Ad hoc announcement pursuant to Article 53 LR

Opfikon, Switzerland, 21 September 2026 – 13:00 CEST

**Business transformation**

# Sunrise evaluates comprehensive realignment of its operating model in view of future market and technology developments

Sunrise is evaluating a comprehensive realignment of its operating model in order to anticipate emerging market and technology developments and sustainably strengthen its operational execution capabilities and market position.

Through a multi-year, comprehensive transformation, Sunrise intends to align its resources and capabilities even more closely with customer experience and loyalty, its high-performance network and the reliability and quality of its operating services. Growth opportunities and innovations are to be initiated more easily, developed more rapidly and implemented at scale in order to anticipate changes in customer needs and consumer behaviour at an early stage.

The transformation programme under review will also have an impact on the company's structural cost base, with substantial cost savings to be achieved in the medium term. In the first phase, in addition to a systematic review of supplier contracts, a potential reduction of up to 450 full-time positions is also being evaluated.

Sunrise will conduct a consultation process regarding the potential workforce reduction with the employee representatives and the syndicom trade union in the fourth quarter of 2026, as soon as the legally required information is available.

Employees in shops, sales and customer service are to be largely excluded from any potential workforce reduction, while apprentices are to be excluded entirely.

Once the evaluation has been completed, Sunrise will announce further information about the planned transformation programme.


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**ABOUT SUNRISE**

Sunrise Communications AG («Sunrise»), with its strong number-two position, is the leading challenger in the Swiss telecoms market and is listed on the SIX Swiss Exchange (SUNN).

With the most comprehensive fixed-line access and a world-class mobile network, Sunrise offers the highest gigabit coverage in Switzerland, stands out through premium quality and is optimally positioned for growth. Leveraging its best-in-class, future-proof networks, Sunrise provides residential customers with high-quality mobile, fixed-line, broadband and TV services, and supports business customers from a one-stop shop with 360° communications and integrated ICT solutions for connectivity, security and IoT, thereby accelerating their digitalisation.

As of the end of June 2026, the Sunrise customer base included around 3.18 million mobile, 1.29 million broadband and 0.96 million TV customers (RGUs), as well as thousands of companies as business customers.

Sunrise fosters a dynamic and international environment where every voice is heard, perspectives are shared and values are respected. Sunrise firmly believes that equal opportunities for a diverse workforce are critical to the company's success. Around 2,900 employees (FTE) from roughly 80 nations contribute to the success of Sunrise with their expertise, innovative thinking and exceptional commitment – reflecting the diversity of our customers.

www.sunrise.ch

**Forward-looking statements**

This ad hoc announcement contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, including projected financial and operating data, such as Sunrise's growth and other strategies, future growth prospects and anticipated measures to achieve growth, Sunrise's expectations, plans and opportunities, including, amongst other things, those relating to new product and service offerings, capital expenditure levels and phasing, cost optimization initiatives, artificial intelligence-related products, services and partnerships, which remain subject to technological development and customer adoption and the associated expected timeframe and potential benefits thereof, ongoing operational efficiency improvements, the macroeconomic environment, as well as other information and statements that are not historical facts.

These forward-looking statements are based on current expectations, estimates and projections of factors affecting Sunrise's future performance and are subject to significant risks and uncertainties, some of which are beyond Sunrise's control. This could result in actual results differing materially from those expressed or implied by these statements. These risks and uncertainties include, among other things, future market conditions, currency fluctuations, Sunrise's indebtedness and the potential effect on its ability to execute its business strategy, customer churn and its impact on its revenues and cash flow, as well as other factors, such as detailed filings with the US Securities and Exchange Commission (SEC), including most recently the Form 20-F filed by Sunrise and related subsequent reports.

These forward-looking statements are valid only at the time of publication of this document. Statements regarding the future are based on expectations which, in Sunrise's view, are founded on reasonable assumptions. However, there is no guarantee that these expectations will actually be realised. Even if expectations need to be adjusted due to new events, conditions or circumstances, Sunrise is under no obligation to update or revise these forward-looking statements. It should be noted that undue reliance should not be placed on forward-looking statements.