Ascom Strategy in Execution

Nicolas Vanden Abeele, CEO Ascom

ZKB Swiss Equity Conference
November 2, 2023

ascom

Increased demand for real-time communication and collaboration

Demographic change

- The proportion of older people in the population is increasing.
- Shortage of personnel leads to disruptions and burnout.

The patient is a customer

The patient actively demands healthcare services, for example, an increasing demand for single rooms and for contextual information

Care services – Always & everywhere

The patient desires 24/7 care everywhere, from hospitals to home-based outpatient care.

Progressing Digitalization

Digital Health has become a priority:

- Improved information acquisition,
- Expansion of services.

Increasing Regulatory Demands

Companies must comply with more and more legal and regulatory conditions (e.g. MDR).

Our purpose

Providing the **right data** for the **right decisions in mission-critical situations**

Vision

A world where the right information moves people forward.

Mission

We bring data to life. We put the right information in the right hands at the right time and help people to make the best possible decisions.

Our offer

Integrate

Holistically collect and integrate critical information.

Ascom Medical Device Integration
Ascom Nurse Call Systems

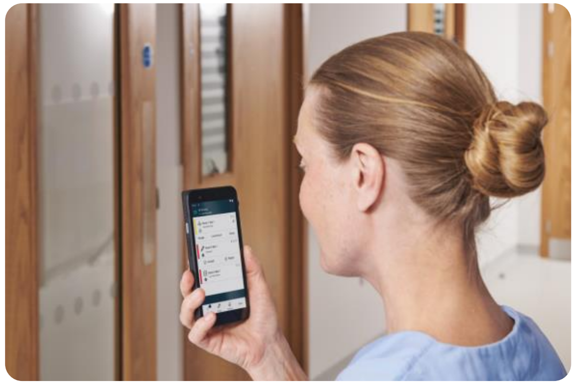
Orchestrate

Analyze, visualize and prioritize data-driven alarms

Ascom Digistat
Ascom Unite
Ascom Ofelia

Enable

Provide mission-critical information, at the right time to the right person



Ascom Myco
DECT VoWifi Phones & Pagers

ascom

Ascom at a glance

3 segments

Healthcare 69%
Enterprise 24%
OEM 7%

297.4m

Net revenue 2022

335.7m

Incoming orders 2022

19 locations

Operating business worldwide with key focus on Europe and US/CAN

1'345

Employees

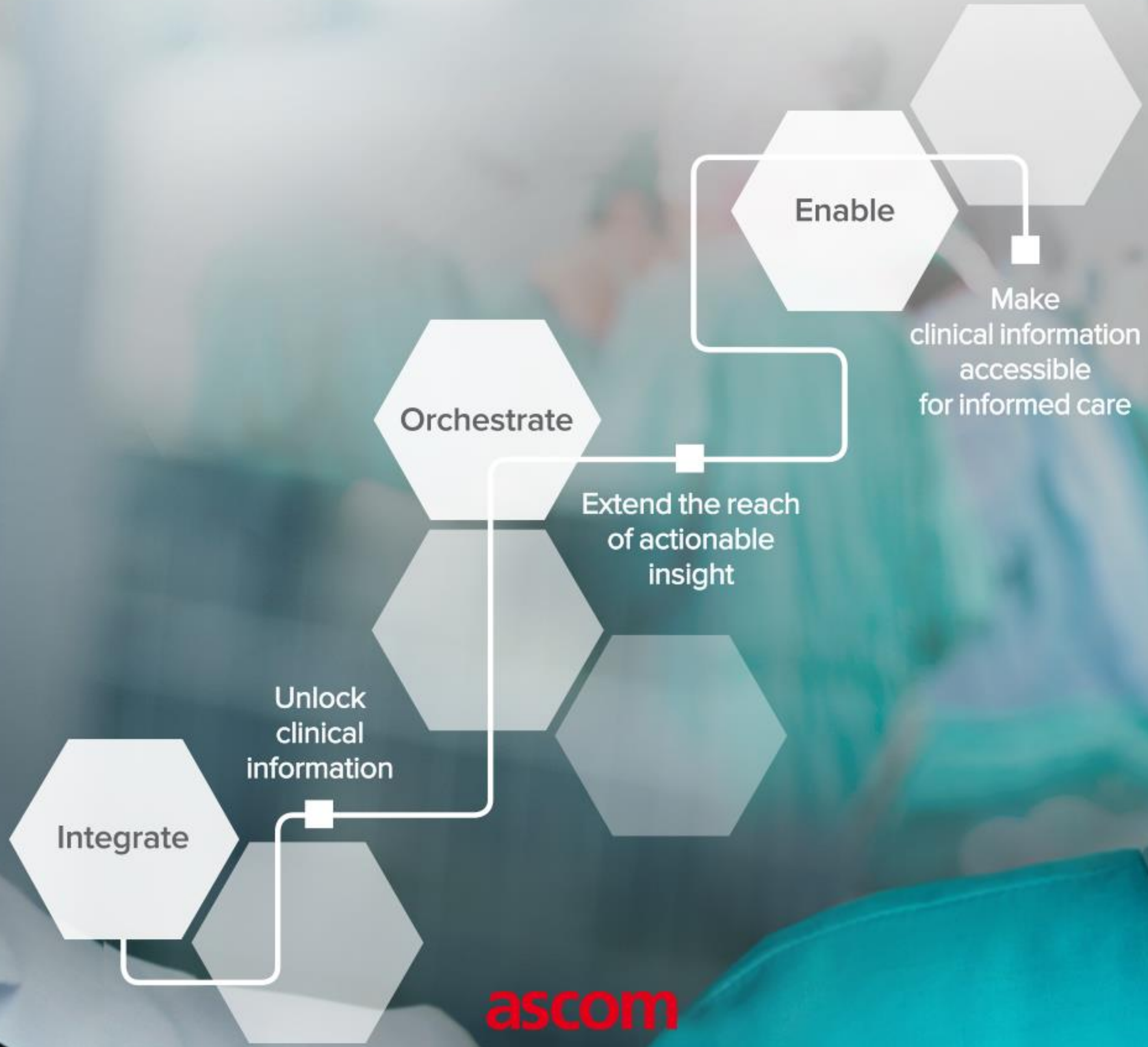
SIX-listed

SIX Swiss Exchange with 100% free float

The Ascom Healthcare and Enterprise Platform

The Ascom Healthcare Platform

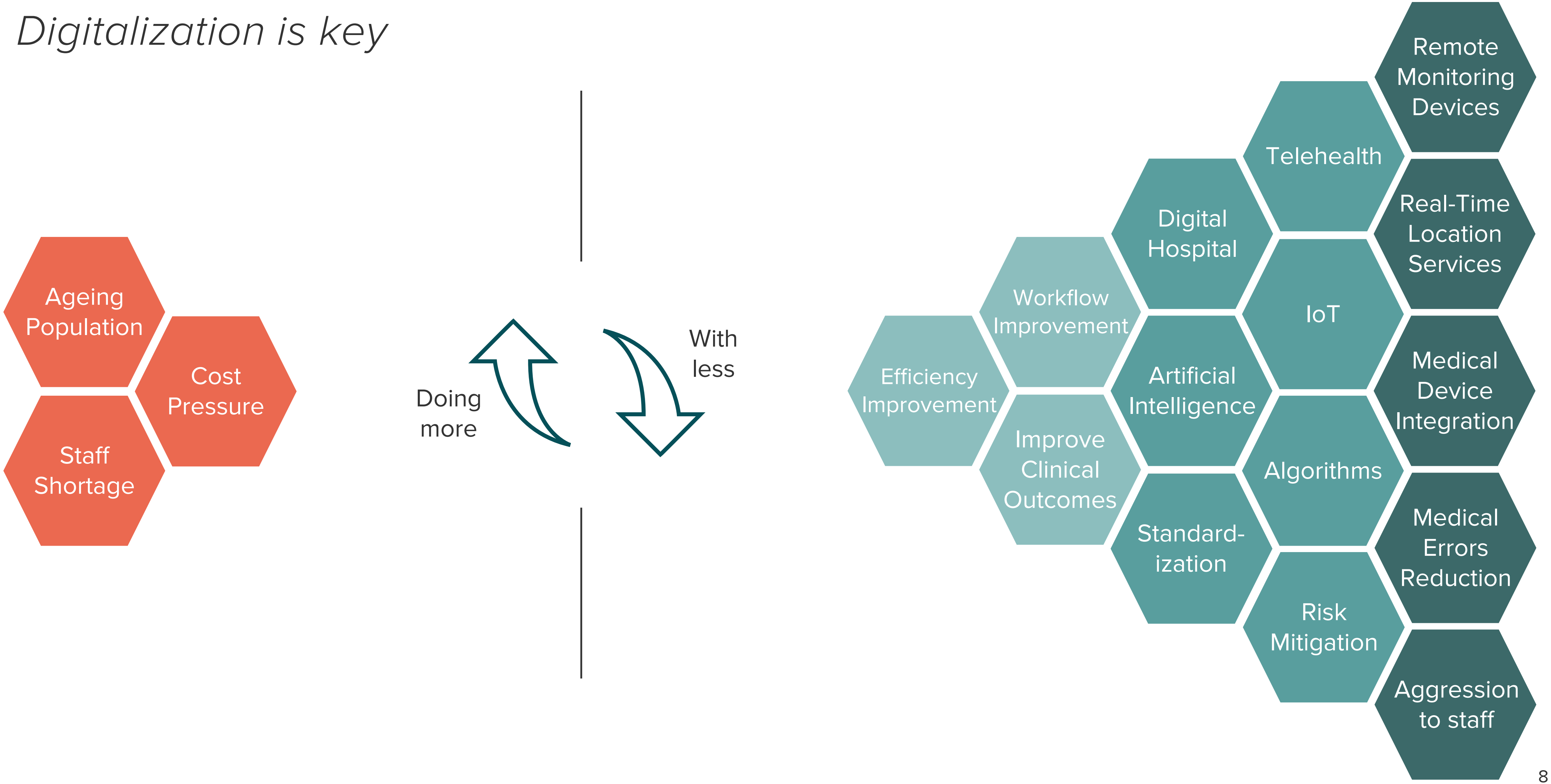
Integrate. Orchestrate. Enable.



ascom

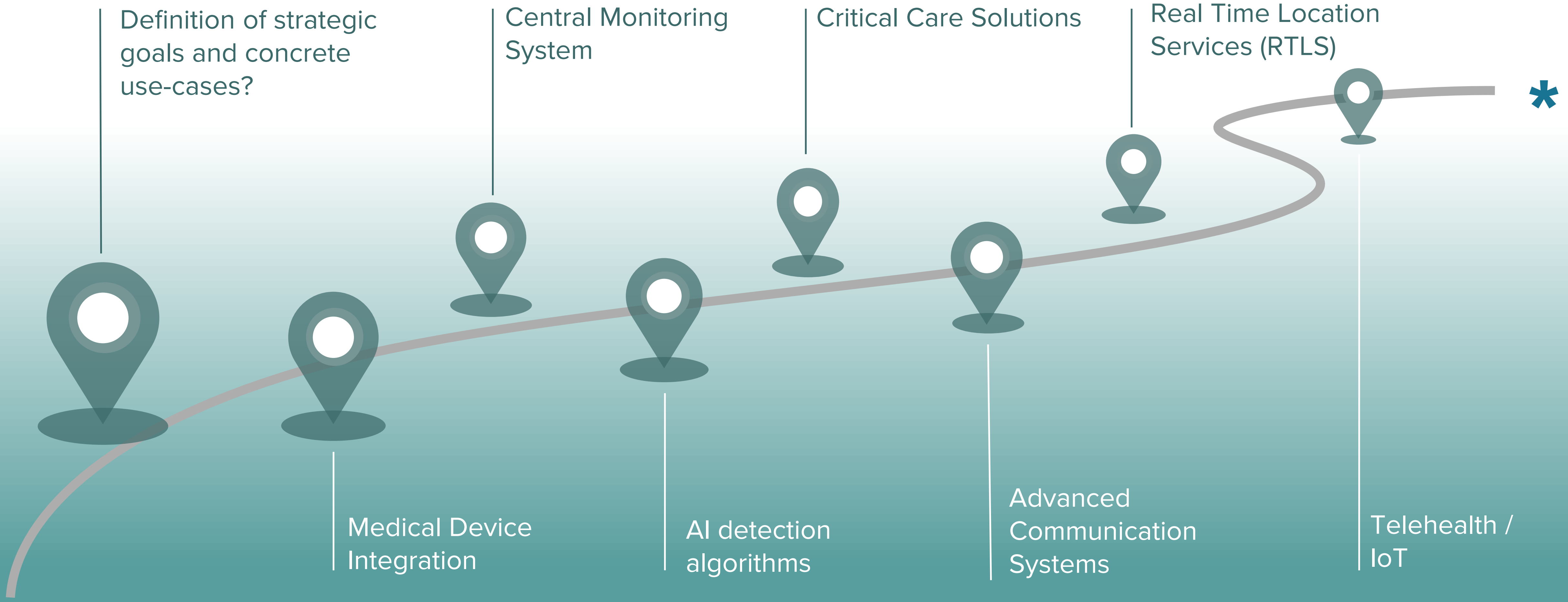
Demographic changes require higher efficiency in healthcare

Digitalization is key



ascom

The digital journey of a hospital



Ascom as a key partner across the care pathways

Emergency room

General ward

CMS
(Central Monitoring station)

OR
(Operation room)

ICU

Rehab center

Nurse Call

Digistat

Unite/Ofelia

SmartSense

Mobility

ascom
Healthcare Platform

Critical Care workflow solutions

OR workflow challenges

- Compliance
- Turnover Time
- Communication
- Patient Safety
- Scheduling & Utilization
- Maintenance
- Resource Allocation
- Tech. Integration
- Patient Flow
- Cost Management
- Emergency Cases
- Staffing & Skills

Operating Rooms account for about **60%** of a hospital's revenue. However, they are also the largest cost driver.

Operating Room costs are estimated to be about
45 USD per minute

Most common types of medical lawsuits

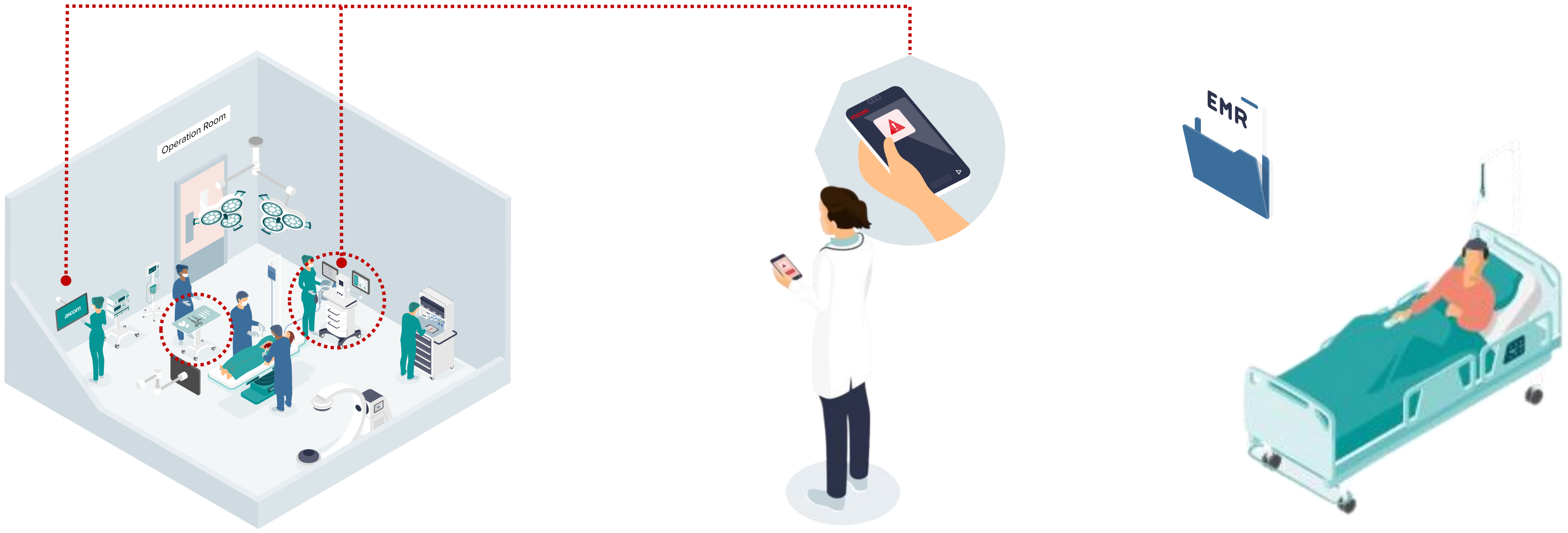
1. Misdiagnosis
2. Delayed Diagnosis
3. **Surgical Errors**
4. Failure to Treat
5. Birth Injuries
6. Prescription Drug Errors
7. **Anesthesia Errors**
8. Failure to Prevent or Treat Infections

Smart Hospital seamless workflow support

Staff Availability
Surgery Skills
Medical Record

Size & Layout
Equipment
Risk Profile

Utilization ⚖ **Flexibility**



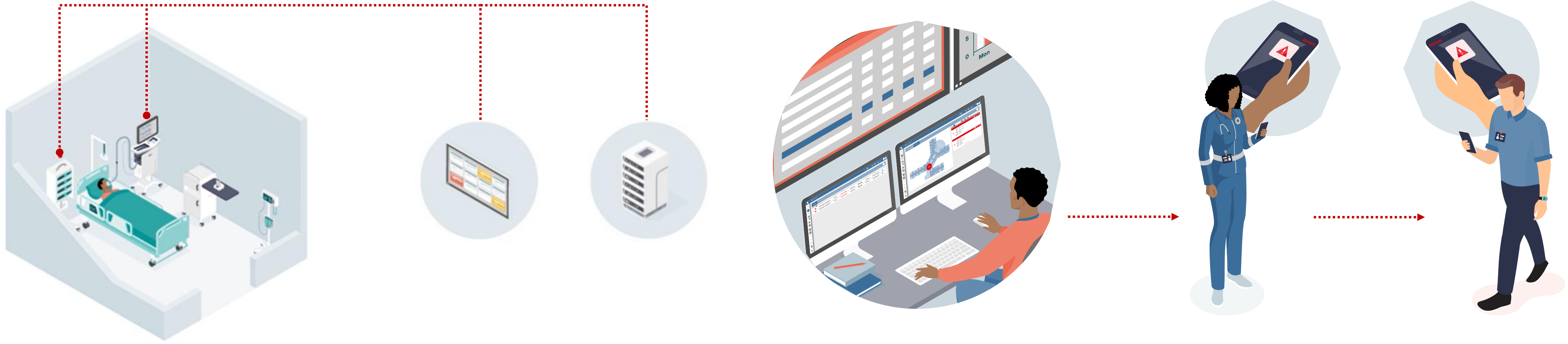
Active Directory — EHR — OR Scheduling — Logistic Systems — OR Equipment — Unified Communication Systems — EHR

ascom
Healthcare Platform

ICU Challenges

- Response Time to Alarms
- Handovers between shifts
- Medication Management
- Documentation and Charting
- Equipment Availability
- Resource Allocation
- Alarm Fatigue
- Ineffective Communication
- Workload Imbalance

Smart Hospital seamless workflow support



Central Monitoring Station

Clinical Surveillance

- Septic Shock
- Respiratory Distress
- Acute Kidney Injury (AKI)
- Sudden Bleeding
- Neurological Changes
- Diabetic Emergencies
- Dehydration or Fluid Overload
- Electrolyte Imbalances
- Venous Thromboembolism
- Acute Decompensated Heart Failure (ADHF)

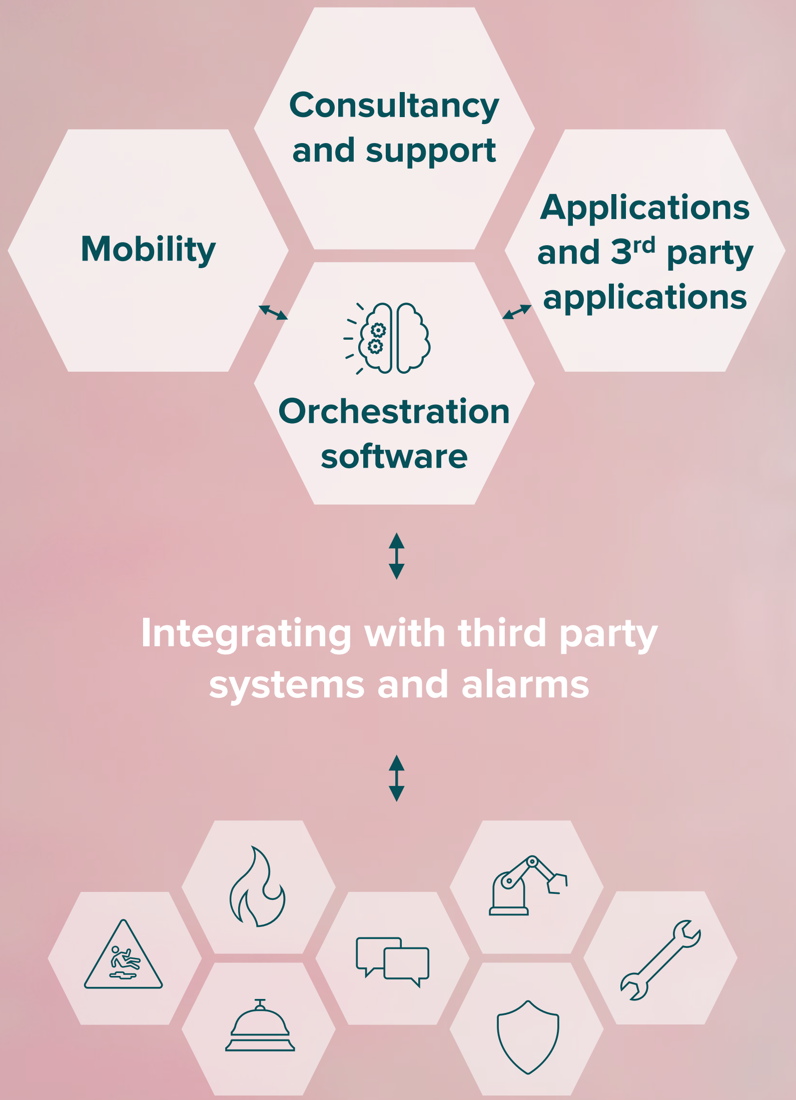
Alarm Fatigue Reduction

Standardization of care

Support for Telehealth

Data Analytics & Trend Monitoring

The Ascom Enterprise Platform



Ascom's Enterprise Verticals

- Industry
- Hospitality
- Security
- Retail

Dynamic and growing market supported by macrotrends

Market today

Relevance of RTCC solutions and the need for an **“industrialized” delivery of care is growing:**

Aging population leads to increasing demand of long-term care and acute care services.

Rising cost pressure requires efficient and streamlined processes across the care continuum.

Increasing staff shortage demands closer and faster communication and collaboration.

Ascom’s competitive advantages

Device agnostic vendor

Clear focus on Real-time Communication & Collaboration
with proven track record

Most comprehensive portfolio
in Software, Hardware and Services

Global professional services organization

Partnership opportunities with device manufacturers

Ascom Strategy in Execution

ascom

Executing on our Transformation Journey

Exceed

Sustained Performance

Expand

Accelerating Growth

Shape

Focus to Perform

- Strengthen competitive capabilities
- Operational excellence
- Improved financial performance

ascom

Our Strategic Growth Pillars

Progressing well on our Strategic Plan

Growth Acceleration

Strategy Execution

Operational Excellence

Sustainability/ESG

Growth Acceleration

H1/2023 reconfirms Ascom's market traction

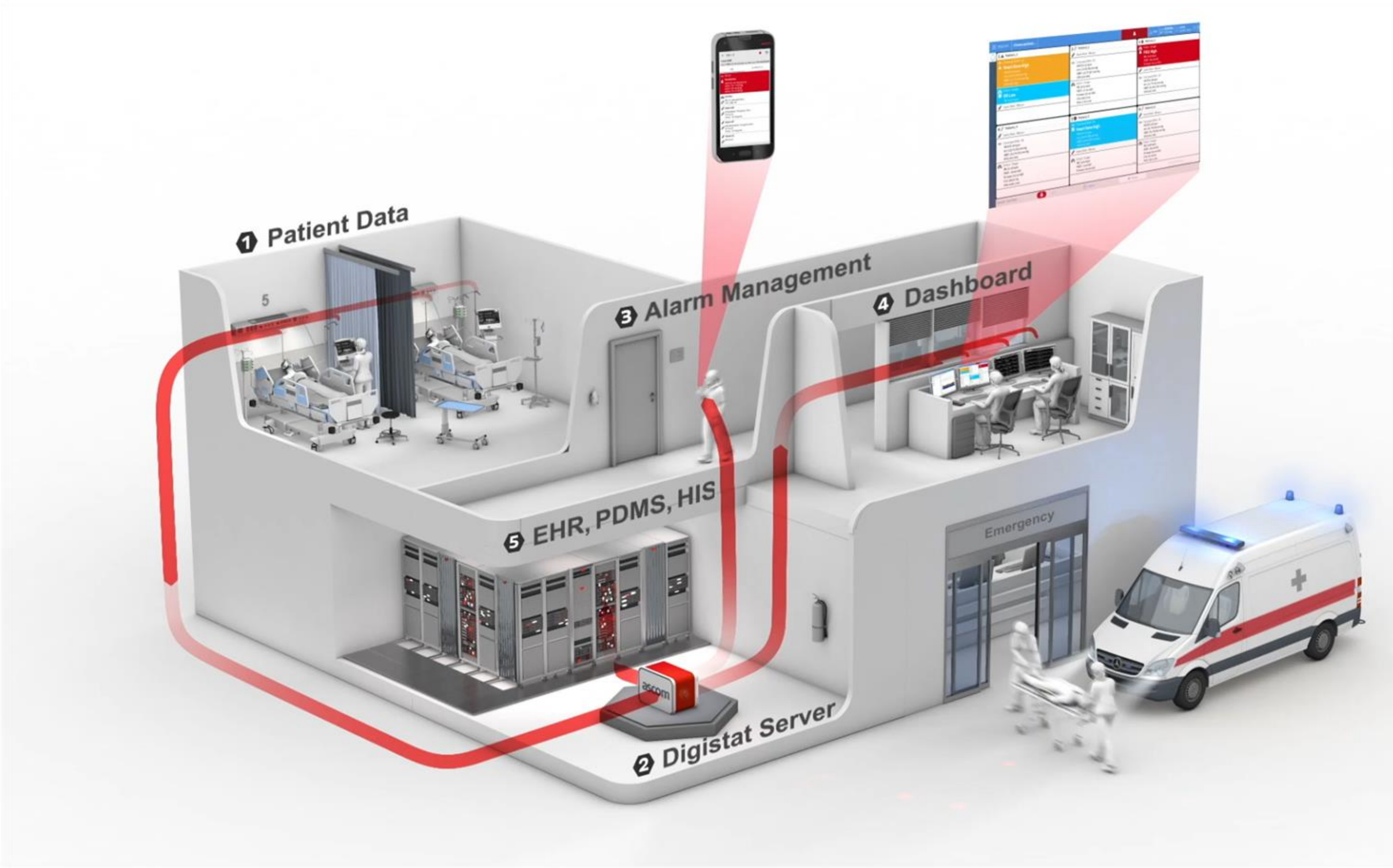
- **Double-digit revenue growth[(1)] in focused key regions:**
  - >20% in DACH, France & Spain, UK & Ireland
  - >10% in USA & Canada, and Rest of World
- Stepping up our **sales excellence efforts and growth ambitions** across all segments
- Further elevation of best-in-class **customer experience** and **digital journey**

(1) At constant currencies.

Strategy Execution

New Ascom Healthcare Platform gaining traction

- **Aspiring to become the enabling software platform in a Hospital**
  - Real-time clinical platform of action
  - To which everyone and everything connects
- **Enabling better outcomes across the care continuum**
  - Evidence-based used cases
  - Solving real customer pain points



Strategy Execution

Myco 4 launch leveraging advantages of Ascom Healthcare Platform

Newest medical grade smartphone with

- New scanning capabilities, emergency features and enhanced hot swappable battery
- Operating on Android 12 with 6 embedded sensors
- Availability of mission-critical apps and services

Fully integrated with Ascom Healthcare Platform, enabling

- Caregivers to connect and collaborate real-time
- More effective care-team collaboration
- Better patient-centered care

Teaser of the new Myco 4

Operational Excellence

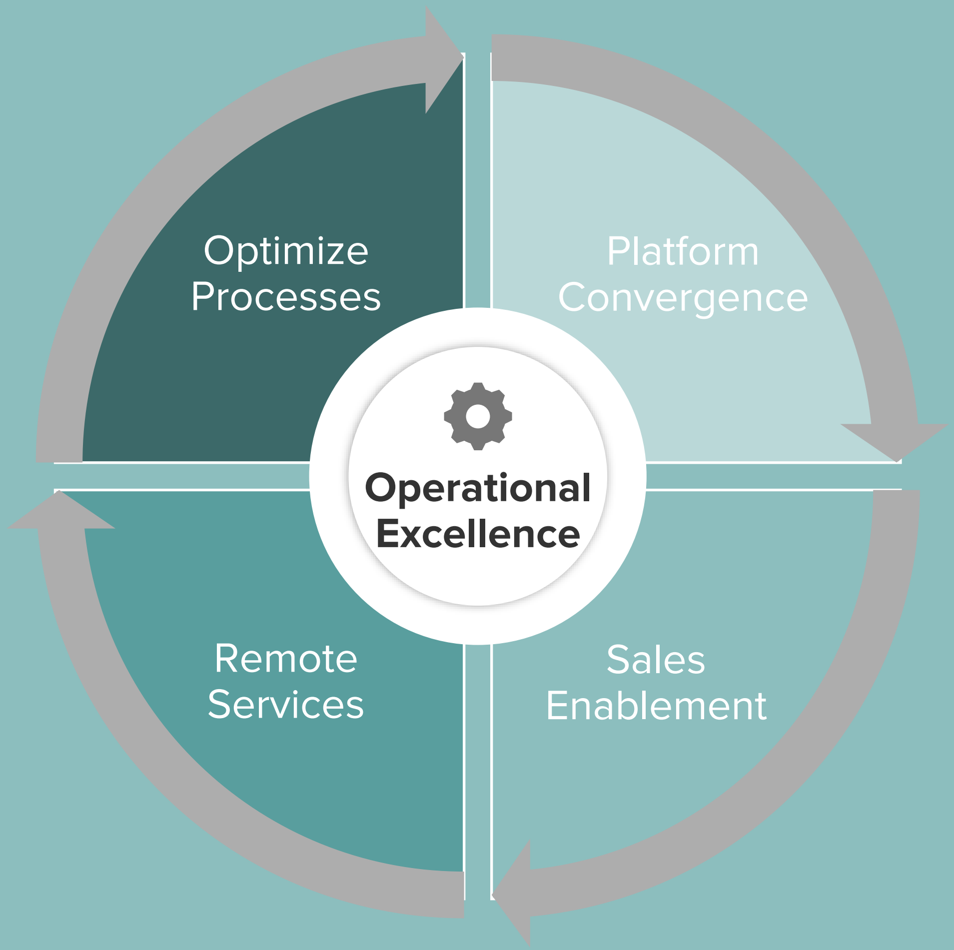
Lowering our break even point and improving efficiency

Shape Up **cost reduction** program **on track**

- Overall target to reduce cost by 10 MCHF compared to 2021
- Net positive contribution in 2023
- No restructuring one-off charges in 2023
- Full run rate benefits expected in 2024

Process efficiency improvements enabling better:

- Sales Scalability
- Serviceability
- Customer Experience



Sustainability

Continuing acceleration of our cross-company ESG activities

Reconfirming our ESG Ambitions:

- Carbon neutrality by 2040
- Top-tier ESG industry rating by 2030

Because we care about:

- **Our Customers –** … ESG becoming a business enabler
- **Our People –** … anchored in our corporate DNA and culture
- **Our Planet –** … taking care of the environment

Ascom 3-5 Year Action Plans

E

- Energy efficiency classes on all Ascom Products with clear reduction targets
- CO2 reduction targets on facilities, fleet, equipment and waste management

S

- Diversity in management and technical positions
- Key KPIs for attraction, development and retention of employees

G

- ESG targets for suppliers and supply chains
- External risks (tests, analyses) and data protection management

GRI Standards

Conclusion

ascom

Well on-track to deliver superior growth & shareholder value

- Ascom is active in **markets with secular growth trends**
- H1/2023 delivered **good progress on our growth and performance ambitions**
- We are fully committed to further **elevate Ascom's success and value creation over 2023 and beyond**, with a:
    - Clear growth strategy
    - Clear path to become the enabling clinical/enterprise platform
    - Increased operating leverage, efficiency and profitability
    - Focus on cash generation
- **We remain vigilant in the current macro & geo-political environment**

Contact us

Daniel Lack
Senior VP Legal & Communications/IR

investor@ascom.com
Tel +41 41 544 78 00

ascom

Legal Disclaimer

This document contains specific forward-looking statements, e.g. statements including terms like “believe”, “expect” or similar expressions. Such forward-looking statements are subject to known and unknown risks, uncertainties and other factors which may result in a substantial divergence between the actual results, financial situation, development or performance of Ascom and those explicitly presumed in these statements.

Against the background of these uncertainties readers should not rely on forward-looking statements. Ascom assumes no responsibility to update forward-looking statements or adapt them to future events or developments.