

mobilezone holding ag, Suurstoffi 22, 6343 Rotkreuz

PRESS RELEASE

Rotkreuz, 17 December 2020

Personnel changes in the company management of the mobilezone Group at the beginning of 2021

There will be a change in the company management of the mobilezone Group in the new year, 2021. The company management will be supplemented by Jens Barth in the function of Chief Digital Officer (CDO).

The Board of Directors of mobilezone holding ag appointed Jens Barth as Chief Digital Officer and member of the company management as of 1 January 2021.

Jens Barth joined Sparhandy in 2015. From 2016, he was managing director of the powwow predecessor company "SH Telekommunikation Deutschland GmbH." He has been managing director and co-CEO of powwow since the beginning of 2020. In his role as CDO, he will press ahead with the Group's digital strategy. Jens Barth worked at different telecommunications companies before starting with mobilezone/powwow, including Carphone Warehouse, Telefonica and Vodafone.

Markus Bernhard, CEO of the mobilezone Group, had this to say, "I am delighted to welcome Jens Barth, a proven e-Commerce expert, as CDO in the company management of mobilezone. I am convinced that, with his more than 20 years of experience in the telecommunications market, he will strengthen our online business even more and make an important contribution to our growth strategy."

Therefore, the company management will be comprised as follows as of 1 January 2021:

- Markus Bernhard (1964), CEO Group
- Andreas Fecker (1972), CFO Group
- Wilke Stroman (1980), CEO Germany
- Roger Wassmer (1973), CEO Switzerland & Austria
- Akin Erdem (1974), Chief Procurement Officer Group
- Jens Barth (1972), CDO Group

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About mobilezone

Founded in 1999, mobilezone holding ag (SIX ticker symbol: MOZN) is the leading independent telecommunications specialist in Switzerland and Germany, with revenue of CHF 1,324 million and net profit of CHF 44.4 million in the reporting year 2019.

The mobilezone Group has around 1,300 employees in Rotkreuz, Urnäsch, Zweidlen, Härkingen, Vienna, Obertshausen, Berlin, Cologne, Bochum and Münster. The Group's offering comprises a complete range of mobile phones and rate plans for mobile and fixed-line telephony, digital TV and internet from all providers. Independent advice and services for private and business clients, repair services, wholesale activities and supply to retailers complete the offering. The services and products are offered online via various web portals, in 120 company-owned shops in Switzerland and at about 80 Ashop locations in Germany (partner shops).

www.mobilezoneholding.ch/en