Swisscom Directories AG takes over 100% of websheep GmbH (VERGLEICH.CH)

Swisscom Directories AG takes over 100% of renovero

Swisscom Directories AG takes over 100% of Swisscom Directories AG

Swisscom Directories AG founds localcities

local.ch and search.ch enter the market under the unified name of localsearch (Swisscom Directories AG remains the legal entity)

Swisscom AG (69%) and Tamedia AG (31%) share ownership of the subsidiary Swisscom Directories AG

Swisscom AG takes over PubliGroupe SA and thus takes control of the Local Group (Swisscom Directories AG, LTV Gelbe Seiten AG and local.ch AG). The previous joint venture between Swisscom AG and PubliGroupe SA.

Swisscom AG takes over Publifrance SA, the company that owns LTV Gelbe Seiten AG.

Swisscom AG and LTV operate under the local.ch brand

renovero.ch is founded by Olmero AG

local.ch AG is founded

search.ch AG merges to become localsearch

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The roots of Swisscom AG go all the way back to 1852. As a subsidiary of Swisscom AG, the history of localsearch is closely tied to that of PTT (the Swiss Postal Telegraph and Telephone agency) and thus to telephone directories. Almost from the beginning, telephone directories have been an interesting medium in which to advertise.

HISTORY AND OWNERSHIP STRUCTURE