

Press Release

Zurich, 11 February 2010

Cablecom expands customer service and marketing

Launched in autumn 2009, its «Changing for you» programme aims to radically strengthen customer focus throughout the entire company. As a result, the company has created the new Operational Excellence & Customer Experience department. Cablecom is also aligning its marketing organisation with the new customer-centric corporate strategy.

«We've already made huge strides in becoming an even more customer-focussed organisation. But we will not be letting up this year either», explains Eric Tveter, Managing Director of cablecom. «External and internal change are directly related to one another». Internally, cablecom has created a new Operational Excellence & Customer Experience department. This complements the creation of the Business Deployment team which significantly helped improve quality of delivery and operational readiness around major IT releases last year. The Operational Excellence & Customer Experience team has one single responsibility: to guarantee a consistently high-quality customer experience whenever the company comes into contact with its customers. Externally, cablecom is systematically focussing its marketing and communication efforts on existing customer requirements. Both with its products and pitch, cablecom is striving to respond specifically to customers and their demands. «These two functions are the powerhouses for cablecom's future growth».

Trine Olsen took over the post as Marketing Director in mid-January. Danish-born Olsen has lived in Switzerland for more than ten years and completed her Master of Economics and Business Administration, with a focus on international marketing. In her last post she served as Senior Group Brand Manager at Mars Switzerland AG. Further stages in her career have included work in the fast-paced, internationally recognised companies in the consumer goods industry such as Unilever, Johnson & Johnson and Hilti. With her international mindset and extensive expertise concerning Swiss consumers, she is in an ideal position to transfer global values and brands to the local market.

«I am delighted to welcome Trine Olsen, a manager who has an outstanding and proven performance and profound knowledge and understanding of Swiss consumers along with her great expertise of global brand management for this demanding position», explains Koen Verwee, Vice President of Marketing and Product Management. Olsen's key responsibility over the next few months will be to define and realise cablecom's «Go to market»-strategy and create a wholly new customer experience. The task at hand is to define an attractive

communications strategy that will appeal to Swiss consumers in places where a real demand exists. This approach is to be addressed more intensively in the marketing pitch.

Finally, Trine Olsen is responsible for ensuring that the company's customer-focussed approach takes on a new visual image during the rebranding process that was announced earlier. Cablecom will not take this step until improvements are even more noticeable by consumers.

David Patarica has been appointed Director of Operational Excellence & Customer Experience. He has occupied various roles at cablecom over many years and has extensive experience in customer service. In his new role, he and his team will co-operate closely with the management board in driving the change in corporate culture and the necessary process modifications to improve customer experience.

Both Trine Olsen and David Patarica report to Koen Verwee, Vice President of Marketing and Product Management at cablecom.

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Electronic images are available by clicking on the following links:

http://www.cablecom.ch/trine_olsen_photo.zip
http://www.cablecom.ch/david_patarica_photo.zip

About cablecom

Cablecom, a UPC Broadband company, is the largest cable network operator in Switzerland and provides its customers with cable television, broadband Internet access, and mobile and fixed network telephony services. As of September 30, 2009, the company had over 1.6 million television customers, 362,000 of whom made use of the digital service, 485,000 Internet customers (high speed) and 305,000 telephony customers (digital phone). Cablecom also provides voice, data and value-added services to business customers. Cablecom supplies cable network operators with facility construction as well as with application and transmission services for television, telephony and Internet. The company's own network connects around 1.9 million households and is the provider for all the larger cities in Switzerland. At the end of December 2008 the company had around 1,500 employees and its turnover was over 1 billion Swiss francs. Cablecom is a national subsidiary of UPC Broadband, the European cable network group of Liberty Global Inc.
<http://www.cablecom.ch/en/about>

Liberty Global is the leading international cable operator offering advanced video, voice and broadband Internet services to connect its customers to the world of entertainment, communications and information. As of September 30, 2009, Liberty Global operated state-of-the-art broadband communications networks that served approximately 17 million customers in 14 countries principally located in Europe, Japan, Chile and Australia. Liberty Global's operations also include significant programming businesses such as Chellomedia in Europe.
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