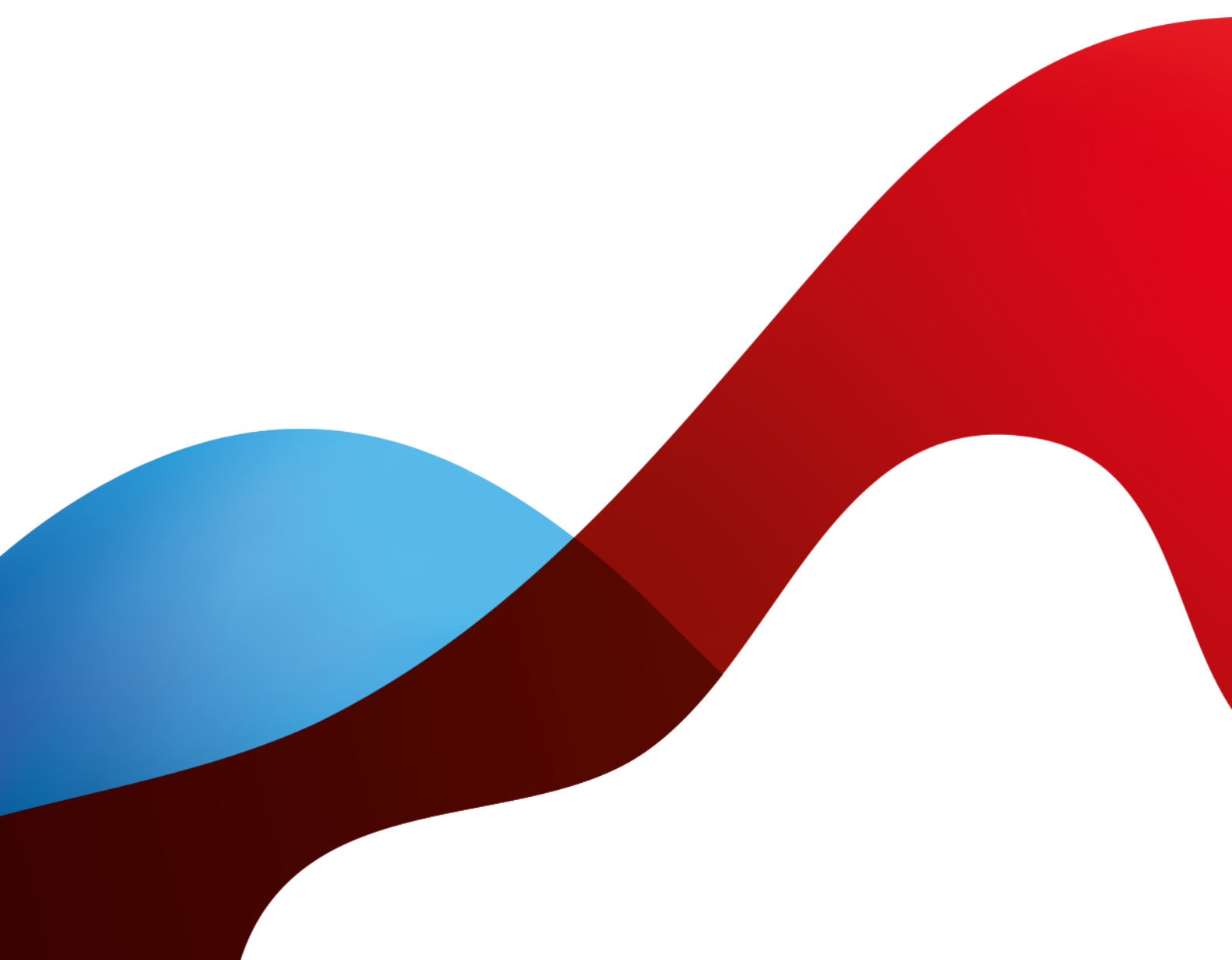




swisscom

Price Quote

Swisscom Insights





1 Management summary

Get access to the flow of people to learn how they move through all of Switzerland 24 hours a day, 365 days a year. We correlate this information with hard data in an easy to use, secure online platform, providing help for better planning and sound decisions.

2 Company profile

2.1 About Swisscom Enterprise Customers

The Enterprise Customer division of Swisscom is the largest, integrated ICT provider for enterprise customers in Switzerland. The core competences of Swisscom Enterprise Customers are the provision of digitization solutions for enterprise business processes, IT infrastructure and cloud services, integrated communication solutions, workplace and mobility solutions, and last but not least, of comprehensive services for banks, notably for their digital banking business. With around 5,500 employees, Swisscom Enterprise Customers serves some 6,000 customers primarily in Switzerland.

Digitalization and associated data and insights are becoming increasingly important to our customers. Swisscom has set itself the goal of supporting its customers in the digital transformation. We do this, among other things, by providing insights to our customers which can be generated from our network data, e.g., the positioning and movement patterns of SIM cards (Mobility Insights).

2.2 About Mobility Insights

Due to a market share of about 60% in the private customer segment and an even larger in the business segment, Swisscom is the only provider in the Swiss market with the ability to offer Mobility Insights based solutions for a large part of the Swiss population.

Mobility Insights are generated by transforming signals originating from SIM cards connected to the Swisscom mobile network into anonymized and aggregated movement information. In the field of Mo-bility Insights, Swisscom has already developed a number of analyses and is constantly expanding its capabilities.

Today, Swisscom Mobility Insights are mainly applied in the three following sectors:

Urban Planning

If you are a civil, transport, or infrastructure engineer, a canton, or government agency, you can use Insights to help understand the impacts of new development and disaster on the movement of people.

Retail

If you are a retailer, you can get insights to help you make better decisions about locations, communication campaigns, as well as understand the socio-economic demographics of your customers and visitors. Our data assists retailers evaluate and compare locations for stores, and plan services and communications.

Marketing

If you are a marketer or advertiser, you can use the Swisscom Insight platform to learn about the audience exposed to campaigns about certain locations and areas of interests. It becomes an essential source of information for planning communication and understanding audience's movement patterns and demographics.

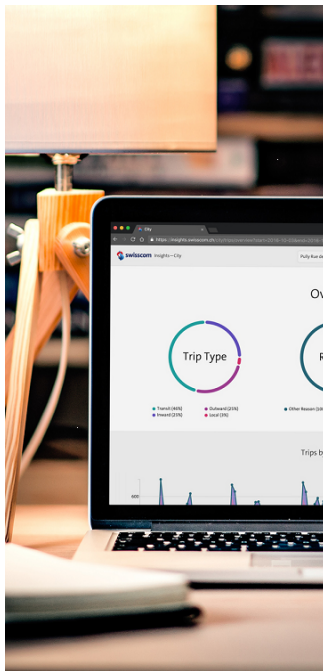
At Swisscom, business developers, data scientists, consultants and other specialists are ready to implement innovative solutions around Mobility Insights in customer projects.

Swisscom is subject to the Data Protection Law and the Telecommunications Law in relation to the localization data of its customers. The processes of generating Mobility Insights as well as subsequent analyses for customers are therefore carefully checked and compliance is ensured.

3 Overview of our offer










The Mobility Insights platform currently offers the following features.

3.1 Trip Analyses



Trip Analyses

Measure the volume of trips over time relative to a predefined area of interest

 Customized area of interest (min. 100 x 100m)	 Volume of trips over time relative to area of interest	 Daily and hourly granularity (back to January 2016)	 Switzerland-wide origin/destination information*
 Dwell time analyses (1 min to 1 day)	 Trip type differentiation (inward, outward, local, transit)	 Analysis of trip reasons (commute, other)	 Mode of transport detection (train, other)
			 Socio-demographic segmentation (gender, age range)

*aggregated at municipality level, in larger areas such as cities at district level

Trip Count

Measures the number of trips over time relative to a predefined area of interest.

- A trip is a movement between an origin and destination along a specific trajectory.
- An origin and a destination are defined as two consecutive static periods. A static period is a period of time for which the device is static for more than 20 minutes.
- Due to data protection reasons origins and destinations are aggregated with respect to zip code areas, municipalities, districts and cantons.
- Only trips which start/end inside or pass the area of interest are considered.
- For each trip the beginning and the end time of the trip (i.e. the end time of the first static period and beginning time of the consecutive static period) as well as the entrance time into the area of interest and the leaving time are captured.
- Starting and end time of a trip have to occur on the same calendar day in order to be considered.

Distribution

The trips are further distinguished by trip type, reason and mode of transport.

- Trip Types:
 - o Inward Trip: A trip whose destination is inside the area of interest
 - o Outward Trip: A trip whose origin is inside the area of interest
 - o Local Trip: A trip whose origin and destination are inside the area of interest
 - o Transit Trip: A trip through the area of interest whose origin and destination are outside the area of interest
- Reasons:
 - o Commute: Trips that start or end at the user's identified workplace; a workplace is where the user spends most of his time during working days from 8 am to 5 pm.
 - o Non-Commute: Remaining Trips



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- Modes of Transport:
 - o Train: Trips which are performed entirely or mainly by train
 - o Highway: Trips which are performed entirely or mainly on the highway
 - o Road: Remaining Trips

Demographics

The trips are further segmented by gender, age and nationality based on statistical data from the Federal Statistical Office.

- Gender (Male, Female)
- Age (<20, 20-40, 40-60, 60-80)
- Nationality (Swiss, Foreign)

Dwell Time

Measures the number of visits and distributes them by duration of stay within the area of interest.



4 Prices and terms

4.1 Prices

Product	Description	Quantity	Unit	Price per Unit	Price in CHF
Trip Analysis	Zürich • 8008 24/02/2020 - 29/03/2020	5	AU	1'500.00	7'500.00
Subtotal					7'500.00
Total costs excl. VAT					7'500.00

4.2 Terms

Validity of the quote

This quote shall provide the user with helpful information in support of the decision making on next steps. This quote serves as an indication of prices for the suggested Insights and is not to be understood as a binding offer.

Price definition

All prices are in Swiss francs (CHF) and do not include VAT.