

# SUSTAINABILITY REPORT 2021



# Sustainability report

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## Dear Readers,

Since we submitted our third sustainability report – the second according to the Global Reporting Initiative (GRI) – an eventful year has passed in which the subject of sustainability has increased in importance. In the second pandemic year, values such as trust, reliability and continuity became even more important: the trust of our employees in mobilezone as a secure employer, the trust of our customers in our products and advice services as well as reliability in purchasing decisions and the continuity of a young, healthy company.

The sustainability strategy of mobilezone is based on the four pillars "Employees", "Customers", "Smartphone cycle" and "Environmental management". Last year, we developed various measures to implement the strategy in the four subject areas.

For example, in a Group-wide, standardised employee survey, we looked at the satisfaction and commitment of our employees and created a key figure in the form of the employee net promoter score (eNPS) to make the values surveyed comparable. The coming months will now serve the consolidation of the results and derivation of further measures. Furthermore, we celebrated an anniversary in the last fiscal year: mobilezone in Switzerland has been training adolescents and young adults in Switzerland for 20 years. Trainees were added in the fiscal year 2020. We already provide for the specialists of tomorrow with our training concept today and benefit from new perspectives and breaths of fresh air, which the young people bring into the company.

But not only the employees are close to our heart: without our customers, mobilezone would not be where it is today. Their satisfaction is accordingly our most important yardstick. Last year, measures were taken or had already been introduced for better customer care: from coaching and further development of managers, sales staff training in the Swiss shops and process optimisations to even better handling of customer feedback across the entire mobilezone Group.

The most important principle of our sustainability strategy is: It is in line with our core business. Only in this manner can we achieve something in a credible, efficient and effective manner. This principle is especially evident in the smartphone cycle area. The demand for refurbished smartphones is rising. Among other things, this is due to raw materials becoming more expensive and a worldwide shortage of chips as a result of the pandemic and not least simply to rethinking by certain customer groups regarding consumption. Accordingly, we have reinforced measures in the field of refurbishing and life cycle management in the reporting year, on the one hand to further increase the sale of used smartphones and on the other hand also to grow in the field of taking back devices no longer needed and repairs.

In the new fiscal year, we plan to intensify the measures in all areas: The right conclusions should be drawn from the results of employee surveys in order to improve the satisfaction of employees. We will also continue the trainee program in 2022 and once again train the number of trainees set as goal. Moreover, we aspire to further improve our customer satisfaction and we would like to continue to grow in the field of second life and refurbishing. One important step in this direction was the move of the former mobiletouch and current mobilezone reload to Rotkreuz in February 2022 and the associated establishment of even more efficient services related to the life cycle management of mobile devices.

On the following pages, we report in detail about the measures and goals and objectives reached in the four focus areas of our sustainability strategy.



**Olaf Swantee**  
Chairman of the Board of Directors



**Markus Bernhard**  
Chief Executive Officer



**Martina Högger**  
Sustainability manager

# Materiality analysis

The materiality analysis of summer 2020 forms the basis for the sustainability strategy of mobilezone. It shows how the sustainability strategy of mobilezone arose. It was realised in four steps:

- ✔ Stakeholder interviews with selected analysts, decision makers at mobile communications providers and device manufacturers, members of the Board of Directors and management, employees, associations, customers and journalists.
- ✔ Group-wide employee survey on the subject of sustainability
- ✔ Impact analysis of the different business activities of the mobilezone Group
- ✔ Workshop with employees of the management and employees

The influence of our business activities on the environment and society were considered in the impact analysis. A glance at the value-added chain shows that the greatest influences arose through the extraction of raw materials and the manufacturer of devices sold by the company. mobilezone can exercise influence here by making offers that extend the use duration of the devices, leading to lower demand for resources. Moreover, as part of the materiality analysis, over thirty interviews were conducted with stakeholders. These were selected based on how they were affected and their influence on mobilezone. The content of the interviews dealt with the effects along the entire value added chain. This revealed that high expectations exist regarding the independence and transparency of our advice. The results

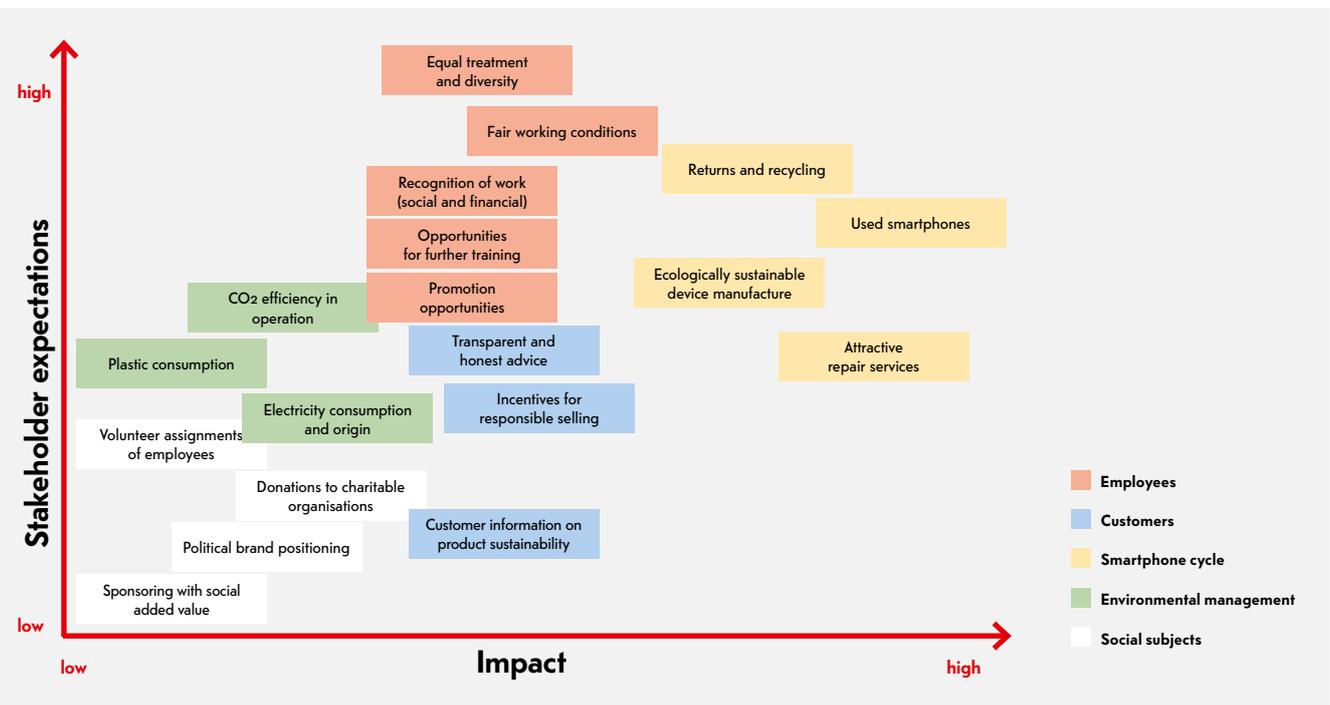
of the interviews and impact analysis were discussed in a workshop with the management and the company strategy perspective integrated. Four subject areas were developed on this basis, which will hold the foreground in the context of the sustainability strategy:

Particularly from the point of view of our **employees** as those directly affected, but also for the Board of Directors, the Group Management, management and our partners, the working conditions and equal development opportunities at the workplace are important. Regular measurement of satisfaction and the measures derived from this enhance employee satisfaction and as a result motivation and loyalty to the company.

The satisfaction of our **customers** is at the heart of our action. Transparent and fair advice as well as consolidated measurement of customer satisfaction across the entire mobilezone Group and their long-term optimisation is not just central from a sustainability point of view.

By making offers that extend the service life of smartphone, we address the subject of the biggest ecological influence. We summarise the associated activities in the field of the **smartphone cycle**.

We optimise our energy and material consumption as part of the **environmental management**. It addresses our internal processes.



All subjects evaluated in the context of the development of the sustainability strategy of mobilezone and their weighting are summarised in a materiality matrix.

# Sustainability strategy

The sustainability strategy of mobilezone applies to all companies of the mobilezone Group in Switzerland and Germany. mobilezone concentrates in its sustainability strategy on the core subjects "Employees", "Customers", "Smartphone cycle" and "Environmental management".

## Organisation and responsibilities

The Board of Directors acts as the highest decision-making committee and approves the sustainability strategy. The CEO of the mobilezone Group acts as the most senior party responsible for the sustainability strategy. The sustainability team is responsible for the operational implementation of the subject in the company and brings in the corresponding bodies and companies if necessary. Regular exchanges occur between the CEO as the most senior sustainability executive and the sustainability team. The strategy is further developed in these and the implementation of the measures is checked. The aim for the frequency of this exchange is four times a year.

## Sustainability monitoring and reporting

The sustainability monitoring is organised centrally and the corresponding key figures are surveyed and evaluated annually. The monitoring occurs as part of the internal sustainability management system in which all business segments and companies of mobilezone are integrated. The monitoring involves checking in which areas further measures have to be implemented to achieve the targets successfully. This is evaluated as part of regular exchanges in the sustainability team.

## Communication

Internal and external communication occurs regarding the measures and progress in the four central subjects. Internal target groups are served by employee information, info screens and internal e-mails. The information is provided to external target groups in this Annual Report and via media releases. In addition, bilateral discussions occur with analysts and other interested stakeholders on request.

### The four pillars of the sustainability strategy

EMPLOYEES	CUSTOMERS	SMARTPHONE CYCLE	ENVIRONMENTAL MANAGEMENT
Open communication culture Training company Code of conduct	Customer benefit program "mobilezone Club" Sales personnel courses Customer satisfaction survey	Sale of used smartphones Decentral repair service Central repair service	Energy management

# Employees

We consider the competencies and motivation of our employees to be the key factor in mobilezone's sustainable economic success. Flat hierarchies and a matrix organisation permit fast decisions and an open communication culture at every level creates the basis of trust needed.

The satisfaction of our employees is important to us. To achieve this, various aspects, such as promotion opportunities, equal opportunities, the promotion of diversity and recognition of work done as well as the possibility for internal and external further training play an important role. Last year we tackled measures to be able to measure this satisfaction and other measures for improvement. In addition, we have observed our responsibility as training company and brought many young talents into the company.

## Open communication culture

mobilezone cultivates an open communication culture in which feedback is highly regarded. Honest, fair and constructive feedback across all hierarchical levels are part of our culture. For example, the subject plays an important role as part of the onboarding for new managers. This feedback culture is also manifested in the annually occurring employee discussions in which employees are evaluated by their line managers and the line managers in turn also by their employees. Direct personal exchange and feedback as equals offer the opportunity to achieve fast, unbureaucratic improvements.

We also want it to be possible to address subjects that are supposedly unpleasant. Consequently, mobilezone created a facility in its headquarters in 2020 to provide anonymous feedback on everyday subjects and wishes. mobilezone wishes to ensure in this way that the needs of employees can be taken up quickly and unbureaucratically and where possible solved. This is why it created the physical feedback letter box in the headquarters in Rotkreuz. A total of eleven feedback reports were received on the subjects of remote work, time recording and employee benefits in the last fiscal year 2021. Seven of these could be satisfied last year.

The greatest satisfaction possible of its employees is mobilezone's top objective. To enable us to measure this by means of key figures, we introduced a standardised employee survey last year. Apart from this, measures arising from this survey are to be derived that improve employees' satisfaction.

mobilezone defined the employee NPS\* as key figure for employee satisfaction. The employees were asked the following question in the employee survey: "Would you recommend mobilezone or its subsidiaries as employer?" Since this is an initial survey, mobilezone decided not to publish the score yet. We want to achieve comparability of the scores over at least two years and will therefore wait for the result of the employee survey 2022 in order to be able to draw further conclusions. In general, the employee survey produced positive results, especially in the fields of career readiness, motivation and team cooperation across the entire Group.

## Targets

mobilezone is already in the process of implementation with regard to the development of possible measures from the employee survey. These are undergoing further development in the fiscal year 2022 and being prepared for implementation. The results on the measures will be further executed in the sustainability report 2022. mobilezone has reached the target of introducing an eNPS. For 2022, we have set ourselves the target of understanding the eNPS value better and drawing the right conclusions regarding its improvement in the next survey.

## Training company

### Trainees

mobilezone is already making provision for the specialists of tomorrow today and has been training apprentices in Switzerland since 2001 in the fields of commerce, IT (system technology) and logistics. Apprentices in the retail trade have been trained in addition since 2008. Since the training year 2020, the training of specialists for customer dialogue and IT specialist focusing on application development have been added to the training program on offer.

In the reporting year, 51 apprentices began their training at mobilezone in Switzerland. Compared to 2020 with 62 apprentices, this figure is somewhat lower, but still in target range. In 2021, mobilezone employed a total of 132 apprentices in Switzerland. Of these, we could congratulate 43 apprentices on completing their training (2020: 30 trainees). mobilezone was in a position to

\*eNPS stands for Employee Net Promoter Score. The employees surveyed answered the question "Would you recommend mobilezone or its subsidiaries to a friend or family member?" by choosing a value between 0 and 10. 0 stands for "very unlikely" and 10 for "very likely". Based on the replies to the eNPS question, they are [assigned to] the categories promoters (replies with 9 or 10 and are loyal and enthusiastic and are very pleased to recommend their employee), passive (replies with 7 or 8 and are satisfied, but not very committed and speak neither positively nor negatively about their employer) and detractors (replies with 0 to 6 and are less satisfied). In the last category, there is a risk that they will speak negatively of their employer. The following formula is used to calculate the eNPS: eNPS = promoters (%) – detractors (%). The result is between -100 and 100.

continue to employ 32 of the successful trainees inside the company.

In the last sustainability report, we defined the objective to the effect that we wanted to appoint between 40 and 50 new apprentices every year. In the fiscal year 2021, 51 new apprentices started their training at mobilezone in Switzerland. As a result, we even slightly exceeded our target.

Another target from the previous year was to take on two-thirds of the apprentices who had successfully completed their training. In this regard, we enter into a dialogue with the corresponding people during the year the apprenticeship is completed and look for a suitable follow-up solution. In the fiscal year 2021, we exceeded this target with an adoption ratio of 74 percent.

### Targets

For the fiscal year 2022, we have set ourselves the following targets regarding the apprentices in Switzerland:

We will appoint between 45 and 55 apprentices.

We will continue to employ two-thirds of the apprentices who successfully complete their training in the company.

### Trainees

At the beginning of 2020, mobilezone Switzerland created the trainee program "mobilezone Pioneers". The goal of the trainee program is to recruit capable young talents and integrate them in the company as well as to offer the candidates the opportunity for personal further development in a practical working environment. Of the six trainees who completed the program in the fiscal year 2020, five were taken on. Last year, six candidates once again began the six-month trainee program in the fields of marketing, digital and project management.

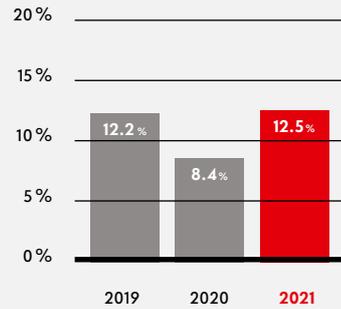
mobilezone set itself the target in the fiscal year 2020 of continuing the trainee program. This target was reached; in summer 2021, we once again began with six new trainees in the company.

Another objective was to retain 60 percent of the trainees after expiry the program in the company. This target was even exceeded. Five of the six trainees were given full-time appointments, corresponding to an adoption ratio of 83.3 percent.

mobilezone is not only bringing knowledge and expertise into the company, but also new perspective and fresh ideas with the young, well-trained future specialists. The company has accordingly set itself the target of also continuing the program in the fiscal year 2022.

We would also like to retain at least 60 percent of those completing the program in the company in the fiscal year 2022.

## Turnover



Net turnover\* (unplanned turnover, termination by employee) of the mobilezone Group

## Trainees Switzerland

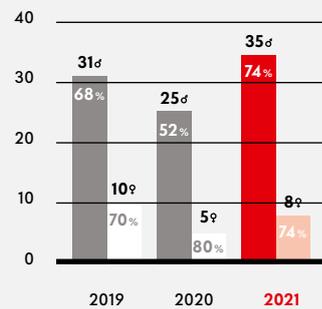
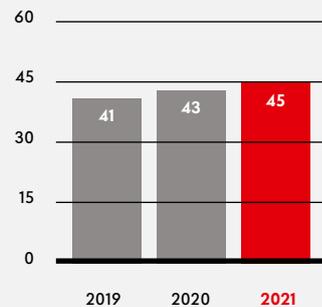


Figure: Number of trainees in Switzerland who successfully completed their apprenticeship in the corresponding year (absolute) and the number of trainees (in %) who were taken on by the company.

## Nationalities



Number of different nationalities across the entire mobilezone Group

\* Net turnover or unplanned turnover means that the employees terminated their employment contract with mobilezone of their own accord. It is calculated based on the total of the number at the beginning of the year and at the end of the year, divided by two in relation to unplanned exits.

\*\* The planned turnover covers all departures where the employment contract was terminated by mobilezone.

\*\*\* Natural turnover covers departures caused by retirements, death of the employee or the end of a temporary contract.

♂: Men ♀: Women

## Contract type GRI 102-8

Country		2021				2020				2019			
		♂	%	♀	%	♂	%	♀	%	♂	%	♀	%
Switzerland	temporary*	125	24.1	52	29.7	122	22.9	45	24.7	106	20.9	33	19.9
	permanent	393	75.9	123	70.3	411	77.1	137	75.3	402	79.1	133	80.1
	<b>Total</b>	<b>518</b>	<b>100</b>	<b>175</b>	<b>100</b>	<b>533</b>	<b>100</b>	<b>182</b>	<b>100</b>	<b>508</b>	<b>100</b>	<b>166</b>	<b>100</b>
Germany	temporary*	4	1.8	3	2.1	9	4.0	6	4.2	18	8.5	18	12.7
	permanent	218	98.2	140	97.9	216	96.0	138	95.8	194	91.5	124	87.3
	<b>Total</b>	<b>222</b>	<b>100</b>	<b>143</b>	<b>100</b>	<b>225</b>	<b>100</b>	<b>144</b>	<b>100</b>	<b>212</b>	<b>100</b>	<b>142</b>	<b>100</b>
mobilezone Group	<b>Total</b>	<b>1 058 employees</b>				<b>1 084 employees</b>				<b>1 028 employees</b>			

As a result of the sale of mobiletouch austria and einsAmobile, the employees of these two companies were not taken into account in the tables. The employee numbers of powwow were taken into account in all three years, although the acquisition took place in 2019, in order to ensure comparability of the numbers.

\*Temporary contract types include apprentices.

## Departures and turnover rate (unplanned) GRI 401-1

Country	Age (in years)	2021				2020				2019			
		♂	%	♀	%	♂	%	♀	%	♂	%	♀	%
Switzerland	< 25	14	7.2	14	19.1	15	6.5	6	7.6	21	10.3	13	18.4
	25-35	33	17.1	17	23.6	13	7.5	11	17.1	26	14.4	13	19.5
	35-45	10	10.0	6	27.3	4	4.5	4	19.5	9	10.2	5	20.0
	> 45	4	11.4	2	16.0	3	10.3	1	11.1	3	10.0	0	0.0
	<b>Total</b>	<b>61</b>	<b>11.7</b>	<b>39</b>	<b>21.7</b>	<b>35</b>	<b>6.7</b>	<b>22</b>	<b>12.8</b>	<b>59</b>	<b>11.7</b>	<b>31</b>	<b>18.0</b>
Germany	< 25	3	35.3	1	8.3	7	25.0	5	20.8	10	30.3	6	25.5
	25-35	16	18.5	5	7.6	6	6.7	8	11.9	8	9.9	8	12.4
	35-45	8	10.3	1	2.2	0	0.0	1	3.2	1	1.7	2	6.7
	> 45	0	0.0	0	0.0	1	2.9	1	6.3	0	0.0	0	0.0
	<b>Total</b>	<b>27</b>	<b>12.1</b>	<b>7</b>	<b>4.9</b>	<b>14</b>	<b>6.2</b>	<b>15</b>	<b>10.8</b>	<b>19</b>	<b>9.1</b>	<b>16</b>	<b>11.6</b>
mobilezone Group	<b>Total</b>	<b>88 11.8</b>				<b>49 6.7</b>				<b>78 10.9</b>			

Other departures (planned\*\* and natural\*\*\* departures):  
 2021 Switzerland: Men younger than 25 Y.: 54; 27.7% | 25-35 Y.: 15; 7.8% | 35-45 Y.: 6; 6.0% | older than 45 Y.: 6; 17.1% | 2020 Swiss men younger than 25 Y.: 34; 14.8% | 25-35 Y.: 13; 7.5% | 35-45 Y.: 10; 11.2% | older than 45 Y.: 3; 10.4% | 2019 Swiss men younger than 25 Y.: 35; 17.1% | 25-35 Y.: 19; 10.5% | 35-45 Y.: 9; 10.2% | older than 45 Y.: 2; 6.7%

2021 Swiss women younger than 25 Y.: 16; 21.8% | 25-35 Y.: 13; 18.1% | 35-45 Y.: 3; 13.6% | older than 45 Y.: 3; 24.0% | 2020 Swiss women younger than 25 Y.: 12; 15.3% | 25-35 Y.: 4; 6.2% | 35-45 Y.: 3; 14.6% | older than 45 Y.: 1; 11.1% | 2019 Swiss women younger than 25 Y.: 17; 24.1% | 25-35 Y.: 8; 12.0% | 35-45 Y.: 5; 20.0% | older than 45 Y.: 2; 20.0%

2021 Germany men younger than 25 Y.: 2; 23.5% | 25-35 Y.: 14; 16.2% | 35-45 Y.: 6; 7.7% | older than 45 Y.: 5; 9.8% | 2020 men younger than 25 Y.: 7; 25% | 25-35 Y.: 7; 7.8% | 35-45 Y.: 6; 10.0% | older than 45 Y.: 4; 11.4% | 2019 Germany men younger than 25 Y.: 13; 39.4% | 25-35 Y.: 15; 18.6% | 35-45 Y.: 1; 1.7% | older than 45 Y.: 7; 19.2%

2021 Germany women younger than 25 Y.: 3; 25.0% | 25-35 Y.: 15; 22.9% | 35-45 Y.: 3; 6.6% | older than 45 Y.: 1; 4.9% | 2020 women younger than 25 Y.: 4; 16.7% | 25-35 Y.: 12; 17.8% | 35-45 Y.: 3; 9.5% | older than 45 Y.: 7; 43.8% | 2019 Germany women younger than 25 Y.: 7; 29.8% | 25-35 Y.: 5; 7.8% | 35-45 Y.: 3; 10% | older than 45 Y.: 3; 15.4%

## New employees GRI 401-1

Country	Age (in years)	2021				2020				2019			
		♂	%	♀	%	♂	%	♀	%	♂	%	♀	%
Switzerland	< 25	74	37.9	31	42.2	85	36.9	38	48.4	79	37.3	33	46.8
	25-35	40	20.7	24	33.3	23	13.3	15	23.3	34	19.5	14	19.5
	35-45	8	8.0	7	31.8	10	11.2	5	24.4	13	14.3	6	24.0
	> 45	10	28.6	2	16.0	2	6.9	0	0.0	6	19.4	0	0.0
	<b>Total</b>	<b>132</b>	<b>25.2</b>	<b>64</b>	<b>35.6</b>	<b>120</b>	<b>23.0</b>	<b>58</b>	<b>33.6</b>	<b>132</b>	<b>26.0</b>	<b>53</b>	<b>30.2</b>
Germany	< 25	4	47.1	6	50.0	7	22.6	12	50.0	26	78.8	12	51.1
	25-35	17	19.7	11	16.8	26	28.4	20	29.6	27	32.1	21	32.6
	35-45	18	23.1	11	24.2	12	18.8	8	25.4	4	6.7	5	16.7
	> 45	11	21.6	0	0.0	6	15.8	3	18.8	4	11.1	3	15.4
	<b>Total</b>	<b>50</b>	<b>22.3</b>	<b>28</b>	<b>19.5</b>	<b>51</b>	<b>22.7</b>	<b>43</b>	<b>30.9</b>	<b>61</b>	<b>29.1</b>	<b>41</b>	<b>29.8</b>
mobilezone Group	<b>Total</b>	<b>182 24.4</b>				<b>171 22.9</b>				<b>193 26.1</b>			

% information shows the ratio of new employees during the reporting period, according to age group, gender and region.

## Parental leave GRI 401-3

Country		2021		2020		2019	
		♂	♀	♂	♀	♂	♀
Switzerland	Total number parental leave claim	5	4	12	12	7	7
	Total number parental leave taken	5	4	12	12	7	7
	Return after parental leave to workplace	5	4	7	7	5	5
Germany	Total number parental leave claim	5	15	4	7	5	7
	Total number parental leave taken	2	15	0	7	2	7
	Return after parental leave to workplace	2	3	0	3	2	1

Parental leave is regulated at the location of the mobilezone Group according to the local laws differently. In Switzerland, paternal leave has existed since January 2021.

♂: Men ♀: Women

## Code of conduct

Companies are not measured by their financial performance alone. They are also judged by how they achieve their results. mobilezone wishes its economic success to be in harmony with sustainable and responsible business practices. A common value foundation for all employees in Switzerland and Germany is essential to achieve this. Consequently, mobilezone introduced a new code of conduct binding for all companies, which is signed with the employment contract. The contents of the code of conduct were repeatedly trained in the previous fiscal year in the various departments and business units. Furthermore, mobilezone introduced the so-called "ethics hotline" group-wide. The goal of this hotline is to be able now also to report breaches of the code of conduct anonymously. The e-learning announced for 2021 to test the code of conduct will be introduced in the fiscal year 2022.

### Targets

Great store will be set on training of the code of conduct in fiscal year 2022. Every employee is obliged to read the code. In the sales organisation in Switzerland, the code of conduct is discussed regularly as part of the induction training to ensure that every sales employee receives corresponding training. The e-learning relating to the code of conduct will be introduced in the fiscal year 2022.

We set ourselves the target in the previous fiscal year 2021 of achieving a value of 10 percent in net turnover in 2021. We did not achieve this target. Since after 2020, the past fiscal year 2021 was also influenced by the Covid 19 pandemic, the turnover measured is not representative. Consequently, for the fiscal year 2022, we have set ourselves the goal of achieving a net turnover between 8 and 12.5 percent.

We set great store on the balance between men and women in all areas of the company. Irrespective of gender, mobilezone appoints the best qualified person. We are committed to long-term employee promotion and aspire to more balanced diversity at lower management levels. In the previous fiscal year, we recorded a female proportion in the lower management of 10.6 percent. We managed to increase this in fiscal year 2021. Today, the figure is 16.1 percent.

We want to increase the number of women in low to 25 percent by 2025.

## Evaluation & outlook

Across the entire mobilezone Group, employee satisfaction is on a good level. In 2022, we will take the time to analyse the results more precisely and draw the corresponding conclusions. In addition, we want to collect as much information as possible regarding the well-being of our employees. According to the results, we will identify our improvement potential and take measures to boost satisfaction and commitment.

In the fiscal year 2022, managers will for the first time get employee and customer satisfaction targets in this connection, which will influence their performance-related remuneration.

Net turnover in the fiscal year 2021 was 12.5 percent and is at the same level as in the pre-pandemic year 2019 (12.2 percent). As makes sense, a reassessment will be made after the pandemic of the turnover mobilezone would like to achieve.

In the fiscal year 2021, people from 45 countries were employed at the mobilezone Group. This great diversity is what constitutes the DNA of mobilezone. Diversity does not just refer to origin, but is framed far more broadly. In the long term, we would like to improve with regard to gender diversity, for example.

## Sick days

Country		2021	2020	2019
Switzerland	Number of sick days	4 656	4 252	3 581
	Ø Number of employees	704	695	676
	Sick days per employee	6.6	6.1	5.3
Germany	Number of sick days	3 392	3 287	2 868
	Ø Number of employees	367	362	347
	Sick days per employee	9.2	9.1	8.3

## Part-time/full-time GRI 102-8

Gender	Workload	2021		2020		2019	
		Employees	%	Employees	%	Employees	%
♂	Part-time	29	3.9	41	5.4	57	7.9
	Full-time	711	96.1	717	94.6	663	92.1
	<b>Total</b>	<b>740</b>	<b>100</b>	<b>758</b>	<b>100</b>	<b>720</b>	<b>100</b>
♀	Part-time	52	16.4	80	24.5	71	23.1
	Full-time	266	83.6	246	75.5	237	76.9
	<b>Total</b>	<b>318</b>	<b>100</b>	<b>326</b>	<b>100</b>	<b>308</b>	<b>100</b>
mobilezone Group	<b>Total</b>	<b>1 058</b>		<b>1 084</b>		<b>1 028</b>	

## Age structure GRI 405-1

Country	Age (in years)	2021				2020				2019			
		♂	%	♀	%	♂	%	♀	%	♂	%	♀	%
Switzerland	< 25	198	38.2	74	42.3	248	46.5	89	48.9	212	41.7	69	41.6
	25-35	189	36.5	69	39.4	171	32.1	65	35.7	174	34.3	65	39.2
	35-45	96	18.5	21	12.0	87	16.3	20	11.0	91	17.9	22	13.3
	> 45	35	6.8	11	6.3	27	5.1	8	4.4	31	6.1	10	6.0
	<b>Total</b>	<b>518</b>	<b>100</b>	<b>175</b>	<b>100</b>	<b>533</b>	<b>100</b>	<b>182</b>	<b>100</b>	<b>508</b>	<b>100</b>	<b>166</b>	<b>100</b>
Germany	< 25	8	3.6	13	9.1	26	11.6	26	18.1	33	15.6	23	16.2
	25-35	80	36.0	61	42.7	97	43.1	69	47.9	84	39.6	69	48.6
	35-45	80	36.0	49	34.3	65	28.9	34	23.6	59	27.8	30	21.1
	> 45	54	24.3	20	14.0	37	16.4	15	10.4	36	17.0	20	14.1
	<b>Total</b>	<b>222</b>	<b>100</b>	<b>143</b>	<b>100</b>	<b>225</b>	<b>100</b>	<b>144</b>	<b>100</b>	<b>212</b>	<b>100</b>	<b>142</b>	<b>100</b>
mobilezone Group	<b>Total</b>	<b>1 058 employees</b>			<b>1 084 employees</b>				<b>1 028 employees</b>				

## Diversity GRI 405-1

Position in the company	Age (in years)	2021				2020			
		♂	%	♀	%	♂	%	♀	%
Senior management	< 25	0	0.0	0	0.0	0	0.0	0	0.0
	25-35	0	0.0	0	0.0	2	6.3	1	3.1
	35-45	6	37.5	0	0.0	16	50.0	1	3.1
	> 45	9	56.3	1	6.3	10	31.3	2	6.3
	<b>Total</b>	<b>15</b>	<b>93.7</b>	<b>1</b>	<b>6.3</b>	<b>28</b>	<b>87.5</b>	<b>4</b>	<b>12.5</b>
Lower management	< 25	0	0.0	0	0.0	0	0.0	0	0.0
	25-35	14	16.1	5	5.8	10	21.3	3	6.4
	35-45	44	50.6	6	6.9	26	55.3	1	2.1
	> 45	15	17.2	3	3.5	6	12.8	1	2.1
	<b>Total</b>	<b>73</b>	<b>83.9</b>	<b>14</b>	<b>16.1</b>	<b>42</b>	<b>89.4</b>	<b>5</b>	<b>10.6</b>
Employees	< 25	105	13.3	44	5.6	176	20.3	81	9.4
	25-35	243	30.7	118	14.9	251	29.0	128	14.8
	35-45	126	15.9	64	8.1	110	12.7	52	6.0
	> 45	64	8.1	27	3.4	48	5.5	20	2.3
	<b>Total</b>	<b>538</b>	<b>68.0</b>	<b>253</b>	<b>32.0</b>	<b>585</b>	<b>67.6</b>	<b>281</b>	<b>32.4</b>
Trainees/ apprentices	< 25	101	61.6	43	26.2	98	70.5	34	24.5
	25-35	12	7.3	7	4.3	5	3.6	2	1.4
	35-45	0	0.0	0	0.0	0	0.0	0	0.0
	> 45	1	0.6	0	0.0	0	0.0	0	0.0
	<b>Total</b>	<b>114</b>	<b>69.5</b>	<b>50</b>	<b>30.5</b>	<b>103</b>	<b>74.1</b>	<b>36</b>	<b>25.9</b>
mobilezone Group	<b>Total</b>	<b>740</b>	<b>69.9</b>	<b>318</b>	<b>30.1</b>	<b>758</b>	<b>69.9</b>	<b>326</b>	<b>30.1</b>

As a result of the sale of mobiletouch austria and einsAmobile, the employees of these two companies were not taken into account in the tables in order to ensure the comparability of the figures.

♂: Men ♀: Women

# Customers

Our actions are focused on our customers. Our activities are accordingly directed to achieve high and sustainable customer satisfaction to uphold customer satisfaction, we have developed measures across all touch points, which based on the key figures are intended to improve satisfaction and customer retention.

## Customer benefit program "mobilezone Club"

To address the needs of our customers even better, mobilezone Switzerland created the mobilezone Club in 2020. Customers who are members of the customer benefit program can enjoy attractive price reductions, special offers and prioritisation in the sales start of mobile devices. Furthermore, they can collect points, which they can once again use for payment – in the shops of mobilezone in Switzerland and soon also online.

In the fiscal year 2021, we set ourselves the target to acquire 100,000 club customers. We did not achieve this target with about 75,000 club customers. The second year has served to consolidate the existing benefits and other attractiveness enhancement of the club program – for example, award of club points has been made more transparent, there are now loyalty and birthday gifts for club members and special promotions.

### Targets

We believe in the success of the mobilezone Club – accordingly, we also believe that we can acquire many customers for this program. Therefore, we aspire to increase the customer numbers to 150,000 active customers for the fiscal year 2022.

We have retained the objective for 2025; by then we want to have reached the target of having 40 percent of our customers as members of the mobilezone Club.

## Training of sales personnel of mobilezone Switzerland

Supporting the sales staff in the shops with training courses and equipping them as well as possible with knowledge is important to mobilezone to ensure customers are satisfied with the advice and services of mobilezone and are happy to return. mobilezone Switzerland accordingly invests a great deal in the training of its sales personnel and therefore introduced the role of trainer for sales personnel "Head of Sales Education" and constantly expanded the training offered. Since then, a total of 370 of the sales staff have taken part in one of about 76 courses.

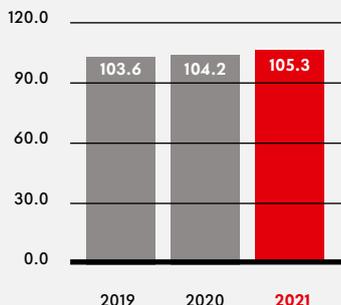
The main focus in the store manager courses is on the sales process, employee management, organisation and knowledge transfer. To ensure salespeople take an interest in the individual needs of customers, find the best possible offer for them and as a result are able to offer them the best possible customer experience, they are constantly trained in various sales processes and the latest trends. An e-learning portal ensures that the salespeople are always fully informed about new products, services, and rate plans. New sales employees are trained with special onboarding courses in the fields behaviour/code of conduct, culture and processes. As part of the support of new recruits, leading sales employees are trained to recognise and accordingly foster talents early on.

Moreover, the new position Head of Sales was created in January 2022. This covers the subjects of performance and talent management in all sales regions in Switzerland. Its agenda also includes the further development of managers, apart from fostering young talents.

### Targets

The target is to develop a training concept, which offers comprehensive, needs-appropriate training, adjusted to the current circumstances. Among other things, this provides for every store manager having to attend at least two courses every year.

## Customer satisfaction



Consolidated index of all customer satisfaction surveys across the entire mobilezone Group (basis 2018: 100).

### Customer satisfaction survey

mobilezone continually surveys customer satisfaction through polls and keeps an eye on area-specific key figures such as the net promoter score (NPS) and customer satisfaction score (CSAT).

We would like to learn from negative evaluations and therefore ask customers why they gave us a negative evaluation. In order to be able to offer them the best possible service and a positive customer experience, we created the position of associate customer satisfaction in the fiscal year 2021 in Switzerland. This position follows up on negative evaluations and collects feedback, evaluates it and reports directly to the management. The reporting results in measures for improvement. In addition, coaching and training of customer service employees were introduced together with call guidelines to improve customer service.

The German companies of mobilezone introduced numerous measures to improve customer service last year. For example, training courses for customer service employees were introduced by professional trainers and courses for managers in customer service. Continuous quality monitoring ensures that customer feedback is monitored, evaluated and improvement potential identified to further improve customer service. Moreover, the introduction of a second level team ensures that more complex customer queries can be solved quickly and in a satisfactory manner.

The subject of customer experience is of great strategic importance across mobilezone Group as a whole in order to reinforce trust in the company by keeping delivery promises and listening to customer feedback.

To make customer feedback measurable, mobilezone has developed a customer feedback score across the entire Group. This index includes various net promoter scores (NPS), customer satisfaction scores (CSAT) an online reviews (Trust Pilot and Trusted Shops). The results of the different areas are weighed and accumulated based on strategic importance. The index began in 2018 with a value of 100. It is calculated in a comparable manner over several years.

### Targets

The mobilezone Group set itself the target in the fiscal year to improve the customer feedback score 2021 by one unit from 104.2 to 105.2. mobilezone actually slightly exceeded this target with a score of 105.3.

For the fiscal year 2022, the mobilezone Group has set itself the goal of improving its customer feedback score to 106.0.

### Evaluation & outlook

The index for measuring our customer satisfaction has continued to develop positively at a high level since 2018. Our approach of ensuring maximum customer satisfaction has proven its value. This occurs through continued professional training of our employees on the front line and in customer service, early detection and fostering of talents and the further development of managers. The constant optimisation of technical facilities to cater to customers where they need it is of great strategic importance. One example is the replacement of the telephone system of the customer service of the German subsidiary by a highly modern new system, the replacement of the standard chat by a WhatsApp chat and supplementing with iMessage in order to encounter customers in their customary environment and offer them the opportunity to reply when they have time. Moreover, the pandemic and associated chip shortage confronted us with new challenges regarding availabilities. To be able to deal with these appropriately, heavy investment continues to be made in measures regarding availability.

# Smartphone cycle

A smartphone contains 60 different materials, of which 30 are different, frequently very valuable metals. Obtaining these raw materials is energy-intensive as well as the manufacture and recycling of the devices. In addition, the working conditions in raw material extraction and in manufacturing plants can be problematic. Economic handling of resources and materials is correspondingly important. The top priority of the sustainability strategy of mobilezone is to exercise influence where we can effect the most: in our core business. This includes offers in the field of second life, such as repairs and refurbishing smartphones. As a result, it makes an important contribution to reducing emissions and reducing the need for resources.

The return and resale segment of used smartphones refers primarily to Switzerland. mobilezone also takes devices back in Germany, but on a small scale and with external partners. We will review further measures in future.

## Sale of used devices

jusit (get-jusit.ch) is mobilezone brand for used smartphones, launched in 2020. The devices repurchased on the market are exclusively repaired by certified technicians with original parts, refurbished and sold. Since September 2020, jusit devices have been sold online at get-jusit.ch and in eleven selected mobilezone shops in every language region of Switzerland. We respond to the needs

of those customers who pay attention to a sustainable life style with this product range. Last year, we set ourselves the target that 1 percent of our smartphones sold are refurbished devices. We even slightly exceeded this target with 1.5 percent.

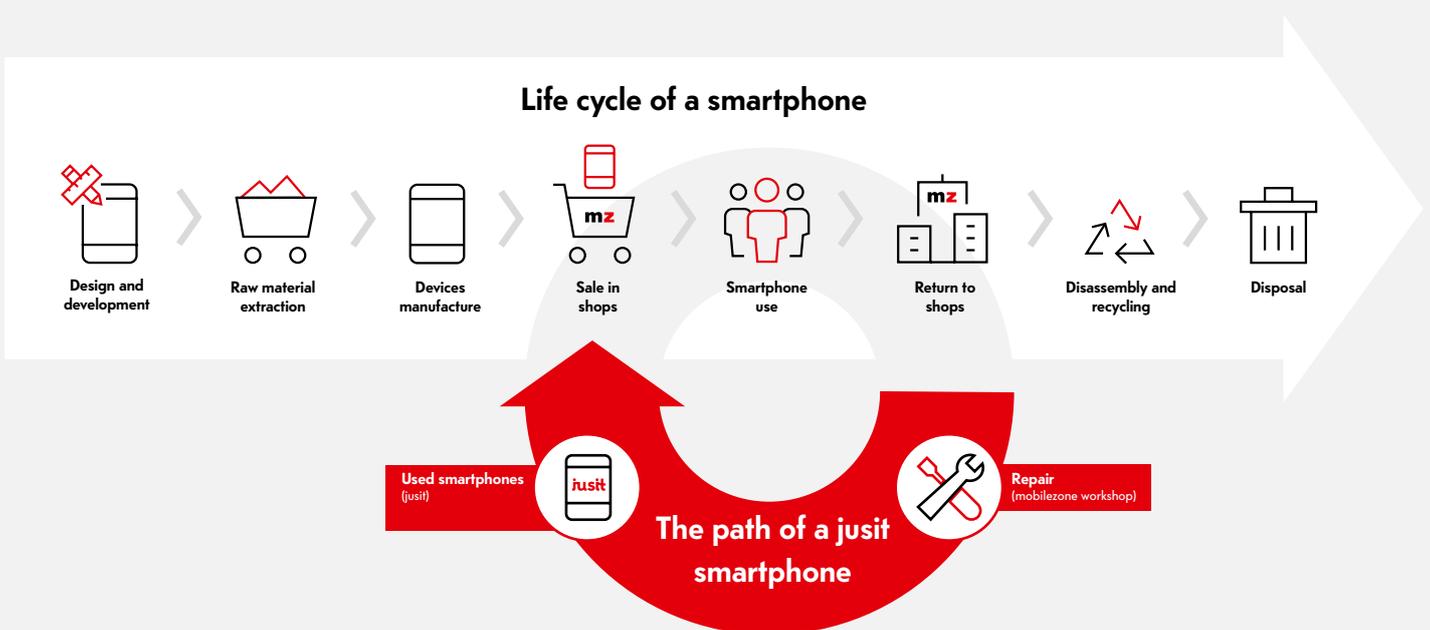
## Targets

For the fiscal year 2022, we have set ourselves the target that 1.75 percent of our smartphones sold are used devices.

By 2025, we want 5 percent of our smartphones sold in Switzerland to be refurbished devices. We will remain the number one for smartphone repairs in Switzerland, both in the overall market and also for every network operator. We aspire to a repair ratio\* of 90 percent in 2022.

## Decentral repair service

Customers can have their defective smartphone repaired within a short period in nine mobilezone workshops in Switzerland. We only use original parts for the repairs and in this way preserve the manufacturer guarantee. Last year, we repaired 9,000 devices in our workshops. Last year, we set ourselves the target of repairing 12,000 devices in the local workshops – in view of the changing repair market, we did not reach this target. We offer an alternative to buying a new device with the



\*Repair ratio: Number of repairs concluded in relation to total repair orders received

repair facility close to our customers. This reduces the environmental burden that would be associated with the production of a new device.

**Targets**

We aspire to 10,000 repairs in the mobilezone workshops in 2022.

**Returning devices**

We offer our customers various options via our end customer channels to sell us smartphones they no longer need at trade-in value. This return program serves to take back, check, clean, repair and then return smartphones to the device cycle. We resell usable devices while old ones or those that can no longer be repaired are recycled. We set ourselves the target in the fiscal year 2021 of taking back 5 percent of the smartphones we sell annually. In fact, we took back 6.4 percent and as a result reached the target. The successful returns are also attributable to the fact that mobilezone implemented various repurchase initiatives.

**Targets**

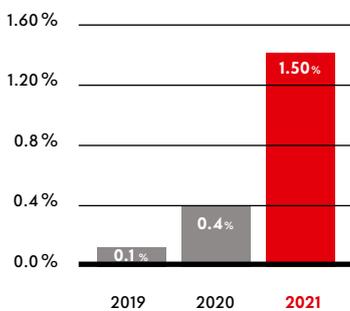
We plan to take back 6.5 percent of the smartphones we sell per year in 2022.

**Evaluation & outlook**

The materiality analysis developed by mobilezone in summer 2020 to develop the sustainability strategy indicated that great potential exists in the field of refurbished smartphones. The past year confirmed this impression: the demand for justit devices is growing and as a result the positive influence mobilezone can have on the environment.

The positive development with justit can serve as an indicator for the German market. However, our German companies do not have the same infrastructure as in Switzerland regarding shops for returns and workshops for refurbishing.

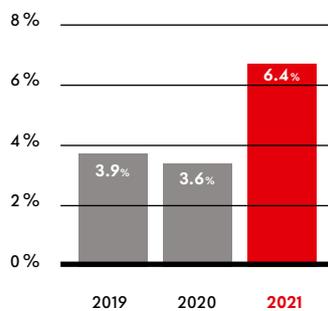
**Refurbished sold smartphones**



GRI 301-3

Number of refurbished smartphones in relation to total new smartphones sold

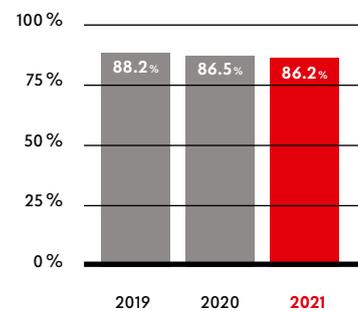
**Smartphone repurchase**



GRI 306-2

Repurchased smartphones in relation to total new smartphones sold

**Successful repairs**



GRI 306-1

Number of successful repairs concluded in relation to total of all repair orders

# Environmental management

We observe our ecological responsibility and pursue the most efficient use of resources and energy. We can reduce the associated greenhouse gas emissions in this way and protect the climate. The biggest ecological impacts are addressed by our offers extending the service life of smartphones. In future, we want to draw up a more precise evaluation of our resource consumption and reduce our ecological footprint.

## Energy management

By moving from Regensdorf to Rotkreuz in 2018, we managed to reduce the electricity consumption of our headquarters by 30 percent. On the Suurstoffi site in Rotkreuz, use of solar, several dynamic geothermal heat reservoirs and an energy network form the basis for achieving the target of CO<sub>2</sub> neutrality. The energy for heating and cooling is generated by geothermal heat reservoirs while the various solar installations provide electricity. The target is complete self-sufficiency with primary energy for heating and water treatment.

The location in Urnäsch in Appenzell, which accommodates mobilezone business, has had a solar installation since 2017. It has 40 modules with an output of 12 kWp (kilowatt peak) or 12,000 watts. Each of the 40 modules can produce up to 300 watts of electricity. The modules come from Aleo and were made in Germany. The annual electricity production is up to 11 MWh.

The location in Bochum is also fitted with a solar system. The system was installed in 2014. It has over 180 modules of the CentroSolar brand, each with 250 watts output. The total output installed in 45 kWp (kilowatt peak). The system on Porschestraße 13 was installed in 2017 and has 171 Vissmann modules each with 265 watts output, corresponding to installed output of 45.3 kWp.

In the fiscal year 2021, the mobilezone Group used a total of 2,635 MWh of electricity; of this, it was able to cover 85 MWh with its own solar installations. As a result, it managed to reduce its electricity procurement from other sources by about 3 percent (GRI 302-4).

mobilezone is decentral in organisation, with locations in Germany in Cologne, Bochum, Münster and Berlin and in Switzerland in Rotkreuz and Urnäsch as well as 124 shop locations in every language region of Switzerland. Surveying the electricity data of the shops was also regulated centrally in previous years. About 95 percent of the electricity consumption was recorded centrally by one external provider – in the coming years, all shops are to be recorded and evaluated by the same provider.

In this area, we will strive for new measures in the coming years in order to be able to define our targets regarding electricity consumption. We managed to fulfil the objective of breaking down the electricity mix to the extent that we could identify solar electricity and other electricity.

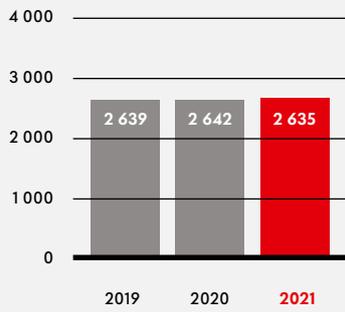
## Targets

Every PC, monitor and printer consumes 10 watts of electricity in standby mode alone annually. There is accordingly great potential to sensitising employees to switch off their devices after use at the end of the day. For 2022, our aim is for a sensitisation campaign regarding electricity consumption at our locations with the target of reducing electricity consumption.

## Evaluation & outlook

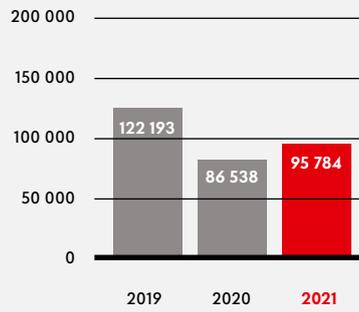
Due to the decentral structure of mobilezone with numerous locations in Germany and Switzerland and shops throughout Switzerland, an exact survey of the electricity mix is challenging. The goal is to achieve central administration of electricity consumption at one provider. In addition, we would like to sensitise employees at all locations to save electricity by switching off monitors, PCs or printers after work has finished.

## Electricity consumption of the mobilezone Group



Electricity consumption is stated in MWh.

## Fuel consumption of the mobilezone Group



Fuel consumption is stated in litres.

# GRI contents index

This report is the third sustainability report of mobilezone holding ag. It is the second report drawn up in accordance with the GRI Standard: option "Core". This report covers all business segments of the mobilezone Group in Switzerland and Germany.

The reporting period covers the period from 1 January to 31 December 2021. The environmental key figures refer to the period 1 January 2019 to 31 December 2021. The mobilezone Group informs its stakeholders annually about its activities and progress in the field of sustainability; the reporting occurs annually as part of the Annual Report. This report was drawn up in compliance with the GRI Standards: option "Core". The report is available in German and English. The sustainability report of the mobilezone Group is not subjected to any external assurance.

An overview of the standards selected and corresponding references can be found in the following GRI index.

Contact for questions about the Sustainability Report: Markus Bernhard, CEO mobilezone Group, Martina Högger, Sustainability Manager at [mobilezoneholding@mobilezone.ch](mailto:mobilezoneholding@mobilezone.ch).

GRI Standard	Title	Remarks & omissions	Page
	<b>1 Organisational profile</b>		
<b>GRI 102</b>	<b>General information</b>		
102-1	Name of the organization		53
102-2	Activities, brands, products and services		21–28, 27, 28
102-3	Location of headquarters		21
102-4	Location of operations		53
102-5	Ownership and legal form		53–55
102-6	Markets served		21–28
102-7	Scale of the organisation		21, 53
102-8	Information on employees and other workers	d. The mobilezone Group does not employ any external temporary workers on a significant scale. e. The workforce is not subject to any significant seasonal turnover.	39
102-9	Supply chain		44
102-10	Significant changes in the organisation and its supply chain	mobilezone sold 75 percent of its shares in einsAmobile GmbH in the reporting year.	53
102-11	Precautionary principle or approach / sustainability approach		31–34
102-12	External initiatives	None	
102-13	Membership of associations and interest groups	mobilezone is a member of SWICO, the business association of the ICT and online sector.	
	<b>2. Strategy</b>		
102-14	Statement from senior decision maker		31
	<b>3 Ethics and integrity</b>		
102-16	Values, principles, standards and norms of behaviour	Code <a href="https://www.mobilezone.ch/assets/cms/persistent/3bfee6c7f0fdc6f65aab344c7232cf173b64ea65/Code%20of%20Conduct_2021_de.pdf">https://www.mobilezone.ch/assets/cms/persistent/3bfee6c7f0fdc6f65aab344c7232cf173b64ea65/Code%20of%20Conduct_2021_de.pdf</a>	
	<b>4. Company management</b>		
102-18	Governance structure		55–59

<b>5. Integration of stakeholders</b>			
102-40	List of stakeholder groups	32, 34	
102-41	Collective bargaining agreements	mobilezone does not have any employees subject to a collective bargaining agreement.	
102-42	Identifying and selecting stakeholders	32	
102-43	Approach to stakeholder engagement	34	
102-44	Key topics and concerns raised	32, 34	
<b>6 Procedure in reporting</b>			
102-45	Entities included in the consolidated financial statements	79	
102-46	Defining report content and topic boundaries	32, 34	
102-47	List of material topics	32, 34	
102-48	Restatements of information	Recalculation of key figure "Customer satisfaction index": Calculation of the customer satisfaction index is based on various net promoter scores (NPS), customer satisfaction scores (CSAT) and online reviews (Trust Pilot and Trusted Shops). These key figures are weighed and accumulated based on strategic importance. The weighting was modified in the fiscal year 2021, because the strategic importance of our business units changed. Modification figures "Successful repairs" The figures were retrospectively corrected because the data base was modified. The survey of diversity figures in senior management was corrected: The Board of Directors was also included in the survey last year. This has now been eliminated, since the members of the Board of Directors do not count as employees, but are rather executive bodies of the company. The definition according to which employees belong to senior management was likewise modified, which is why there is a change among women from four to one person.	42, 43 45 41
102-49	Changes in reporting	Adoption of the voluntary GRI Standard 401-3 "Parental leave".	39
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102-53	Contact point for questions regarding the report		31, 48-50
102-54	Claims of reporting in accordance with GRI Standards		48-50
102-55	GRI content index		48-50
102-56	External assurance	The sustainability report of the mobilezone Group is not subjected to any external assurance.	48

<b>Employees</b>			
103-1	Explanation of the material topic and its boundary		37–41
103-2	The management approach and its components		37–41
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401-1	New employee hires and employee turnover		39
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405-1	Diversity of governance bodies and employees		41, 55, 58
<b>Customers</b>			
103-1	Explanation of the material topic and its boundary		42, 43
103-2	The management approach and its components		42, 43
103-3	Evaluation of the management approach		42, 43
	Own indicator: Customer satisfaction index	Voluntary supplement to the GRI Standards	42, 43
<b>Smartphone cycle</b>			
103-1	Explanation of the material topic and its boundary		44, 45
103-2	The management approach and its components		44, 45
103-3	Evaluation of the management approach		44, 45
301-3	Reclaimed products and their packaging materials	After taking the size of the effects into account, we only report on repurchased, reprocessed and sold smartphones, but not on packaging.	44, 45
<b>Environmental management</b>			
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