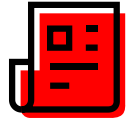


A composite image featuring a modern office building with 'mobilezone' logos, a large green sphere, and a city skyline at sunset. The building is a multi-story structure with a grid-like facade of windows, some of which are illuminated from within. The 'mobilezone' logo is visible on two of the building's facades. To the left of the building is a large, green, spherical object covered in dense foliage, resembling a giant tree or a bio-dome. In the background, a city skyline is visible under a sunset sky with warm orange and yellow hues. The foreground shows some greenery and a blue path.

ZKB SWISS EQUITY CONFERENCE 2025

mobilezone at a glance



Since 1999

mobilezone was founded in 1999 and is now the leading independent Swiss and German telecommunications specialist with around 1,000 employees in Rotkreuz, Urnäsch, Cologne, Bochum and Münster.



Over 125 Shops
in Switzerland

mobilezone offers its services and products online and in over 125 shops in Switzerland. For businesses, mobilezone provides consulting and customized customer solutions (Fleet Management, DaaS).

Markus Bernhard
Executive Delegate of the
Board of Directors



Roger Wassmer
CEO Switzerland / Co-CEO



Wilke Stroman
CEO Germany / Co-CEO



Bernhard Mächler
CFO mobilezone Group



Pascal Boll
Director MVNO & Investor
Relations



OUR OFFERING

- Complete range of smartphones and accessories.
- Subscriptions for mobile and fixed-line telephony, digital TV, and internet from all providers.
- MVNO in Switzerland (TalkTalk, Digital Republic)
- Independent advice and services for private and business customers.
- Repair and refurbishing services in Switzerland (mobilezone reload).
- Leading Swiss product brand for refurbished smartphones (jusit) and accessories (itStyle).

Divestment of German business

- ✓ **Sales agreement with freenet for the sale of the entire German business (“mobilezone Deutschland”) announced in Oct 2025**
 - ✓ The sale price is in the range of **EUR 230 million**.
 - ✓ Closing is expected by the end of **2025**
- ✓ **Use of proceeds:** inorganic growth and debt reduction
- ✓ Net cash position vs. net debt of **CHF 100 million** as of **June 30, 2025**
- ✓ A share buyback program will be considered after the transaction is completed
- ✓ Payment of a stable and attractive dividend of **CHF 0.90 per share** in the years **2026 to 2028**

mobilezone Germany



mobilezone



Product Brands

sparhandy

DEINHANDY.

★★★★★
HANDYSTAR

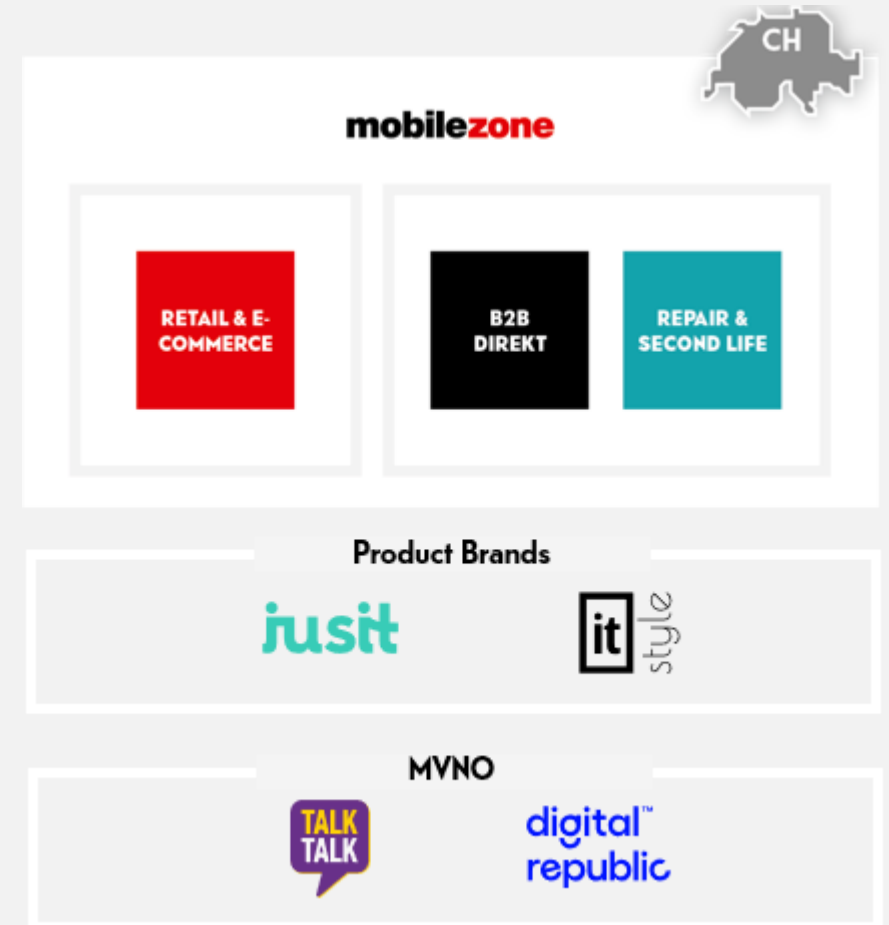
MVNO



simyo

Outlook – Home market Switzerland

- ✓ **mobilezone** will focus on the home market **Switzerland**
- ✓ **Core:** mobilezone retail network with 125 locations
- ✓ **Focus:** recurring revenues (MVNO and B2B) and margin improvement (accessories and Second Life)
- ✓ **Goal:** improve growth and margin profile of mobilezone at all levels
 - **Gross profit margin Switzerland:**
 - 2024: **38.8%**
 - H1 2025: **44.3%**
 - **EBITDA margin Switzerland:**
 - 2024: **12.7%**
 - H1 2025: **15.2%**
- ✓ **EBITDA target for 2028:** CHF 70 million, resulting from organic development and M&A



Switzerland only focus - strategy



Gross profit growth and gain of market share



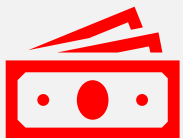
Switzerland only focus: POS (125 locations) and online presence



Expansion of recurring revenues (B2B, MVNO)



Sustainability

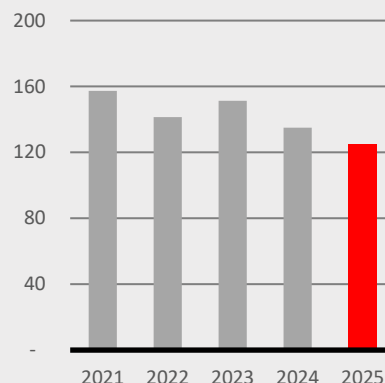


Attractive dividend policy – planned continuation of stable dividend

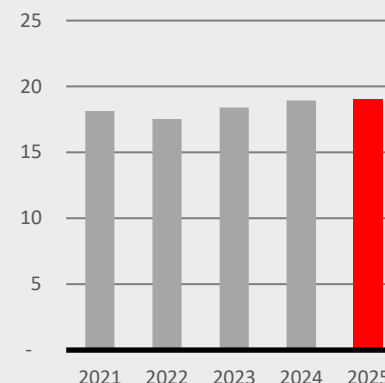
Switzerland

- ✓ **Best 1st Semester in company's history**
- ✓ **Net sales:** CHF 125 million (PY: CHF 135 million)
-7.3 per cent
- ✓ **EBITDA:** CHF 19.0 million (PY: CHF 18.9 million)
+0.6 per cent
- ✓ **EBIT:** CHF 15.6 million (PY: CHF 15.1 million)
Return on sales: 12.5 per cent (PY: 11.2 per cent)
- ✓ **Number of full-time equivalents:** 615
(31.12.2024: 619) *-0.6 per cent*
- ✓ **Contracts sold:** 230,000 (PY: 226,000)
+1.8 per cent
- ✓ **Accessory sales:** CHF 9.6 million (PY: CHF 10.3 million) *-6.7 per cent*
- ✓ **MVNO Sales:** CHF 22.0 million (PY: CHF 18.0 million) *+22.4 per cent*
- ✓ **MVNO postpaid subscriptions:** 200'900
(31.12.2024: 181'400) *+10.7 per cent*

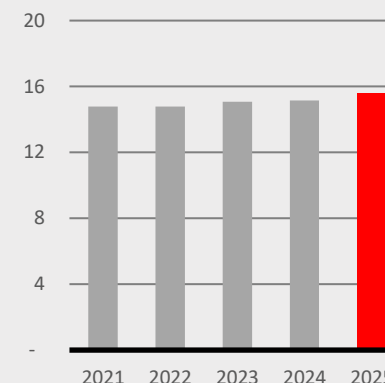
Net sales¹
(CHF million)



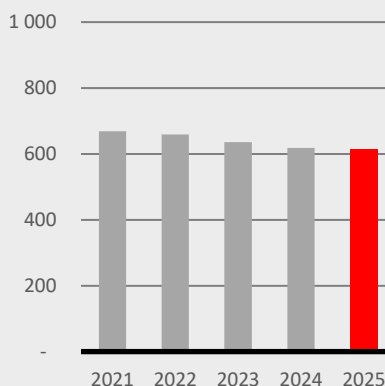
EBITDA¹
(CHF million)



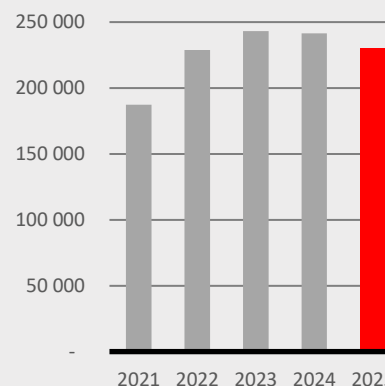
EBIT¹
(CHF million)



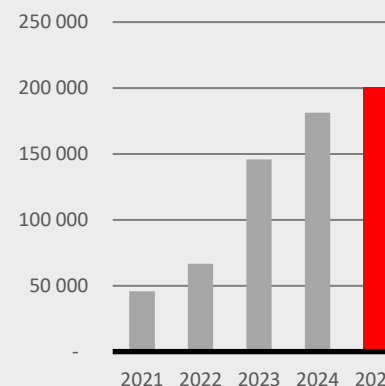
Employees²
(Full-time equivalents)



Mobile, TV and Internet contracts¹
(Number of contracts)



MVNO postpaid subscriptions²
(Number of subscriptions)



¹ 1 January to 30 June

² As of 30 Juni 2025 and previous year as of 31 December

MVNO - Why is it relevant?



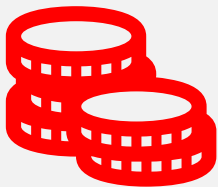
It's our customers



Growth



Recurring revenues

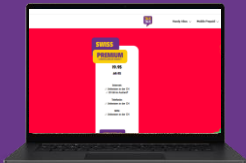


Margin

TalkTalk & Digital Republic



- Broad mobile and internet offering with expert in-store advice
- Consistently good value for money
- Focus on SIM-only
- Network: Sunrise



talktalk.ch



>125 Shops



Optimized online strategy with a positive impact on new customer acquisition

- Attractive, simple and flexible mobile plans (available online only)
- No activation fee, minimum contract term or cancellation period
- Special offer for IoT/B2B applications (suitable for smart home devices, smartwatches and industrial goods)
- Network: Sunrise



digitalrepublic.ch



digitec.ch

Flat Mobile Swiss	Flat Mobile	Flat Mobile Plus
Handy Abos	Handy Abos	Handy Abos
13.- pro Monat	18.- pro Monat	25.- pro Monat
✓ Daten, Textfunk & SMS Schweiz Abos unlimitiert inkl. 50	✓ Daten, Textfunk & SMS Schweiz Abos unlimitiert inkl. 50	✓ Daten, Textfunk & SMS Schweiz Abos unlimitiert inkl. 50
✓ Roaming Daten EU/USA/UK 2 GB pro Monat	✓ Roaming Daten EU/USA/UK 2 GB pro Monat	✓ Roaming Daten EU/USA/UK 12 GB pro Monat
✓ Roaming Textfunk EU/USA/UK 100 Minuten pro Monat (30 Länder)	✓ Roaming Textfunk EU/USA/UK 100 Minuten pro Monat (30 Länder)	✓ Roaming Textfunk EU/USA/UK Unlimitiert in 60 Ländern
Jetzt Onlinebestellung starten	Jetzt Onlinebestellung starten	Jetzt Onlinebestellung starten

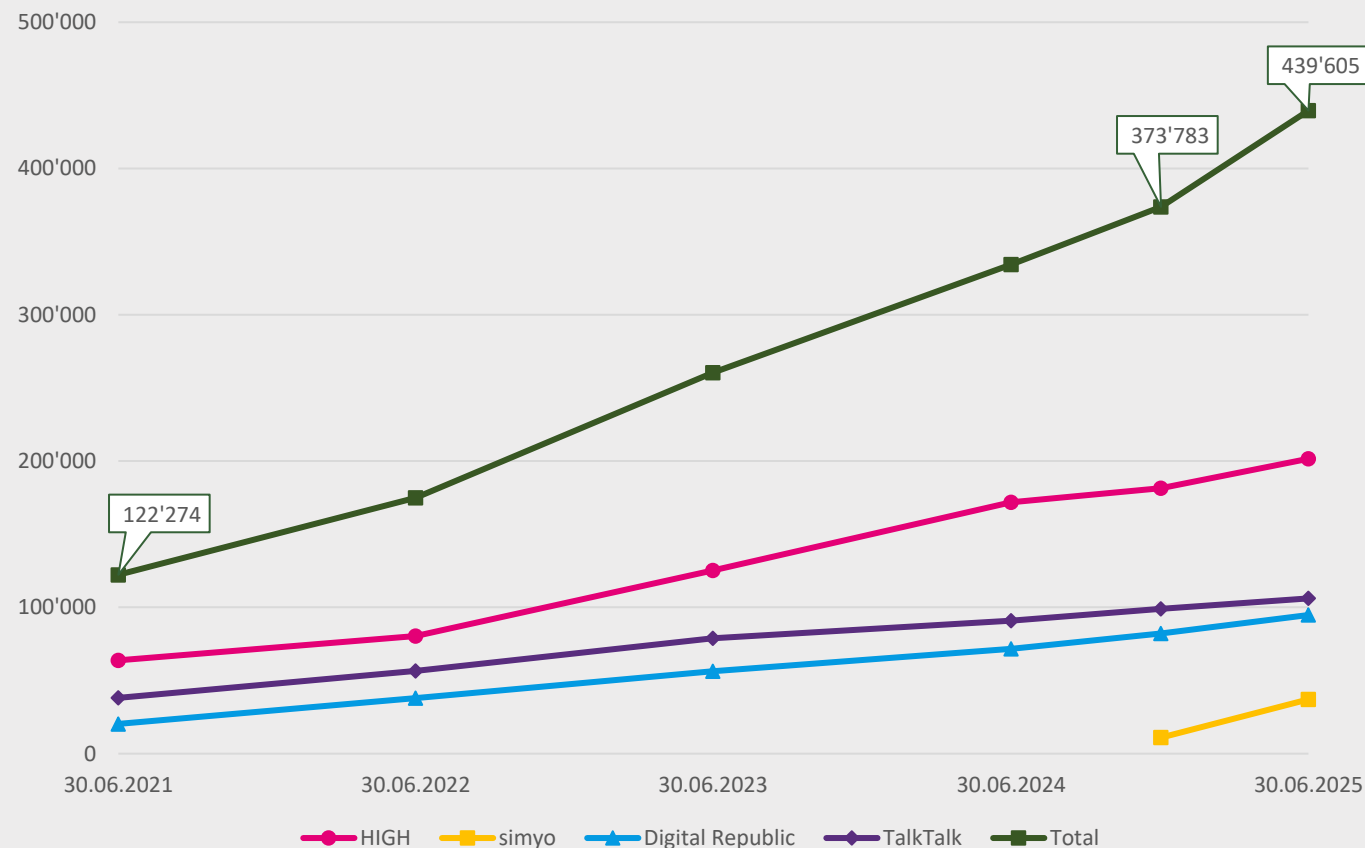


Successful launch of the «Flat Mobile»-Family, as well as the innovative referral program «Friends with Benefits»

Mobile postpaid subscriptions

- ✓ Quadruplication of MVNO postpaid subscriptions over the past five years.
- ✓ Switzerland
 - Good market positioning with different customer targeting of Digital Republic and TalkTalk
- ✓ Germany
 - Accelerated growth at HIGH in the first half of the year
 - simyo growth slightly below own expectations

MVNO mobile postpaid subscriptions (Number of subscriptions)



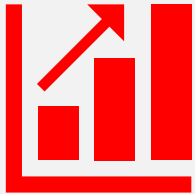
Why investing in mobilezone?



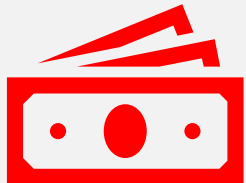
Pure Switzerland investment



Strong market presence with well-known channels in Switzerland



Expansion of recurring revenues (B2B, MVNO)
-> margin expansion and earnings quality improvement



High earnings quality and cash generation fuel attractive
dividend policy (>7%)

Q&A

Financial calendar

Dates

06. March 2026

Publication of Annual Report 2025

06. March 2026

Video conference for investors, media and analysts

08. April 2026

General Meeting 2026

14. August 2026

Publication of Half-Year Report 2026

14. August 2026

Video conference for investors, media and analysts

An aerial photograph of Cologne, Germany, featuring the Cologne Cathedral and the Rhine River. A large, vibrant green tree is superimposed on the roof of the Cologne Opera House, creating a surreal image. The text "Thank you for your interest!" is overlaid in white, with a red horizontal line underneath it.

Thank you for your interest!

APPENDIX

KEY FIGURES

Key Figures

✓ **Net sales:** CHF 430 million (PY¹: CHF 476 million)

- currency adjusted CHF 436 million

✓ **Gross profit:** 92.8 million (PY¹: CHF 93.5 million)

- currency adjusted CHF 93.6 million

✓ **EBITDA:** CHF 31.7 million (PY¹: CHF 33.7 million)

- currency adjusted CHF 31.9 million

✓ **EBIT:** CHF 23.8 million (PY¹: CHF 26.4 million)

- currency adjusted CHF 24.0 million

✓ **Net income:** CHF 17.6 million (PY¹: CHF 19.0 million)

- currency adjusted CHF 17.7 million

✓ **Shareholders' equity mobilezone holding ag:**

CHF 106 million (31.12.2024: CHF 132 million)

(in CHF million or as indicated)

Net sales

429.6 100.0%

476.1 100.0%

Gross profit

92.8 21.6%

93.5 19.6%

EBITDA

31.7 7.4%

33.7 7.1%

EBIT

23.8 5.5%

26.4 5.6%

Consolidated net income

17.6 4.1%

19.0 4.0%

Net cash flow from operating activities

38.2

18.4

Investments in property, plant and equipment and intangible assets

2.1

4.4

Free Cashflow before acquisitions, divestments and customer acquisition costs

36.1

14.0

Customer acquisition costs

5.9

3.5

(in CHF million or as indicated)

30.06.2025

31.12.2024

Shareholders' equity mobilezone holding ltd (statutory financial statements)

106.0

132.0

Dividend per share (CHF)

0.90

0.90

ROCE (%)

50.2

43.6

Net debt/EBITDA

1.75

1.50

Employees (full-time equivalents)

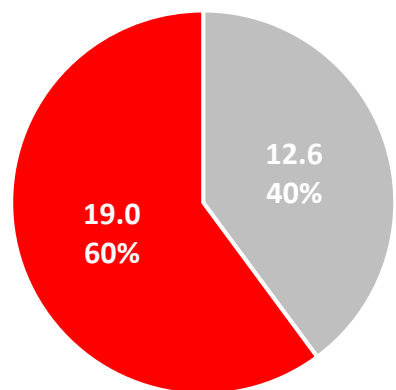
919

935

MARKET AREAS

Market areas

EBITDA (in CHF million)



● Switzerland ● Germany

	Total mobilezone Group		Switzerland		Germany	
(in CHF million)	H1 2025	H1 2024 ¹	H1 2025	H1 2024	H1 2025	H1 2024 ¹
Net sales	429.6 100.0%	476.1 100.0%	125.1 100.0%	134.9 100.0%	307.5 100.0%	342.2 100.0%
Gross profit	92.8 21.6%	93.5 19.6%	55.4 44.3%	52.3 38.7%	36.6 11.9%	40.3 11.8%
EBITDA	31.7 7.4%	33.7 7.1%	19.0 15.2%	18.9 14.0%	12.6 4.1%	14.8 4.3%
EBIT	23.8 5.5%	26.4 5.6%	15.6 12.5%	15.1 11.2%	8.2 2.7%	11.3 3.3%

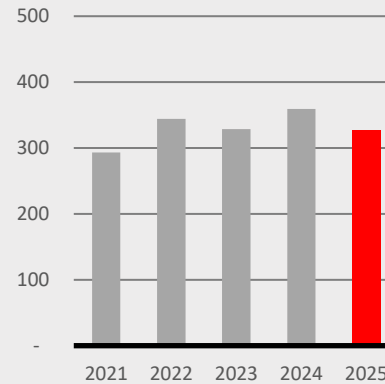
The unallocated/eliminations category of CHF 0.1 million (PY: CHF 0.0 million) at EBIT level remains in the holding company

- ✓ As in the previous year¹, 72 per cent of sales were generated in Germany and 28 per cent in Switzerland
- ✓ EBITDA share of 60 per cent for Switzerland and 40 per cent for Germany (PY¹: 56/44 per cent)
- ✓ EBIT CHF 23.8 million (PY¹: CHF 26.4 million)
 - currency adjusted EBIT: CHF 24.0 million
 - EBIT margin: 5.5 per cent (PY¹: 5.6 per cent)

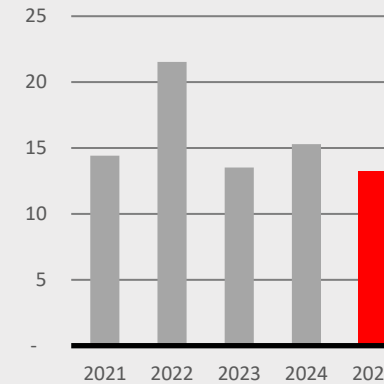
Germany

- ✓ Net sales: EUR 327 million (PY³: EUR 359 million)
-9.0 per cent
- ✓ EBITDA: EUR 13.3 million (PY³: EUR 15.3 million)
-13.4 per cent
- ✓ EBIT: EUR 8.6 million (PY³: EUR 11.7 million)
Return on sales: 2.7 per cent (PY: 3.3 per cent)
- ✓ Number of full-time equivalents: 304 (31.12.2024: 316)
-3.8 per cent
- ✓ Contracts sold: 499,000 (PY: 553,000) -9.8 per cent
 - Online: 265,000 (PY: 304,000) -12.8 per cent
 - B2B-Handel: 234,000 (PY: 249,000) -6.0 per cent
- ✓ MVNO sales: EUR 21.0 million (PY³: EUR 15.8 million) +32.9 per cent
- ✓ MVNO postpaid subscriptions: 238,700 (31.12.2024: 192,400) +24.1 per cent

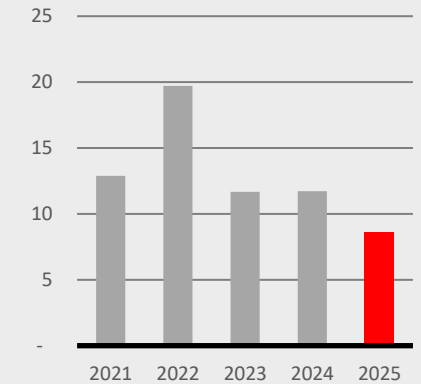
Net sales¹
(EUR million)



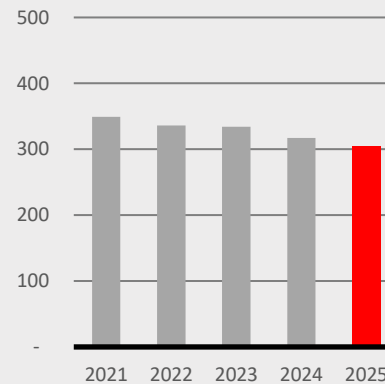
EBITDA¹
(EUR million)



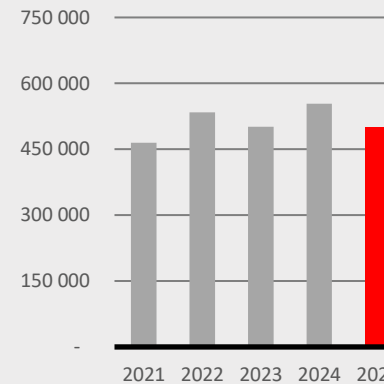
EBIT¹
(EUR million)



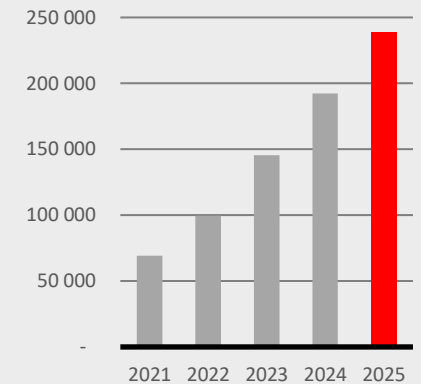
Employees²
(Full-time equivalents)



Mobile, TV and Internet contracts²
(Number of contracts)



MVNO postpaid subscriptions²
(Number of subscriptions)



¹ 1 January to 30 June

² As of 30 Juni 2025 and previous year as of 31 December

³ Restated due to changes in accounting policies (see Half-year Report, Page 21, note 2)

MVNO development

Segment	Switzerland		Germany		Total Switzerland	Total Germany	Total Group
Net sales					CHF 22.0 million (PY: CHF 18.0 million)	EUR 21.0 million (PY ¹ : EUR 15.8 million)	CHF 41.8 million (PY ¹ : CHF 33.1 million)
Brands							
Number of subscriptions 30.06.2025	106'100	94'800	201'600	37'100	200'900	238'700	439'600
Number of subscriptions 31.12.2024	99'100	82'300	181'400	11'000	181'400	192'400	373'800
Number of subscriptions 30.06.2024	90'900	71'700	171'800	n.a.	162'600	171'800	334'400
Growth in the last 6 months	+7'000 +7.1%	+12'500 +15.2 %	+20'200 +11.1 %	+26'100 237.3%	+19'500 +10.7%	+46'300 +24.1%	+65'800 +17.6%

¹ Restated due to changes in accounting policies (see Half-year Report, Page 21, note 2)

Highlights H1-2025

Best ever first half-year
of mobilezone Switzerland

Challenging market
environment in Germany

Net sales
CHF 436 million
(PY¹: CHF 476 million)
(currency adjusted)

Sustainability:

- EcoVadis Awards
- SBTi Validation
- justit: strong growth continues +48%

MVNO postpaid subscriptions:
439,600 (31.12.2024: 373,800)

Growth +18%

EBIT CHF 23.8 million
(PY¹: CHF 26.4 million)

EBITDA CHF 31.7 million
(PY¹: CHF 33.7 million)

Continuation of
cost-reduction
programs to
optimize profitability