



Liberty Global announces Severina Pascu as CEO of UPC Switzerland

Eric Tvetter to become Chairman of UPC Switzerland and will continue to oversee Eastern European businesses as CEO

Denver, Colorado – July 18, 2018:

Liberty Global plc (“Liberty Global”) (NASDAQ: LBTYA, LBTYB and LBTYK), the world’s largest international TV and broadband company, announced today that effective September 1, 2018, Severina Pascu will become Chief Executive Officer (CEO) of UPC Switzerland. She will succeed Eric Tvetter, who will assume the role of Chairman of UPC Switzerland and, with the pending sale of UPC Austria, will continue to oversee Liberty Global’s Eastern European operations as CEO.

Pascu is a 10-year veteran of Liberty Global, having served as Chief Financial Officer for UPC Romania, CEO of UPC Romania, CEO of Liberty Global’s Eastern European platform and currently Chief Operating Officer of UPC Switzerland. She will report jointly to Mike Fries, CEO of Liberty Global, and Eric Tvetter and will join the executive leadership team.

Mike Fries said: “I am thrilled to have Severina take the helm in Switzerland. She will lead a focused and dedicated operating team in the Swiss market building on a proven track record of delivering value to customers and shareowners at every stop in her 10-year career with us. At the same time, Eric will bring critical focus to our strategic planning and stakeholder relations in Switzerland, as well as continued leadership in our Eastern European operations as we prepare for the closing of the Vodafone transaction and evaluate our opportunities in this region.”

Severina Pascu said: “I’m very excited about the opportunity to bring my energy and operating experience to our business in Switzerland. We have a long track record of innovation and growth in this market, and I’m certain we have the networks, products and passion to build on our leadership position in one of Europe’s most advanced digital markets.”

Eric Tvetter stated: “Severina has done an outstanding job in her prior roles in this region and in leading the Consumer Group in Switzerland. She will find new ways to drive growth in our Swiss business and I’m excited to continue our collaboration and partnership in our respective new leadership roles.”

Severina Pascu Background

Severina Pascu has been in the role of Chief Operating Officer Central Europe at Liberty Global since December 2017. In this position, she is responsible for the entire marketing, sales and care business in eight countries as well as for the B2B business in the Czech Republic, Hungary, Poland, Romania, Slovakia and DTH located in Luxembourg.



Severina is a business executive with a proven track record of delivering growth, transformation, increased competitiveness and value creation. She is an experienced leader with a decade-long general management experience and over 20 years practice in telecommunication and finance industries in Central and Eastern Europe and United Kingdom.

Prior to the current role, she served as CEO Central Eastern Europe and previously as CEO of UPC Hungary and UPC Romania. Before joining UPC Romania as CFO in 2008, Severina held a number of senior management positions in leading international companies, including American cable operator Metromedia International Telcell, investment bank CAIB and KPMG.

About Liberty Global

Liberty Global (NASDAQ: LBTYA, LBTYB and LBTYK) is the world's largest international TV and broadband company, with operations in 11 European countries under the consumer brands Virgin Media, Unitymedia, Telenet and UPC. We invest in the infrastructure and digital platforms that empower our customers to make the most of the video, internet and communications revolution. Our substantial scale and commitment to innovation enable us to develop market-leading products delivered through next-generation networks that connect 22 million customers subscribing to 46 million TV, broadband internet and telephony services. We also serve over 7 million mobile subscribers and offer WiFi service through 12 million access points across our footprint.

In addition, Liberty Global owns 50% of VodafoneZiggo, a joint venture in the Netherlands with 4 million customers subscribing to 10 million fixed-line and 5 million mobile services, as well as significant investments in ITV, All3Media, ITI Neovision, Casa Systems, LionsGate, the Formula E racing series and several regional sports networks.

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