

One-of-a-kind: an iPhone 15 from Sunrise comes with more services than anywhere else

From today, anyone who buys the latest iPhone from Sunrise will benefit from the remaining value of their previous device (Buyback), a 25% discount on the list price (Smart Upgrade) and the option of exchanging their iPhone for a new one at any time, with insurance cover for repairs and theft included (Flex Upgrade) - all in all, customers get a unique Device-as-a-Service package at the lowest monthly rates:

- **Switch anytime:** existing and new customers can exchange their iPhone whenever they want.
- **Maximum service life:** customers can have the new iPhone repaired with Flex Upgrade as many times as required to extend its service life. In the event of theft, the device can be replaced with an equivalent model or upgraded to the latest device.
- **Circularity:** traded-in devices are refurbished and resold or recycled and kept in the circular economy.
- **AppleCare Services** offers repairs and support worldwide and is included at no extra cost with the purchase of an iPhone with Flex Upgrade from Sunrise, as is 50 GB of iCloud+ storage. Simply walk into any Apple Store or Authorized Service Provider for a premium care experience.

"Today is a great day for Apple fans. We're excited to be the first service provider to offer customers affordable prices, maximum flexibility, peace of mind and circularity as a complete package with the new iPhone. Never before has it been possible to buy an iPhone on such attractive terms and with such comprehensive services," says Severina Pascu, Deputy CEO and Chief Commercial Officer at Sunrise. "We give customers the freedom to choose what device they want and when they want it. We offer premium care services and a good conscience because customers know their old device won't end up going to landfill. We're excited to see customers exchange and make the most of their devices."

Sunrise is the first service provider in Switzerland whose customers can exchange their device for a new one at no additional cost or have it repaired at a moderate cost as many times as they want. When they upgrade, the costs of the previous device plan are covered by the Flex Upgrade option.

The following example illustrates how customers can use the [Buyback](#) scheme (Sunrise buys back an old device and, depending on its condition, the value of the old device is deducted from the cost of the new one), the [Smart Upgrade](#) device plan (25% off the latest iPhone if you exchange it after two years) and the [Flex Upgrade option](#) (exchange your iPhone for a new or the latest iPhone at any time, insurance cover for repairs and theft included):

Offer	Benefits	Prices		
iPhone 15 Pro 128 GB	Payment in instalments with a standard device plan and a down payment of CHF 1.00	List price	CHF	1,079.00
		24 monthly instalments ¹ of	CHF	44.95
Smart Upgrade	25% discount off the list price Payment in instalments, down payment of CHF 1.-, exchange for the latest iPhone after 24 months	Smart Upgrade price	CHF	809.25
		24 monthly instalments² of	CHF	33.70
Sunrise Buyback Exchange previous device, an iPhone 13 Pro 128 GB	Value if in «good» condition CHF 374.00 as an additional down payment	Smart Upgrade price	CHF	809.25
		- Total down payment	CHF	375.00
		24 monthly instalments³ of	CHF	18.10
Flex Upgrade option	CHF 15.- a month, exchange at any time, insurance cover for repairs and theft	24 monthly instalments ³ of	CHF	18.10
		+Flex Upgrade	CHF	15.00
		24 monthly instalments of	CHF	33.10

¹ 23 monthly instalments at CHF 44.95, 24th monthly instalment at CHF 44.15

² 23 monthly instalments at CHF 33.70, 24th monthly instalment at CHF 33.15

³ 23 monthly instalments at CHF 18.10, 24th monthly instalment at CHF 17.95

Sunrise customers therefore get the new iPhone 15 Pro 128 GB as a comprehensive Device-as-a-Service offer for a monthly price that is roughly equivalent to two hamburger meal deals. The offer combines all aspects of purchasing, renting, insurance, exchange and the circular economy into a complete package and optimally meets the customers' needs in terms of flexibility, affordability, security and sustainability.

Flex Upgrade is the perfect offer for anyone who considers themselves an innovation enthusiast and wants to treat themselves to the latest iPhone every year. They can simply exchange their old iPhone in good condition for the latest model, at no extra cost and without any expenses for repairs or resale. If their old iPhone is damaged, a moderate excess (CHF 50.- to CHF 150.-) will be applied to the upgrade.

New and existing Sunrise customers are always perfectly connected with the latest iPhone - thanks to the latest Apple technology and the [largest 5G network in Switzerland](#).

AppleCare Services and 50 GB of iCloud+ storage included

With the Flex Upgrade option, iPhone customers also benefit from [AppleCare Services](#). This includes priority technical support by phone or chat, same-day display repair, Express Replacement Service, battery replacement at no cost when the battery drops below 80% of its original capacity, certified repairs and replacement of the device at more than 500 Apple Stores and with over 5,000 Apple Authorized Service Providers worldwide. In addition, the Flex Upgrade option includes 50 GB of [iCloud+](#) storage for sharing data and creating secure backups, for as long as the customer has insurance coverage through the Flex Upgrade option, making it even more attractive for iPhone customers.

For full details of the new iPhone, visit: sunrise.ch/iphone

Sunrise

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