



HALF-YEAR REPORT 2025

INVESTOR, MEDIA AND ANALYST CONFERENCE

AGENDA

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Participants mobilezone

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Highlights 2025

EBITDA CHF 31.7 million
(PY¹: CHF 33.7 million)

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)

Continuation of
cost-reduction
programs to
optimize profitability

Best ever first half-year
of mobilezone Switzerland

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)	H1 2025	H1 2024 ¹
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

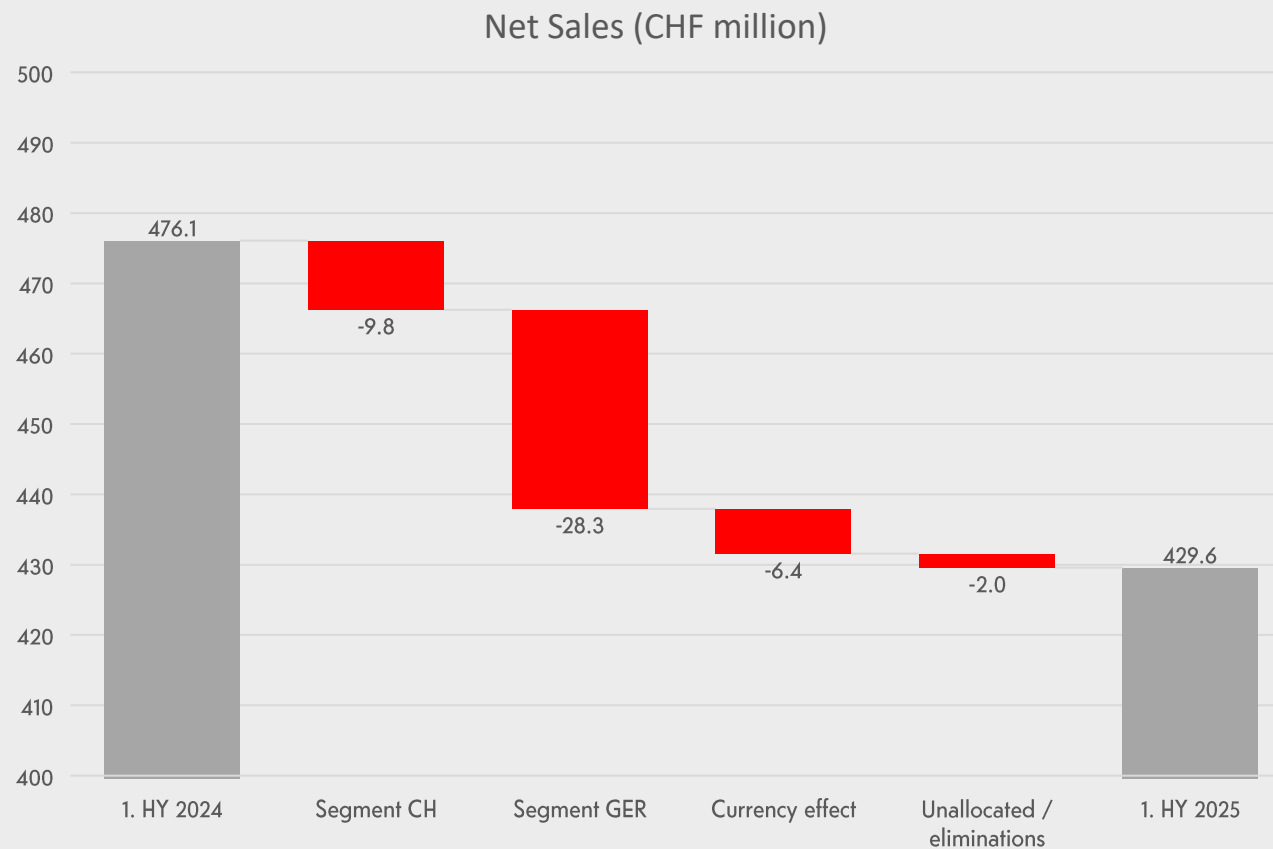
¹ Restated due to changes in accounting policies (see Half-year Report, Page 21, note 2)

Net sales

Net sales

CHF 430 million (PY¹: CHF 476 million)

- currency adjusted CHF 436 million

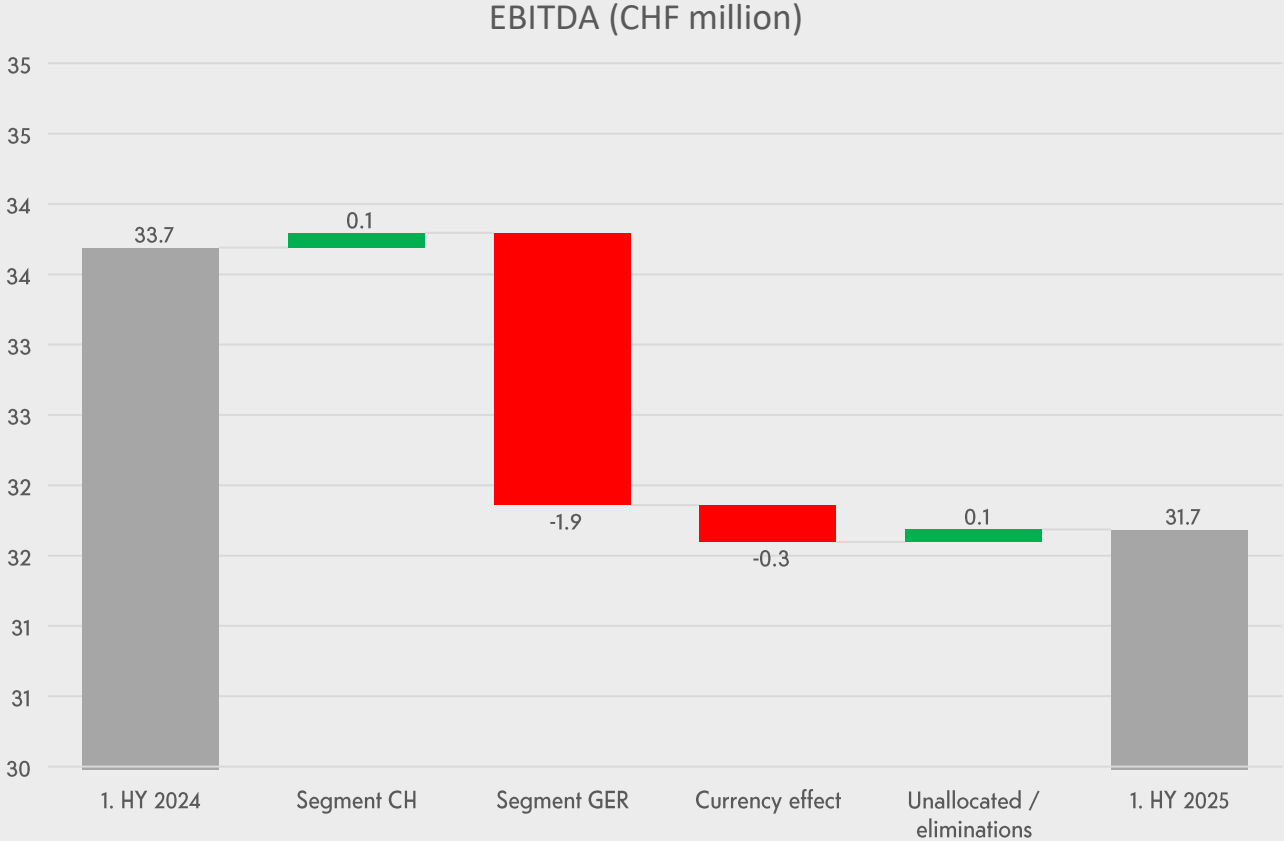


EBITDA

EBITDA

CHF 31.7 million (PY¹: CHF 33.7 million)

- EBITDA margin: 7.4 per cent (PY¹: 7.1 per cent)
- currency adjusted CHF 31.9 million



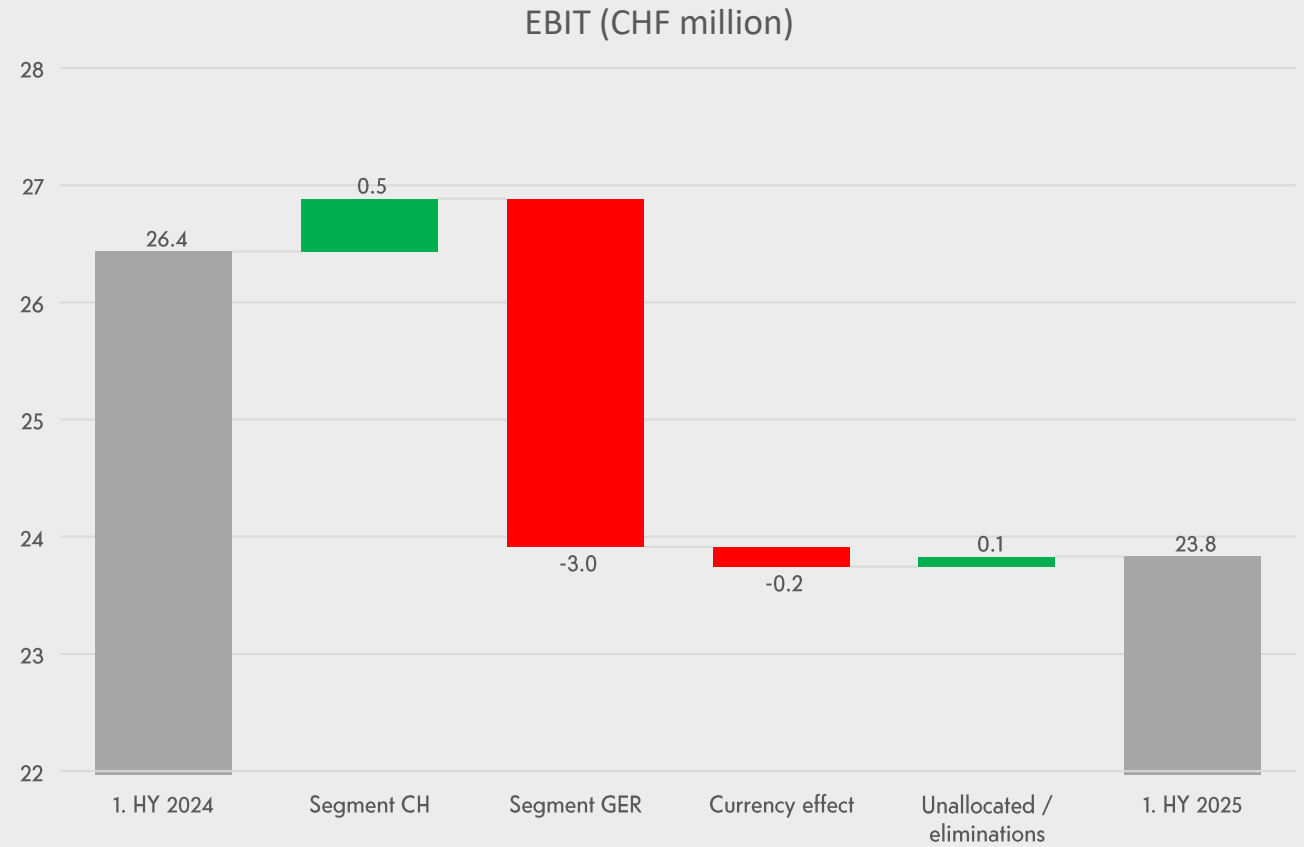
¹ Restated due to changes in accounting policies (see Half-year Report, Page 21, note 2)

EBIT

EBIT

CHF 23.8 million (PY¹: CHF 26.4 million)

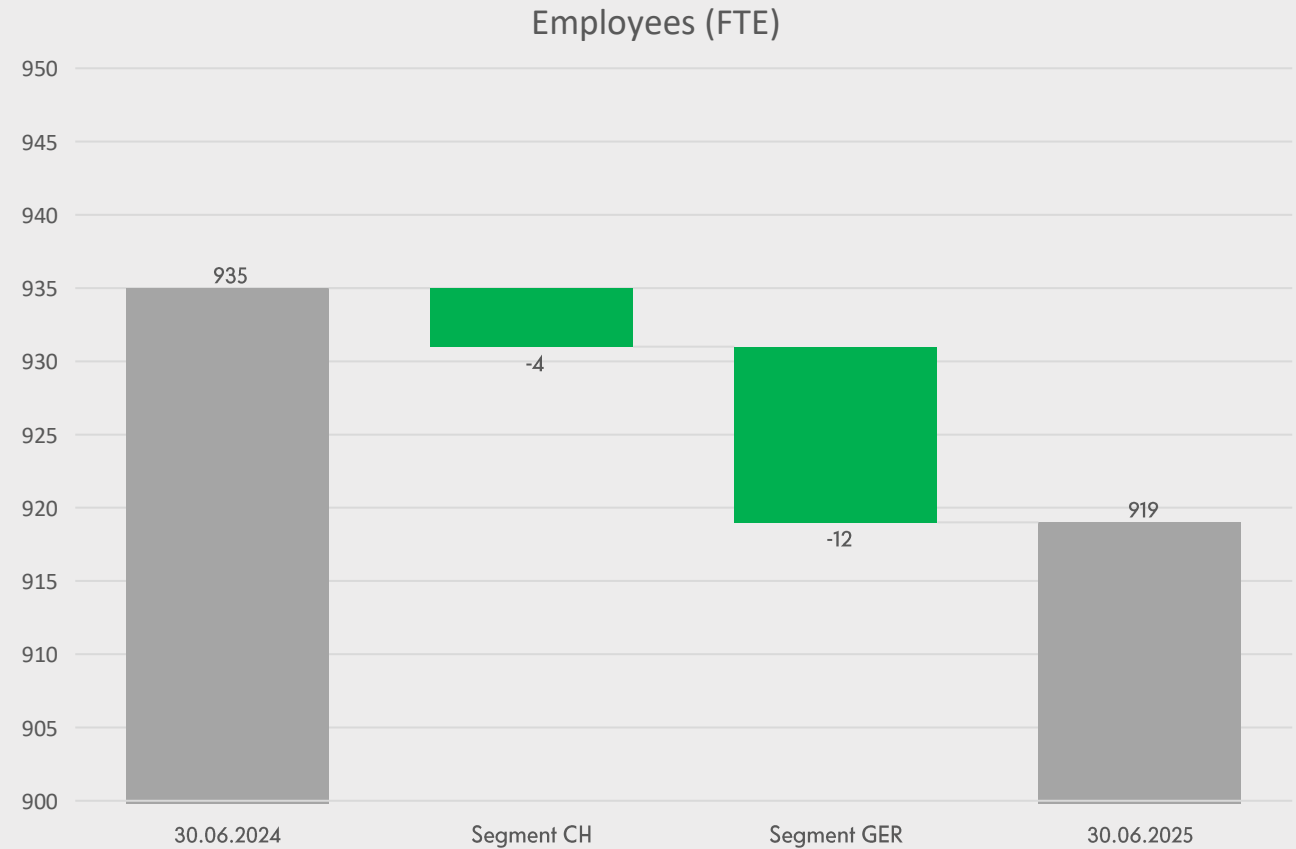
- EBIT margin: 5.5 per cent (PY¹: 5.6 per cent)
- currency adjusted CHF 24.0 million



Employees

The number of employees decreased in the first half of 2025 from 935 to 919 full-time equivalents or by 1.7 per cent.

- Switzerland: -0.6 per cent
- Germany: -3.8 per cent



MARKET AREAS

Market areas

mobilezone Switzerland



mobilezone



Product Brands

iusit



MVNO



**digital™
republic**

mobilezone Germany



mobilezone



Product Brands

sparhandy

DEINHANDY.

★★★★★
HANDYSTAR

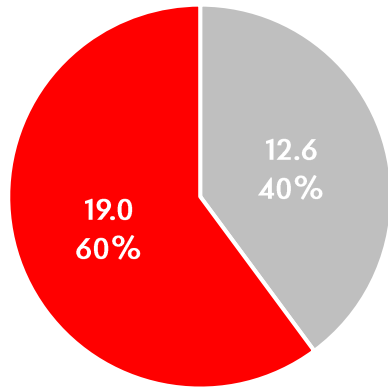
MVNO



simyo

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%

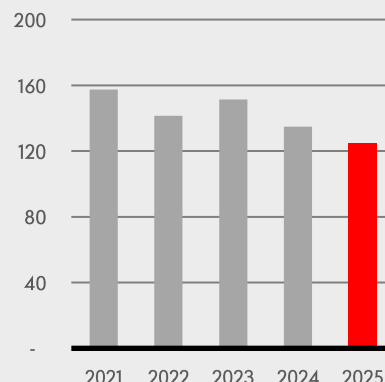
The unallocated/eliminations category of CHF 0.1 million (PY: CHF 0.0 million) at EBIT level remains in the holding company

- ✓ 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)

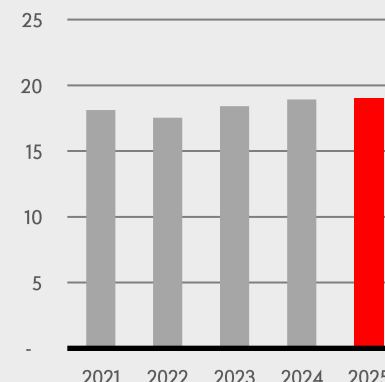
Switzerland

- ✓ 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

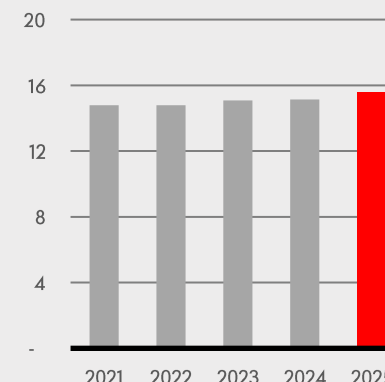
Net sales¹
(CHF million)



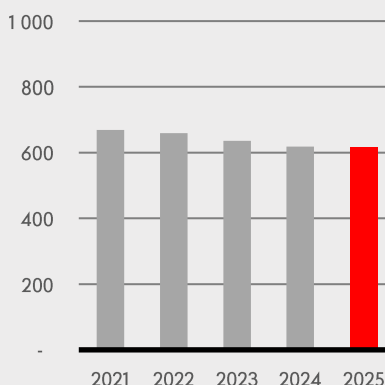
EBITDA¹
(CHF million)



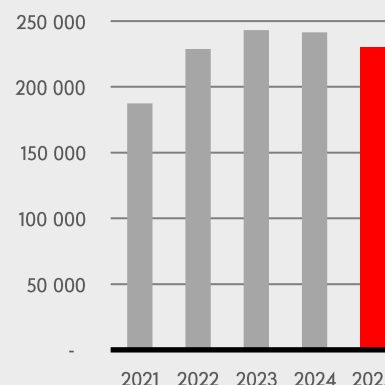
EBIT¹
(CHF million)



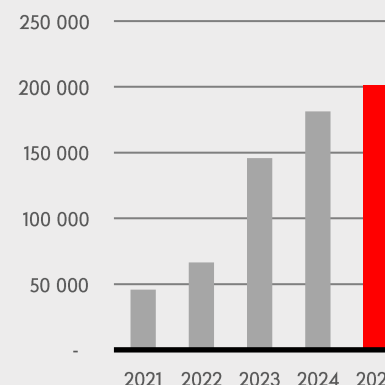
Employees²
(Full-time equivalents)



Mobile, TV and
Internet contracts¹
(Number of contracts)



MVNO postpaid
subscriptions²
(Number of subscriptions)



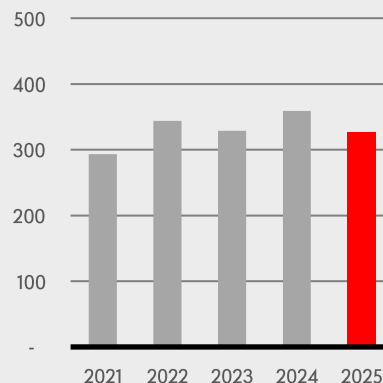
¹ 1 January to 30 June

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

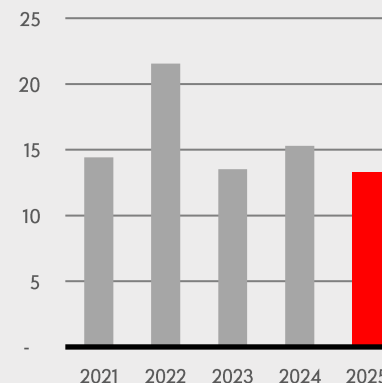
Germany

- ✓ **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

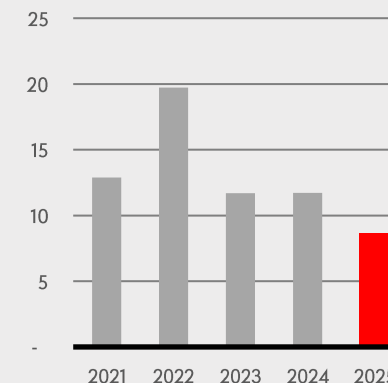
Net sales¹
(EUR million)



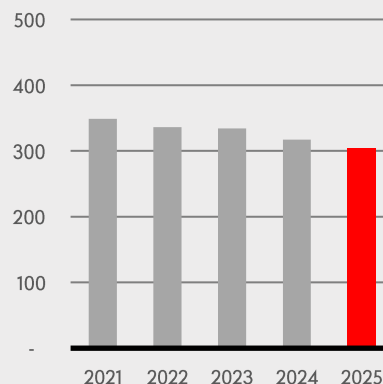
EBITDA¹
(EUR million)



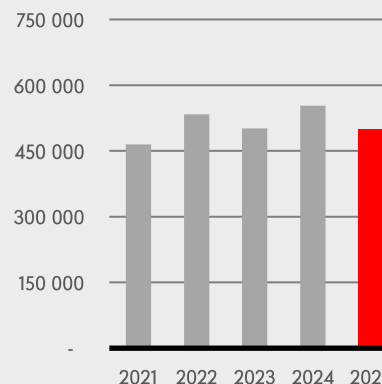
EBIT¹
(EUR million)



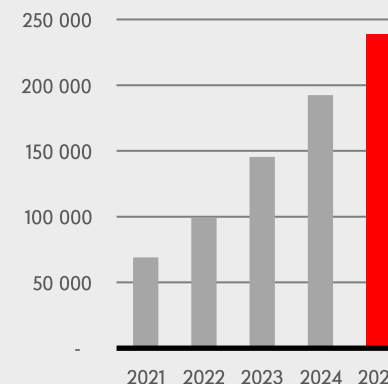
Employees²
(Full-time equivalents)



Mobile, TV and Internet contracts²
(Number of contracts)



MVNO postpaid subscriptions²
(Number of subscriptions)



¹ 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

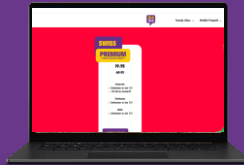
TalkTalk & Digital Republic



digitalTM
republic



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



talktalk.ch

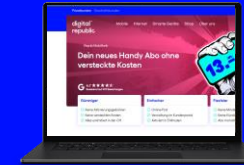


>125 Shops



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



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digitec.ch

Flat Mobile Swiss	Flat Mobile	Flat Mobile Plus
Handy Ablo	Handy Ablo	Handy Ablo
13.- pro Monat	18.- pro Monat	25.- pro Monat
<ul style="list-style-type: none"> ✓ Daten, Textfunk & SMS Schweiz Alles unlimitiert inkl. 100 	<ul style="list-style-type: none"> ✓ Daten, Textfunk & SMS Schweiz Alles unlimitiert inkl. 100 ✓ Roaming Daten EU/USA/UK 2 GB pro Monat ✓ Roaming Textfunk EU/USA/UK 100 Minuten pro Monat (inkl. 100) 	<ul style="list-style-type: none"> ✓ Daten, Textfunk & SMS Schweiz Alles unlimitiert inkl. 100 ✓ Roaming Daten EU/USA/UK 10 GB pro Monat ✓ 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»

HIGH & simyo



simyo



- Broad range of wireless products
- Consistently good value for money
- Various options: SIM-only, 5G option & bundles
- Strong differentiation thanks to positioning in the mid-price segment (EUR 10-20) and outstanding network quality
- Network: Deutsche Telekom



high-mobile.de

Other online sales channels:
sparhandy.de, deinhandy.de,
check24.de



Special retail (e.g. Medimax)



New customer acquisition record in the birthday month
June

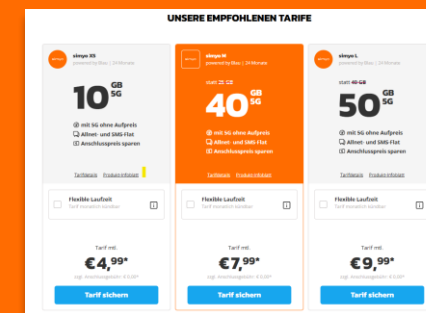


- Formerly well-known brand, re-launched by mobilezone in November 2024
- Focus on low-price SIM-only products
- Ideal for price-sensitive customers who follow an extended hardware cycle and are looking for attractive alternatives to bundles
- Network: Telefónica



simyo.de

Other sales channel:
sparhandy.de, deinhandy.de, check24.de,
Handystar

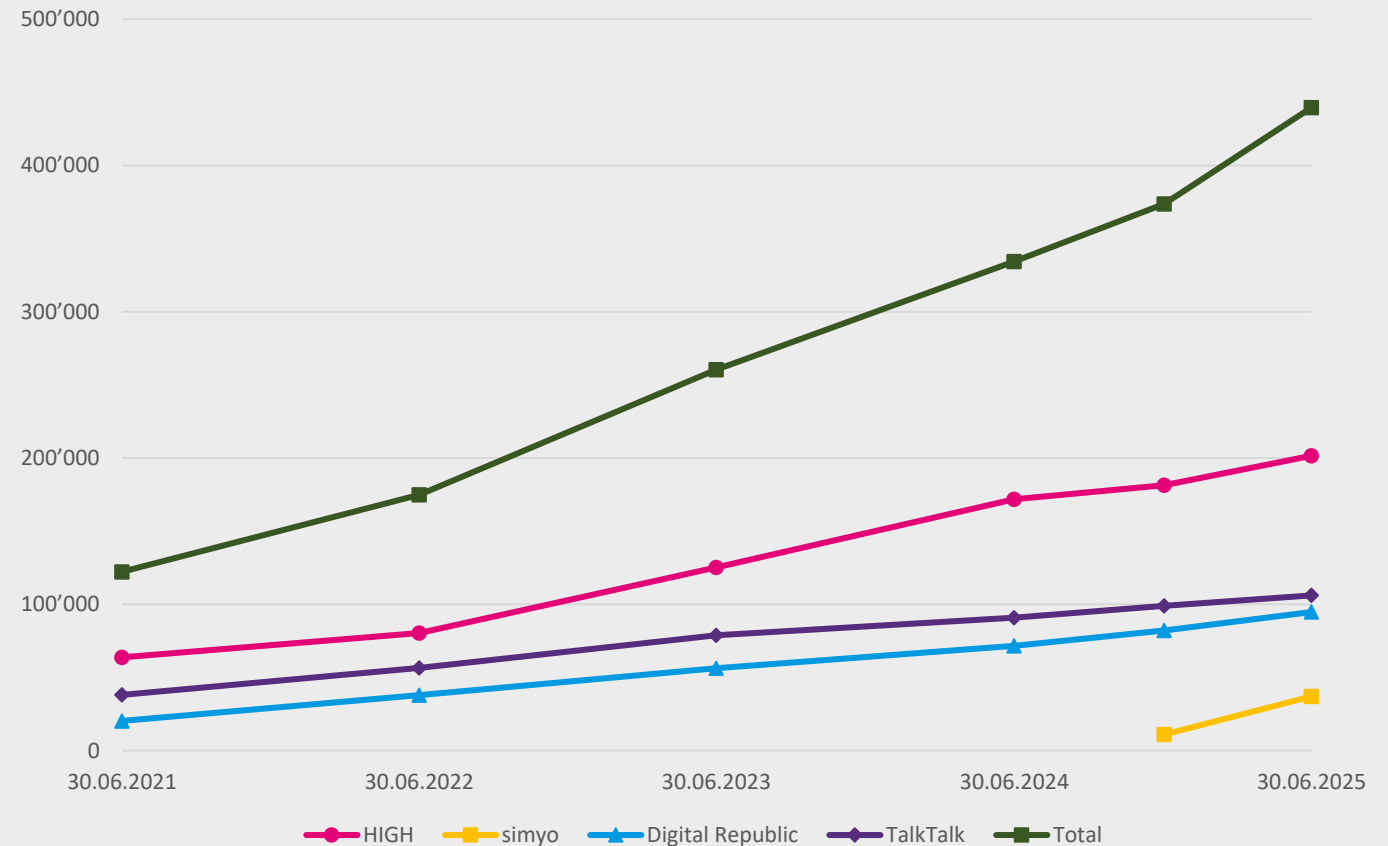


Temporary growth weakness due
to aggressive competition in the
low-price segment (EUR 4.99–
10.00)





Mobile postpaid subscriptions

- ✓ Quadruplication of MVNO postpaid subscriptions over the past five years.
- ✓ Switzerland
 - Good market positioning of Digital Republic and TalkTalk
 - Different customer targeting by 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)



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)

FINANCIAL GUIDANCE

Financial Guidance

- ✓ EBIT guidance 2025 confirmed:
CHF 53-60 million
- ✓ EBIT margin guidance for Switzerland newly at
12.5-13.0 per cent (previously 11.0-12.0 per cent)
- ✓ EBIT margin guidance for Germany newly at
2.8-3.3 per cent (previously 3.0-3.5 per cent)
- ✓ The attractive dividend policy will be continued

	2022	2023	2024	2025
EBIT	CHF 70.6m	CHF 68.7m ¹	CHF 52.7 ¹	CHF 53–60m
EBIT margin Switzerland	11.6%	12.1% ¹	10.8% ¹	12.5-13.0%
EBIT margin Germany	5.1%	4.5% ¹	3.0% ¹	2.8-3.3%
Net debt/EBITDA	0.38	1.14 ¹	1.33 ¹	<2
Capex (excl. customer acquisition costs)	CHF 12.9m	CHF 11.6m	CHF 7.6m	CHF 6.0m
Customer acquisition costs	CHF 4.6m	CHF 11.0m ²	CHF 8.5m	CHF 12.0m
Dividend/share³	CHF 0.84	CHF 0.90	CHF 0.90	CHF 0.90

¹ Adjusted for special effects (see Annual Report 2024, page 10)

² 2023: One-time acquisition costs of customer base in Germany amounted to around EUR 6 million

³ Dividend paid out in the calendar year

Q&A

Financial calendar

Dates

17. September 2025

Investora Capital Market Conference, Zurich

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, at dusk. The Cologne Cathedral is prominent on the left. A large, green, dome-shaped structure, possibly a conceptual architectural model or a large tree, dominates the right side of the image. The city is densely packed with buildings, and the Rhine river is visible in the foreground with several boats. A red horizontal line is drawn across the middle of the image, passing behind the text.

Thank you for your interest!