

MEDIA INFORMATION

Regensdorf, 15 November 2016

mobilezone expands the Group Executive Board to five members

Regensdorf, 15 November 2016 – mobilezone is expanding the Group Executive Board from three to five members, thereby taking into account the new group structure. The Group Executive Board is being expanded with experienced, younger employees from the company's own ranks.

In the Group Executive Board, the managing directors of einsAmobile Deutschland, Murat Ayhan and Akin Erdem, will be responsible for the cross-border areas of E-Commerce and Operator Relations as well as Purchase and Wholesale. Roger Wassmer, previously responsible for the group's repair business, will in future also be responsible for the Operations division in Switzerland.

From the beginning of 2017, the new Group Executive Board under CEO Markus Bernhard (52, existing board member) will comprise CFO Andreas Fecker (44, existing board member), Murat Ayhan (39, new board member) as Managing Director Germany, Akin Erdem (42, new board member) as Managing Director Germany, and Roger Wassmer (43, new board member) as COO Switzerland/Austria.

Werner Waldburger, previously Chief Product Officer, will leave the Group Executive Board at his own request and will continue to provide the company with his extensive knowledge in the areas of telecommunications and retail in the Business Steering Switzerland division.

mobilezone is convinced that it has set the course for future success with this younger management.

For further information, please contact:

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Murat Ayhan

Murat Ayhan (1977, German), responsible for the area of e-Commerce and Operator Relations as of 1/1/2017 and Founder and Managing Director of einsAmobile GmbH. He completed his studies in Darmstadt and gained a degree in Electrical Engineering. During his studies in 1999 he opened three mobile phone shops which he then sold in 2001. From 2002 to 2005, he worked as a Managing Director for a telecommunications company in Offenbach. In 2005, he founded einsAmobile GmbH in Obertshausen which has been 100 percent owned by the mobilezone Group since 2014.

Akin Erdem

Akin Erdem (1974, German), responsible for the areas of Purchase and Wholesale across the Group as of 1/1/2017 as well as Managing Director of einsAmobile GmbH. After completing his studies in 1994, he qualified with a Bachelors in Business Administration. In 1998, he founded his own company in the telecommunications sector which he expanded into a leading wholesaler in Germany. In 2010 he switched to become CEO and 50 percent co-partner in einsAmobile GmbH which since 2014 has been 100 percent owned by the mobilezone Group.

Roger Wassmer

Roger Wassmer (1973, Swiss), COO Switzerland and Austria as of 1/1/2017. Has been heading mobiletouch Switzerland as Managing Director since 2014 and also mobiletouch Austria since 2015. He is also responsible for the services of the mobilezone Group. From 2012 to 2014, Roger Wassmer was Country Manager for zanox Switzerland AG. Prior to that he worked at Publimedia and EurotaxGlass as Sales and Marketing Manager as well as CEO of OmniMedia AG and Managing Director of Car4you. After further training as a Swiss government-recognised graduate in marketing management he gained an Executive MBA FH at the Kalaidos University of Applied Sciences in Zurich.

Company profile of mobilezone

Established in 1999, mobilezone holding ag (stock ticker symbol SIX: MOZN) achieved sales of CHF 859 million and a consolidated profit of CHF 30.8 million in fiscal year 2015 and is Switzerland's leading independent telecom specialist.

The mobilezone Group currently has a staff of about 900 employees in its locations in Regensdorf, Urnäsch, Zweidlen, Zug, Vienna (Austria) and Obertshausen (Germany). The company offers the complete product line of mobile phones as well as tariff plans of the major providers for mobile and fixed-line telephony, digital TV and Internet. Independent consulting and services for individual and business customers as well as repair services complete mobilezone's range of offerings. The services and products are offered in 128 shops in Switzerland as well as in 43 Ashops in Germany (partner shops) and online via various web portals. In addition, mobilezone Group is active in Germany in the wholesale trade and also as supplier for specialist retailers.