

Media Release

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Thorsten Haeser joins Sunrise as new Chief Business Officer

- **The previous post holder, Robert Redeleanu, has decided to take on a new role as Managing Director Digital Infrastructure within the Liberty Global Group and will be leaving Sunrise after ensuring a smooth handover to his successor.**
- **Thorsten Haeser will co-lead the Sunrise B2B business as of today, and fully take over by 1 September. He will also become a member of the Sunrise Executive Committee in his new role.**
- **Thorsten Haeser has extensive experience in the development and expansion of enterprise customer businesses. Most recently, he was Chief Commercial Officer at the FinTech company Nets/Concardis, and before that at Hapag-Lloyd and Versatel.**

As Chief Business Officer, Thorsten Haeser will take on full responsibility for the Sunrise B2B business, leading its growth trajectory and driving further diversification of the Sunrise business portfolio. This portfolio includes integrated communications and ICT solutions and services, all delivered from a single source. Key areas of focus encompass telecommunications, cloud computing, cybersecurity, IoT, connectivity, and managed services. Through these offerings, Sunrise Business empowers its business customers with comprehensive support for the digitalisation of their companies and processes.

Thorsten Haeser brings nearly 15 years of experience in the telecommunications industry, with a strong track record of building and expanding corporate customer business for various international companies. A major focus has been on the DACH region, where he has also taken on responsibilities for customer management and acquisition in Switzerland. Thorsten Haeser has consistently leveraged his core competencies in technology application and digitalization across diverse industries.

A lawyer by education, Thorsten Haeser has held significant management roles at companies including O2 (Telefónica), Versatel, SIXT, Hapag-Lloyd, and Nets/Concardis. In his most recent position as a member of the Merchant Services Board at Nets, he was instrumental in acquiring and integrating Concardis' Swiss business, further strengthening his local network.

"Thorsten Haeser has a deep understanding of the needs of companies of all sizes when it comes to digitalizing their processes and adopting new technology products. He is also well-acquainted with the unique dynamics of the Swiss economy. I am confident that he is the right person to enhance our expertise further in the ICT segment and strengthen our market position across the entire B2B sector," says André Krause, CEO Sunrise. "I'd also like to take this opportunity to thank Robert Redeleanu for his significant contributions in expanding our B2B portfolio and bolstering our market presence in recent years. His efforts have laid a strong foundation for the continued development of our corporate customer business. I wish him all the best in his exciting new role within Liberty Global."

Robert Redeleanu joined Sunrise as Chief Business Officer and was appointed to the Executive Committee in April 2022. Before joining Sunrise, he spent nearly a decade managing various Eastern European branches of Liberty Global, eventually overseeing the entire region. During his tenure at Sunrise, Robert Redeleanu was instrumental in transforming the company from a telecom provider into a diversified technology leader. He played a pivotal role in expanding the B2B portfolio and forging partnerships with specialised IT companies. Under his leadership, the company not only secured and expanded key accounts but also strengthened its position in the crucial SME segment.



Robert Redeleanu has now chosen to pursue a new challenge within the Liberty Global Group. He will take on the role of Managing Director Digital Infrastructure at Liberty Global Group, where he will help drive Liberty Global's efforts to develop unique assets in infrastructure, driving the shift to cloud-based services.

Sunrise

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