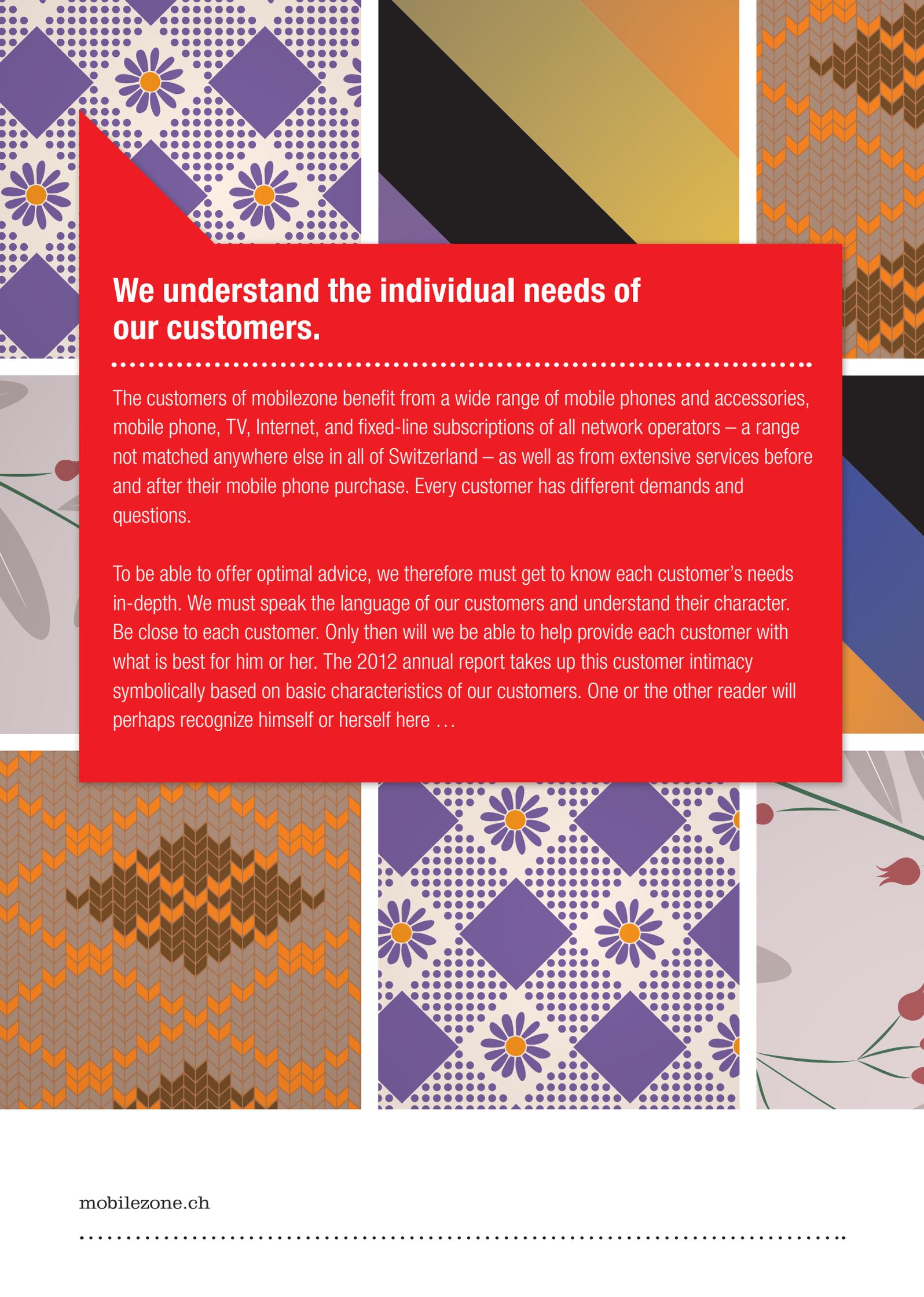


The cover features a collage of various patterns and colors. A central red banner contains the title. Surrounding it are panels with a brown and orange zigzag pattern, a floral illustration with red buds, a dark blue background with vertical dashed lines, a purple and white geometric pattern with diamonds and flowers, a green and black diagonal pattern, a purple and white geometric pattern with diamonds and flowers, a brown and orange zigzag pattern, a green and black diagonal pattern, a dark blue background with vertical dashed lines, and a yellow, black, and red diagonal pattern.

Annual Report
.....
2012

mobilezone[®]

.....



We understand the individual needs of our customers.

The customers of mobilezone benefit from a wide range of mobile phones and accessories, mobile phone, TV, Internet, and fixed-line subscriptions of all network operators – a range not matched anywhere else in all of Switzerland – as well as from extensive services before and after their mobile phone purchase. Every customer has different demands and questions.

To be able to offer optimal advice, we therefore must get to know each customer's needs in-depth. We must speak the language of our customers and understand their character. Be close to each customer. Only then will we be able to help provide each customer with what is best for him or her. The 2012 annual report takes up this customer intimacy symbolically based on basic characteristics of our customers. One or the other reader will perhaps recognize himself or herself here ...

Contents

4 Key figures

8 mobilezone overview

Brief profile	9
Report to shareholders	10
Events in 2012	12
Company principles and values	13

16 Business segment reports

Trade	17
Service Providing	24

28 Corporate Governance

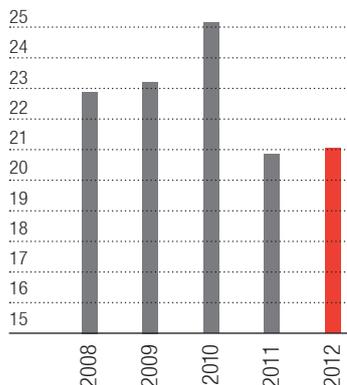
38 Financial report

Consolidated financial statements mobilezone Group	40
Financial statements mobilezone holding ag	66

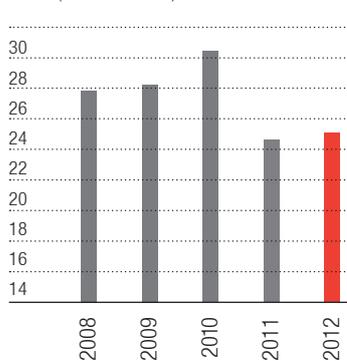
74 Addresses

Key figures

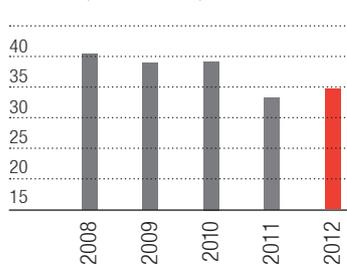
Consolidated profit (in CHF million)



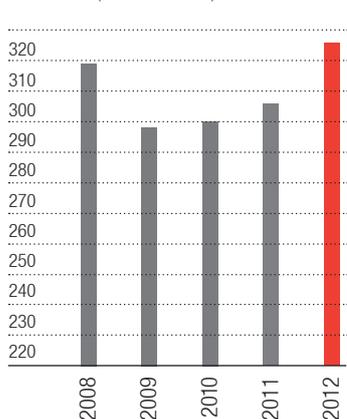
EBIT (in CHF million)



EBITDA (in CHF million)



Net sales (in CHF million)



Group (CHF 000 or as indicated)

Net sales

Gross profit

Operating profit (EBITDA)

Operating profit (EBIT)

Net profit

Total assets

Net cash & cash equivalents

Shareholders' equity

Net cash from operating activities

Investments in property, plant & equipment and intangible assets

Number of full-time employees as of December 31

Number of shops as of December 31

Data per title (in CHF or as indicated)

Outstanding shares at year end (pieces)

Earnings per share – undiluted /diluted

Equity per share

Payout per share³

Share price (highest/lowest)

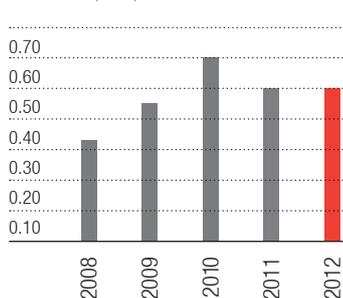
Share price as of December 31

¹ as percentage of net sales

² as a percentage of the balance sheet total

³ 2012: According to the Board of Directors' proposal to the General Meeting of April 10, 2013

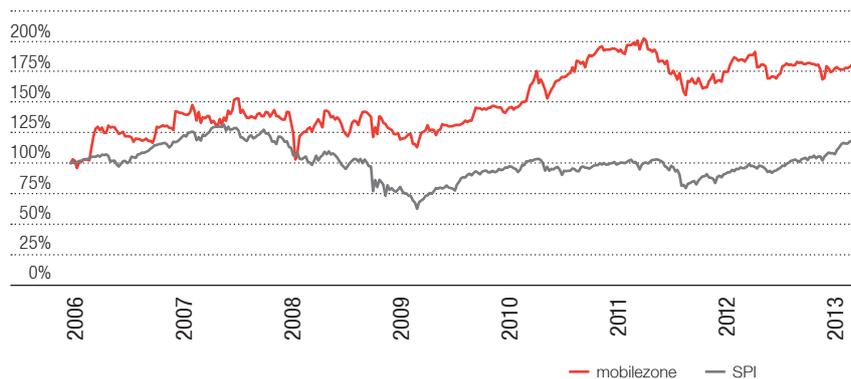
Dividend (CHF)



2012	%	2011	%	2010	%	2009	%	2008	%
325 893		305 624		299 951		297 898		318 030	
109 115	33.5 ¹	93 534	30.6 ¹	98 374	32.8 ¹	95 334	32.0 ¹	95 390	30.0 ¹
34 738	10.7 ¹	33 407	10.9 ¹	39 170	13.1 ¹	37 898	12.7 ¹	41 105	12.9 ¹
25 133	7.7 ¹	24 665	8.1 ¹	30 390	10.1 ¹	28 206	9.5 ¹	27 892	8.8 ¹
21 047	6.5 ¹	20 882	6.8 ¹	25 155	8.4 ¹	23 269	7.8 ¹	22 895	7.2 ¹
110 182		102 256		115 265		107 440		104 453	
18 277		30 998		31 519		27 367		23 936	
66 194	60.1 ²	73 956	73.3 ²	85 526	74.2 ²	79 909	74.4 ²	72 060	69.0 ²
22 429		36 773		31 086		25 290		30 833	
9 486		10 387		7 833		6 609		11 222	
741		548		556		523		542	
137		140		141		135		131	
35 772 996		35 772 996		35 772 996		35 772 996		35 772 996	
0.59		0.59		0.70		0.65		0.64	
1.85		2.07		2.39		2.23		2.01	
0.60		0.60		0.70		0.55		0.43	
10.40/9.00		11.00/8.30		10.75/7.70		7.97/5.94		7.85/6.10	
9.66		9.50		10.50		7.80		6.74	

To ensure comparability, the previous year's figures and classifications have been adjusted in accordance with Swiss GAAP FER.

Share price since 2006



...VOLL

FR

W - FRESH!

Marco, 17

.....
is happy because he recently got an economical and convenient flat-rate subscription for minors, and now he can make calls, send text messages, and surf the web as much as he wants. Because at mobilezone we could tell him exactly which mobile phone subscription from among all the mobile phone service providers is the best for him.

.....

Better result in a difficult market environment. In fiscal year 2012, in a market environment that was again very challenging, mobilezone Group achieved an increase in profit by 0.8 percent to CHF 21.0 million (2011: CHF 20.9 million). Net sales rose – in part thanks to the acquisition of mobiletouch – to CHF 325.9 million (2011: CHF 305.6 million). As in prior years, the stronger second half of the year contributed significantly to the very positive result. The improvement in the result makes clear that in a competitive market mobilezone finds the right strategies to defend its market position and even to expand it.

The largest independent telecom specialist

mobilezone is Switzerland's leading independent telecom specialist. In its 137 shops the company offers the largest selection of mobile phones from all manufacturers as well as accessories, all subscriptions for mobile phone service, fixed-line telephony, Internet, and digital TV. The company is completely independent of manufacturers and mobile phone service providers (Swisscom, Orange, and Sunrise), and this guarantees customers the greatest possible transparency regarding prices, services, and products. In total, more than 700 employees competently advise individual and business customers on all questions of communication and digital entertainment.

In recent years mobilezone has been offering customers more and more convenient services supporting them before and after their mobile phone purchase. Among these are, for example, mobilezone's free comparison service for mobile phones and subscriptions, abo-checker.ch; mobile phone insurance against damage and misuse; the option to return old mobile phones against payment of the residual value; and the growing number of Help Centers for quick on-site repairs.

Business segments

TRADE

Individual customers

- 137 shops centrally located all across the country and in the largest shopping centers
- Largest product range of mobile phones and accessories
- Advice regarding mobile phone, fixed-line, digital TV, and Internet subscriptions
- Independent partner of Swisscom, Sunrise, and Orange
- Services such as comparison of price plans abo-checker.ch, mobile phone insurance, and accepting return of old mobile phones

Business customers

- On-site consulting for companies of any size
- Customized solutions in the area of fleet management and outsourcing
- customizable web shop

mobilezone has a presence in all regions of Switzerland with a total of 137 shops in central locations and larger shopping centers.

➔ 137 SHOPS
ADDRESSES ON PAGE 74

- = Shops
- = Help Center

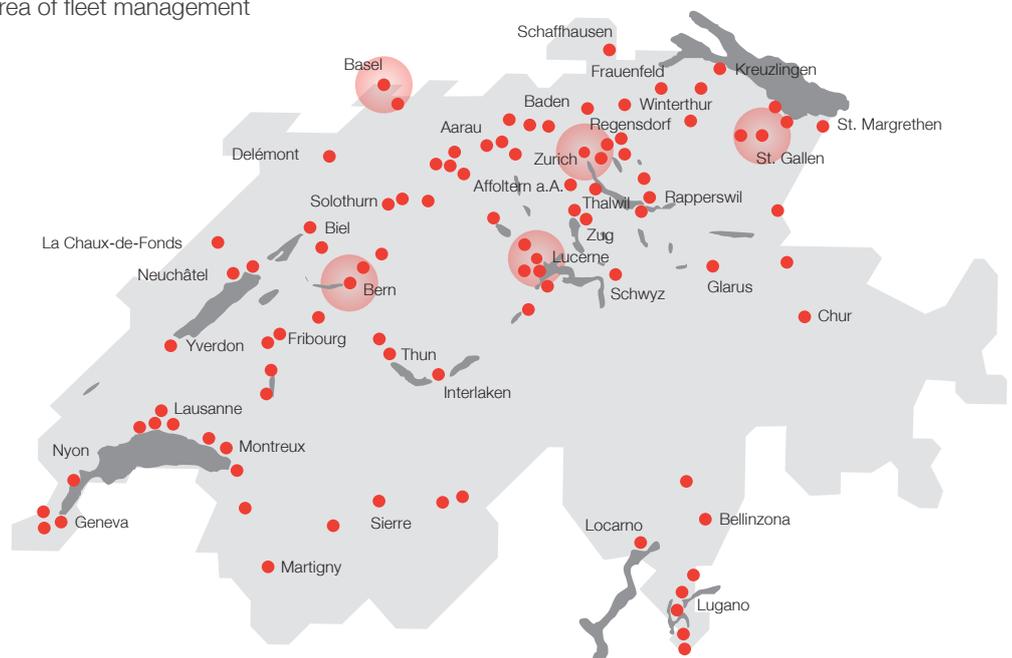
SERVICE PROVIDING

Fixed-line telephony and Internet

- Own fixed-line and Internet subscriptions
- Aggregated invoicing

Repair services

- Repair of various brands of mobile phones in Switzerland
- Repair of mobile phones and other devices as well as repair logistics in Austria
- Quick on-site repairs in 5 Help Centers in large cities in German-speaking Switzerland



Increased profit – Continuation of the dividend policy

Dear Shareholders,

In the past fiscal year mobilezone Group achieved a very strong positive result despite a challenging market environment. Thus, consolidated profit rose slightly by 0.8 percent to CHF 21.0 million (2011: CHF 20.9 million). Net sales increased markedly by 6.6 percent to CHF 325.9 million (2011: CHF 305.6 million). The main reason for this success is the integration of the mobile phone repair service provider mobiletouch as of January 1, 2012.

The company thus proved that it can hold its own even in a competitive mobile phone market. In 2012 this was achieved primarily because of a further margin increase in the core business and because of the addition of new products and the expansion of the service package. In particular, mobilezone's successful positioning in the market is reflected in the operating profit (EBIT) of CHF 25.1 million (2011: CHF 24.7 million) and in the earnings per share of CHF 0.59 (2011: CHF 0.59). The EBIT margin of 7.7 percent (2011: 8.1 percent) is slightly under that of the previous year.

Services fully attuned to mobile phone customers

In 2012 mobilezone again introduced new services to help simplify life for its customers. For example, the integration of mobiletouch ag made possible the opening of three additional Help Centers for quick on-site repairs. Since last fall the new option of paying in installments offers customers the convenience of being able to take home any mobile phone even without a subscription and to pay later.



Urs T. Fischer

In September, management was reduced from five to three members; in addition, the strategically important areas of sales and marketing were placed directly under the CEO's control, which makes for a faster and more compact decision process. In the future mobilezone will therefore be able to launch new services even more quickly.

Mobile phone market drops, digital TV grows significantly

As in 2011, in the past fiscal year the number of mobile phone sold decreased, both in the marketplace as a whole and at mobilezone. One reason for this development is the continued shift of demand to smartphones, which are of higher quality and therefore do not have to be replaced as often. Regarding the brands sold, the situation remains unchanged: Apple and Samsung dominate the smartphone market; the former market leader Nokia could maintain its market position only in the conventional mobile phone sector. However, this may soon change when the latest HTC, Nokia, and Sony smartphones are introduced.



Martin Lehmann

The company reports a positive development in sales of digital TVs and the service packages consisting of TV, fixed-line, Internet and in some cases also mobile phone subscriptions. Here, mobilezone recognized the growth trend, and in the course of the year it added the products of upc cablecom and Sunrise TV to its range of offerings. Digital TV as well as sales of service bundles that include subscriptions for TV, fixed-line telephony, Internet, and some mobile communications are increasingly important to the company's overall result. The business customer segment also showed positive growth, largely because major companies were added to mobilezone's customer portfolio. In the segment Service Providing new customers were added in the fixed-line business, and in the repair business as many units were repaired as in the previous year despite a generally declining market.

Switching accounting and reporting to Swiss GAAP FER

In fall 2012 the Board of Directors decided to switch the accounting and reporting of mobilezone Group from IFRS (International Financial Reporting Standards) to Swiss GAAP FER effective January 1, 2012. This switch also involves the change in market segment on the SIX Swiss Exchange from Main Standard to Domestic Standard. Swiss GAAP FER is a recognized accounting standard that will allow the company to continue publishing semiannual financial reports, including segment reports, that are transparent and meet the standard of "true and fair." As a result of this change, the goodwill of CHF 5.75 million was directly offset against shareholders' equity effective January 1, 2011. According to Swiss GAAP FER, at the end of 2011 shareholders' equity amounted to CHF 74.0 million compared to CHF 79.7 million when IFRS was applied in the previous year.

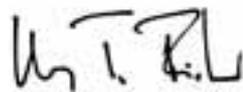
2013: Using opportunities for success

mobilezone considers itself optimally positioned for the new year. New, innovative smartphones from Apple, BlackBerry, HTC, Nokia, Samsung, and Sony with more applications will stimulate the mobile phone market. Moreover, the company will press ahead with the ongoing further development of services and the targeted diversification of its product range. Beginning this spring, the company will intensify its personalized communication with customers to strengthen customer loyalty and increase the number of repeat buyers. With the planned optimizations in the management of accessories, the company expects to improve the result in that product sector. A new and more customer-friendly web platform is currently in the planning stage and is expected to be available next year. These and other innovations are advertised on additional channels, such as cinema movie theaters, radio, and social media, ensuring that mobilezone will catch the attention of more and more people.

Distribution of the entire profit

Based on the company's continued extraordinarily high equity and liquidity and the positive future outlook, the Board of Directors has decided to propose to the General Meeting, which is to be held on April 10, 2013, an unchanged dividend in the amount of CHF 0.60, that is, CHF 0.01 more than the consolidated profit. Moreover, to be able to continue providing transparent reporting to you as shareholder, mobilezone decided that despite the change in market segment on the SIX Swiss Exchange and the accompanying application of the new accounting standards Swiss GAAP FER, it will continue its segment reporting on the same scale as before.

The Board of Directors and management are aware that especially in this challenging market environment a successful result is only possible thanks to the dedicated involvement of shareholders, employees, customers, and partners. We want to express our sincere gratitude for your loyalty, and we are looking forward to another exciting year together with you.



Urs T. Fischer
President of the Board of Directors



Martin Lehmann
Chief Executive Officer

2012: A year with many highlights

JANUARY mobilezone enters the mobile phone repair business

With the acquisition of mobiletouch, mobilezone adds the largest mobile phone repair service provider in Switzerland and Austria to its Group companies. The Lumia 800, the first Nokia mobile phone with Windows operating system, comes on the market.

MARCH Increased sales and solid profit

mobilezone presents its company result and reports increased sales for 2011 and a profit of CHF 20.7 million (profit according to IFRS).

APRIL upc cablecom now also at mobilezone

Digital TV, fixed-line telephony, and high-speed Internet – mobilezone now offers the full range of upc cablecom's offerings.

MAY mobilezone's CEO as «Undercover Boss»

In the TV series «Undercover Boss» Martin Lehmann gets to know the company from a different perspective. Samsung launches its new flagship Galaxy S III.

JUNE Swisscom subscriptions revolutionize the market

At mobilezone the new flat-rate subscriptions with different surfing speeds are popular right from the start.

SEPTEMBER iPhone 5 advance order record, management reduced in size

Never before have so many mobile phones been ordered in advance as was the case with the iPhone 5. With the market launch of a new installment payment option and of Sunrise TV mobilezone meets customer demand. A reduction in the size of the management from five to three members makes the company even more powerful and ready for the future.

OCTOBER Fifth Help Center opens for business

The fifth Help Center for quick on-site repairs is set up in Basel; after the centers in St. Gallen and Bern, this is already the third one opened this year.

DECEMBER mobilezone com presents new offerings

The fixed-line sector launches new service bundles at attractive prices. The new Nokia flagship Lumia 920 arrives in the shops.

Our focus and objectives

In concept and implementation mobilezone's business strategy is based on independence, customer focus, and collaboration on a partnership basis with all mobile phone service providers and device manufacturers. These three pillars are the foundation for mobilezone's success. The company always puts its individual and business customers at the center of its comprehensive and expert consulting and services. Thus, mobilezone offers not only the largest selection of mobile phones and accessories as well as all subscriptions for mobile phone service, fixed-line telephony, Internet, and digital TV but also offers services that go far beyond selling.

Customers

With its independent and transparent consulting and sales activities mobilezone wants to offer its customers a high added value. With its innovative services – such as the free comparison service for mobile phones and subscriptions, [abo-checker.ch](#), the customized outsourcing solutions for business customers, and the network of Help Centers – mobilezone supports its customers all the way, from providing information prior to their mobile phone purchase to the purchase decision itself and even to a potential mobile phone malfunction or breakdown.

Shareholders

mobilezone seeks to continuously increase the company value, to achieve attractive returns, and to maintain an earnings-based dividend policy. mobilezone works on ensuring that the company will be valued also in future as a very attractive dividend-paying stock on the Swiss investment scene.

Employees

At the core of mobilezone's success are its competent, motivated, customer-friendly, and loyal employees. The company offers them an attractive working environment with secure jobs as well as opportunities for training and career advancement. The company's flat hierarchy actively fosters open communication across all function levels, and mobilezone is convinced that this will stimulate many promising ideas for the future. In addition, by training more than 60 apprentices, the company makes an important contribution to the promotion and development of junior staff in an exciting and dynamic vocational field.

Partners

mobilezone maintains excellent and long-standing business relationships with its partners. For the mobile phone service providers Swisscom, Orange, and Sunrise as well as for upc cablecom and Quickline mobilezone is the most important independent sales partner. For the most part, mobilezone buys its products directly from the manufacturers and thus profits from particularly attractive purchasing terms. This is only possible because the company is committed to dealing fairly and on an equal and cooperative basis with its business partners and vendors.

Public relations

As leading independent telecom specialist, mobilezone makes an important contribution to our mobile society. For example, the company makes available to all mobile phone users free information online about the latest market trends and offers the independent price comparison service [abo-checker.ch](#). In addition, the company creates and maintains jobs all across the nation and manages natural resources responsibly. In its business activities mobilezone is guided by its commitment to integrity and professionalism.



“Stärme

Forty, '14

Felix, 66

is happy because now checking his emails on his mobile phone finally works. In no time at all, the helpful consultant at mobilezone set up the email account for Felix and explained how to use it.

Success thanks to innovative ideas.

Even in a saturated mobile phone market, mobilezone has launched several new services and optimized the management of its product range. With this, the company has proven again that it excels in holding its own even in a challenging market environment. For example, mobilezone optimally meets market demand with its advance order option for top-selling mobile phones. In September 2012 mobilezone introduced the convenient option of paying in installments, and right from the start customers have made full use of this option. In addition, mobilezone will shortly launch an accessory management system that has already been tested successfully.

.....

Digital TV on the rise – duel among the smartphones.

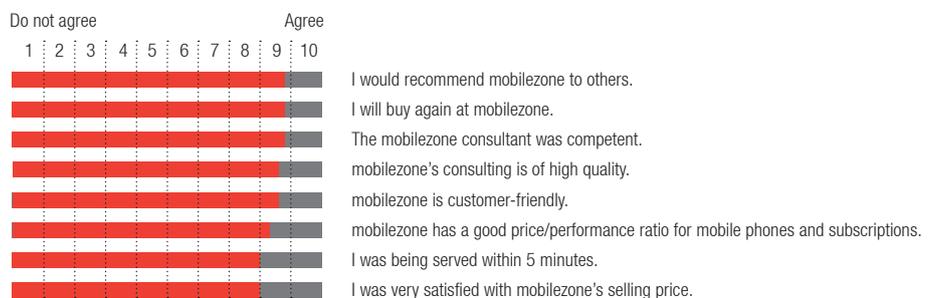
Individual customers

Market environment

Fiscal year 2012 was marked by fierce price competition in the mobile phone subscription sector. After the market leader Swisscom introduced flat rate subscriptions in early summer, the other market participants also redesigned their pricing structure, in part or entirely. In the coming years, the mobile phone subscription market will also to be characterized by the new and significantly faster LTE net technology that has been available in larger cities since winter 2012. Despite attractive new pricing plans and the introduction of faster net technologies, consumers have been cautious. In mobilezone's view, the main reason for this is that people usually know exactly what mobile phone they want to buy and then hold off with the purchase until that particular model comes on the market. As a result, for example, the company sold slightly fewer mobile phones and concluded fewer subscription contracts in 2012 than in the previous year. To enable more customers to buy a more expensive smartphone, mobilezone has been offering the convenient option of paying in installments since last fall. Thanks to this new payment option and the company's strong focus on service, mobilezone was able to rein in the decline in mobile phone sales.

In contrast, the digital TV sector showed great potential for growth as did the so-called service bundles that include subscriptions for TV, Internet, fixed-line telephony, and some mobile communications. By including all products of upc cablecom, Switzerland's leading cable network provider, and of Sunrise TV, mobilezone showed that it has recognized that trend and now participates in that growth market.

THIS IS WHAT OUR CUSTOMERS ARE SAYING

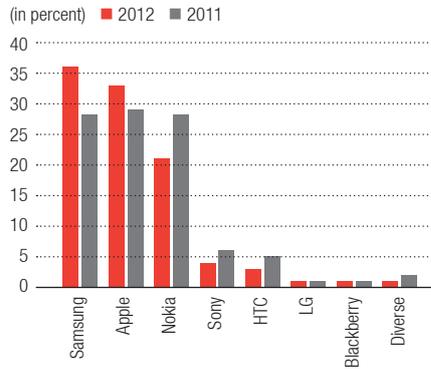


Source: Customer survey mobilezone
January to December 2012; 5900 respondents

Products

Smartphones continued their triumphal march to the top in 2012; mobilezone estimates that smartphones already make up more than 60 percent of all mobile phones sold in Switzerland. The market for these high-end products as well as for tablets is shared pretty much exclusively between Apple with its iPhone and iPad and Samsung with its Galaxy line of products. Nokia with its Lumia smartphones might gain a foothold as a third competitor. The Finnish manufacturer's sales are expected to get a boost from the new Windows Mobile 8 operating system that works seamlessly on PCs, tablets, and smartphones and thus offers users many advantages. Though in the past year Nokia did not yet achieve a breakthrough success in the smartphone business, its newest device, the Lumia 920, has been very popular with buyers so far in 2013. The market situation for conventional mobile phones remains unchanged with Nokia and Samsung still selling the most units.

SHARES OF BRANDS SOLD AT MOBILEZONE*



* based on number of units sold



THE BEST-SELLING MOBILE PHONES OF MAJOR BRANDS AT MOBILEZONE



Apple
iPhone 5



Samsung
Galaxy S III



Nokia
Lumia 920



Sony
Xperia S



HTC
One X



Samsung
Galaxy Note 2



BlackBerry
9360 Curve



Apple
iPhone 4S



Nokia
Lumia 800



Ljus



SIG!

Marianne, 45

is happy to have found a simple mobile phone at mobilezone and a simple subscription that meets her needs exactly. Now even the high-speed download of the recipe she wants finally goes off without a hitch.

Shops

At the end of 2012 mobilezone operated 137 shops in all larger cities and towns and shopping centers all across Switzerland. The network of shops was further consolidated in 2012, and three new Help Centers for quick on-site repairs were added. The new Help Centers are integrated into the mobilezone shops in the shopping center Wankdorf in Bern, in the Shopping Arena in St. Gallen, and in the shopping center St. Jakob-Park in Basel.



OPENED

Marin, Marin Center
Affoltern am Albis, Coopark
(March 2013)

MOVED AND REMODELED

St. Gallen, Shopping Arena
with Help Center
Basel, EKZ St. Jakob-Park
with Help Center
Bern, EKZ Wankdorf with Help Center
Ibach, Mythencenter

CLOSED

Bern, EKZ Loeb
Marin Center, CC Manor
Basel, Clara Huus
Zurich-Altstetten, EKZ Neumarkt

Services

In the past year mobilezone has again done much to be able to offer customers even better services at even more locations. As many as five Help Centers for quick on-site repairs are now available to mobile phone users in the largest cities of German-speaking Switzerland. The expansion of this popular service was possible thanks to the acquisition of the repair service provider mobiletouch early in 2012.

The mobile phone insurance offered proved once again very popular. Thus, one in five customers decided to insure his or her new mobile phone against defects and misuse. Customers also made full use of the offer to turn in their used mobile phones to mobilezone and get money for them. More than 150 000 mobile phone owners used the comparison service for mobile phones and subscriptions, abo-checker.ch, to find the combination of mobile phone and subscription that is best for them.

Customer service

Concluding a sale or using one of mobilezone's many services always starts with the impression we make on our customers. Therefore we now offer our customers the option to benefit from our advice not only in shops or via customer service. Rather, we now focus even more on interacting with all mobile phone users by way of more channels. We already keep in touch with customers on the most widely used social media platforms Facebook and Twitter. Our catalogue also reflects this emphasis; for example, since early 2013 we depict customer conversations on social media or in the shops and invite customers to join in the discussion.

In addition, mobilezone will soon introduce an extensive customer relationship management system (CRM) to intensify its customer relations. We hope that our lived commitment to customer service will appeal to our customers and increase customer loyalty.

Business customers

Market environment

The segment business customers has great strategic value for mobilezone, and proved itself again in 2012 by achieving an increase in sales and profit of more than 10 percent. This positive development was achieved even though the mobile phone providers introduced new pricing plans that are less attractive for mobilezone. With its growing range of customized consulting and other services, mobilezone was thus again able to gain significant additional market shares in the business customer market, which is currently undergoing a consolidation phase.

Services

In the mobile communications market mobilezone has become the largest national partner for business customers and offers consulting and other services for businesses of any size. Among other services offered, mobilezone reviews existing contracts, develops customer-specific order processes, provides new and replacement mobile phones in an uncomplicated way, quickly and efficiently solves problems in repair cases, and provides competent one-stop consulting. Thanks to its strong field service organization, mobilezone can offer customers prompt and competent consulting on-site. In addition, customers benefit from the special terms and conditions for new mobile phones and services in mobilezone's 137 shops all across Switzerland.

Complete outsourcing solutions

Mobile communication is not part of the core business of most companies. Accordingly, they want to spend as little time and money as possible on managing their mobile communications. mobilezone has identified this need and offers complete fleet management and outsourcing solutions. The experts at mobilezone more and more work as a kind of a general contractor and take over all the tasks involved in managing mobile phones and phone service subscriptions. The services mobilezone offers range from managing mobile phone subscriptions and mobile phone maintenance to dealing with insurance companies in case of claims for damages or loss. Thus, mobilezone saves its business customers a great deal of time and money.

Customized web shop

What used to be displayed laboriously in a company's intranet can now be shown directly in mobilezone's web shop. Here our customers' employees can see the mobile phones and pricing plans that are available to them. In addition, a new option in the web shop ensures that all orders comply with a company's prescribed and often multistep approval processes.

Service Providing: Fixed-line offers and Repair services with positive development

Fixed-line telephony

Market environment

Fixed-line telephony in Switzerland continued its slight decline due to decreased demand in 2012. Because of flat rate offers for mobile phones, the total number of minutes used for telephoning on fixed-line phones continues to decrease. This means that a greater number of customers is needed to generate the same amount of sales. Once again, mobilezone was able to achieve this: it increased the number of its fixed-line customers by 3 000 to 39 000. The fixed-line business thus continues to prove itself an important additional business.

Services

Since December 2012 mobilezone offers its customers new, even more attractive combinations of fixed-line telephony and Internet. The new offers have met with a favorable response right from the start. In addition, customers can now take advantage of the new so-called aggregated invoicing. This combines the charge for the telephone connection and the call charges on one invoice, a convenient simplification for customers.

Since many customers prefer to get their communications services from a single source, mobilezone is currently exploring the possibility of making similar combination offers available for other product groups as well.

Repair services

Market environment

Both in Switzerland and Austria the repair market has declined in the past year. This is largely due to a decrease in the number of mobile phones sold and also to improved manufacturing quality. Nevertheless, mobiletouch was able to repair as many mobile phones in both countries as in the previous year and thus significantly strengthen its position as market leader. In particular, Austria's second largest mobile service provider T-Mobile Austria is now among mobiletouch's clients.

Services

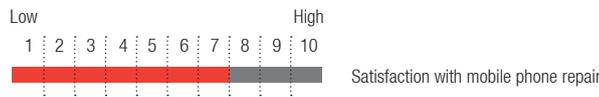
The integration of the repair service provider mobiletouch, which was consolidated as of January 1, 2012, has contributed significantly to mobilezone's service portfolio. The company offers comprehensive repair services for many brands of mobile phones and for other electronic devices in Switzerland and Austria. Several repair processes were optimized for the benefit of customers, or projects aimed at optimization have been started.

The quick on-site repairs offered in the five Help Centers in large cities of German-speaking Switzerland are particularly popular with customers. Thanks to mobilezone's offer of an unbroken repair chain from accepting the phones to returning them to their owners, customers can profit from a very high quality of repairs. In a survey, the majority of customers attested to this high quality of the repair work.

Logistics hub in Austria

The so-called logistics hub in Austria meets a great customer demand. Thanks to a web-based end-user platform, companies can manage the repair process of all technical devices by means of one tool. For the repair services, mobiletouch handles the complete logistics from customer to appropriate service center to returning the repaired device to the customer, and it also carries out most of the repairs.

THIS IS WHAT OUR CUSTOMERS ARE SAYING



Source: Customer survey mobilezone
September to December 2012; 2000 respondents

“Phäno

omental.“

Reto, 37

.....
is excited that he can quickly call his personal customer consultant at mobilezone business when he has any concerns or requests. And when a new employee is hired, Reto's consultant takes care of everything quickly and in an uncomplicated way to make sure that the newest smartphone with the appropriate subscription is ready and waiting when the employee reports to work.

.....

The guidelines for mobilezone's Corporate Governance. This report on corporate governance defines the general principles that are designed to ensure responsible and purposeful leadership and control on the highest company level. The information on corporate governance corresponds to the guidelines of the SIX Swiss Exchange. mobilezone is committed to all stakeholders and implements this commitment with modern corporate management practices that conform to the corporate governance guidelines and a transparent information policy.

1. Group structure and shareholders

1.1 Group structure

The mobilezone Group consists of two business areas: Trade (mobilezone ag, mobilezone business ag, and mobilezone trade ag) and Service Providing (mobilezone com ag, mobiletouch ag, and mobiletouch austria gmbH). A list of consolidated companies is provided on page 37 of this report. The parent company is mobilezone holding ag, Riedthofstrasse 124, 8105 Regensdorf, Switzerland. It is listed on the Swiss Exchange SIX (Valor no.: 1258340, ISIN: CH 0012583404). The segment change from the Main Segment to the Domestic Segment was effected on December 16, 2012. As of December 31, 2012, the market capitalization amounted to CHF 345.6 million.

1.2 Significant shareholders

A list of significant shareholders is provided in Note 3 on page 69 of this report. There is no shareholder's agreement between the significant shareholders.

1.3 Cross-shareholdings

There are no cross-shareholdings.

2. Capital structure

2.1 Capital

The amount of ordinary, authorized, and conditional capital is shown in Note 3 on page 69 of this report.

2.2 Authorized and conditional capital in particular

The General Meeting of April 9, 2010, eliminated both the authorized and the conditional capital of the group.

2.3 Changes in capital

Changes in capital made in 2011 and 2012 are listed in the consolidated equity statement on page 43 of this report, and the changes made in 2010 are listed on page 41 of the 2010 annual report.

2.4 Shares and participation certificates

As of December 31, 2012, there were 35 772 996 bearer shares with a par value of CHF 0.01 each. Of these, 150 998 shares (2011: 150 000) were in the Group's own holdings. The shares in the Group's own holdings carry neither voting nor dividend rights. All other shares carry equal voting and dividend rights.

2.5 Profit-sharing certificates

There are no profit-sharing certificates.

2.6 Limitations on transferability and nominee registrations

Limitations on transferability and nominee registrations

2.7 Convertible bonds and warrants/options

As of the balance sheet date, there were no convertible bonds or options issued by Group companies outstanding.

3. Board of directors

3.1 Members of the Board of Directors



Urs T. Fischer



Hans-Ulrich Lehmann



Cyrill Schneuwly

URS T. FISCHER

Urs T. Fischer (1954, Swiss) has been chairman of the Board of Directors of the mobilezone Group since April 2009. After graduating with a diploma in engineering from the ETH Zurich, he held various management positions at IBM Switzerland and Digital Equipment Corporation, Switzerland. He was the CEO of Sunrise Communication AG in Zurich and was CEO and member of the Board of Directors of Ascom Group, Bern. From 2004 to 2007 Urs T. Fischer was managing director of Hewlett-Packard (Switzerland) GmbH in Dübendorf, and was CEO of the international IT-systems company ACP in Vienna from 2009 to 2012. He is on the Board of Directors of various corporations that are not listed on the stock exchange.

HANS-ULRICH LEHMANN

Hans-Ulrich Lehmann (1959, Swiss) has been a member of the mobilezone Group's Board of Directors since 2001. After his business training, he worked as accountant and head of finance in various companies. From 1989 to 1991 he was managing director of Forbo Stamford AG in Eglisau and subsequently managing director of autronic ag in Dübendorf. Since 1996 he has been the owner of Lehmann Holding AG. Hans-Ulrich Lehmann is member of the Board of Directors of autronic ag, of monzoon networks ag, of Immo plaza ag, and of Artum AG.

CYRILL SCHNEUWLY

Cyrill Schneuwly (1963, Swiss) has been a member of mobilezone Group's Board of Directors since April 2009. He is a business economist and certified accountant, and upon graduation he initially held various positions at a trust company in Zurich. Subsequently, he was accountant in charge in the audit and consulting department of Arthur Andersen AG in Zurich, and then he was corporate controller at CWS International AG in Baar. Since 1998 he has been with Intershop Holding AG in Zurich, first as CFO and since 2008 as CEO.

3.2 Other activities and vested interests

Information about other activities and vested interests of the members of the Board of Directors can be viewed on the website at <http://www.mobilezone.ch/uber-uns/investors--en/corporate-governance/board-of-directors>.

3.3 Cross-involvement

There is no cross-involvement with the boards of other companies listed on the stock exchange.

3.4 Elections and terms of office

The Board of Directors is elected individually by the General Meeting of Shareholders for a one-year term. Unlimited reelection is possible.

3.5 Internal organizational structure

Urs T. Fischer is Chairman, and Hans-Ulrich Lehmann and Cyrill Schneuwly are members of the Board of Directors. The Board of Directors meets as often as required by business but at least three times a year. In the past year nine meetings were held that usually lasted half a day each. In addition to the CEO, the CFO usually attends the meetings. Other members of the management are also brought in as needed. In exceptional cases, external consultants are called in for consultation on specific questions.

3.6 Audit Committee

Since August 2009 the tasks of the Audit Committee have been carried out by the Board of Directors as a whole.

3.7 Definition of areas of responsibility

To the extent allowed by law, the Board of Directors has delegated managerial functions to the Group management. The breakdown of tasks and competencies is established in the bylaws and rules of organization. They can be viewed at any time at <http://www.mobilezone.ch/uber-uns/investors--en/corporate-governance>.

3.8 Information and Control instruments vis-à-vis the Group management

Each member of the Board of Directors has the right to be informed about the course of business by the Group management, even outside of official meetings, and this includes the right to be informed about individual transactions. The information and control tools the Board of Directors uses vis-à-vis the Group management include in particular the following:

- Consolidated budget (annual)
- Quarterly reports with budget comparison
- Profit and loss forecast (beginning in the 3rd quarter)
- Flash and KPI reporting (monthly)
- Financial projections (quarterly)
- Detailed oral reports of the Group management on the course of business (in every meeting)

4. Group management

4.1 Members of the Group management



Martin Lehmann
CEO



Markus Bernhard
CFO



Werner Waldburger
CPO

MARTIN LEHMANN

Since July 2007 Martin Lehmann (1967, Swiss) has been the CEO of the mobilezone Group. After his business training, he held various positions in accounting and sales. In 1993 he became head of the sales department and member of the management of autronic ag in Dübendorf. From 1998 to 1999 he was managing director of mobile solutions ag. Until 2007 Martin Lehmann was co-founder, head of the sales department, and member of the management of mobilezone Group. In 2010 he received an Executive MBA HSG degree from the university in St. Gallen (HSG St. Gallen).

MARKUS BERNHARD

Markus Bernhard (1964, Swiss) has been the mobilezone Group's CFO since 2007. Following his graduation from the university St. Gallen (HSG St. Gallen) with a degree in economics, he received his diploma as certified public accountant. From 1991 to 1997 he worked as auditor at Revisuisse Price Waterhouse AG in Zurich. He was CFO of Cope Inc. in Rotkreuz until 2000 and subsequently was CFO of Mount10 Holding AG, also in Rotkreuz. Markus Bernhard is a member of the Board of Directors of Novavisions AG in Rotkreuz and is on the audit committee of the municipality of Risch.

WERNER WALDBURGER

Werner Waldburger (1963, Swiss) has been active in mobilezone Group's management since 1999 and has been in his current post of CPO since October 2012. Following his apprenticeship as radio and television electrician, he graduated from the commercial college and passed the advanced examinations in retailing. He held various positions in sales, both in the office and in the field before working as Head of Consumer Electronics Purchasing at Dipl. Ing. Fust AG from 1989 to 1999. In 2009 Werner Waldburger received an advanced education diploma in marketing from the university in St. Gallen.

After five years of service, Dino Di Fronzo (1968, Swiss) and Fritz Hauser (1971, Swiss) retired from the Group management of mobilezone. Fritz Hauser remains as Head of IT & Logistics in the mobilezone Group.

4.2 Other activities and vested interests

Information about other activities and vested interests of the members of the Board of Directors can be viewed on the website at <http://www.mobilezone.ch/uber-uns/investors--en/corporate-governance/group-management>.

4.3 Management contracts

There are no management contracts regarding the transfer of managerial functions to third parties.

5. Compensations, shareholdings, and loans

5.1 Content and method of determining the compensation and the shareholding programs

The members of the Board of Directors receive compensation independent of profit in an amount set annually by the Board of Directors. The Board of Directors determines the compensation of Group management at the request of the CEO. The Board of Directors determines the CEO's total compensation. The total compensation of the CEO and the Group management consists of a base salary and a profit-related bonus; this bonus may amount to between 47 and 59 percent of the base salary. For fiscal year 2012 the bonus was based on consolidated earnings and individual goals. There are no profit-sharing programs. Further information on compensations is provided in Note 24 to the consolidated financial statement on page 64 as well as in Note 4 to the financial statements of mobilezone holding ag on page 70. No severance payments were made to parting members of any governing bodies in the reporting year.

5.2 Compensation of former members of governing bodies

No compensation was paid to former members of governing bodies.

5.3 Share allotment in the reporting year

No shares were allocated to members of governing bodies or to parties closely linked to them.

5.4 Share ownership

Share ownership information is provided in Note 5 to the financial statements of mobilezone holding ag on page 71.

5.5 Options

As of December 31, 2012, there were no options.

5.6 Additional fees and remunerations

No additional fees and remunerations were paid to the members of the board of directors, the group management, or parties closely linked to them.

5.7 Loans granted to governing bodies

There are no loans or securities for loans to the members of the Board and management or to parties closely linked to them.

5.8 Highest total compensation

In the reporting year, the highest total compensation in the amount of CHF 655 000 (2011: CHF 622 000) was paid to the CEO. No shares or options were allocated to this person in the reporting year or the year before that.

6. Shareholders' participation

6.1 Restrictions on voting rights and representation

There are no restrictions on voting rights, and the rules in the Articles of Association regarding participation in the General Meeting of Shareholders do not deviate from those mandated by law.

6.2 Statutory quorums

There are no statutory voting quorums that deviate from those mandated by law.

6.3 Convocation of the General Meeting of Shareholders

There are no statutory rules on convening the General Meeting of Shareholders that deviate from those mandated by law.

6.4 Agenda

Shareholders representing shares with a par value of CHF 35 000 may ask to have a subject for discussion entered on the agenda for the General Meeting. Convening the meeting and setting its agenda must be requested in writing, and the item for discussion as well as the proposals and motions must be named in the written request. There are no deadlines.

6.5 Inscriptions into the share register

Not applicable, as only bearer shares exist.

7. Changes of control and defense measures

7.1 Obligation to make an offer

The opting-out regulation was revoked at the Group's General Meeting in April 2007.

7.2 Clauses regarding changes of control

There are no change-of-control clauses.

8. Auditor

8.1 Duration of the mandate and term of office of the lead auditor

Since fiscal year 2007, Ernst & Young has been the auditor of mobilezone holding ag and all its Group companies. The auditor is chosen annually by the General Meeting. The lead auditor, Michael Bugs, was in charge of the audit mandate for the first time for the 2007 consolidated financial statements.

8.2 Auditing fees

The auditing fees for Ernst & Young for the reporting year amount to CHF 151 000 (2011: CHF 123 000).

8.3 Additional fees

In the past year, Ernst & Young did not invoice the Group for any additional fees for business consulting.

8.4 Supervisory and control instruments pertaining to the audit

At least once per year the Board of Directors attends Ernst & Young's concluding discussion of the Group audit. The auditor reports on the findings from the audit in a report to the Board of Directors.

9. Information policy

As of December 31, 2012, mobilezone Group for the first time publishes its annual report pursuant to the rules of Swiss GAAP FER. This changeover is connected with the change in market segment on the SIX Swiss Exchange from Main Standard to Domestic Standard. The group publishes information about the course of business semiannually, in March and in August. All publications are made available in electronic form. The annual report is available in printed form in German. The semiannual report is published in the group's website and is made available in print upon request. The semiannual report as of June 30, 2012, was the last one to be published pursuant to the IFRS (International Financial Reporting Standards) rules. Additional information on important changes and essential business activities is published on an ad-hoc basis. All information, including publication dates and a list of contact addresses, is available on the website at <http://www.mobilezone.ch/uber-uns> under the headings "Investors (EN)" and "Medien". Anyone who wishes to receive mobilezone's media information automatically can register at <http://www.mobilezone.ch/uber-uns/investors--en>.



“

me

gga! “

Linda, 28

is relieved because the mobilezone Help Center was able to repair her smartphone, which had fallen on the floor while she was delivering a flower bouquet, within just a few hours – in good time before the next delivery.

mobilezone achieves higher consolidated profit. In the past fiscal year, mobilezone Group generated a consolidated profit of CHF 21.0 million (2011: CHF 20.9 million), an increase of 0.8 percent. Sales increased markedly, primarily because of the acquisition of the repair service provider mobiletouch, to a total of CHF 325.9 million (2011: CHF 305.6 million). Earnings per share amount to CHF 0.59 (2011: CHF 0.59). Operating profit (EBIT) also grew by 1.9 percent to CHF 25.1 million (2011: CHF 24.7 million). The equity ratio is 60.1 percent.

Contents

Financial Report

.....		
40	mobilezone Group financial statements	
	Consolidated income statement	40
	Consolidated balance sheet	41
	Consolidated statement of cash flows	42
	Consolidated statement of changes in shareholders' equity	43
	Notes to the consolidated financial statements	44
	Report of the Statutory Auditor	65
.....		
66	mobilezone holding ag financial statements	
	Income statement	66
	Balance sheet before appropriation of available earnings	67
	Notes to the financial statements	68
	Proposal by the Board of Directors	72
	Report of the Statutory Auditor	73

Consolidated income statement

January 1 to December 31, 2012 (CHF 000)	Notes	2012	2011
Net sales	1	325 893	305 624
Other operating income		57	85
Cost of goods and materials		-216 778	-212 090
Personnel costs	2	-52 449	-40 652
Other operating costs	3	-21 985	-19 560
Operating profit (EBITDA)		34 738	33 407
Depreciation of property, plant & equipment	7	-5 101	-4 607
Amortization of intangible assets	8	-4 504	-4 135
Operating profit (EBIT)		25 133	24 665
Financial income	4	299	428
Financial expense	5	-153	-82
Profit before taxes		25 279	25 011
Income tax expense	6	-4 232	-4 129
Net profit		21 047	20 882
		CHF	CHF
Earnings per share	16	0.59	0.59
Earnings per share – diluted	16	0.59	0.59

To ensure comparability, the previous year's figures and classifications have been adjusted in accordance with Swiss GAAP FER.

Consolidated balance sheet

As of December 31 (CHF 000)	Notes	2012	2011
Assets			
Property, plant & equipment	7	10 798	11 420
Intangible assets	8	4 397	4 262
Deferred tax assets	6	0	1
Other accounts receivable		92	84
Fixed assets		15 287	15 767
Securities	11	0	894
Inventories	12	25 496	20 004
Trade accounts receivable	13	22 892	22 093
Other accounts receivable		3 693	261
Accruals	14	16 361	12 239
Cash & cash equivalents	15	26 453	30 998
Current assets		94 895	86 489
Total assets		110 182	102 256
Liabilities and shareholders' equity			
Share capital	16	358	358
Treasury shares		-1 510	-1 500
Capital reserves		9 784	9 784
Retained earnings		57 562	65 314
Shareholders' capital		66 194	73 956
Bank loan	18	6 000	0
Deferred income tax liabilities	6	2 486	2 066
Long-term liabilities		8 486	2 066
Trade accounts payable		23 031	17 120
Current income tax liabilities		1 654	2 113
Current bank liabilities	18	2 176	0
Deferrals	17	4 712	4 279
Other current liabilities	17	3 929	2 722
Current liabilities		35 502	26 234
Total liabilities and shareholders' equity		110 182	102 256

Consolidated statement of cash flows

January 1 to December 31 (CHF 000)	Notes	2012	2011
Profit before income taxes		25 279	25 011
Adjustments to reconcile profit before tax to net cash flow:			
Non-cash transactions			
Interest income		-146	-422
Depreciation and amortization	7,8	9 605	8 742
Changes of adjustments, net		-665	131
Loss from disposals of fixed assets		-4	69
Change in fair value of securities		0	76
Loss deconsolidation of subsidiary		20	0
Working capital adjustments			
Trade accounts receivable		1 614	1 320
Other accounts receivable and accruals		-8 525	4 008
Inventories		-4 201	3 341
Trade		4 439	-389
Other accounts payable and deferrals		-249	-1 484
Income taxes paid		-4 738	-3 630
Net cash from operating activities		22 429	36 773
Acquisitions of			
Property, plant & equipment	7	-4 877	-6 033
Intangible assets	8	-4 609	-4 354
Acquisition of subsidiaries less cash & cash equivalents		-8 088	0
Securities in fixed assets		0	-970
Proceeds from disposals of			
Property, plant & equipment		794	136
Sale of subsidiaries less cash & cash equivalents		2 150	0
Securities in fixed assets		1 017	0
Interest received		168	404
Net cash from investing activity		-13 445	-10 817
Opening of bank loan		10 000	0
Amortization bank loan		-2 000	0
Interest paid		-147	-6
Purchase of treasury shares		-10	-1 500
Dividends paid		-21 374	-24 971
Net cash from financing activity		-13 531	-26 477
Effect of currency translation		2	0
Net increase/decrease in cash & cash equivalents		-4 545	-521
Cash & cash equivalents at January		30 998	31 519
Cash & cash equivalents at December 31	15	26 453	30 998

Consolidated statement of changes in shareholders' equity

Movement of shareholders' equity (CHF 000)	Share capital	Treasury shares	Capital reserve	Retained earnings	Total
At January 1, 2011	358	0	9 784	69 403	79 545
Net profit				20 882	20 882
Purchase of treasury shares		-1 500			-1 500
Dividends paid				-24 971	-24 971
At December 31, 2011	358	-1 500	9 784	65 314	73 956
Net profit				21 047	21 047
Acquisition				-7 429	-7 429
Purchase of treasury shares		-10			-10
Dividends paid				-21 374	-21 374
Foreign currency differences				4	4
At December 31, 2012	358	-1 510	9 784	57 562	66 194

As of December 31, 2012, the line item "retained earnings" includes legally required reserves in the amount of CHF 1 647 000 (December 31, 2011: CHF 1 648 000); it is required that they not be distributed. These reserves were established based on the legal requirements of the Swiss Code of Obligations.

As of December 31, 2012, mobilezone holding ag holds 150 998 (December 31, 2011: 150 000) treasury shares.

Additional information regarding the share capital is provided in Note 16.

For purposes of comparability, the previous year's figures and classifications have been adjusted in accordance with Swiss GAAP FER.

Notes to the consolidated financial statements

Segment information

Income statement (CHF 000)

Net sales with third parties
Net sales with other segments

Net sales

Other operating income
Cost of goods and materials
Personnel costs
Other operating costs

Operating profit (EBITDA)

Depreciation of property, plant & equipment
Amortization intangible assets

Operating profit (EBIT)

Statement of financial position (CHF 000)

Fixed assets
Current assets

Total assets

Liabilities

Investments in property, plant & equipment and intangible assets

The management of mobilezone Group is the main decision maker and determines the business activities. The mobilezone Group has two reportable segments, which correspond to the management structure of the group. The segment Trade consists of mobilezone ag, mobilezone business ag, and mobilezone trade ag. The segment Service Providing consists of mobilezone com ag, mobiletouch ag, and mobiletouch austria gmbH.

The mobilezone Group monitors performance on the basis of the segment operating profit before interests and taxes (EBIT). The total assets of each segment comprise all assets of the segment. Internal reporting of the mobilezone Group is newly based on the Swiss GAAP FER.

The segment Trade's operations are limited exclusively to Switzerland. In addition to operating in Switzerland, the segment Service Providing has also been active in Austria since January 2012.

The item "Unallocated/Eliminations" comprises transactions between the segments and the holding company as well as the income of the holding company. Within the assets, loans between Group companies are eliminated.

Total mobilezone Group		Trade		Service Providing		Unallocated/Eliminations	
2012	2011	2012	2011	2012	2011	2012	2011
325 893	305 624	281 832	292 488	44 061	13 136	0	0
0	0	400	310	2 687	18	-3 087	-328
325 893	305 624	282 232	292 798	46 748	13 154	-3 087	-328
57	85	1 309	2 386	90	15	-1 342	-2 316
-216 778	-212 090	-200 099	-211 440	-20 502	-1 745	3 823	1 095
-52 449	-40 652	-37 228	-38 067	-13 602	-1 997	-1 619	-588
-21 985	-19 560	-23 385	-22 760	-3 373	-1 524	4 773	4 724
34 738	33 407	22 829	22 917	9 361	7 903	2 548	2 587
-5 101	-4 607	-4 704	-4 463	-397	-144	0	0
-4 504	-4 135	-96	-562	-4 408	-3 573	0	0
25 133	24 665	18 029	17 892	4 556	4 186	2 548	2 587
15 287	16 661	9 105	11 436	6 182	4 329	0	896
94 895	85 595	80 611	79 829	14 764	4 619	-480	1 147
110 182	102 256	89 716	91 265	20 946	8 948	-480	2 043
43 988	28 300	93 876	103 623	13 405	5 218	-63 293	-80 541
9 486	10 387	3 256	5 939	6 230	4 448	0	0

Principles of Group accounting

Corporate information

The mobilezone Group (hereinafter: mobilezone) conducts business in the area of mobile and fixed-line telecommunications. Its core activity is in the trade segment with mobilezone ag, which was established in May 1999 and has 137 shops in all larger Swiss cities and towns, and mobilezone business ag, which as an independent service provider focuses on business clients. The business model of mobilezone is based on agreements with the mobile phone service providers active in Switzerland; they pay mobilezone for finding new customers and for renewing contracts with existing customers. These commissions allow mobilezone to provide its customers with mobile telephones at very low prices or even at no charge.

The segment Service Providing consists of the companies mobilezone com ag and, new since January 2012, mobiletouch ag and mobiletouch austria gmbH. As service provider without networks of its own, mobilezone com ag offers customers services and products in the area of fixed-line telephony and Internet. The offers are based on the network capacities of the company Sunrise Communications AG. The mobiletouch companies repair mobile phones and other electronic devices and also offer related logistics services. In December 2011, mobilezone net ag and mobilezone ag were merged. In 2012 mobilezone crm ag and Europea Trade AG were sold and deconsolidated, mobilezone crm ag in the first quarter and Europea Trade AG in the fourth quarter of the year. In the first half of 2012 handyclinic AG was merged with mobiletouch ag. The parent company of the mobilezone Group is mobilezone holding ag, Riedthofstrasse 124, 8105 Regensdorf /Switzerland. The company is listed on the SIX Swiss Exchange: Ticker MOB / Valor no. 1 258 340.

1. Important principles of Group accounting

1.1 Changes in accounting and assessment methods

In the years from 2001 to 2011 the International Financial Reporting Standards (IFRS) were applied. Because of the increasing complexity and number of rules of IFRS, with more and more formal and intricate detailed rules most of which do not lead to a better understanding of the company's financial position, results of operations, and cash flows, mobilezone decided to change the accounting for the consolidated annual financial statements over to Swiss GAAP FER. A meaningful accounting for mobilezone Group remains ensured with Swiss GAAP FER.

In fiscal year 2012 (reporting period) mobilezone for the first time publishes its group accounting in accordance with Swiss GAAP FER. In connection with the changeover, an opening statement of financial position with balance sheet date of January 1, 2011, (date of transition) was prepared. The 2011 annual financial statement (comparison period), presented in the previous year still in accordance with IFRS, has been adjusted to the new accounting policy. The main adjustments resulting from the changeover concern the following issues:

Goodwill

Under IFRS, goodwill acquired in connection with a merger was recognized as an intangible asset without amortization schedule and was tested at least once a year for impairment. Under FER, mobilezone Group exercises its right to choose to offset goodwill upon acquisition directly against capital reserves. Due to the introduction of FER, the goodwill existing as of January 1, 2011, in the amount of CHF 5.8 million was offset against shareholders' equity. In addition, the goodwill in the amount CHF 7.4 million from the acquisition of mobiletouch ag was offset against shareholders' equity.

Intangible assets identified in connection with company acquisitions

In the case of company acquisitions or mergers, IFRS 3 requires valuation of identifiable intangible assets that have not been recognized in the balance sheet of the acquired company prior to the acquisition. If such intangible assets meet certain criteria, IFRS requires them to be recognized separately from goodwill. FER does not have any equivalent requirement. No customer relations that were acquired in past years in connection with company mergers and were recognized separately from goodwill have been retroactively applied against shareholders' equity.

Pension benefits

In accordance with FER, no distinction is made between defined contribution and defined benefit plans. According to FER 16, a benefit plan obligation must be recognized if a company has an economic obligation, as defined in FER 23 "Provisions," to contribute to covering a pension fund deficit. A benefit plan asset exists when a company can profit from a surplus in the pension plan. The assessment of a benefit plan asset and benefit plan obligation is based on the financial condition of the pension fund. Regarding Swiss pension funds, this assessment is based on the fund's annual financial statements prepared in accordance with FER 26 "Accounting of pension plans." It is not mandatory to recognize a usable surplus as a pension plan asset. However, employer contribution reserve or similar assets that can be used for future contributions must always be capitalized. The same principles apply to foreign employee pension plan solutions.

Financial instruments

Assets and liabilities formerly valued at amortized cost in accordance with IFRS are generally valued at face value in accordance with FER. However, certain derivatives that are valued at fair value either by means of amortized cost or in principle are the exception to this rule.

Deferred tax assets

Deferred tax assets on time differences and loss carryforwards may be activated only when it is probable that they will be realized in the future through sufficient earnings. There is no explicit obligation to activate them. The Group has no loss carryforwards.

Income from sale of treasury shares

In accordance with FER, sales of treasury shares are entered under capital reserve; if IFRS is applied, they are entered under profit reserves. This does not affect the amount of shareholders' equity.

1.2 Reconciliation of IFRS and FER

The effects of the above-mentioned adjustments on the consolidated shareholders' equity and consolidated income statement are summarized below:

(CHF 000)	01.01.2011	31.12.2011	2011
Shareholders' equity (IFRS)	85 526	79 717	
Adjustment goodwill	-5 753	-5 753	
Adjustment pension benefits	-278	-10	
Adjustment deferred tax assets	50	2	
Shareholders' equity (FER)	79 545	73 956	
Consolidated profit (IFRS)			20 662
Adjustment pension benefit costs			268
Adjustment deferred tax income			-48
Consolidated profit (FER)			20 882

1.3 Principles of preparation of the financial statements

The 2012 consolidated financial statements of mobilezone Group have been prepared for the first time in accordance with all existing guidelines of Swiss GAAP FER (accounting and reporting recommendations). The consolidated financial statements of mobilezone provide a true and fair picture of its asset, financial, and earnings situation (true and fair view) in accordance with the principles of Swiss GAAP FER and comply with Swiss law. They have been prepared on a historical cost basis, except for derivative financial instruments and marketable securities; these latter are listed at fair market value. The consolidation is based on the subsidiaries' audited separate financial statements that have been prepared on the basis of uniform guidelines. The uniform balance sheet date is December 31, 2012. The reporting currency is the Swiss franc (CHF).

1.4 Principles of consolidation

Scope of consolidation

The consolidated financial statements of mobilezone include the financial statements of mobilezone holding ag and all the subsidiaries it controls directly or indirectly by majority of votes or other means. Currently, mobilezone holding ag holds all its holdings directly or indirectly at 100 percent. In December 2011 mobilezone net ag and mobilezone ag were merged. In 2012 mobilezone crm ag and Europea Trade AG were sold and deconsolidated, mobilezone crm ag in the first quarter and Europea Trade AG in the fourth quarter of the year. In January 2012 the following companies were acquired 100 percent: mobiletouch ag, mobiletouch austria gmbH, and handyclinic ag, the latter two indirectly. Of these, handyclinic ag was merged into mobiletouch ag in the first half of 2012, and in the fourth quarter of the year mobilezone trade ag was newly founded.

Direct or indirect subsidiaries	Corporate headquarters	Equity capital (in CHF 000)	Shares in the company
At December 31, 2012			
mobilezone ag	Regensdorf	2 850	100%
mobilezone business ag	Urnäsch	100	100%
mobilezone trade ag	Urnäsch	100	100%
mobilezone com ag	Risch	100	100%
mobiletouch ag	Zweideln	100	100%
mobiletouch austria gmbH	A-Wien	100	100%

These entities are fully consolidated. Assets and liabilities, as well as income and expenses, are incorporated 100 percent on the basis of the method of full consolidation.

The acquisition cost of subsidiaries is offset at the time of acquisition against the fair market value of the net assets acquired, liabilities, and contingent liabilities based on their new valuation, and the resulting goodwill is offset at the time acquisition against shareholders' equity (profit reserves).

Upon consolidation, all accounts payable to, accounts receivable from, transactions and resulting paper profits between the companies included in the consolidation are eliminated.

Estimates and discretionary decisions

The preparation of financial statements in accordance with FER requires evaluations, assumptions, and estimates that influence the items in the financial statements as of the balance sheet date. These evaluations, assumptions, and estimates are based on empirical values and other factors that are considered adequate under the given conditions. The actual results may deviate from these estimates. The estimates and the assumptions based on them are subject to continuous revision. Changes to estimates that affect the annual financial statements are included in the reporting period in which the estimate was revised as well as in future reporting periods if they are affected by the revised estimates.

Segment information

The segment reporting format reflects the structure of the mobilezone Group. The assets as well as the liabilities include all balance sheet items that can be directly allocated to a segment.

The segment Trade consists of the companies mobilezone ag, mobilezone business ag, and mobilezone trade ag. The segment Service Providing consists of the companies mobilezone com ag, mobiletouch ag, and mobiletouch austria gmbH.

1.5 Principles of recognition and valuation

Principles of recognition and valuation

The consolidated financial statements are prepared in Swiss francs. The functional currency of all Group companies is the Swiss franc or the euro. Monetary assets and liabilities denominated in foreign currencies are translated using the exchange rate effective on the balance sheet date. Gains or losses arising from transactions and foreign currency translations of balance sheet items are included in the current year's income statement. Effective December 31, 2012, the euro exchange rate of 1.2211 was used for the statement of financial position, and the average exchange rate of 1.2175 was applied to the income statement.

Securities

Generally, securities are initially valued at historical cost plus transaction costs. Subsequently, securities are adjusted to market value and are recognized in the income statement under current assets.

Derivative financial instruments

Derivative financial instruments used to hedge underlying transactions with future cash flow not yet affecting the statement of financial position are not recognized, but they are disclosed in the notes to the financial statements. The mobilezone Group has no derivative financial instruments.

Loans and receivables

Loans and receivables are non-derivative financial assets with fixed or determinable payments that are not listed on any stock exchange. They arise when mobilezone directly makes money, goods, or services available to a debtor and does not intend to trade with the receivable. Receivables from sales of services and products are valued at their nominal value, less the necessary value adjustments for receivables at risk. In addition to individual value adjustments for specific receivables known to be at risk, lump sum value adjustments are made for items that are overdue. These contingency reserves correspond to the difference between the book value of the receivables and the current proceeds of the resulting cash flows expected. Receivables are offset against the value adjustment when they are no longer recoverable. The changes in the value adjustment are recognized in the income statement. The nominal value corresponds roughly to the market value. With the exception of values maturing more than twelve months after the balance sheet date, they are included in the current assets. The former are classified as fixed assets.

Property, plant, and equipment

Property, plant, and equipment are stated at historical cost or manufacturing cost less accumulated depreciation. Depreciation is charged to the income statement on a straight-line basis on the basis of the following estimated useful lives of items of property, plant, and equipment:

- Office equipment and furniture, including EDP, 2 to 5 years
- Shop equipment 5 to 8 years
- Vehicles 3 to 5 years

Intangible assets

Acquired rights, such as contracts with clients, lessors, suppliers, and similar rights that generate financial earnings, are capitalized and amortized over the contractual or estimated useful life of usually 5 years. For the business segment Service Providing customer acquisition costs for fixed-line and Internet customers is capitalized and depreciated over a term of 24 months.

Impairment of assets

Assets are tested annually for impairment on the balance sheet date when due to events and indications an overvaluation of the book values appears possible. Losses due to impairment are recognized in the income statement when an asset's book value is higher than its recoverable value. The recoverable value is defined as the higher of the net market value and utility value. If the factors on which the determination of the recoverable value was based have improved considerably, a value impairment stated in a previous reporting period will be reversed in the income statement, either in part or in full, and included in the income statement.

Goodwill

Goodwill refers to the difference between purchase price and the actual value of the acquired net asset; it arises in the acquisition of subsidiaries. Goodwill is offset against shareholders' equity (profit reserve) at the time of acquisition. When a subsidiary is sold, acquired goodwill that had at an earlier time been offset against shareholders' equity is taken into account at historical cost to determine the profit or loss affecting net income. The effect of a theoretical capitalization of goodwill with scheduled amortization as well as possible value adjustments to the statement of financial position and the income statement over a useful life of 5 years is shown in the notes.

Inventories

Inventories are stated at cost or net realizable value, whichever is lower. The cost of inventories is calculated using the weighted average cost method. Goods with longer storage periods are subject to appropriate value adjustments. Net realizable value is the estimated selling price in the ordinary course of business, less selling expenses. The price of a mobile phone is determined based on whether the product is sold on a stand-alone basis or in conjunction with a provider subscription. Net realizable value therefore takes into account both components. In addition, price protection arrangements with suppliers are also taken into account in determining the need for any value adjustments on inventories.

Cash and cash equivalents

Cash and cash equivalents include cash on hand, current credit bank balances, and current deposits with original maturity of less than three months. Cash and cash equivalents are treated as affecting net income and are stated at fair market value.

Treasury shares

If treasury shares are bought back, the share-based payments, including directly related costs, are stated as deductions in the shareholders' equity. Any profits and losses from transactions with treasury shares are offset against shareholders' equity.

Dividends

Dividends are recognized as a liability in the reporting period in which their distribution is decided.

Current financial liabilities

Current financial liabilities include trade and other current accounts payable and are stated at depreciated historical cost.

Provisions for liabilities and contingencies

Provisions are set aside for current or future legal or de-facto obligations when, on the balance sheet date, as a result of past events, reasonable estimates regarding the future transfer of economic values are possible and when such a transfer is likely. The provisions are determined based on the best possible estimate of the expected expenditures. In cases of considerable importance, provisions are determined by discounting the expected future cash flow on the balance sheet date at a rate that reflects current market rates and assessments of the risks specific to the liability.

Contingent liabilities are stated in the Notes if a future obligation is possible or if a present obligation exists, but an outflow of funds is not probable or the amount cannot be reliably determined.

Operative leasing payments

Payments made under operating leases are recognized in the income statement on a straight-line basis over the term of the lease. Revenue-based and other contingent leases are accrued on an estimated basis.

Financial leasing payments

Financial leasing refers to leasing of assets with the lessee having essentially all advantages and risks of ownership. Financial leasing transactions are recognized in the financial statements at the beginning of the lease either at the future value of the leased objects or at the current value of the minimum lease payments, whichever is lower. Leased assets are depreciated over the shorter of either the lease term or the asset's useful life. The relevant financial obligations are included under "Liabilities."

Pension benefits

The mobilezone Group has defined-contribution pension plans. Each of the Swiss subsidiaries is affiliated with a collective foundation, a multi-employer plan, with full value insurance. The mobilezone Group is not obligated to cover a possible plan deficit. These pension benefit plans are financed with contributions from employees and employer. The foreign pension benefit plans are of secondary importance.

Revenues

Net sales include all revenues from the sale of goods and services, less reductions in earnings, rebates, discounts, and VAT. Revenues from the sale of goods are included in the income statement when the significant risks and rights of ownership have been transferred to the buyer. One-time commissions from providers are recognized upon conclusion of the contract. Recurring "airtime" profit-sharing commissions from providers are based on the subscribers' monthly payments of mobile telephone bills to the providers. These amounts are recorded in the income statement based on the providers' invoices on an accrual basis.

Income tax

Current income taxes are calculated based on the taxable income of the year and are recorded in the income statement. Deferred income taxes are calculated using the balance sheet liability method on any temporary differences arising from divergences between the book value of assets and liabilities for financial reporting purposes and the value used for tax purposes. Deferred tax is calculated using tax rates enacted or substantially enacted on the balance sheet date and will be offset in future tax periods. Deferred tax loss carryforwards and deferred income tax credits are activated only to the extent that it is probable that they will be realized in the future.

2. Type and scope of financial risks

2.1 Type and scope of financial risks

The financial instruments of mobilezone Group predominantly include cash and cash equivalents to provide sufficient funds for the business activities of the Group companies. The Group has various other financial instruments at its disposal, such as trade accounts payable and receivable resulting directly from business activities. The main risks arising from these financial instruments include liquidity risk and risk of loss of receivables. Regarding other financial assets, such as securities and other receivables, the maximum financial risk in the event of a failure of the counterparty corresponds to the book value of these instruments. In the fiscal years ending on December 31, 2012, and December 31, 2011, the mobilezone Group did not use any hedge accounting.

2.2 Foreign currency risk

The revenues in the retail business are all denominated in Swiss francs. In 2012 approximately 43 percent (2011: 36 percent) of purchases in the retail business were denominated in euro. The currency volatilities of the Euro have no significant impact on mobilezone's operating profits and shareholders' equity. The Group decided generally not to hedge against the currency risk on purchases due to the short-term nature of payments in euro (7–14 days) and the high inventory turnover. In the reporting year, the Group used only a few forward exchange transactions with a short maturity. Any contracts open at the balance sheet date are valued at fair market value with any changes in fair market value recognized in the income statement. As of December 31, 2012, or December 31, 2011, there were no open forward exchange transactions.

2.3 Credit risk / risk of loss of receivables

The Group is exposed to credit risks arising from its ordinary business activity. Due to the peculiarities of this business sector – a large portion of retail sales is made in cash – the business activity results in relatively few outstanding accounts receivable, compared to total sales. As the number of network operators in Switzerland is limited by law, these accounts receivable in the segment Trade are due from only a small number of counterparties. The company meets this risk by negotiating short terms of payment. To counteract the significantly higher risk of loss of receivables in the segment Service Providing, mobilezone Group employs predetermined hedging strategies, such as appraisal of creditworthiness and the sale of the overdue receivables to a debt collection agency. Limiting and controlling the outstanding receivables also minimize risk. Current bank credit balances and deposits are held at financial institutions. This risk of default is minimized by maintaining business relationships with several banks and other financial institutions and by continuously monitoring the credit risk.

2.4 Interest rate risk

As of December 31, 2012, a fixed interest rate of 1.39 % has been agreed upon for the entire term (December 2016) of the bank debts in the amount of CHF 8 million (2011: CHF 0 million).

2.5 Liquidity risk

Currently, mobilezone Group bears no liquidity risk as its financial position features a large amount of cash and cash equivalents. Furthermore, there are sufficient credit lines (CHF 10 million) to satisfy peak demands on working capital.

2.6 Investment control

The primary objective of mobilezone Group's investment control is to ensure that the Group maintains a high degree of creditworthiness and an advantageous proportion of shareholders' equity in order to support its business activities. Capital includes the shareholder's equity items capital stock, treasury shares, capital reserves, and retained earnings. For the purposes of adjusting or maintaining its capital structure, the Group may adjust dividend distributions to shareholders, issue new shares, or borrow capital. As of December 31, 2012, or December 31, 2011, no changes were made to the objectives and guidelines.

Notes to the consolidated income statement

1 Net sales (CHF 000)	2012	2011
Sales mobile communication products	112 900	111 715
One-time commissions and recurring "Airtime" profit-sharing of providers	168 932	180 773
Revenue from fixed-net subscriptions, repairs, services	44 061	13 136
Total net sales	325 893	305 624

2 Personnel costs (CHF 000)	2012	2011
Wages and salaries	44 312	35 147
Social security costs	4 738	2 804
Pension costs	1 346	1 444
Other personnel costs	2 053	1 257
Total personnel costs	52 449	40 652

Number of full-time employees as of December 31	741	548
---	-----	-----

3 Other operating costs (CHF 000)	2012	2011
Operating lease costs	11 833	11 192
Advertising	5 875	8 322
Repair & maintenance, general and administrative costs	9 113	7 727
less: contributions received from third parties	-4 836	-7 681
Total other operating costs	21 985	19 560

Advertising costs are essentially covered through cost contributions from business partners.

4 Financial income (CHF 000)	2012	2011
Income from interest	196	428
Other financial income	103	0
Total financial income	299	428

5 Financial expense (CHF 000)	2012	2011
Interest expense	153	6
Other financial expense	0	76
Total financial expense	153	82

In the previous year, the item "other financial expense" includes securities price losses.

6	Income tax expense (CHF 000)	2012	2011
	Income tax expense	4 049	4 428
	Deferred income taxes	183	-299
	Total Ertragssteuern	4 232	4 129

Current income taxes are based solely on the profit in the reporting year. Deferred income taxes are based on the changes in temporary differences and the recognition of future tax loss carry-forwards. Taxes on capital are included under "Other operating costs".

Income tax reconciliation (CHF 000)	2012	2011
Profit before taxes	25 279	25 011
Average applicable tax rate	17.64%	16.30%
Expected tax expense	4 460	4 077
Impact on tax expense from tax rate changes	-228	52
Impact on tax expense from tax rate changes	4 232	4 129

The average tax rate is the weighted average of the tax rates of the individual Group companies and can thus vary from one year to the next.

Deferred tax assets (CHF 000)	2012	2011
Tax benefits from future loss carryforwards	0	1
Total deferred tax assets	0	1

The recognized loss carryforward of the previous year in the amount of CHF 1 000 relates to mobilezone crm ag, which was sold in the first quarter of 2012.

Deferred tax liabilities (CHF 000)	2012	2011
Inventories	1 722	1 398
Trade accounts receivable	646	668
Accrued liabilities	118	0
Total deferred tax liabilities	2 486	2 066

The deferred tax liabilities are calculated based on the tax rates applicable to the respective firms. These rates fall between 20 and 25 percent. As in the previous year, no taxes on earnings were recognized directly in shareholders' equity.

Notes to the consolidated statement of financial position

7 Property, plant & equipment (CHF 000)	Shop equipment	Other property, plant & equipment	Total
Acquisition costs			
At December 31, 2010	27 628	6 000	33 628
Additions	2 244	3 789	6 033
Disposals	-536	-592	-1 128
At December 31, 2011	29 336	9 197	38 533
Additions	843	4 034	4 877
Change in scope of consolidation	0	1 022	1 022
Disposals	-464	-917	-1 381
At December 31, 2012	29 715	13 336	43 051
Accumulated depreciation			
At December 31, 2010	19 304	4 125	23 429
Additions	3 442	1 165	4 607
Disposals	-534	-389	-923
At December 31, 2011	22 212	4 901	27 113
Additions	3 066	2 035	5 101
Change in scope of consolidation	0	631	631
Disposals	-450	-142	-592
At December 31, 2012	24 828	7 425	32 253
Book value:			
At December 31, 2011	7 124	4 296	11 420
At December 31, 2012	4 887	5 911	10 798
		2012	2011
Fire insurance value of property, plant & equipment		13 349	12 000
Fire insurance value of inventories		29 958	25 000

8 Intangible assets (CHF 000)	Customer acquisition costs	Acquired shop location	Total
Acquisition costs			
At December 31, 2010	25 003	6 594	31 597
Additions	4 354	0	4 354
Disposals	-8 573	-41	-8 614
At December 31, 2011	20 784	6 553	27 337
Additions	4 609	0	4 609
Change in scope of consolidation	75	0	75
Disposals	0	-169	-169
At December 31, 2012	25 468	6 384	31 852
Accumulated amortization			
At December 31, 2010	21 383	6 171	27 554
Additions	3 808	327	4 135
Disposals	-8 573	-41	-8 614
At December 31, 2011	16 618	6 457	23 075
Additions	4 431	73	4 504
Change in scope of consolidation	45	0	45
Disposals	0	-169	-169
At December 31, 2012	21 094	6 361	27 455
Book value			
At December 31, 2011	4 166	96	4 262
At December 31, 2012	4 374	23	4 397

9 Acquisitions

Effective January 1, 2012, the companies mobiletouch ag in Zweidlen, handyclinic ag in Winterthur, and mobiletouch austria gmbH in Vienna were acquired. The statements of financial position of the companies at the time of acquisition in accordance with Swiss GAAP FER are as follows:

(CHF 000)	mobiletouch gmbH, Vienna	mobiletouch ag, Zweidlen	handyclinic ag, Winterthur	Total
Cash & cash equivalents	559	2 079	174	2 812
Trade accounts receivable	3 210	1 264	10	4 484
Other accounts receivable	23	22	1	46
Inventories	250	246	0	496
Accruals	67	122	0	189
Property, plant & equipment	388	84	0	472
Financial assets	0	11	0	11
Total assets	4 497	3 828	185	8 510
Trade accounts payable	1 081	395	20	1 496
Other accounts payable	578	409	22	1 009
Deferrals	1 204	375	6	1 585
Financial liabilities	712	0	0	712
Deferred tax liability	0	237	0	237
Total liabilities	3 575	1 416	48	5 039
Net assets	922	2 412	137	3 471
Purchase price				10 900
Acquired cash & cash equivalents				-2 812
Net outflow of funds				8 088
Purchase price				10 900
Net assets				-3 471
Goodwill				7 429

10 Deconsolidations

In the first quarter of 2012 the company mobilezone crm ag was sold and in the fourth quarter the company Europea Trade AG was sold as well. The statements of financial position of the deconsolidated companies in accordance with Swiss GAAP FER are as follows:

(CHF 000)	mobilezone crm ag	Europea Trade AG	Total
Cash & cash equivalents	208	-8	200
Accounts receivable & Accruals	567	2 479	3 046
Property, plant & equipment & Financial assets	67	0	67
Total assets	842	2 471	3 313
Liabilities & Deferrals	722	221	943
Total liabilities	722	221	943
Net assets	120	2 250	2 370
Selling price			2 350
Outgoing cash & cash equivalents			-200
Net cash inflow			2 150
Selling price			2 350
Net assets			-2 370
Loss from deconsolidation			-20

11 Securities (CHF 000)	2012	2011
Total Securities	0	894

The securities include a bond quoted at the stock exchange in the amount of CHF 894 000 (market value) that was sold in 2012 for a price of CHF 1 017 000.

12 Inventories (CHF 000)	2012	2011
Inventories, gross	26 678	21 582
less value adjustments	-1 182	-1 578
Total Inventories	25 496	20 004

In the reporting year value adjustments in the costs of goods and materials were dissolved in the amount of CHF 795 000. In the previous year value adjustments in the costs of goods and materials were formed in the amount CHF 328 000.

13	Trade accounts receivable (CHF 000)	2012	2011
	Accounts receivable, gross	23 412	22 272
	less value adjustments	-520	-179
	Total trade accounts receivable	22 892	22 093

As of December 31, 2012, deductions in the amount of CHF 520 000 (2011: CHF 179 000) were made from the value of trade accounts receivable.

Trade accounts receivable are interest-free and are usually payable within 30 days.

As of December 31, 2012, receivables in the amount of CHF 14.9 million (2011: CHF 17.6 million) were outstanding from the company's three biggest customers (mobile service providers).

As of December 31, 2012, mobilezone Group's accounts receivable amounted to CHF 23.4 million (2011: CHF 22.3 million), of which CHF 2.1 million (2011: CHF 0.9 million) are due and not subject to value adjustments. In terms of maturity, this balance of overdue receivables breaks down as follows: CHF 1.9 million (2011: CHF 0.8 million) due within 30 days, CHF 0.2 million (2011: CHF 0.1 million) due in 31 to 60 days. There are no receivables outstanding that are due in more than 60 days.

Value adjustments (CHF 000)	2012	2011
At January 1	179	376
Additions from acquisitions	214	0
Allocations	562	281
Usage	-136	-342
Dissolutions	-299	-136
At December 31	520	179

14	Accruals (CHF 000)	2012	2011
	Total accruals	16 361	12 239

As of December 31, 2012, of the accruals the amount of CHF 10.9 million (2011: CHF 9.4 million) is related to receivables from the three largest accounts receivable.

15	Cash & cash equivalents (CHF 000)	2012	2011
	Cash on hand and current bank balances	26 453	30 998
	Total Cash & cash equivalents	26 453	30 998

Cash & cash equivalents are not subject to any restrictions on disposal. The Group has unutilized lines of credit in the amount of CHF 10 million.

16	Share capital (bearer shares at par value of CHF 0.01)	Anzahl
	Number of shares issued at January 1, 2011	35 772 996
	Less treasury shares:	
	held for trading purposes	-150 000
	Number of shares outstanding at December 31, 2011	35 622 996
	Number of shares issued at January 1, 2012	35 772 996
	Less treasury shares:	
	held for trading purposes	-150 998
	Number of shares outstanding at December 31, 2012	35 621 998

The treasury shares do not have any dividend or voting rights at the annual general meeting. All other shares are equally entitled to dividends and voting.

Details regarding treasury shares and contingent and authorized capital are included in Note 3 to the financial statements of mobilezone holding ag on page 69.

Calculation of earnings per share		2012	2011
Consolidated profit	CHF	21 047 000	20 882 000
Weighted average number of shares outstanding	Pieces	35 622 988	35 671 489
Earnings per share	CHF	0.59	0.59
Consolidated profit		CHF	21 047 000
Weighted average number of shares outstanding and potential shares		Pieces	35 622 988
Earnings per share – diluted		CHF	0.59

In April 2012 a dividend of CHF 0.60 per share (2011: CHF 0.70) was paid to the shareholders.

17	Deferrals (CHF 000)	2012	2011
	Wages and salaries	2 178	1 757
	Social security costs	282	131
	Other	2 252	2 391
	Total Deferrals	4 712	4 279
Other current liabilities (CHF 000)		2012	2011
	VAT	763	1 586
	Social security costs	813	624
	Other	2 353	512
	Total other current liabilities	3 929	2 722

18	Financial liabilities (CHF 000)	2012	2011
	Short-term bank loans	2 000	0
	Language-term bank loans	6 000	0
	Other financial liabilities	176	0
	Total bank liabilities	8 176	0

In connection with the acquisition of mobiletouch ag a bank loan was obtained in the amount of CHF 10.0 million with an annual amortization of CHF 2.0 million that comes due every December. The interest rate for the term of 5 years is fixed at 1.39%.

19 Goodwill Treatment

Goodwill has been offset against retained earnings (profit reserve) at the time of acquisition. The resulting effects on shareholders' equity and on profit or loss are documented below based on the assumption of a useful life of goodwill of five years.

Effect of a theoretical capitalization of goodwill on the statement of financial position:

Statement of financial position (CHF 000)	2012	2011
Stated shareholders' equity	66 194	73 956
Acquisition value goodwill		
At the beginning of the fiscal year	5 753	5 753
Additions	7 429	0
Disposals	0	0
At the end of the fiscal year	13 182	5 753
Accumulated amortization		
At the beginning of the fiscal year	5 240	4 090
Amortization current year	1 930	1 151
Disposals	0	0
At the end of the fiscal year	7 170	5 241
Theoretical net book value goodwill	6 012	512
Theoretical shareholders' equity without offsetting of goodwill	72 206	74 468

Effect of a theoretical amortization of goodwill on results:

Income statement (CHF 000)	2012	2011
Income statement	21 047	20 882
Theoretical amortization of goodwill	-1 930	-1 151
Consolidated profit after amortization of goodwill	19 117	19 731

20 Operative Leasing

As of December 31, 2012, mobilezone Group operated in 137 shops (2011: 140) all across Switzerland, all of which were leased. Leases typically have a fixed term of 5 years, with an option to renew for several years.

As of the balance sheet date, future payments for shops and other long-term contracts with fixed term are coming due as follows:

2012			
(CHF 000)	Shops	Other	Total 2012
Less than 1 year	10 817	213	11 030
Between 1 and 5 years	23 905	289	24 194
More than 5 years	4 405	0	4 405
Total	39 127	502	39 629

2011			
(CHF 000)	Shops	Other	Total 2011
Less than 1 year	10 143	226	10 369
Between 1 and 5 years	25 287	102	25 389
More than 5 years	4 079	0	4 079
Total	39 509	328	39 837

In the reporting year the amount of CHF 11 833 000 (2011: CHF 11,192,000) was recognized as an expense from operating leases in the income statement. These expenses included revenue-based rents, less the minimum rent, in the amount of CHF 61 000 (2011: CHF 56 000).

The expected lease income from sublease agreements amounts to CHF 448 000 (2011: CHF 538 000).

21 Contingent liabilities und future commitments, capital commitments, and restrictions of ownership

As of December 31, 2012, and December 31, 2011, no items had to be reported under this heading.

22 Risk assessment Risikobeurteilung

As the parent company of the mobilezone Group companies, mobilezone holding ag is deeply involved in the risk assessment process across all Group companies. The risk assessment process is integrated into the Group's annual strategy process. The aim is not to avoid all risk but rather to create options that are intended to help the Group companies to consistently take advantage of existing opportunities and to increase their business success. Risk management supports the companies in reaching their business goals by providing transparency regarding the risk situation (as a basis for strategic and operating decisions), by recognizing potential threats to the Group's net assets, financial position, and results of operations, and by taking measures to limit risks to an acceptable level.

In connection with risk assessment process, the Board of Directors of mobilezone holding ag is kept informed about any observed risks and opportunities.

23 Relationship with related parties and companies

Related parties are members of the Board of Directors, Group Management, their close relatives, and key shareholders, including companies controlled by them.

Hans-Ulrich Lehmann, a member of the Board of Directors, is a co-owner of Immo plaza AG. This company rents out the central warehouse and the administration building in Regensdorf to mobilezone ag. Hans-Ulrich Lehmann was also a co-owner of mobiletouch ag, which was sold to mobilezone holding ag effective January 1, 2012. Primarily, mobiletouch repairs mobile phones. Hans-Ulrich Lehmann is also owner of autronic ag and monsoon networks ag as well as of Lehmann Riverside. autronic ag is a distributor of mobile telephones in Switzerland. monsoon networks ag is a provider of public wireless Internet access and services. Lehmann Riverside rents out the premises in Zweideln to mobiletouch ag. All transactions take place at market values.

Transactions and balances with related parties and companies (CHF 000)	2012	2011
Service revenue	637	370
Sale of fixed assets	161	0
Sales of goods	6 113	1 970
Cost of goods	4 535	3 936
Operating lease costs	599	389
Cost of services	124	46
Accounts receivable	383	65
Accounts payable	309	367

The shares in mobilezone ag are broadly distributed. Significant shareholders are listed in the Notes to the financial statements of mobilezone holding ag on page 69.

24 Compensation to Members of the Board of Directors and the Group Management

	2012	2011
Current benefits payable	2 007	2 154
Occupational pension contributions, social security contributions, and insurance premiums	422	413
Total	2 429	2 567

The item "Current benefits payable" includes the fixed compensation as well as the profit-related variable portion of the total compensation. The amount under "Occupational pension contributions, social security contributions, and insurance premiums" includes the employer's contribution.

Additional information regarding the compensation paid to and the shares held by the members of the Board of Directors and the management is provided in the Notes to the financial statements of mobilezone holding ag on pages 70 and 71.

25 Events following the balance sheet date

No other significant events have occurred after the balance sheet date. On March 7, 2013, the Board of Directors released these consolidated financial statements for publication. The Board of Directors will submit these consolidated financial statements to the General Meeting on April 10, 2013, for approval and propose to the General Meeting that from the available earnings of mobilezone holding ag a dividend be distributed in the amount of CHF 0.60 per bearer share.

Report of the statutory auditor

Report of the statutory auditor on the consolidated financial statements to the General Meeting of mobilezone holding ag, Regensdorf

As statutory auditor, we have audited the consolidated financial statements of mobilezone holding Ltd, which comprise the balance sheet, income statement, cash flow statement, statement of changes in equity and notes, for the year ended 31 December 2012.

Board of Directors' responsibility

The Board of Directors is responsible for the preparation and fair presentation of the consolidated financial statements in accordance with Swiss GAAP FER and the requirements of Swiss law. This responsibility includes designing, implementing and maintaining an internal control system relevant to the preparation and fair presentation of consolidated financial statements that are free from material misstatement, whether due to fraud or error. The Board of Directors is further responsible for selecting and applying appropriate accounting policies and making accounting estimates that are reasonable in the circumstances.

Auditor's responsibility

Our responsibility is to express an opinion on these consolidated financial statements based on our audit. We conducted our audit in accordance with Swiss law and Swiss Auditing Standards. Those standards require that we plan and perform the audit to obtain reasonable assurance whether the consolidated financial statements are free from material misstatement. .

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the consolidated financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the consolidated financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers the internal control system relevant to the entity's preparation and fair presentation of the consolidated financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control system. An audit also includes evaluating the appropriateness of the accounting policies used and the reasonableness of accounting estimates made, as well as evaluating the overall presentation of the consolidated financial statements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the consolidated financial statements for the year ended 31 December 2012 give a true and fair view of the financial position, the results of operations and the cash flows in accordance with Swiss GAAP FER and comply with Swiss law.

Report on other legal requirements

We confirm that we meet the legal requirements on licensing according to the Auditor Oversight Act (AOA) and independence (article 728 CO) and that there are no circumstances incompatible with our independence.

In accordance with article 728a paragraph 1 item 3 CO and Swiss Auditing Standard 890, we confirm that an internal control system exists, which has been designed for the preparation of consolidated financial statements according to the instructions of the Board of Directors.

We recommend that the consolidated financial statements submitted to you be approved.

Ernst & Young AG

Michael Bugs
Licensed audit expert
(Auditor in charge)

Stefanie Walter
Licensed audit expert

Zurich, March 7, 2013

Income statement

January 1 to December 31 (CHF 000)	2012	2011
Financial income	11 848	18 796
Income from services provided and other income	4 751	4 732
Total income	16 599	23 528
Administrative expenses	3 273	3 361
Financial expenses	278	151
Total expenses	3 551	3 512
Net profit	13 048	20 016

Balance sheet before appropriation of available earnings

As of December 31 (CHF 000)	Notes	2012	2011
Assets			
Cash & cash equivalents		9 387	10 330
Treasury shares		1 459	1 425
Accounts receivable from			
Third parties		58	227
Group companies		75 891	83 831
Current assets		86 795	95 813
Investments	2	39 817	28 917
Securities		0	894
Fixed assets		39 817	29 811
Total Assets		126 612	125 624
Liabilities & shareholders' equity			
Current accounts payable to			
Third parties		1 710	747
Group companies		9 356	8 767
Bank loans		2 000	0
Deferrals		972	1 120
Current liabilities		14 038	10 634
Long-term liabilities			
Bank loans		6 000	0
Bank loans		6 000	0
Share capital	3	358	358
General reserves		155	131
Reserve for own shares	3	1 435	1 500
Free reserves		4 603	4 562
Available earnings			
Balance brought forward		86 975	88 423
Net profit		13 048	20 016
Shareholders' equity		106 574	114 990
Total liabilities & shareholders' equity		126 612	125 624

Notes to the financial statements

Except for the comments that follow, there are no further facts that require disclosure in accordance with Art. 663b OR. Except for the comments that follow, there are no further facts that require disclosure in accordance with Art. 663b OR.

1	Contingent liabilities/subordinated claims	31.12.2012	31.12.2011
	Joint and several liability from VAT - Group taxation	p.m.	p.m.
	Guarantee furnished to a bank for a subsidiary	11 000 000	11 000 000

2	Significant investments	31.12.2012	31.12.2011
	Share capital	Shares in the	Shares in the
	(CHF 000)	company %	company %
	mobilezone ag, Regensdorf	2 850	100
	mobiletouch ag, Zweidlen	100	100
			0

In January 2012 mobiletouch ag, Zweidlen, was acquired.

3 Share capital, authorized and conditional share capital

As of December 31, 2012, capital stock remained unchanged from the previous year and consists of 35 772 996 bearer shares at a par value of CHF 0.01 each. As of the balance sheet date, there was no authorized share capital and no conditional share capital.

Change in number of treasury shares	Number of bearer shares	Maximum	Price in CHF Average	Minimum	Total (CHF 000)
At January 1, 2011	0				0
Purchases at cost	150 000	10.50	10.00	9.00	1 500
Disposals at sale prices					
Income from stock price					-75
At December 31, 2011	150 000				1 425
Purchases at cost	1 000	9.62	9.62	9.62	10
Disposals at sale prices	-2	9.88	9.88	9.88	0
Income from stock price					24
At December 31, 2012	150 998				1 459

Significant shareholders

As of December 31, 2012, the company knew of the following shareholders controlling 3 percent or more of capital/votes of the Group companies:

in %	2012	2011
Patinex AG, Wilen	21.5	21.5
The Capital Group Companies, Inc., Los Angeles	5.0	5.0
Total	26.5	26.5

4 Compensation to members of the Board of Directors and Group management (CHF 000)		Fee	Fee	Pension and	Health and	Total
		Salary fixed	Salary variable	social security contributions	accident insurance contribution	
Board of Directors						
Urs T. Fischer	2012	100	0	6	0	106
	2011	100	0	6	0	106
Hans-Ulrich Lehmann	2012	75	0	5	0	80
	2011	75	0	5	0	80
Cyrill Schneuwly	2012	75	0	5	0	80
	2011	75	0	5	0	80
Total Board of Directors	2012	250	0	16	0	266
	2011	250	0	16	0	266
Group Management						
Martin Lehmann	2012	336	197	118	4	655
	2011	300	219	100	3	622
Other members of the Management ¹	2012	828	396	274	10	1 508
	2011	816	569	283	11	1 679
Total Group Management	2012	1 164	593	392	14	2 163
	2011	1 116	788	383	14	2 301

¹ Effective September 30, 2012, Dino Di Fronzo and Fritz Hauser retired from the management of mobilezone holding ag. Fritz Hauser remains as Head of IT & Logistics in the mobilezone Group. The compensation for these two former members of the Group management is included here until September 30, 2012.

5 **Shares held by the Board of Directors and by the Group management**

Name	Position	Year	Number of shares
Urs T. Fischer	President of the Board of Directors	2012	1 000
		2011	1 000
Hans-Ulrich Lehmann	Member of the Board of Directors	2012	100 000
		2011	100 000
Cyrill Schneuwly	Member of the Board of Directors	2012	2 000
		2011	2 000
Martin Lehmann	Chief Executive Officer	2012	1 062 033
		2011	1 062 033
Markus Bernhard	Chief Financial Officer	2012	28 000
		2011	28 000
Werner Waldburger	Chief Product Officer	2012	0
		2011	0
Fritz Hauser ¹	Chief Information Officer	2012	n/a
		2011	0
Dino Di Fronzo ¹	Sales Director	2012	n/a
		2011	0

¹ Effective September 30, 2012, Dino Di Fronzo and Fritz Hauser retired from the management of mobilezone holding ag.

6 **Risk assessment**

As the parent company of the mobilezone Group companies, mobilezone holding ag is deeply involved in the risk assessment process across all Group companies. The risk assessment process is integrated into the Group's annual strategy process. The aim is not to avoid all risk but rather to create options that are intended to help the Group companies to consistently take advantage of existing opportunities and to increase their business success. Risk management supports the companies in reaching their business goals by providing transparency regarding the risk situation (as a basis for strategic and operating decisions), by recognizing potential threats to the Group's net assets, financial position, and results of operations, and by taking measures to limit risks to an acceptable level.

In connection with risk assessment process, the Board of Directors of mobilezone holding ag is kept informed about any observed risks and opportunities.

Proposal by the Board of Directors

Appropriation of available earnings	2012	2011
Balance brought forward	86 975 414	88 423 428
Net profit	13 048 492	20 015 784
Available earnings at the disposal of the Annual General Meeting	100 023 906	108 439 212

The proposal of the Board of Directors of mobilezone holding ag to the Annual General Meeting to be held on April 10, 2013, is to dispose of the available earnings as follows:

Distribution of a dividend of CHF 0.60 (2011: CHF 0.60) per bearer share entitled to dividends	21 463 798	21 463 798
To be carried forward	78 560 108	86 975 414
Total	100 023 906	108 439 212

Upon approval of this proposal, the dividend of CHF 0.60 per bearer share will be paid out on April 17, 2013. The last trading day (ex-date) entitling shareholders to receive dividend payment is April 11, 2013. Starting on April 12, the company's shares will be traded ex-dividend.

Report of the Statutory Auditor

Report of the Group Auditors to the General Meeting of mobilezone holding ag, Regensdorf

As group auditors, we have audited the financial statements presented on pages 66 to 72 and consisting of statement of financial position, income statement, and notes for mobilezone holding ag for the fiscal year ended on December 31, 2012.

Responsibility of the Board of Directors

The Board of Directors is responsible for drawing up the financial statements in compliance with legal requirements and with the Articles of Association. This responsibility includes the creation, implementation, and maintenance of a system of internal control regarding the preparation of a financial statement that is free of material misstatements caused by violations or errors. Furthermore, the Board of Directors is responsible for selecting and using appropriate accounting methods as well as for providing appropriate estimates.

Responsibility of the Auditors

We are responsible for providing an audit report on the financial statements based on our audit. We have conducted our audit in compliance with Swiss law and with Swiss auditing standards. According to these standards, we must so plan and perform the audit that we can be reasonably certain that the financial statements are free of any material misstatements.

Performing an audit requires carrying out audit procedures so as to examine audit evidence supporting the valuations and other disclosures in the financial statements. The audit procedures are chosen by the auditor according to his or her best judgment. This includes assessing the risk of material misstatements in the financial statements as a result of violations or errors. In assessing these risks, the auditor will examine the internal control system to the extent it is relevant for the preparation of the financial statements in order to select auditing methods and procedures best suited to the case. However, the auditor will not issue an assessment of the effectiveness of the internal control system. In addition, the audit includes assessing the adequacy of the accounting methods used, the plausibility of the estimates made, and an appraisal of the overall presentation of the financial statements. We believe that the evidence we have obtained provides a reasonable and adequate basis for our professional audit opinion.

Professional opinion

In our opinion, the financial statements for the fiscal year ended on December 31, 2012, are in compliance with Swiss law and with the Articles of Association.

Reporting on the basis of additional legal regulations

We hereby confirm that we meet the legal requirements regarding accreditation according to the Audit Supervisory Law (RAG) and regarding independence (Art. 728 OR and Art. 11 RAG), and that there are no circumstances or facts that are incompatible with our independence.

In accordance with Art. 728a Section 1 Point 3 OR and with Swiss Auditing Standard 890, we confirm that a system of internal control for the preparation of the financial statements exists and is set up in accordance with the Board of Directors' instructions.

Furthermore, we confirm that the proposed appropriation of the balance sheet profit complies with Swiss law and with the Articles of Association, and we recommend that the financial statements be approved.

Ernst & Young AG

Michael Bugs
Licensed audit expert
(Auditor in charge)

Stefanie Walter
Licensed audit expert

Zurich, March 7, 2013

Shops

AARAU Bahnhofstrasse 11 AFFOLTERN AM ALBIS Coopark, Büelstrasse 15 AIGLE MMM Chablais Centre, Chemin sous le Grand Pré 4 ARBON Zentrum Novasetta, St. Gallerstrasse 17 AVRY-SUR-MATRAN EKZ Avry-Centre, Route de Matran 9 BADEN Badstrasse 7 BALERNA Centro Breggia, Via S. Gottardo 56a BASEL Greifengasse 10 | RailCity Basel, Güterstrasse 115 | Gerbergasse 70 | St. Jakob Park, St. Jakob-Strasse 397 | Freie-Strasse 20 | Steinenvorstadt 2 | EKZ Stücker, Hochbergerstrasse 70 BELLINZONA Viale Stazione BERN Waaghaus-Passage 8 | EKZ Westside, Gilberte-de-Courgenay-Platz 4 | EKZ Wankdorf, Papiermühlestrasse 85 BIASCA Via Lucomagno 17 BIEL Centre Boujean, Zürichstrasse 24 | Unionsgasse 20 | Bahnhofstrasse 6 BREMGARTEN EKZ Sunne-Märt, Sonnen- gutstrasse 2 BRIG Bahnhofstrasse 4 BRUGG Neumarktplatz 5 BUCHS AG EKZ Wynecenter, Bresteneggstrasse 9B BUCHS SG Bahnhofstrasse 28 BÜLACH-SÜD EKZ Migros Center Bülach-Süd, Feldstrasse 85 BULLE Grand Rue 30 BURGDORF EKZ Neumarkt 1.OG, Lyssachstrasse 27 CHIASSO Polaris Shopping Center, Via Pietro e Luisita Chiesa 2 CHUR Quaderstrasse 8, EKZ City Shop Chur COLLOMBEY CC Parc du Rhône, Route du Montagnier CRISSIER MMM Centre Crissier, Chemin de Cloalet 7 DELÉMONT Avenue de la Gare 42 DIETLIKON EKZ Coop Megastore, Industriestrasse 28 ECUBLENS Centre commercial du Croset 1 EFFRETIKON EKZ Effi-Märt, Märtplatz 5 EGERKINGEN Gäupark, Hausimollstrasse 1, Pavillon EMMENBRÜCKE Emmen-Center FRAUENFELD EKZ Passage, Bahnhof- strasse 70 FRIBOURG EKZ Fribourg-Centre, Avenue de la Gare 10 GENÈVE Rue de Jargonant 3 | CC Eaux-Vives 2000 | CC Planète Charmilles 11, Promenade de l'Europe | CC Les Cygnes, Rue des alpes 22 | Rue de Carouge 18 | Rue du Mont-Blanc 17 | CC La Praille, Route des Jeunes 10 | CC Balaxert, Avenue Louis-Casaï 27 | Genève Bel-Air, Rue de la Confédération 3, Bel-Air GENÈVE-THONEX Thonex Centre Commercial, Rue de Genève 106 GLARUS Schweizer- hofstrasse 7 GLATTZENTRUM Einkaufszentrum, Mittlere Verkaufsebene GOSSAU St. Gallerstrasse 17 GRANCIA Parco Commerciale Grancia HEIMBERG EKZ Coop Megastore, Blümliisalpstrasse 61 HINWIL EKZ Coop Megastore, Wässerstrasse 38 IBACH EKZ Mythen-Center, Mythencenterstrasse 18 INTERLAKEN Rugenpark, Rugenparkstrasse 1 KÖNIG EKZ Bläuacker, Bläuacker 10 KREUZLINGEN Hauptstrasse 49a KRIENS EKZ Pilatus-Markt, Ringstrasse 19 LA CHAUX-DE-FONDS Avenue Léopold-Robert 33 | CC des Eplatures, Bd. des Eplatures 20 | CC Les Entilles, Avenue Léopold-Robert 151 LANGENDORF Ladedorf Langendorf, Fabrikstrasse 6 LANGENTHAL Bärenplatz, Marktgasse 12-14 LAUSANNE CC Métropole 2000, Rue de Terreaux 23 | Rue Haldimand 5 | Rue Mauborget 12 LENZBURG-STAUFFEN EKZ Lenzopark, Aarauerstrasse 21 LOCARNO Largo Zorzi 8 LUGANO Palazzo Ransila, Via Pretorio 9, Corso Pestalozzi 3 LUZERN Kapellgasse 7 | Kramgasse 5 | Pilatusstrasse 7 | Shoppingcenter Schönbühl, Langensandstrasse 23 LYSS Hirschenplatz 1A MANNO Via Cantonale 43 MARIN-EPAGNIER Marin Center, Route des Perveuls 2 MARTIGNY Centre Commercial Manoir MELS Pizol Center, Grossfeldstrasse 63 MEYRIN CC de Meyrin, Avenue de Feuillasse 24 MONTREUX Centre Forum, Place du Marché 6 NEUCHÂTEL Rue de Seyon 6 | CC La Maladière, Rue Pierre-à-Mazel 10 NYON CC La Combe, Rue de la Morâche 6 OFTRINGEN Perry-Center, Bernerstrasse OFTRINGEN EKZ A1, Spitalweid 2 OLTEN Baslerstrasse 60 PFÄFFIKON EKZ Seedamm-Center Passage PRATTELN EKZ Grünen Pratteln, Grünenweg RAPPERSWIL Obere Bahnhofstrasse 44 REGENSDORF Einkaufszentrum Regensdorf | Riedthofstrasse 124 RENENS CC Migros Métropole, Rue de la mère 9 RORSCHACH Hauptstrasse 67 SARNEN EKZ MM Sarnen- Center, Nelkenstrasse 5 SCHAFFHAUSEN EKZ Herblinger-Markt, Stüdlackerstrasse 10 | Vordergasse 41 SCHÖNBÜHL Shoppyländ, Industriestrasse 20 SIERRE Noës Centre Commercial SIGNY-CENTRE Rue de Fléchères SION Rue de la Porte-Neuve 26 SOLOTHURN Marktplatz 45 SPREITENBACH EKZ Shoppi-Tivoli, Center Mall ST. GALLEN EKZ Shopping Arena, Zürcherstrasse 462 | EKZ Neumarkt 1, St.-Leonhardstrasse 35 | Multergasse 31 ST. MARGRETHEN EKZ Rheinpark STANS EKZ Länderpark, Bitzistrasse 2 STEINHAUSEN Einkaufszentrum Zugerland SURSEE EKZ Surseepark, Bahnhofstrasse 28 THALWIL Gotthardstrasse 44 THUN Bälliz 62 | EKZ Oberland, Thun Süd USTER EKZ Illuster, Zürichstrasse 14 UZWIL EKZ Mühlehof, Bahnhofstrasse 82 VERNIER CC Coop Blandonnet, Route de Meyrin 171 VEVEY CC St. Antoine, Avenue du Général-Guisan 15 VILLARS-SUR-GLÂNE CC Moncor, Route de Moncor 1 VISP Bahnhofstrasse 2 VOLKETSCHWIL Volkiländ, Industriestrasse 1 WEINFELDEN Zentrum-Passage WIL Obere Bahnhofstrasse 21 WINTERTHUR Untertor 13 | EKZ Rosenberg, Schaffhauserstrasse 152 WOHLLEN Bahnhofstrasse 5 YVERDON Rue du Lac 24 ZUG EKZ Metall, Baarerstrasse 16 ZÜRICH EKZ Neumarkt, Hofwiesenstrasse 350 | EKZ Letzipark, Baslerstrasse 50 | Bahnhofstrasse 87 | Sihlcity, Kalandlerplatz 1 | City Shopping, Löwenstrasse 35 | Bellevue, Theaterstrasse 12 | Löwenstrasse 56

Companies

MOBILEZONE HOLDING AG Riedthofstrasse 124, 8105 Regensdorf, Telephone: +41 (0)43 388 77 11, Fax: +41 (0)43 388 77 92, E-Mail: mobilezoneholding@mobilezone.ch, www.mobilezone.ch, Investor Relations: Markus Bernhard, Media Relations: Martin Lehmann MOBILEZONE AG Riedthofstrasse 124, 8105 Regensdorf, Telephone: +41 (0)43 388 77 11, E-Mail: info@mobilezone.ch, www.mobilezone.ch MOBILEZONE COM AG Grundstrasse 12, 6343 Rotkreuz, Telephone: 0800 198 198, E-Mail: info@mobilezonecom.ch, www.mobilezonecom.ch MOBILEZONE BUSINESS AG Bahnweg 4, 9107 Urnäsch, Telephone: +41 (0)71 364 11 13, E-Mail: business@mobilezone.ch, www.mobilezone.ch/b2b MOBILETOUCH AG Riverside, 8192 Zweideln, Telephone: +41 (0)840 303 303, E-Mail: info@mobiletouch.ch, www.mobiletouch.ch MOBILETOUCH AUSTRIA GMBH Lemböckgasse 49, A-1230 Vienna, Telephone: +43 (0)1 866 49 0, E-Mail: office@mobiletouch.at, www.mobiletouch.at

Publishing information

Publisher mobilezone holding ag, Regensdorf

Concept Hotz Brand Consultants, Steinhausen/Zug

Design Hotz Brand Consultants, Steinhausen/Zug and mobilezone holding ag, Regensdorf

Editor mobilezone holding ag, Regensdorf

Production Victor Hotz AG, Lasting Impressions In Print, Steinhausen/Zug

© 2013 mobilezone holding ag

