundwater, and saving the farmers time and money.

Augmented collaboration

Sunrise has entered into cooperation with a range of technology partners in the area of field service management (FSM) and augmented collaboration: FSM facilitates maintenance and repair services conducted by service technicians in various use cases (e.g. upgrades/outages in factories, buildings or at antenna sites). The service technicians carry out the maintenance process with the help of augmented reality (AR) glasses which allow them to go through a checklist following just voice commands while using both their hands. They can also consult a remote expert in real time. Altogether this saves time in solving the technical issue and commuting time that would have been incurred if an expert was required on site or if service technicians had not been able to solve the problem immediately. It also improves safety for the service technicians on site and eliminates redundant activities.



Thanks to AR glasses, remote experts can see exactly what the specialists on site are seeing. This form of real-time communication simplifies collaboration and reduces misunderstandings.

Digital inclusion

Sunrise wishes to give everyone the opportunity to be part of the digital world and is committed to ensuring that people in Switzerland living at or below the poverty line have access to digital services, education and infrastructure. Also, whether setting up an email account, submitting an online application or buying tickets with an app, digital skills are becoming increasingly important in all areas of life. However, dealing with digital technologies is still a challenge for many people.

Through a collaboration agreement, Sunrise provides its partner Caritas with know-how, volunteers, shops as locations for meetings, subsidised products and financial support. In August 2023 Sunrise and Caritas launched two mobile and two Internet subscriptions, and a TV product, at strongly discounted rates. All five subscriptions can be purchased at any Sunrise shop on presentation of a Caritas KulturLegi ID. With the financial support of Sunrise, various regional Caritas organisations offer drop-in sessions to improve digital literacy. Furthermore, in 2024 Sunrise also aims to help people with a KulturLegi ID to improve their digital skills in its own shops, trained by Sunrise employees as part of the volunteer programme.

Supplementing this collaboration, Sunrise also donated devices to charitable organisations. In 2023 the company donated 900 devices with a total estimated value of CHF 360,000 to a variety of organisations, such as "Wir lernen weiter", Rafisa Switzerland and schools in Romania. Donating devices not only promotes digital inclusion, but also gives the devices a second life, which contributes to circularity (see also [Sustainable products and circular economy](#)).



900

devices donated

Accessibility

With the aim of ensuring better access to digital content and services for people with disabilities, Sunrise has already taken some initial steps. The project will be rolled out in line with the ongoing [revision of Switzerland's Equality Act for people with disabilities](#), which reflects in part the EU Digital Accessibility Act DAA that comes into effect in June 2025, with the aim for example of ensuring better access to digital content and services for people with disabilities. This requires the implementation of international standards in various technical areas. The internal kick-off was initiated at the end of 2023 and software development in specific areas at a pilot level has started. The timeline stretches into 2026, in line with amendments to Switzerland's Equality Act for people with disabilities, that is expected to enter into force around that time.

5.3 Economic strength

Sunrise reached all financial targets set for 2023 and therefore its financial guidance 2023. Liberty Global announced at the beginning of 2024 intention to spin-off 100% of Sunrise to shareholders.

Economic strength is critical to the long-term viability and competitiveness of Sunrise. It enables continued investment in people, infrastructure, product and service innovations, customer loyalty, and partnerships that contribute to a continued business success and further growth.

Sunrise closed the year 2023 with a strong Q4 driven by a return to revenue and Adjusted EBITDA growth and thereby reached all financial targets set for 2023. The 2024 guidance confirms the positive development. To this end, Sunrise will continue to strengthen its leading fixed and mobile connectivity, launch new services for B2B and B2C customers, further enhance the customer experience and loyalty of its existing customers, and win new customers by inspiring them with its products and services. These operational priorities and a leaner corporate structure form the foundation for the EBITDA growth of Sunrise.

The financial year 2024 guidance sees:

- Revenue growth: broadly stable
- Segment Adjusted EBITDA¹ (including costs to capture): stable to low-single-digit growth
- Opex and Capex costs to capture: ~CHF 15 million (of which mainly Capex)
- Property and equipment additions as a percentage of revenue (including costs to capture): 16–18%
- Adjusted FCF¹: between CHF 360–400 million.

¹ Adjusted EBITDA and Adjusted Free Cash Flow are non-GAAP performance indicators; see the [Glossary](#) for definitions. Quantitative reconciliations to net earnings/loss (including net earnings/loss growth rates) and cash flow from operating activities for our Adjusted EBITDA and Adjusted FCF guidance cannot be provided without unreasonable efforts as we do not forecast (i) certain non-cash charges including: the components of non-operating income/expense, depreciation, amortization and impairment, restructuring and other operating items included in net earnings/loss, nor (ii) specific changes in working capital that impact cash flows from operating activities. The items we do not forecast may vary significantly from period to period.

For Q4 2024, Liberty Global announced its intention to spin-off 100% of Sunrise to Liberty Global shareholders. The transaction aims to maximise shareholder value by crystallising the value of Sunrise, allowing shareholders to fully participate in the future growth and upside of both Sunrise and Liberty Global. The spin-off will leverage the full potential of Sunrise as a locally listed FMC challenger, building on the successful integration of Sunrise and UPC since their combination in 2020.

FY 2023 financial results

Revenue closed at CHF 3,035.2 million (-0.2% rebased and compared to the prior year) for the full financial year 2023. Full-year 2023 Segment Adjusted EBITDA² decreased -2.0% on a rebased basis compared to the prior year and reached CHF 1,031.1 million. Adjusted EBITDA less P&E Additions^{2,3} increased +5.9% on a rebased basis compared to the prior year to CHF 504.6 million. Sunrise continued to make a high level of investments: Capex (P&E additions) reached 17.3% of revenue and amounted to CHF 526.5 million for the full financial year 2023; Adjusted Free Cash Flow (FCF) reached CHF 324.0 million.

Full financial year 2023 to 31 December 2023	CHF million	Exception % figures; On a rebased basis ²
Revenue	3,035.2	(0.2%)
Consumer Mobile	1,252.6	0.5%
Consumer Fixed	1,153.6	(2.6%)
B2B	577.2	1.4%
Other	51.8	23.2%
Segment Adjusted EBITDA ²	1,031.1	(2.0%)
Adjusted EBITDA less P&E Additions ^{2,3}	504.6	5.9%

² The results on a rebased basis are consistent with the results presented by the parent company. These non-GAAP figures are intended to supplement, and not replace, the U.S. GAAP figures contained in the financial statements of the parent company. The Q4 2023 Fixed Income Release should be consulted for any definitions and adjustments.

³ Due to a comment by the U.S. Securities and Exchange Commission SEC, Liberty Global has changed its formerly used term "OFCF" to "Adjusted EBITDA less P&E additions" as of Q3/21.

5.4 Indirect economic impacts

Broadband Internet is increasingly becoming the lifeline for the economy. Sunrise is aware of the responsibility this entails and that it has a significant indirect economic impact on customers, suppliers, and employees.

Sunrise is aware that its products and services have a substantial indirect economic impact along its entire value chain. Telecom services, for example, make it possible to work from home and lead to greater crisis resistance in the event of pandemics. Other indirect economic impacts relate to the development of peripheral regions and the promotion of new technologies with a variety of positive effects. For Sunrise, in turn, these services are an opportunity to grow its business.

The most significant and specific indirect effects on the economy are generated by the telecom infrastructure and the products and services that Sunrise offers its customers:

- A robust telecom infrastructure can facilitate international business by providing reliable communication channels and data connectivity. This is essential for global trade, attracting multinational companies and fostering economic relations with other nations.
- Telecom services can play a critical role in e-commerce growth. A well-developed telecom infrastructure facilitates online transactions, digital payments, and the overall expansion of the e-commerce sector.
- Telecom services can help develop smart city initiatives by supporting technologies such as the Internet of Things (IoT) and smart infrastructure (see [Digitalisation and innovation](#)). This can lead to improved city services, resource management and overall quality of life for residents.
- Industry 4.0 – networked production with a fully digitised manufacturing and supply chain – requires a powerful and reliable telecom infrastructure. This makes the quality of the network a survival and growth factor for the economy as a whole.
- The Sunrise network also supports emergency services by providing connection-location data to facilitate rescues and ambulance operations.

Broadband connections play a significant role

Pursuing the goal of maintaining superior broadband connectivity and availability for its customers, Sunrise helps peripheral regions become better integrated and develop economically, thereby positively contributing to the sustainable development of those regions and society as a whole.

A superior broadband connection is what makes working from home possible and is therefore an important service for the Swiss economy. Against the backdrop of the measures that were put in place during the COVID-19 pandemic and the associated lockdowns in Switzerland in 2020 and 2021, it has been shown that the switch to working from home from one day to the next was possible, among other factors, without major disruptions thanks to reliable broadband connections.

In recent years, as a part of its business continuity management, Sunrise has invested significant amounts in a sustainable, high-performance telecom infrastructure throughout Switzerland (see [Network and service quality](#)).

Governance



Sunrise combines transparency at the critical points with the highest level of security in its operations. Sunrise advocates compliance with ethical standards and laws, in line with its robust corporate governance.

6 Governance

It is imperative to understand the role standards and certifications play in shaping the commitment at Sunrise to sustainability and responsible corporate stewardship. Over the past years Sunrise has proudly maintained its ISO 27001 certification (respectively before the merger continuously since 2014 for the former Sunrise), a testament to its dedication to upholding the highest standards of information-security and governance.

In this interview, Andreas Meier, Senior Director Compliance, Regulatory & Governance and Ole Christian Lie, Senior Information Security & BCM Officer at Sunrise give insights into the significance of the ISO 27001 certification within the governance structure, the journey towards achieving and sustaining this certification, and its impact on the company's sustainability initiatives.

Can you provide a brief overview of the significance of the ISO 27001 certification within the company's governance framework and its broader implications for sustainability?

Andreas/Ole Christian: The ISO 27001 certification is very valuable for the governance framework at Sunrise because it establishes a robust system for handling and safeguarding sensitive information. In recent years, the significance of the ISO 27001 certification has grown continuously. Since we have many business customers in highly regulated sectors, we are exposed to the respective external assessments and audits. All of them value our commitment to having a strong Information Security Management System (ISMS) in place and it also helps us attract new customers.



Ole Christian Lie
Senior Information
Security & BCM
Officer

Andreas Meier
Senior Director
Compliance,
Regulatory &
Governance

Achieving ISO 27001 certification for ten consecutive years is quite an accomplishment. Can you take us through this journey?

A/OC: Information-security was ranked as a top priority for the former Sunrise in 2013, and since 2014, we have consistently achieved the ISO 27001 certification year after year. And we were the first telecom company in Switzerland to be certified end-to-end. Over the years, the ISMS has supported us in consistently growing awareness for information-security within the company. Of course, the journey has not always been smooth since teams have naturally changed over such a period. In 2022, the ISO standard was completely updated, and we had to adjust and incorporate the changes in our system. However, with our ISMS in place, we are improving and digitalising our controls and processes every year.

In what specific ways has the ISO 27001 certification enhanced governance practices at Sunrise and contributed to overall sustainability goals?

A/OC: The ISO 27001 certification has improved our governance practices by offering a systematic approach to managing information-security risks and applying controls to safeguard sensitive data. This, in turn, has supported our sustainability goals by improving operational resilience, reducing cyber security threats, and increasing trust among customers. The certification shows our dedication to data privacy and ethical business conduct, thereby strengthening our reputation as a dependable and reputable telecom provider.

"The ISO 27001 certification remains a key part of our governance strategy, especially as we deal with new sustainability challenges and regulatory changes. As the digital environment and cyber security threats change, we will constantly update our information-security practices to ensure continued compliance with ISO 27001 standard."

Ole Christian Lie, Senior Information Security & BCM Officer and **Andreas Meier**, Senior Director Compliance, Regulatory & Governance

Looking ahead, how do you envision the role of the ISO 27001 certification evolving within the governance strategy at Sunrise?

A/OC: Going forward, the ISO 27001 certification will remain a key part of our governance strategy, especially as we deal with new sustainability challenges and regulatory changes. As the digital environment and cyber security threats change, we will constantly update our information-security practices to ensure continued compliance with the ISO 27001 standard. Moreover, we will incorporate sustainability factors into our governance framework, matching our security goals with wider environmental, social, and governance (ESG) principles. By addressing sustainability risks and opportunities in a proactive manner, we will enhance our resilience and keep our leading position in the telecom industry.

6.1 Privacy and data security

Personal data is one of the most important assets in today's digital world. Therefore, its protection is also playing an increasingly important role. To ensure data security, Sunrise sets the highest standards for information-security with its certified Information Security Management System and a robust Business Continuity Management Plan.

Telecom services are becoming increasingly complex and rely heavily on sophisticated technical infrastructure. Software and hardware failures, human error, viruses, and hacker attacks can affect the quality of service or, in the worst case, lead to system failures.

Any data leak or privacy and data-security issues would impair the privacy of Sunrise stakeholders. This could have severe consequences for Sunrise and its customers and employees, leading to a loss of trust among customers, employees and business partners in the company and throughout the industry. By securing digital systems, Sunrise can mitigate these risks and ensure compliance with legal and regulatory standards to ensure business continuity.

Information security standards and frameworks

To ensure compliance, Sunrise has developed clear policies and guidelines, including an information-security policy that takes account of data protection requirements. Transparency in the way data is handled is guaranteed by applicable privacy policies. Sunrise promotes a culture of education and awareness with annual e-learning courses on information-security and data protection. Additional campaigns and reporting mechanisms, such as data breach incident reports and an independent whistleblowing portal, encourage employees to get actively involved (see [Business ethics and governance](#)). Responsibility for the policy framework lies with the General Counsel & Chief Corporate Affairs Officer.

Sunrise attaches great importance to **information-security**. The goal for Sunrise is to have zero security incidents resulting in a substantial data breach, which was achieved in the reporting year. The Sunrise Information Security Policy defines the rules for how Sunrise aims to achieve its overall information-security objectives. The policy is supported by operational-control policies, standards, requirements, processes and procedures – all aimed at ensuring that:

- Confidentiality of information is maintained
- Integrity of information is assured
- Availability of information is maintained
- Statutory and regulatory obligations are upheld


0

security incidents
resulting in a
substantial data
breach

Sunrise sets the highest standards for information-security with its ISO 27001-certified Information Security Management System (ISMS) and aims to pass the audit resp. recertification every year, which it has achieved in recent years (see [Governance](#)). This certification, which is validated by external auditors, covers all operational processes, the handling of customer data, and also the technical infrastructure. The ISMS is actively maintained and reviewed regularly, including risk assessments covering any deviations until they are mitigated, thus making sure the ISMS is always up to date. The main task of the ISMS is to permanently define, manage, control, maintain and continuously improve information-security by establishing procedures and rules within Sunrise that ensure the confidentiality, integrity, and availability of information as well as minimising risks.

A graphic featuring a teal horizontal bar at the top. Below it, the text "ISO 27001" is displayed in a large, bold, black sans-serif font. Underneath that, the words "certified ISMS" are written in a smaller, black sans-serif font.

**ISO
27001**
certified ISMS

Business Continuity Management (BCM) is about developing and implementing procedures and plans to ensure that Sunrise can maintain operations in the event of a crisis. Sunrise implements BCM in accordance with ISO standard 22301. Although in Switzerland it is not yet possible to be certified according to the ISO 22301:2019 standard, Sunrise is aiming for an independent review by an external auditor according to the standard.

Cyber Security

As cyber security challenges and threats continue to grow, Sunrise has centralised its security operations in order to effectively and efficiently protect the company's assets and third-party data, and to respond to threats and security incidents in a timely manner. Sunrise operates a Cyber Defence Center (CDC). The Cyber Defence team consists of the Security Operations Center (SOC) team, which is responsible for monitoring security events and responding to incidents, and of the Security Engineering team, which is responsible for managing and mitigating threats and vulnerabilities.

The Cyber Security department has implemented several structural improvements to further strengthen cyber defences at Sunrise. These improvements have been made to protect the company's network against ransomware attacks, but also for proactive threat and risk management, using state-of-the-art AI-infused methods to help the operative staff take quick and decisive containment and mitigation measures.

The certified ISMS coupled with a continuous information-security risk-management process, helps Sunrise ensure that any risks that are uncovered are subjected to a professional risk assessment. A risk assessment shows the risk at a certain point in time and is always subject to mitigation, as well as an approval process, and is linked to an accountability and responsibility matrix.

The information-security posture of a company is a combination of internal mechanisms and processes, combined with contractual and technical measures aimed at securing the threats that it could be posing through partners, contractors, or the supply chain. Sunrise has a supplier security policy and framework in place, where suppliers that are considered a potential risk to the company are monitored and where additional guarantees, such as standard contractual clauses, are put in place to help ensure the security of any Sunrise information, be it corporate, Intellectual Property Rights (IPR) or customer data.

Data privacy

The new Swiss Data Protection Act (FADP) has been in force since 1 September 2023. Personal data is defined as any information relating to an identified or identifiable natural person. Following the FADP, the Privacy Policy sets out the guiding principles for the handling of personal data by Sunrise. The FADP maintains the principles of data processing, information duties of Sunrise when processing personal data and grants data subjects (in particular employees and customers) its rights according to the FADP, such as access and information rights and where applicable the right of deletion or rectification of personal data. The FADP also defines the role and competences of the Federal Data Protection and Information Commissioner and penalties in case of violation of the FADP provisions.

Potential data breaches are thoroughly checked and documented. The Sunrise Privacy Incident Response Process (PIR) serves as a guide for how employees should react correctly and efficiently at once in the event of a privacy incident, as well as having the appropriate measures in place to protect the privacy of customers' data and those of employees and service providers. Sunrise applies a need-to-know-principle, allowing employees to access and process only personal data that is needed to perform their function. Additional relevant policies include the Sunrise Information Classification Standard, the Liberty Global Security Handbook, and a Physical Security Policy for access-control measures.

6.2 Business ethics and governance

Sunrise is committed to high legal and ethical standards in all business relationships. The Code of Conduct builds the basis for ethical business conduct. Mandatory training on the Code of Conduct and other policies ensure compliant behaviour among Sunrise employees.

Sunrise is committed to conducting its business in accordance with ethical principles and in compliance with all applicable legal provisions in order to safeguard the interests of investors, employees, customers and the public. Furthermore, ethical and transparent governance and management lead to increased fairness and accountability, which can increase trust in the company and industry in general. By complying with all legal requirements, Sunrise can minimise any potential lawsuit risks relating to corruption and anti-competitive behaviour.

Framework for ethical business conduct

The Sunrise commitment to integrity and ethical behaviour is anchored in the [Liberty Global Code of Conduct](#). Together with the internal Anti-Corruption Policy, the Gifts & Hospitality Policy and the Anti-Money Laundering Act Policy it provides the framework for Sunrise business operations and addresses all the relevant stakeholders and issues important for ethical business conduct. Sunrise also expects its business partners to act ethically and responsibly and has implemented a [Vendor Code of Conduct](#) (see [Labour and human rights in the supply chain](#)).

Regulatory changes and amendments to existing laws are monitored on an ongoing basis and discussed with the relevant business department. With the compliance master tool, Sunrise controls compliance with all regulatory requirements relevant to the company at regular intervals within the various business units. The overall responsibility lies with the General Counsel & Chief Corporate Affairs Officer. Employees and members of the Executive Committee receive annual training on relevant policies and laws. In addition, the Compliance Officer makes recommendations, advises and assists employees and members of the Executive Committee with any questions or uncertainty related to regulatory requirements.

Sunrise encourages its employees and business partners to report suspected or actual violations of the Code of Conduct, of anti-corruption regulations or of anti-competition and anti-trust policies directly or via the independent [whistleblowing portal](#). Reports may be made completely anonymously, are treated as strictly confidential and whistleblowers are protected from retaliation of any kind. The reports are passed on to the Liberty Global Compliance Team and/or the Sunrise Compliance Team to carry out the investigation and take appropriate measures. In a quarterly compliance risk report the clustered and anonymised enquiries are reported to the Executive Committee by the Sunrise Compliance team.

Sunrise follows a zero-tolerance approach to bribery and compliance with anti-bribery regulations. The company has established an approval procedure for sensitive transactions that could be perceived or implied to be favours. In 2023, there were no confirmed incidents of corruption, anti-competitive behaviour or anti-trust. There is an ongoing proceeding based on a COMCO decision against Sunrise in connection with the provision of ice hockey content on pay TV.

Regular training on compliance

To ensure compliance with the law and ethical standards and to ensure that all employees act ethically, Sunrise employees and management are required to complete training courses on the Sunrise policies regularly.

This includes annual mandatory e-learning courses on the Liberty Global Code of Conduct, Security and Privacy. Additionally, an e-learning course on the Anti-Corruption Policy is mandatory for all new employees, as well as for selected employees who are likely to encounter situations where more detailed anti-corruption knowledge is required than that which is already provided in the Code of Conduct (certain departments and above a certain hierarchical level) on a bi-annual basis. During the last two years the training on anti-corruption was completed by 1,958 Sunrise employees. The Sunrise goal, and also a company bonus metric, is for 100% of eligible employees to complete the required mandatory training every year, and this was achieved in 2023. This target is also set at individual level: all employees have a mandatory objective to complete the required training modules, and this is also reviewed by line managers in the quarterly performance discussions. Overall completion is monitored and reported at least monthly both within Sunrise and also within Liberty Global.



100%

participation rate
in mandatory
e-learning courses

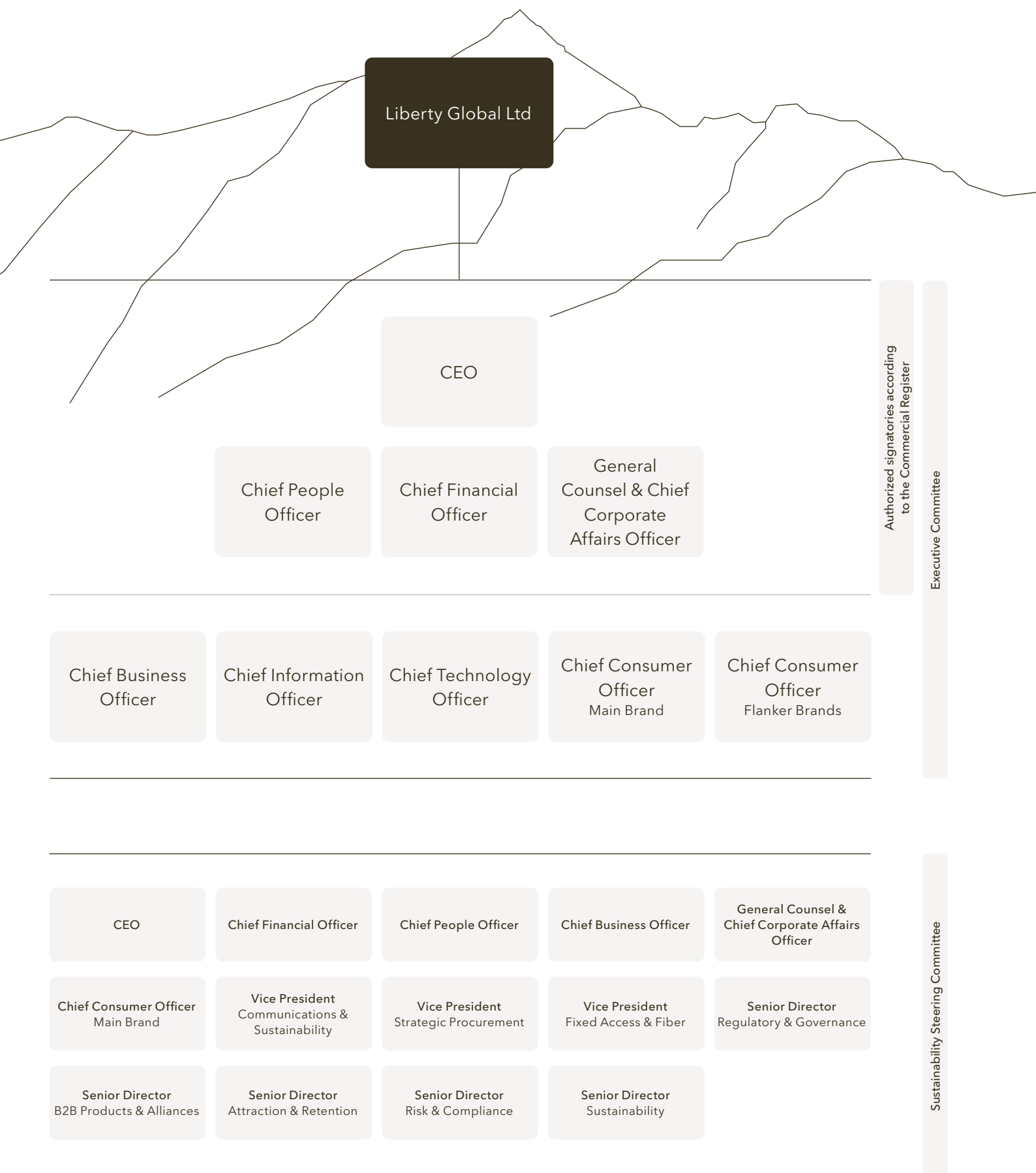
Governance

Sunrise is fully owned by and accountable to Liberty Global but operates as an independent limited-liability company. The highest governance body of Sunrise consists of four members of the Executive Committee, including the CEO, who have signatory authority according to the Commercial Register. These four members are nominated indirectly by the owner Liberty Global via its participation structure, i.e. by Sunrise HoldCo I B.V. (Gesellschafterin), at the General Meeting and in accordance with the Sunrise by-laws.

Each business unit is represented in the Executive Committee by its Chief Officer and meets once a week. The activities of the Executive Committee include the supervision of the company's sustainability strategy and the setting and monitoring of company targets and the relevant KPIs.

The Sunrise Sustainability Steering Committee comprises 15 members, including the CEO and other members of the Executive Committee, as well as several senior leaders of various business units to ensure representation from the entire organisation (for further information see [Sustainability organisation](#)).

Comprehensive internal organisational guidelines are currently being developed and will be amended fundamentally due to the potential spin off in 2024.



6.3 Public policy engagement

Legal frameworks shape every business and its opportunities and risks. This is particularly relevant for the Swiss telecommunications sector due to the economic and social significance of the technical services it provides and the associated high level of regulation.

Through its public policy engagement Sunrise supports the public political process and guides agenda-setting, which promotes social and political discourse as well as encouraging the development of the kind of public policies that benefit society. Additionally, Sunrise can strengthen its position in the industry and the overall market. Nevertheless, the company's engagement in public policy could result in regulatory changes across the industry, which could lead to additional costs for market participants.

Joining the public debate

As a provider of critical communications infrastructure and innovations in the field of digitalisation, Sunrise is in the public spotlight. To demonstrate its commitment to the community more effectively, the company's positions and expertise are publicised in public debates, in general political agenda-setting and, in particular, by communicating transparently and actively.

Sunrise is in continuous dialog with industry and government representatives at various levels, as well as with members of parliament to promote its interests. Sunrise focuses its public-policy engagement on regulations that affect its core business as well as various other related and relevant areas associated with its core business and critical infrastructure, such as security, lawful interception, data protection or the protection of minors with regard to media content. To join the public debate, Sunrise is a member of several sectoral and economic associations that are engaged in public-policy activities.

These are:

- **asut** (Swiss association for Telecommunication and ICT)
- **Suissedigital** (Swiss association for communication networks focusing on broadband services)
- **Swico** (Swiss association for ICT and Internet services and disposal and recycling of electronic equipment)
- **Swisscleantech** (Swiss association aiming for the goal of Switzerland becoming CO₂ neutral by 2050 at the latest)

In 2023, the coordination and alignment with the above associations led to a range of regulatory topics where Sunrise contributed to public policy efforts, for example the development of an industry concept with a catalogue of electricity-saving measures, measures to harden mobile networks against disruption in the power supply or the Youth Media Protection in Film and Gaming. Further topics discussed include the ordinance on the financing of lawful interception of telecommunications traffic and the protection for non-ionising radiation.

Ethical principles for public policy engagement

The Sunrise Corporate Affairs department has a dedicated team to navigate the political agenda at a federal level as well as with the cantons and selected cities and municipalities. Sunrise employees who are specifically involved in public policy and government affairs are also members of SPAG (Swiss Public Affairs Association) and are therefore bound by its Code of Conduct, which includes transparency and due diligence obligations. In addition, the Lisbon Code and the European Code of Professional Conduct for Public Relations apply. Internally, for Sunrise Public Policy employees, regular mandatory training on the Code of Conduct, Anti-corruption, Spend Policy and others is in place.

6.4 Labour and human rights in the supply chain

Sunrise procures items from several thousand suppliers, mainly in Switzerland but also in Europe and even globally, with a large number of people involved in the manufacturing of these products and services. Sunrise is committed to fair procurement and supply chains. Respect for and protection of human rights are important elements of its sustainability strategy. To ensure this, Sunrise has implemented its Sunrise Vendor Code of Conduct, the Human Rights Policy and introduced a due-diligence process.

Sunrise safeguards labour and human rights not just in its own operations but also, more importantly, in its supply chain, requiring that partners adhere to and implement locally recognized labour standards.

In doing so, Sunrise can contribute to the sustainable behaviour of its suppliers, as well as the safety and well-being of their employees. The most significant risks in the Sunrise supply chains are labour and human rights in upstream stages: for example, the health and safety of workers in electronics factories, working hours and corruption or human rights violations mainly in the initial stages of the Sunrise upstream value chain.

Ensuring ethical practices in the supply chain

In addition to the legal requirements, external stakeholders such as customers increasingly expect companies to act sustainably and to increase their efforts regarding labour and human rights in the supply chain. In order to meet those regulations and expectations, Sunrise has implemented the Sunrise Vendor Code of Conduct. This must be accepted and confirmed by vendors before they can do business with Sunrise. The processes and principles are the same as those relating to environmental aspects.

Sunrise is fully committed to supporting the protection of internationally proclaimed human rights as a signatory of UN Global Compact and refers, in its Human Rights Policy, to the guidelines and recommendations of the International Labour Organization (ILO). All Sunrise suppliers, agents and distributors are required to prevent or mitigate adverse impacts on human rights and labour standards, as further specified in the Sunrise Vendor Code of Conduct.

To promote social responsibility, Sunrise has also implemented the ESG Supply Chain Policy which adopts the same five-step approach that also applies to environmental issues (see Environmental protection in the supply chain). It specifically describes the principles for compliance with legal and ethical standards and certain social, safety, health and business-integrity requirements that suppliers must meet.

Internal training on sustainable procurement practices, workshops and sustainability-related inputs are part of regular Strategic Procurement meetings, and are provided by the Procurement Business Excellence team.

Due diligence on child labour

Sunrise has implemented a due-diligence process to comply with the Swiss Ordinance on Due Diligence and Transparency regarding Minerals and Metals from Conflict-Affected Areas and Child Labour (DDTrO) under the lead of the Vice President Strategic Procurement. In 2023, Sunrise implemented a supplier-oriented risk-management process with a focus on child labour. This process intends to minimise the likelihood of potential adverse child-labour impacts through a series of measures. In accordance with the Swiss Code of Obligations, Sunrise has adopted its policies, applies traceability principles when essential and provides an early-warning system. The core of the due diligence is an in-depth risk-management strategy for identifying, assessing and prioritising risks and the establishment of a reporting mechanism for stakeholders to disclose child-labour concerns. If high-risk cases are identified, they are managed on a case-by-case basis. This process will be documented and published annually.

GRI Content Index

Sunrise GmbH has reported in accordance with the GRI Standards for the period 1 January 2023 to 31 December 2023.

This Sustainability Report marks the first Sustainability report of Sunrise and is intended to provide readers with a comprehensive understanding of the company's commitment to sustainability. It explains how sustainability aspects are implemented in the strategy, business model and organisation of Sunrise. From now on, Sunrise plans to publish an annual Sustainability Report.

The Sustainability Report covers the entities under the operational control of Sunrise. Any deviations from this are declared at the point of information.

This report was published on 19 June 2024. Contact point for questions and suggestions regarding the report is:

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8152 Glattpark (Opfikon)

General Disclosures

GRI Standard/
other source

Location/Information

Omission

1. The organization and its reporting practices

GRI 2: General Disclosures 2021

2-1 Organisational details	GRI Content Index, p. 79	
2-2 Entities included in the organization's sustainability reporting	GRI Content Index, p. 79 Annex, employee data, p. 87 Annex, environmental data, p. 91	
2-3 Reporting period, frequency and contact point	GRI Content Index, p. 79	
2-4 Restatements of information	No restatements since this is the first report.	
2-5 External assurance	This report has not been externally assured.	

2. Activities and workers

GRI 2: General Disclosures 2021

2-6 Activities, value chain and other business relationships	The Sunrise value chain, p. 8	
2-7 Employees	People attraction, development and retention, p. 26 Annex, employee data, p. 87	
2-8 Workers who are not employees		Information unavailable / incomplete Sunrise plans to publish this information in next year's report.

3. Governance

GRI 2: General Disclosures 2021

2-9 Governance structure and composition	Sustainability organisation, p. 20 Business ethics and governance, p. 73	
2-10 Nomination and selection of the highest governance body	Business ethics and governance, p. 73	
2-11 Chair of the highest governance body	Business ethics and governance, p. 73	
2-12 Role of the highest governance body in overseeing the management of impacts	Sustainability organisation, p. 20 Business ethics and governance, p. 73	
2-13 Delegation of responsibility for managing impacts	Sustainability organisation, p. 20	

GRI Standard/ other source	Disclosure	Location/Information	Omission
	2-14 Role of the highest governance body in sustainability reporting	Sustainability organisation, p. 20 The sustainability report is approved by the Executive Committee	
	2-15 Conflicts of interest	Sunrise has an internal platform where conflicts of interest can be reported. All employees and managing directors are obliged to report conflicts of interest.	
	2-16 Communication of critical concerns	Business ethics and governance, p. 72	
	2-17 Collective knowledge of the highest governance body	Sustainability organisation, p. 20 Business ethics and governance, p. 73 (Mandatory) e-learning	
	2-18 Evaluation of the performance of the highest governance body	People attraction, development and retention, p. 30 Sustainability strategy, company targets, p. 13 CEO letter, p. 6	
	2-19 Remuneration policies	The Sunrise compensation framework is aligned with the company's strategy, financial and sustainability goals. The framework is based on a fixed compensation and variable compensation (short- and long-term incentive plan) plus benefit programmes. • Generally, fixed compensation is paid in cash on a monthly basis and takes into account the size and scope of the position as well as external market data. • The short-term variable compensation (Sunrise Bonus Plan) aims at rewarding, on an annual basis, all employees for their contribution to reaching company targets that foster the success of Sunrise as well as for their achievement of individual targets. The company targets include financial and sustainability KPIs. • The long-term variable compensation (Liberty Global Equity Programme) aims to attract, retain and motivate employees at senior level. The Equity Programme is share-based with an annual vesting over three years.	
	2-20 Process to determine remuneration	The design and determination of the remuneration of the Executive Committee is finally approved by Liberty Global and/or by the Liberty Global Compensation Committee.	
	2-21 Annual total compensation ratio		Confidentiality constraints As an unlisted company, Sunrise is not obliged to publish a compensation report. The company considers specific information on remuneration to be confidential and personal and therefore does not publish it.

4. Strategy, policies and practices

GRI 2: General Disclosures 2021

2-22 Statement on sustainable development strategy	CEO letter, p. 6
2-23 Policy commitments	Code of Conduct Vendor Code of Conduct Human Rights Policy
2-24 Embedding policy commitments	People attraction, development and retention, p. 25 Labour and human rights in the supply chain, p. 77 Business ethics and governance, p. 72
2-25 Processes to remediate negative impacts	Business ethics and governance, p. 72 Code of Conduct
2-26 Mechanisms for seeking advice and raising concerns	Business ethics and governance, p. 72
2-27 Compliance with laws and regulations	Business ethics and governance, p. 72
2-28 Membership associations	Stakeholder engagement, p. 18

5. Stakeholder engagement

GRI 2: General Disclosures 2021

2-29 Approach to stakeholder engagement	Stakeholder engagement, p. 18
2-30 Collective bargaining agreements	People to attraction, development and retention, p. 25 Annex, employee data, p. 88

Material Topics

GRI Standard/
other source

Location/Information

Omission

GRI 3: Material Topics 2021

3-1 Process to determine material topics Sustainability strategy, p. 12

3-2 List of material topics Sustainability strategy, p. 12

People attraction, development and retention

GRI 3: Material Topics 2021

3-3 Management of material topics People attraction, development and retention, p. 25

GRI 401: Employment 2016

401-1 New employee hires and employee turnover Annex employee data, p. 89

GRI 404: Training and Education 2016

404-2 Programs for upgrading employee skills and transition assistance programs People attraction, development and retention, p. 25

404-3 Percentage of employees receiving regular performance and career development reviews Annex, employee data, p. 89

Own indicators

Number of vocational trainees Annex, employee data, p. 88

Engagement Score People attraction, development and retention, p. 27

Diversity, equity and inclusion

GRI 3: Material Topics 2021

3-3 Management of material topics Diversity, equity and inclusion, p. 31

GRI 405: Diversity and Equal Opportunity 2016

405-1 Diversity of governance bodies and employees Annex, employee data, p. 90

Own indicators

Inclusion score average Diversity, equity and inclusion, p. 32

Number of nationalities Annex, employee data, p. 90

Health, safety and well-being

GRI 3: Material Topics 2021

3-3 Management of material topics	Health, safety and well-being, p. 35
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GRI 403: Occupational Health and Safety 2018

403-1 Occupational health and safety management system	Health, safety and well-being, p. 35
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403-2 Hazard identification, risk assessment, and incident investigation	Health, safety and well-being, p. 35
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403-3 Occupational health services	Health, safety and well-being, p. 35
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403-5 Worker training on occupational health and safety	Health, safety and well-being, p. 36
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403-6 Promotion of worker health	Health, safety and well-being, p. 35
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403-8 Workers covered by an occupational health and safety management system	Health, safety and well-being, p. 35
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Own indicators

Sickness rate	Annex, employee data, p. 89
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Support of local communities

GRI 3: Material Topics 2021

3-3 Management of material topics	Support of local communities, p. 38
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Energy use and climate protection

GRI 3: Material Topics 2021

3-3 Management of material topics	Energy use and climate protection, p. 43
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GRI 302: Energy 2016

302-1 Energy consumption within the organization	Annex, environmental data, p. 92
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302-4 Reduction of energy consumption	Annex, environmental data, p. 92
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GRI 305: Emissions 2016

305-1 Direct (Scope 1) GHG emissions	Annex, environmental data, p. 92
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Employee data

Employee data is generally based on data as at the end of 2023 and includes the entities Sunrise GmbH, Ello and Sunrise Portugal. Further included are trainees and interns. Vocational trainees, inpats (employees of Liberty Global under contract with Sunrise), garden leave and social plan are excluded. All exceptions are listed per table.

GRI 2-7: Employees

	2022 (HC)	2022 (FTE)	2023 (HC)	2023 (FTE)
Number of employees	3,075	2,974	3,110	3,010
Women	872	808	920	860
Men	2,203	2,166	2,190	2,150
Sunrise GmbH	2,886	2,786	2,800	2,702
Ello	44	43	42	41
Sunrise Portugal	145	145	268	266

	2022 (HC)	2023 (HC)
Number of permanent employees	2,907	2,979
Women	786	855
Men	2,121	2,124
Sunrise GmbH	2,812	2,742
Ello	44	42
Sunrise Portugal	51	195
Number of temporary employees	168	131
Women	86	65
Men	82	66
Sunrise GmbH	74	58
Ello	0	0
Sunrise Portugal	94	73
Number of non-guaranteed hours employees	0	0

	2022 (HC)	2023 (HC)
Number of full-time employees	2,707	2,750
Women	649	709
Men	2,058	2,041
Sunrise GmbH	2,522	2,447
Ello	40	37
Sunrise Portugal	145	266
Number of part-time employees	368	360
Women	223	211
Men	145	149
Sunrise GmbH	364	353
Ello	4	5
Sunrise Portugal	0	2

	2022 (HC)	2023 (HC)
Number of vocational trainees	190	195
Women	76	77
Men	114	118

- Sunrise GmbH only (Ello and Sunrise Portugal excluded)
- Excluded: trainees and interns

	2022 (HC)	2023 (HC)
Number of inpts	10	8
Women	3	2
Men	7	6

- Sunrise GmbH only (Ello and Sunrise Portugal do not employ inpts)

GRI 2-30: Employees covered by collective bargaining agreements

	2022	2023
Employees covered by collective bargaining agreements	66%	65%

- Sunrise GmbH only (Ello and Sunrise Portugal excluded)
- Included: employees level 1-4
- Excluded: employees whose title is not journalist or editor

GRI 401-1: New employee hires and employee attrition

	2022 (HC)	2023 (HC)
Number of new employees	554	373
Women	190	120
Men	364	253
Number of employees who have left Sunrise	419	352
Women	150	94
Men	269	258
Attrition rate	14%	12%

- Sunrise GmbH only (Ello and Sunrise Portugal excluded)
- Attrition rate: Calculation based on leavers/average number of employees Sunrise GmbH (HC) of reporting year

GRI 403: Occupation health and safety

	2022	2023
Sickness rate	3.4%	3.3%

- Sunrise GmbH only (Ello and Sunrise Portugal excluded)
- Calculation based on total hours of sickness/total hours of target hours

GRI 404-3: Career development

	2022	2023
Percentage of employees receiving regular performance and career development reviews	95%	96%

- Sunrise GmbH only (Ello and Sunrise Portugal excluded)

GRI 405-1: Diversity of governance bodies and employees

	2022 (HC)	2023 (HC)	Δ
Executive committee (Level 7-9)	14	9	-36%
Women	3	1	-67%
Men	11	8	-27%
< 30 years	0	0	0%
30-50 years	7	5	-29%
> 50 years	7	4	-43%
Senior management (Level 6-7)	106	99	-7%
Women	14	13	-7%
Men	92	86	-7%
< 30 years	0	0	0%
30-50 years	71	71	0%
> 50 years	35	28	-20%
Management (Level 5)	829	848	2%
Women	143	147	3%
Men	686	701	2%
< 30 years	8	7	-13%
30-50 years	575	578	1%
> 50 years	246	263	7%
Non management (Level 1-4)	1,937	1,844	-5%
Women	631	610	-3%
Men	1,306	1,234	-6%
< 30 years	451	437	-3%
30-50 years	1,234	1,155	-6%
> 50 years	252	252	0%

- Sunrise GmbH only (Ello and Sunrise Portugal excluded)

	2022	2023
Share of Woman in Leadership Roles (level 5+)	16.8%	16.9%

- Sunrise GmbH only (Ello and Sunrise Portugal excluded)
- Included: inpts
- Calculation based on total women level 5+/total employees Sunrise GmbH (HC)

Additional information on diversity

	2022	2023
Number of employee nationalities	76	83

Environmental data

The Sunrise greenhouse gas (GHG) inventory was calculated according to the [Greenhouse Gas Protocol Corporate Standard](#). All six greenhouse gases covered by the Kyoto Protocol – carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), hydrofluorocarbons (HFCs), perfluorocarbons (PFCs), and sulphur hexafluoride (SF₆) – were included in the scope of the inventory. Emissions factors are converted to CO₂e using global warming potential (GWP) rates derived from the most recent IPCC Assessment Report.

The boundaries for the inventory were set following an operational control approach. Sunrise accounts for 100% of the emissions over which it has operational control.

Data was collected for the calendar year 1 January 2023 to 31 December 2023. Scope 1, 2 and selected Scope 3 emissions were derived from calculations performed by the third-party Credit 360 data collection platform. Emissions from Scope 3 categories 1, 2, 4, 7, 11, 12 and 13 were calculated on the basis of activity data collected directly from data owners.

Emissions factors used include the UK government's 2023 greenhouse gas reporting conversion factors, the United States Environmental Protection Agency's Supply Chain Greenhouse Gas Emission Factors for US Industries and Commodities, International Energy Agency (IEA) factors for global electricity consumption, representative product LCA and energy consumption data from Apple, Samsung, and other manufacturers, and supplier emissions publicly disclosed via CDP where available. More detailed descriptions of emissions factors used will be available in the Sunrise 2024 CDP disclosure.

Energy consumption data is converted to kWh using factors embedded in the Credit 360 data collection platform.

2022 is selected as the base year for reporting of greenhouse gas emissions on the basis that this is the year for which best data is available following the 2020 merger between Sunrise and UPC. It has been selected as the base year for assessment of progress against targets and for submission of near-term targets to the SBTi. This is the first year Sunrise is reporting its emissions as an individual entity and as a result there are no recalculations of the base year emissions to disclose.

The total emissions may differ from the sum of the individual data points within a table due to rounding of the figures.

GRI 302-1: Energy consumption within the organization

in MWh		2022	2023	Δ
Total energy consumption		185,054	178,187	-4%
Heating	Fuel oil	462	436	-5%
Heating	Natural gas	1,508	1,111	-26%
Heating	Diesel	97	87	-11%
Heating	District heating	3,777	2,530	-33%
Cooling	Purchased cooling	2,485	2,437	-2%
Electricity (Office and Network)	Electricity	172,683	167,775	-3%
Fleet	Petrol	121	92	-24%
Fleet	Diesel	3,921	3,719	-5%
Renewable sources		172,683	167,775	-3%
Non-renewable sources		12,371	10,412	-16%

GRI 305-1: Scope 1 GHG emissions

in tCO ₂ e		2022	2023	Δ
Total Scope 1 emissions		1,931	1,759	-9%
Stationary combustion	Natural Gas	305	225	-26%
Stationary combustion	Diesel	26	23	-12%
Stationary combustion	Fuel Oil	112	105	-6%
Mobile combustion (fleet)	Diesel	1,010	941	-7%
Mobile combustion (fleet)	Petrol	29	21	-26%
Fugitive emissions	Refrigerants	448	444	-1%

GRI 305-2: Scope 2 GHG emissions

in tCO ₂ e		2022	2023	Δ
Total Scope 2 emissions (location-based)		4,989	4,846	-3%
Total Scope 2 emissions (market-based)		707	517	-27%
Electricity (location-based)	Electricity ¹	4,283	4,329	1%
Electricity (market-based)	Electricity ²	0	0	N/A
Heating	District heating	645	455	-30%
Cooling	Purchased cooling	62	63	2%

1 Before offsetting through the purchase of Renewable Energy Guarantees of Origin

2 After offsetting through the purchased of Renewable Energy Guarantees of Origin

GRI 305-3: Scope 3 GHG emissions

in tCO ₂ e			2022	2023	Δ
Total Scope 3 emissions			182,943	167,708	-8%
1. Purchased goods & services	Purchased goods & services		150,798	139,721	-7%
2. Capital goods	CPE and network investments		14,201	9,877	-30%
3. Fuel and energy-related activities ^{1,2}	Scope 1 and 2 fuel and energy		2,664	2,534	-5%
4. Upstream transportation & distribution	Supply chain spend		6,279	6,002	-4%
5. Waste generated in operations	Waste and water		5	9	89%
6. Business travel	Employee business travel		1,207	1,875	55%
7. Employee commuting	Employee commuting and homeworking		2,350	2,201	-6%
11. Use of sold products	Mobiles and devices		112	317	183%
12. End-of-life treatment of sold products	Mobiles and devices		174	176	1%
13. Downstream leased assets	CPE annual electricity consumption		5,152	4,996	-3%

- 1 Energy from purchased cooling is excluded from Scope 3 category 3 due to unavailability of information relating to equipment used to generate cooling. Purchased cooling accounts for 1% of the company's total energy consumption in 2023.
- 2 A transmission and distribution emissions factor for purchased heat and steam in Switzerland was created using World Bank grid loss rates and the district heat and steam emissions factor from the UK government's 2023 greenhouse gas reporting conversion factors

GRI 306: Waste

			2022	2023	Δ
Recycling	Paper and cardboard	tonnes	11	11	-2%
Recycling	Plastics	tonnes	0.5	0.5	0%
Recycling	Office computing and electrical equipment	tonnes	6	5	-10%
Recycling	Network e-waste	tonnes	1	1.335	34%
Recycling	Glass	tonnes	1	0.1	-93%
Reuse	Network waste	number of units	1,583	6,951	339%
Incineration	Non-hazardous municipal solid waste	tonnes	69	76	11%

Glossary

4G	A fourth-generation mobile communications standard enabling very high download speeds of up to 1'200 megabits per second.
5G	Fifth generation mobile communications, which is based on the existing mobile communications standard LTE (see "LTE").
AI	Artificial Intelligence. Describes the ability of a machine or software to imitate human capabilities, such as logical thinking, learning, planning, and creativity. Generative Artificial Intelligence (also known as GenAI) – as a branch of artificial intelligence – is used to generate new content, such as text, images, music, or videos.
Asut	Swiss Association for Telecommunication and ICT. asut represents the telecommunications industry. The association is committed to ensuring that both users and providers of services and products have the best possible framework conditions.
Avenir Suisse	Avenir Suisse is an independent think tank that works for the future of Switzerland by developing evidence-based, liberal, free-market ideas.
Broadband	Wide-bandwidth data transmission that exploits signals at a wide spread of frequencies or several different simultaneous frequencies and is used in fast Internet access.
Broadcast	Refers to the real-time transmission by an indefinite number of receiving devices of designed video and/or audio content based on a transmission plan by means of telecommunications. Broadcasting includes, in particular, radio and television.
Campus networks	A local network dedicated to a specific geographical area. Unlike public mobile networks, its usage is restricted to people or devices affiliated with the campus, providing enhanced security and control.
CDP	Carbon Disclosure Project is an initiative launched by institutional investors that aims to promote dialogue between investors and businesses on climate change issues. Businesses provide information on their greenhouse gas emissions and climate action strategies. The data is collected and published annually.
Chance5G	Association that promotes and raises awareness of 5G.
Cloud connectivity	Methods and services that allow users and devices to connect to cloud computing resources over the internet. It enables seamless access to cloud-based applications, storage, and services, ensuring efficient data transfer and communication between local networks and cloud environments
CO₂e	Emissions of greenhouse gases other than carbon dioxide (CO ₂) are converted into CO ₂ equivalents (CO ₂ e or CO ₂ eq) according to their global warming potential.
COMCO	The Federal Competition Commission is responsible for the protection of competition in the Swiss economy. The tasks of the Competition Commission include combating harmful cartels and the monitoring dominant companies for signs of anti-competitive conduct, among others.
ComCom	The Federal Communications Commission
CPE	Customer Premise Equipment
DDTrO	Swiss Ordinance on Due Diligence and Transparency in relation to Minerals and Metals from Conflict-Affected Areas and Child Labour
DE&I	Diversity, Equity & Inclusion
Device as a Service	Device-as-a-Service (DaaS) is a business model where hardware devices such as laptops, tablets, smartphones and other such products are offered from retailers and manufacturers to customers through a subscription-based model rather than a one-time purchase.
economiesuisse	Umbrella organisation for the Swiss business sector and the link between the political arena, the economy and society, that campaigns for the best possible framework conditions for Swiss businesses.
EcoVadis	The EcoVadis online platform supports the enforcement of environmental and social standards in global supply chains through standardised sustainability rankings of suppliers.

EnAW	Energie-Agentur der Wirtschaft is an association supporting companies in their efforts to improve their energy efficiency and reducing GHG emissions.
eNPS	Employee Net Promoter Score is a metric that assesses employees' job satisfaction by measuring their readiness to recommend their company to others.
ESG	ESG refers to the consideration of Environmental, Social and Governance aspects.
GHG Protocol	The Greenhouse Gas (GHG) Protocol provides standardized frameworks and tools for measuring, managing, and reporting greenhouse gas emissions (Scope 1, Scope 2, Scope 3) across different organizational and geographic scales.
GRI	The Global Reporting Initiative (GRI) is an organisation that uses a participatory process to develop guidelines for the preparation of sustainability reports by companies. The GRI Standards represent global best practice for sustainability reporting.
HFC cable	Hybrid fibre-coaxial cable
ICT	Information and Communication Technology: The combination of the two terms information and communication technology stands for the convergence of information technology (information and data processing as well as the hardware required for this) and communication technology (technically supported communication).
ILO	The International Labour Organisation is a United Nations agency whose mandate is to advance social and economic justice by setting international labour standards.
IoT	The Internet of things (IoT) describes devices with sensors, processing ability, software and other technologies that connect and exchange data with other devices and systems over the Internet or other communications networks
IPTV (IP streaming)	Internet Protocol television (IPTV) is the delivery of television content over Internet Protocol (IP) networks. This is in contrast to delivery through traditional terrestrial, satellite, and cable transmission formats. Unlike downloaded media, IPTV offers the ability to stream the source media continuously and hence can begin playing the content (such as a TV channel) almost immediately.
ISO 14001	An international environmental management standard that sets globally recognised requirements for an environmental management system.
ISO 27001	An international standard for information security management systems.
LCA	Life cycle assessment. Assesses a product or service in terms of its total generated emissions, energy or materials use throughout the entire life cycle, i.e. from the sourcing of raw materials, the production, transportation, usage and end of life treatment (recycling, refurbishment or disposal).
LEED	Leadership in Energy and Environmental Design is a green building certification program used worldwide. It includes a set of rating systems for the design, construction, operation and maintenance of green buildings and homes which aims to help building owners and operators be environmentally responsible and use resources efficiently.
LGBTQIA+	Lesbian, gay, bisexual, transgender, queer, questioning, intersex, asexual, and the + holds space for the expanding and new understanding of different parts of the very diverse gender and sexual identities.
Narrowband	Narrowband refers to data communication and telecommunications tools, technologies and services that utilize a narrower set or band of frequencies in the communication channel. Typically implemented in telecommunication technologies to carry voice data on a limited number of frequency sets.
NFC	Near-field communication
NIR	Non-ionizing radiation. Wireless technology emits radiation in the radiofrequency region of the electromagnetic spectrum a type of non-ionizing radiation.
OFCOM	The Federal Office of Communications deals with issues relating to telecommunications and broadcasting (radio and television) and performs sovereign and regulatory tasks in these areas. It prepares the decisions of the Federal Council, the Federal Department of the Environment, Transport, Energy and Communications (DETEC) and the Federal Communications Commission (ComCom)
Ombudscom	The Telecom Dispute Resolution Service mediates on behalf of the Federal Office of Communications (OFCOM) in civil law disputes based on telecommunications services or value-added services.

Roaming	Roaming allows cellular customers to automatically make and receive voice calls, send and receive data, and access other services, including home data services, while traveling outside their home network's coverage area by using a visited network.
Swico	Swiss association for ICT and Internet services and disposal and recycling of electronic equipment, that represents the interests of established companies and start-ups in politics, business and society. Also, the Swico industry solution enables companies to handle occupational health and safety efficiently.
Swisscleantech	Swisscleantech is a Swiss business association that currently has over 500 member companies from all sectors working together towards a CO ₂ -neutral Switzerland by 2050
SBTi	Science Based Target initiative. Defines and promotes best practice in emissions reductions and net-zero targets in line with climate science. Develops standards, tools and guidance to enable companies and financial institutions to set science-based targets in line with the latest climate science.
Scopes	To distinguish between direct and indirect emission sources, the GHG Protocol (see GHG Protocol) defines three areas of validity for reporting and accounting greenhouse gases.
Scope 1	Scope 1 includes all emissions directly generated in the company, e.g., as a result of the consumption of fuel or fuel oil.
Scope 2	Scope 2 covers all indirect emissions associated with the generation of energy purchased by the Company from external sources, e.g., electricity and district heating.
Scope 3	Scope 3 applies to all other emissions generated along the corporate value chain. This comprises both indirect emissions in the company itself (e.g., business trips, commuting), and emissions from upstream value chain stages (e.g., procurement, logistics) and downstream stages (e.g., during customer use of products and services, during disposal).
SDGs	Sustainable Development Goals: The 17 goals for sustainable development are political objectives of the United Nations (UN) which aim to ensure sustainable development on an economic, social, as well as ecological level. With the Agenda 2030, all UN member states - including Switzerland - have committed to achieving these goals by 2030. The basic principle of the agenda is "Leave no one behind", because sustainable development can only be successful and efficient when the poorest and most neglected populations are reached first.
SME	Small and medium sized enterprise
Suissedigital	Swiss association for communication networks focusing on broadband services
UN Global Compact	The United Nations Global Compact (UNGC) is a nonbinding United Nations pact that encourages businesses worldwide to follow its ten principles on human rights, labour, environment, and anti-corruption and report on the progress made towards adopting the ten principles.

