

# SUSTAINABILITY REPORT

# Sustainability Report

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## Return to mobilezone – used smartphones are worth hard cash

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mobilezone has been buying back used smartphones from private and business customers since 2014, making it a pioneer in Switzerland. Devices can be returned to the shops or sent in and customers will be refunded the residual value of any devices that are still intact. The smartphones are subjected to a grading process by mobilezone. The devices are categorised as "original packaging", "like new", "very good" and "good". Depending on their condition, the mobile devices may need to be repaired. The residual value of the device, which is refunded to the customer, also depends on the grading.

# Letter to the stakeholders

## Dear readers

The mobilezone Group's business model is unique. In addition to smartphones, accessories and subscriptions from all providers as well as appropriate services, we also offer neutral advice and sustainable solutions in the form of refurbished smartphones and repairs – in short, our customers benefit from the "everything from a single source" approach across all touchpoints. The telecommunications industry, with its myriad subscription options and device choices, presents a complex landscape that can significantly influence customers' decisions to select mobilezone as their service provider. Aside from our commitment to delivering fair and appealing offerings to our customers through all channels and ensuring comprehensive support even post-sale, we also hold responsibilities towards other stakeholders, including employees, partners, investors, and legislators.

The increasing importance of sustainability at mobilezone is not only by the expectations of our diverse target audiences, but also by the evolving legal and regulatory landscape on both global and regional levels: for example, the new requirements pursuant to Art. 964 et seq. of the Swiss Code of Obligations with regard to transparency on non-financial matters and child labour or the data protection laws in Switzerland and Germany.

In addition, there are global, regional and market-specific sustainability aspects that affect us as a company and that we need to address. The telecommunications market is almost completely saturated, which means that new markets need to be developed or existing markets need to be redeveloped. We also offer customers a large number of smartphones and mobile phone subscriptions. We can influence this by offering the best possible advice both online and offline. Due to the constantly improving technologies, customers are keeping their devices longer on average than before – mobilezone offers appropriate services such as repairs or insurance to support customers.

Like many companies, mobilezone is also experiencing a shortage of skilled workers – new measures are needed to make it an even more attractive employer. In the reporting year, the focus in the area of employees was further sharpened in order to improve employee satisfaction, among other things. This includes, for example, the further improved, targeted management of talent and its further development in the coming years.

The business with used and refurbished smartphones continued to grow in the 2023 financial year, which shows that there is demand for alternatives to a new device. The challenge here is to satisfy this demand by offering customers incentives to buy back enough smartphones. A change in the repair market has already become apparent in recent years: customers used the decentralised repair service less and less, so mobilezone decided to close the workshops in the stores at the end of September 2023 and rely on the central repair workshop in Rotkreuz instead. In Germany, trading in refurbished smartphones became an integral part of the business model.

In the reporting year, we continued to pursue the sustainability strategy we developed in 2020. We have also increased our focus on improving and formalising data collection and data quality and have calculated the Group-wide CO<sub>2</sub> footprint, including that of the upstream and downstream supply chain, for the first time. This was an important step in defining a CO<sub>2</sub> target for the group as a whole.

This Sustainability Report and the report on non-financial matters in accordance with Art. 964b of the Swiss Code of Obligations were approved by the Board of Directors of mobilezone holding Ltd on 6 March 2024.

The forthcoming pages will offer you a transparent view into our commitment, advancements and aspirations in the realm of sustainability.



**O**ur resilient business model creates trust among employees, customers, investors and other dialogue groups – this is an important pillar of our sustainability strategy.

Markus Bernhard, CEO of the mobilezone group

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

**Markus Bernhard**  
Chief Executive Officer

**Martina Högger**  
Sustainability Manager

# 1. Materiality analysis and key topics GRI 3-1

mobilezone's sustainability efforts align with the ESG criteria encompassing environmental, social, and governance factors. The following steps describe the procedure for determining material topics. According to the GRI, there are no specific industry standards for the telecommunications industry and related industries.

A materiality analysis was carried out in summer 2020, taking the standards of the Global Reporting Initiative (GRI) into account.

This process aims to identify and assess the key sustainability topics for mobilezone and incorporate them into the sustainability strategy. The materiality analysis was carried out as follows:

- ✓ Over 30 interviews were conducted with analysts, decision-makers at device manufacturers and mobile phone providers, members of the Board of Directors and Management, employees, associations, customers and media representatives.
- ✓ A Group-wide employee survey was conducted on the topic of sustainability.
- ✓ Impact analysis of the various business activities carried out by the mobilezone Group.
- ✓ Workshops with members of management and employees.
- ✓ Analysis within the telecommunications industry and related industries.

On the basis of the materiality analysis, the following material issues were defined; these form the basic framework of the sustainability strategy.

- ✓ **Attractive employer:** Offering attractive jobs, ensuring the physical and mental health and safety of our employees and paying fair wages.
- ✓ **Equality and diversity:** Creating equal opportunities for all employees and promoting mixed teams as well as working conditions for a good work-life balance.
- ✓ **Training and further education opportunities:** Promoting training and further education opportunities for employees, offering apprenticeships and internships for young people.
- ✓ **Greenhouse gas emissions:** Measurement and disclosure of greenhouse gas emissions along the mobilezone value chain

based on the Greenhouse Gas Protocol. Implementation of measures to reduce greenhouse gas emissions and increase CO<sub>2</sub> efficiency.

- ✓ **Energy consumption:** Setting targets to reduce energy consumption in our own companies. Develop and offer solutions that help to reduce customers' energy consumption.
- ✓ **Responsibility along the value chain:** Responsible supply chain with regard to minerals from conflict and high-risk areas, child and forced labour, human rights, corruption, social and environmental concerns.
- ✓ Customers are offered **transparent, responsible and honest advice**.
- ✓ **Circular economy / sustainable consumption:** Buyback, refurbishment and sale of used smartphones and offering repair services to extend the life cycle of devices. If repair is not possible, the used appliances are recycled properly.
- ✓ Information on the sustainability level of **the offered products**.
- ✓ **Governance and Compliance:** Compliance with the legal and regulatory framework in Switzerland and Germany. This includes the requirements of commercial law and data protection laws.

To better categorize the key topics in terms of their significance for mobilezone, opportunities and risks and positive and negative impacts were identified for all areas.

Material issues	Opportunities / positive impacts	Risks / negative impacts
Attractive employer	<ul style="list-style-type: none"> <li>✔ High employee motivation</li> <li>✔ Personal development of the workforce</li> <li>✔ Lower absenteeism due to illness and accidents / better employee health</li> <li>✔ Low turnover</li> </ul>	<ul style="list-style-type: none"> <li>✔ Negative impact on profitability (limited)</li> </ul>
Equality and diversity	<ul style="list-style-type: none"> <li>✔ More productive and innovative teams</li> <li>✔ Improving the company's reputation</li> <li>✔ Better adaptability to changing conditions</li> </ul>	<ul style="list-style-type: none"> <li>✔ Discrimination against employees</li> <li>✔ Difficulties in implementation due to demand and supply</li> </ul>
Training and further education	<ul style="list-style-type: none"> <li>✔ Access to qualified labour</li> <li>✔ Increased efficiency, motivation and employee loyalty</li> </ul>	<ul style="list-style-type: none"> <li>✔ Costs for training and further education</li> <li>✔ Lack of employees attending training sessions in day-to-day operations</li> </ul>
Greenhouse gas emissions / environmental concerns	<ul style="list-style-type: none"> <li>✔ Savings via lower energy consumption</li> <li>✔ Reputation and perception on the market</li> </ul>	<ul style="list-style-type: none"> <li>✔ Increased environmental risks along the value chain, leading to delivery delays and/or additional costs</li> <li>✔ Higher insurance premiums</li> </ul>
Responsibility along the value chain	<ul style="list-style-type: none"> <li>✔ Fulfilment of legal requirements</li> <li>✔ Sensitising employees and partners to the various topics</li> <li>✔ Perception as a responsible company / employer</li> <li>✔ Prevention / reduction of violations of human rights (child or forced labour, discrimination, racism, etc.) and violations of environmental laws, regulations and standards</li> </ul>	<ul style="list-style-type: none"> <li>✔ Violation of human rights (child or forced labour, discrimination, racism, etc.)</li> <li>✔ Violation of environmental laws, regulations and standards, environmental pollution</li> <li>✔ Corruption</li> <li>✔ Acquisition of goods with conflict minerals</li> <li>✔ Additional costs to ensure compliance with rights and standards</li> </ul>
Transparent, responsible and honest advice	<ul style="list-style-type: none"> <li>✔ Increase in profitability</li> <li>✔ Long-term customer loyalty</li> <li>✔ Corporate reputation</li> <li>✔ Increased trust from customers and partners</li> </ul>	<ul style="list-style-type: none"> <li>✔ Lower contribution margins in the short term due to non-profit-oriented consulting / sales maximisation</li> </ul>
Smartphone cycle / sustainable consumption	<ul style="list-style-type: none"> <li>✔ Sustainable image of mobilezone</li> <li>✔ Efficient use of resources</li> </ul>	<ul style="list-style-type: none"> <li>✔ Additional costs for reconditioning / refurbishing appliances</li> <li>✔ Reduction in sale of new appliances</li> </ul>
Governance and Compliance	<ul style="list-style-type: none"> <li>✔ Compliance with laws, regulations and standards</li> <li>✔ Trust</li> <li>✔ Tax and Legal Governance</li> <li>✔ Positive perception of the company among customers, suppliers, partners, authorities and the public</li> </ul>	<ul style="list-style-type: none"> <li>✔ Violations</li> <li>✔ Loss of reputation</li> <li>✔ Fines</li> </ul>
Sponsoring with added social value, charitable work or donations to non-governmental organisations (NGOs)	<ul style="list-style-type: none"> <li>✔ Corporate reputation</li> <li>✔ Positive perception on the labour market and among customers</li> </ul>	<ul style="list-style-type: none"> <li>✔ Political risks</li> <li>✔ Reputational risk</li> </ul>

For our **Employees**, who are directly affected, as well as for the Board of Directors, Group Management, and Management, it is paramount that mobilezone remains an attractive employer and demonstrates a steadfast commitment to equality and diversity. Regularly conducting an employee survey and the measures derived from it increase satisfaction and in turn raise motivation and loyalty to the company. The satisfaction of our **Customers** is at the heart of everything we do. Transparent and fair advice and customer satisfaction across the entire mobilezone Group are key for the

sustainable development and long-term optimisation of the company. By providing products that prolong the lifespan of smartphones or offering alternatives with a reduced ecological footprint, we are tackling the issue with the most significant ecological impact. We summarise the associated activities in the **Smartphone cycle** section. As part of our **Environmental management**, we strive to optimize our energy and material consumption as well as reduce greenhouse gas emissions. We are increasingly taking responsibility for our partners along the supply chain.

The results of the materiality analysis and in particular the key topics "Employees", "Customers", "Smartphone cycle" and "Environmental management" are reviewed annually for their validity. The materiality analysis is reviewed in collaboration with the Group Management and the Sustainability Committee of the Board of Directors, taking into account feedback from partners, analysts and other stakeholders from day-to-day business. Global developments on ESG topics, market trends and legal and regulatory changes are also taken into account. Corporate sustainability has become much more important in recent years, especially for listed companies. In this year's update, the area of **Governance and Compliance** was identified as an additional focus topic and integrated into the report due to regulatory developments in Switzerland and Germany. Compared to the previous year's report, certain related topics have also been consolidated to improve readability. It is important for us to continue working on the original topics, as mobilezone's sustainability strategy is designed for the long term and measures in the focus areas will also be implemented in the longer term. We plan to carry out a new double materiality analysis for 2024. This will be based on the Corporate Sustainability Reporting Directive (CSRD) and will in turn involve both external and internal stakeholders.

## Material issues GRI 3-2

The outcomes of the management workshop and the risk analysis were ultimately summarised in a materiality matrix as follows:



## Impacts

Material issues	Governance & Compliance	Employees	Customers	Smartphone cycle	Environmental management
Attractive employer		●			
Equality and diversity	●	●			
Training and further education		●	●		
Greenhouse gas emissions	●		●	●	●
Energy consumption			●	●	●
Responsibility along the value chain	●	●		●	●
Transparent and responsible advice			●	●	
Sustainability of the products			●	●	●
Governance and Compliance	●	○	●		
Volunteering by employees		○			
Donations to charitable organisations		○			
Sponsoring with social added value		○			

○ Small impacts      ● Medium impacts      ● Big impacts



## 2. Sustainability strategy

**Sustainability vision:** For mobilezone, practising sustainability means embodying responsibility across all facets of our organisation. This includes fostering a safe and attractive workplace for our employees and providing our customers with thorough and expert guidance throughout the entire lifecycle of a device, from purchase and repairs to refurbishment and disposal. We build on long-term customer relationships and, where possible, offer sustainable or environmentally neutral alternatives. In the upstream value chain (e.g. suppliers and manufacturers) and in the downstream value chain (e.g. customers and users), we minimise negative impacts and maximise or optimise positive impacts. In doing so, we strive to minimise our ecological footprint and foster long-term success while adhering to relevant laws and guidelines at all times.

For mobilezone, sustainability means changing things for the better where we have the greatest leverage and opportunities. Consequently, the sustainability strategy deals with our social responsibility, our employees and customers, the business in the smartphone cycle and our ecological footprint.

Sustainability is a key component of mobilezone's strategy (see Strategy section, p. 10). Our sustainability strategy has been in place since 2020 and includes the results of a materiality analysis. Since then, the sustainability strategy has been reviewed, updated, and annually approved by the Board of Directors (as of December 2022, this responsibility has been assumed by the Sustainability Committee, which comprises all members of the Board of Directors). It applies to all companies in the mobilezone Group and is divided into strategic directions for the Group as a whole and for the Switzerland and Germany business areas. Implementation at operational level takes place within the individual divisions in Switzerland and Germany.

### Sustainability strategy Group

- ✔ **Employee training:** We support our employees with training and further education. To this end, we actively train skilled workers in the telecommunications industry and thus play our part in maintaining Switzerland as a business location.
- ✔ **Added value:** We generate a large part of the added value in our impact markets and thus contribute indirectly through our employees to the positive development of public coexistence at our locations.

- ✔ **Energy-saving measures:** We promote energy-saving measures at the workplace and in the shops. Employees are regularly informed about how energy-saving potential can be exploited in the workplace. We have been recording our CO<sub>2</sub> footprint since the 2023 financial year and have set ourselves the goal of continuously reducing it over the coming years.
- ✔ **Due diligence obligations regarding child labour:** With our Code of Conduct for Suppliers, we have been obliging our most important suppliers to assume their responsibility with regard to ecological, social and human rights criteria and the avoidance of corruption as well as forced and child labour since the reporting year.
- ✔ **Governance and Compliance:** We comply with the mobilezone Code of Conduct as well as legal and regulatory requirements.

### Sustainability strategy Switzerland

- ✔ **Smartphone repair:** We offer repairs for all common smartphones. Customers can conveniently return their device to one of our shops or send it directly to the mobilezone repair workshop. We are an official partner of all relevant mobile phone brands. This means that the smartphone is repaired by certified technicians using only original parts. The manufacturer's warranty therefore remains valid even after the repair. This ensures the security of the smartphones and increases their service life.
- ✔ **Refurbished smartphones:** mobilezone buys back used smartphones via the shops or online, has them repaired in the mobilezone workshop and then sells them as refurbished smartphones online and in selected shops under the brand *jusit*. This approach allows customers to actively participate in the circular economy.

- ✔ Sustainable alternatives: In addition to conventional smart-phones, we offer our customers more sustainable alternatives whenever possible.

### Sustainability strategy Germany

- ✔ Climate-friendly, CO<sub>2</sub>-compensated shipping for online shops with DHL's GoGreen service.
- ✔ Sale of sustainable smartphone alternatives such as Fairphone and refurbished Apple iPhones.
- ✔ Support of a non-profit organisation that works to improve the quality of pre-school and school education in Mozambique through an employee exchange programme and financial support.
- ✔ Sustainable employee retention through our own training and trainee programme.
- ✔ Outlook 2024: Conversion of all print materials for partners to Forest Stewardship Council (FSC) products.

### Sustainability report and reporting

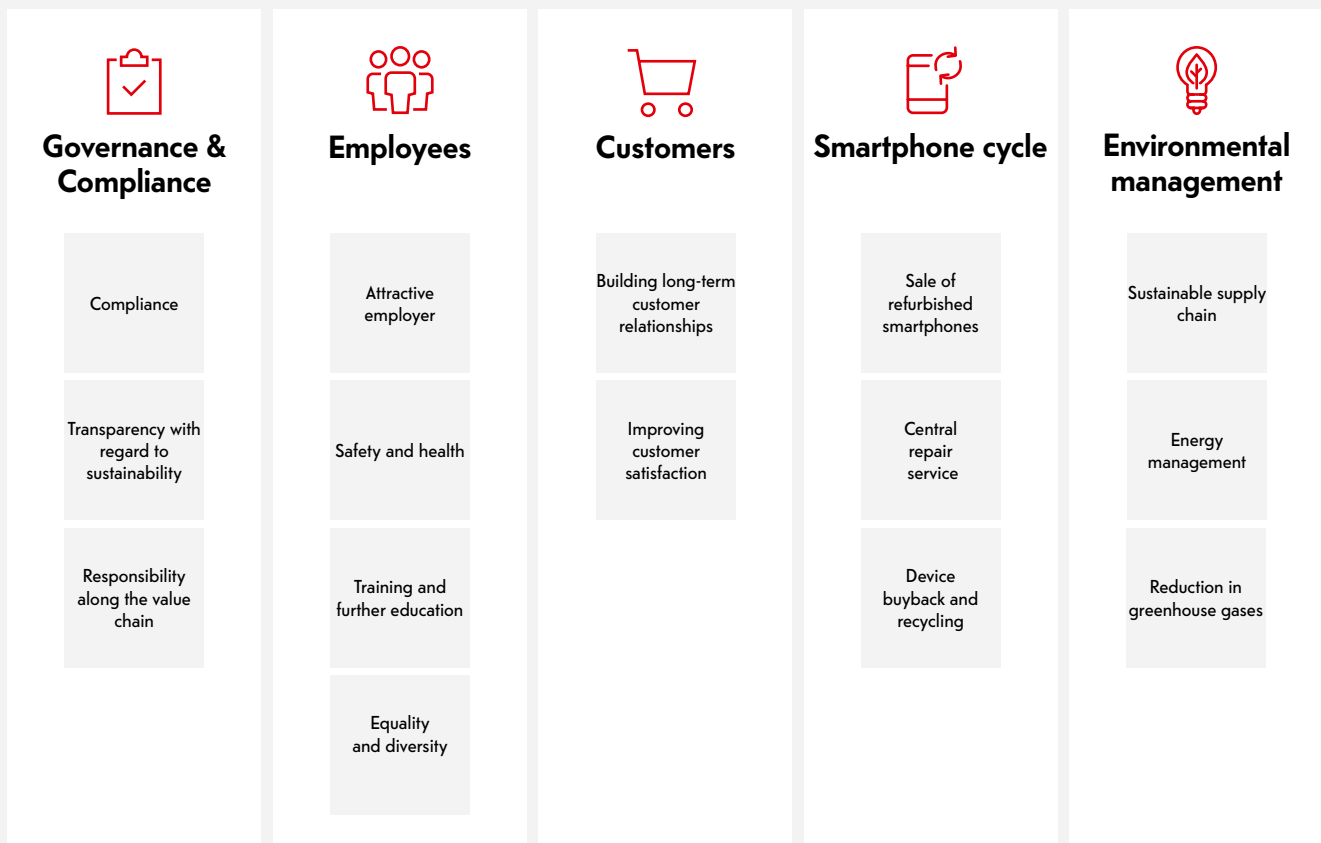
mobilezone's sustainability strategy is based on transparency towards our stakeholders. Since 2020, we have been publishing an annual Sustainability Report showcasing our sustainability performance through key figures. The 2023 report has been prepared with reference to the GRI Standards.

In April 2024, mobilezone shareholders will have the opportunity, for the first time, to vote on the report on non-financial matters in accordance with the Swiss Code of Obligations (CO) for the financial year 2023.

### Sustainability strategy at a glance

The five focus areas of the sustainability strategy and their defined sub-themes are shown below. Each sub-topic includes responsibilities, activities and progress as well as key figures for effective monitoring.

## The five pillars of the sustainability strategy



## 3. Our key sustainability figures

Key figures	Value 2023	Status 2023	2024 target
<b>Governance &amp; Compliance</b>			
Proportion of employees trained in cyber security	81.3%	📉	85.0%
Proportion of employees trained in the Code of Conduct	n.a.	📉	85.0%
Proportion of the purchasing volume of suppliers who have signed the mobilezone Supplier Code of Conduct or equivalent guidelines	83.1%	📉	85.0%
Proportion of purchasing volume for goods deliveries from suppliers who have signed the mobilezone Supplier Code of Conduct or equivalent guidelines	95.1%	📉	96.0%
<b>Employees</b>			
Employee satisfaction	75.9%	📉	80.0%
Unplanned turnover	13.7%	📉	13.0%
Number of apprentices	155	🟢	160
Number of newly recruited apprentices	74	🟢	55
Success rate of apprentices in the final apprenticeship examination	90%	📉	92%
Education and training days per employee	11.2	📉	11.5
Accident and sick days per employee	7.1	📉	6.5
Proportion of women on the Board of Directors	40.0%	📉	40.0%
Proportion of women in senior management is to be increased to 20 per cent by 2030	7.1%		n.a.
<b>Customers</b>			
Customer satisfaction index (base year 2020: 100)	103.7	🔴	105.0
Number of mobilezone Club customers	238 000	🔴	300 000
<b>Smartphone cycle Switzerland</b>			
Refurbished smartphones in relation to smartphones sold	4.3%	🟢	4.5%
CO <sub>2</sub> savings through the sale of refurbished smartphones in tonnes	214	📉	250
Repurchased smartphones in relation to total new smartphones sold	12.4%	🟢	13.0%
The number of successful repairs in proportion to the total number of repair orders	85.3%	🔴	85.0%
<b>Environmental management</b>			
CO <sub>2</sub> emissions Scope 1 and 2 in tonnes	810	📉	800
CO <sub>2</sub> emissions Scope 3 in tonnes	96 492	📉	96 000
Fuel consumption in litres	92 351	📉	90 000
Power consumption in MWh	2 556	📉	2 500

🟢 2023 target achieved   📉 First-time target for financial year 2024   🔴 2023 target not achieved

## 4. Stakeholder groups

### Stakeholder groups of mobilezone and their involvement GRI 2-29

mobilezone is not only committed to itself, but is also confronted with a large number of stakeholder groups with mutual demands. Accordingly, mobilezone is in regular contact with these stakeholder groups in various ways. This exchange determines, among other things, the course and further development of the sustainability strategy. Furthermore, we involve all stakeholders with whom we work directly as part of our supply chain and who are directly affected by the impact of our business activities in our sustainability strategy.

We have defined the following stakeholder groups:

#### Customers

The satisfaction of our customers is at the heart of everything we do. We advise them across all channels and are constantly developing our channels to offer them a shopping experience that exceeds their expectations. We train our employees accordingly so that they have the appropriate tools for providing advice and continue to develop our platforms so that the digital customer experience is constantly improving. We regularly survey our customers' satisfaction and derive appropriate measures from the results.

#### Suppliers and partners

We create long-term relationships founded on mutual trust with our suppliers and partners. We are in constant dialogue with them. One of the things that unites us is our understanding of fair and respectful competition. We also expect our partners to comply with agreements, laws and guidelines, including those relating to sustainability, and in turn we commit to complying with these. In the 2023 reporting year, we defined a process for supply chain management. Among other things, this includes a Code of Conduct for suppliers and partners, which we have them sign.

#### Employees

We promote regular, open and transparent dialogue with our employees across various channels. Active communication on equal footing across all management levels is important to us. Short official channels and flat hierarchies contribute to a better corporate culture and quick decision-making. In an annual employee survey, we ask our employees about their satisfaction and derive appropriate measures.

#### Investors, analysts and rating agencies

We inform investors, analysts and rating agencies twice a year as part of our annual reporting in addition to the General Meeting. We also maintain a constant dialogue at investor events and roadshows. Investors expect mobilezone to have a profitable and future-oriented business model that generates income in the form of rising share prices and attractive dividends. Furthermore, mobilezone is expected to communicate transparently and comprehensively, including on the subject of sustainability.

#### Media representatives

We see media representatives as partners and intermediaries to the public. They expect us to respond to their inquiries promptly and to treat all media professionals equally. We engage in dialogue with them by promptly responding to media inquiries and pro-actively providing regular updates through ad hoc and press releases. Media representatives are contacted directly by the CEO or via the official media office.

#### Public

We reach the general public through numerous campaigns throughout the year, consisting of digital and analogue measures. We also communicate and engage through our social media channels, websites, e-mail and trade shows.

#### Authorities and legislators

We adhere to the applicable laws and regulations in the countries where we operate. In response to developments surrounding the topic of sustainability, we continually educate ourselves by participating in relevant events and training sessions to ensure compliance with applicable requirements and to network with relevant stakeholders as needed.

# 5. Governance and Compliance

In the area of Governance and Compliance, mobilezone focuses on responsible company management, the continuous development of transparency in sustainability reporting and compliance with legal and ethical standards. In the reporting year, we increasingly focussed on fulfilling our social, human rights and environmental responsibilities along our value chain.

## 5.1 Governance structure and responsibilities for sustainability in the company GRI 2-14

Clear responsibilities and robust leadership are essential to ensure the operational implementation of mobilezone's sustainability strategy. It is imperative to ensure organisational alignment of sustainability management across the entire Group, from the Board of Directors to various management levels and all employees. Responsible management with regard to social, environmental and governance issues strengthens the company and ensures long-term value creation.

### Board of Directors

The Sustainability Committee consists of all members of the Board of Directors. It acts as the highest decision-making body and approves the sustainability strategy. The Sustainability Committee meets twice a year on the topic of sustainability with the aim of monitoring and advancing the operational implementation of the sustainability strategy.

### CEO and Group Management

Ultimately, the CEO of the mobilezone Group holds the responsibility for the sustainability strategy. Together with the Group Executive Board, he forwards sustainability issues to the Board of Directors. The members of Group Management, in collaboration with their division heads, bear the responsibility for executing the sustainability strategy within their respective departments and determine specific measures to be taken. This approach ensures that the focal points of the sustainability strategy are firmly and bindingly integrated into the company.

### Sustainability Committee

A five-member Sustainability Committee, consisting of managers and employees from the German and Swiss organisations, was established to root the topic of sustainability in the company's operations. Regular communication takes place between the Group Management and the Sustainability Committee, as well as between the Sustainability Committee and business managers from both countries. The Sustainability Committee has responsibility for the following areas:

- ✓ Operational development of the sustainability strategy
- ✓ Development of a roadmap
- ✓ Coordinating the implementation of the materiality analysis to identify and prioritise sustainability topics
- ✓ Development of a communication strategy for the topic of sustainability
- ✓ Monitoring sustainability-related key figures
- ✓ Reporting to the Group Management
- ✓ Contact point for employees on sustainability issues
- ✓ Ensuring sustainability reporting

The Sustainability Committee coordinates the activities of those responsible for our five focus topics and ensures that the measures introduced are in line with our sustainability strategy.

### Responsibilities for our five focus areas

**Governance and Compliance:** Responsibility for governance and compliance lies with the Group Management and the Board of Directors. The committees ensure that mobilezone acts in accordance with the applicable legal provisions and internal guidelines and that management is transparent, responsible and legally compliant. mobilezone also has a Group-wide risk management system. The Board of Directors is the highest authority for assessing risks. Group-wide coordination of risk management is carried out by the CFO.

**Employees:** The Group CFO in Switzerland and the Chief People & Legal Officer in Germany work closely together to exploit synergies in the focus area of employees and the various sub-topics such as occupational safety, training of apprentices and trainees and the employee satisfaction survey.

**Customers:** All matters pertaining to customers, their satisfaction, and the enhancement of customer services are strategically embedded within the roles of the Chief Customer Officer in Switzerland and the Chief Operations Officer in Germany. Both roles are in regular contact with a view to exploiting synergies.

**Smartphone cycle:** The topic of the smartphone cycle is currently mainly managed in Switzerland. The Managing Director of mobilezone reload is responsible for implementation in the area of repairs and refurbishing. The Director Chief Product Officer is responsible for the strategic development and growth of the refurbished brand justit. In Germany, the Chief Operations Officer is responsible for refurbished smartphones

**Environmental management** The topic of environmental management is managed by the Sustainability Committee in both Switzerland and Germany. Responsibility for this lies with the Group CEO together with the Group Management as the company’s chief sustainability officer.

**5.2 Compliance** GRI 2-24

As a responsible company, mobilezone endeavours to comply with all legal and regulatory requirements. This section provides an overview of the measures and processes that mobilezone has implemented to ensure that all business activities comply with applicable laws, regulations and ethical standards.

**Risk management**

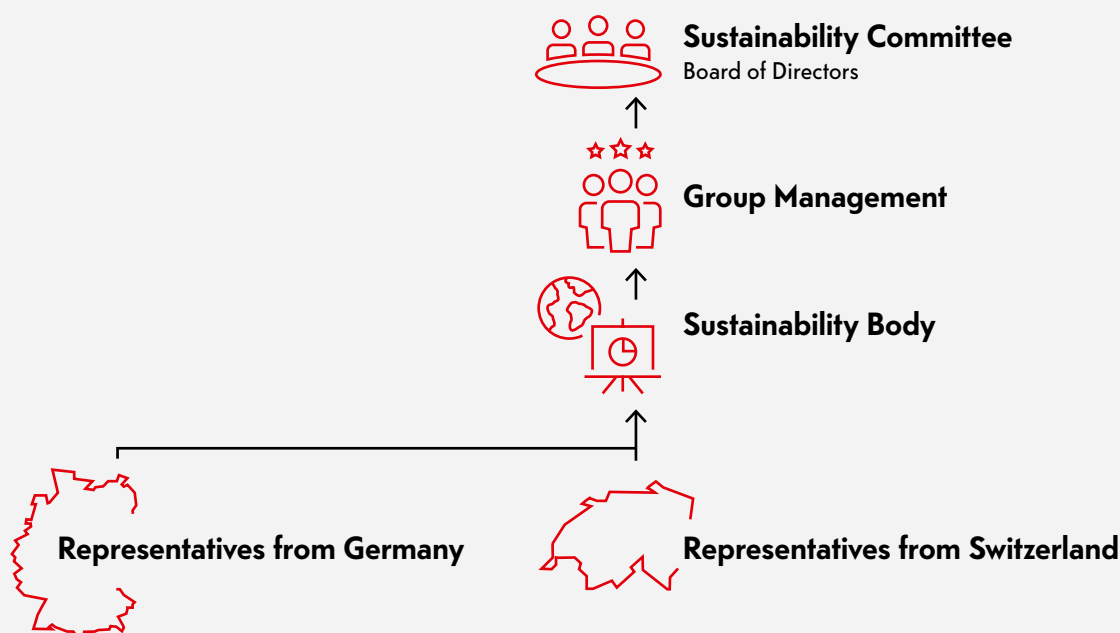
mobilezone recognises the importance of systematic risk management. As part of a continuous process to ensure business continuity, risks are identified and assessed throughout the Group on an ongoing basis and the necessary measures are taken if required.

The Group Management monitors the risk management process through active dialogue and meetings with the corporate divisions. This ensures a standardised process for dealing with risks across all areas of the company. The consolidation of risks and the annual reporting to the Board of Directors are conducted by the Group Management and overseen by the CFO.

The company-wide risk management process is also supported by a business continuity process. This ensures that potential disruptions to business-critical services are mitigated, or that the organisation’s full functionality is restored as quickly as possible if such disruptions occur.

mobilezone divides the recorded risks into four categories: strategic, operational, financial and market.

**Organisational structure of sustainability management**



The **strategic risks** include the risks of the industry and the market, external stakeholders, social and environmental developments, company management and catastrophic events.

The **operational risks** comprise risks along the value chain, risks from investment activities and personnel risks. mobilezone also regularly assesses and minimises the risks of cyber attacks and corresponding data loss.

The **financial risks** category summarises currency risk, liquidity and credit risk, the capital structure and compliance with tax and accounting regulations.

**Market risks** include the availability of devices, and changes in customer behaviour, and increased competition for example.

**Sustainability risks** are transferred to one or more of these corporate risk categories based on their impact at Group level and at country level. The latter are subsequently subdivided into environmental and employee risks, risks relating to human rights violations along the value chain, governance and compliance and social risks.

#### **Environmental risks** GRI 201-2

Previously rare weather phenomena are occurring more and more frequently due to global **climate change**. From mobilezone's perspective, this could result in potential disruptions in supply chains, increased insurance premiums, and extended delivery times, all of which could directly impact key financial metrics.

Furthermore, mobilezone acknowledges that the extraction of raw materials for the production of smartphones or accessories may be linked to human rights violations and environmental impacts, particularly in connection with **conflict minerals**.

**Violations of environmental laws, regulations and standards** can create ethical or legal risks and cause reputational damage. We therefore monitor new regulations and assess their potential impact on our business activities.

#### **Employee risks**

We depend on access to dedicated and skilled employees to fulfil our operational requirements. Due to demographic trends in the countries where mobilezone operates, there is a potential risk of a **labour shortage** in the future. Risks also arise if we fail to respond promptly to the evolving demands in a volatile market environment, thereby falling short of meeting our employees' expectations for a modern working environment. This includes the need for a workplace that fosters diversity, equality, integration and a sense of belonging. This would not only pose a risk for talent recruitment, but also for employee retention.

#### **Social risks / human rights violations**

Increasing regulation leads to an increase in social risks. Until now, violations in the area of due diligence in the supply chain were primarily associated with reputational risks. However, the legal obligation means that human rights issues are now receiving more attention and also entail financial and procedural risks. The risks with regard to human rights violations are manifold. They include **discrimination and unequal treatment** of employees based on various characteristics such as age, race, skin colour, religion, disability, marital status, pregnancy, gender identity, political affiliation, sexual orientation, social origin and national origin. In a global manufacturing process, there is a possibility that **child labour or forced labour** used to produce the devices. Labour **conditions long the supply chain** could be poor, as evidenced by low wages and inadequate working hours. **Social standards** such as fair wages and reasonable working hours may not be met.

#### **Governance and Compliance**

Lack of **transparency** in relation to our sustainability reporting entails the risk of not meeting the stakeholders' expectations. The increasing regulatory requirements call for additional expertise, which must either be built up internally or provided by external partners. These circumstances can affect all business areas and have direct impacts on operational activities. At the same time, they entail increased administrative expenses to ensure compliance with relevant requirements or new laws.

**Corruption incidents** point towards poor company management. Their disclosure may lead to the termination of business relationships and have a negative impact on the share price or on the valuation of the company by existing and potential investors. Furthermore, corruption can cause direct financial damage to local companies and the Group. This may result in legal consequences such as fines and sanctions that may be imposed by supervisory authorities or courts. In addition, the cases mentioned above can cause indirect financial damage.

The risk of **data breaches** occurring could affect the rights of data subjects and result in financial loss for mobilezone.

Risks are assessed according to the probability of occurrence and the amount of the potential loss or the severity of the negative impact. Once the risks have been identified and assessed, targeted measures are developed to reduce the probability of occurrence and/or the potential for damage.

## Code of Conduct of the mobilezone Group GRI 2-23

Companies are assessed not only on the basis of their economic performance, but also on the basis of the methods chosen to achieve their objectives. Here, the financial success of a company should be in harmony with the legal framework as well as sustainable and responsible business practices. The highest level of integrity and professionalism is required to achieve this. The mobilezone Code of Conduct outlines the principles by which the mobilezone Group operates and which are expected by its stakeholders.

- ✓ We expect our business partners to respect human rights and treat their employees respectfully.
- ✓ We maintain open and constructive communication based on respect and dignity.
- ✓ We will not stand for any sexual harassment, and strictly oppose conduct that is considered to be intimidating, coercive or bullying, and will punish such conduct accordingly.
- ✓ We commit to maintaining high health and safety standards in all areas of business.
- ✓ We consider ourselves to be a training and teaching company.
- ✓ We treat confidential information with care.
- ✓ mobilezone in no way tolerates theft, corruption or the unfair granting of any kind of benefits.
- ✓ We comply with laws and regulations.
- ✓ We take care of our environment. By this we mean not only ecological aspects, but also economic and social aspects.
- ✓ We use resources circumspectly and sparingly, and ensure that we minimise the release of pollutants and other emissions to the greatest possible extent.
- ✓ We treat all the personal data of our employees, customers and business partners with the greatest care.
- ✓ We avoid conflicts of interest or disclose them.

The Code of Conduct is an integral part of the employment contracts of all employees. When signing the employment contract, every employee must confirm that their actions are in line with the content of the Code of Conduct. Every employee is obliged to report possible violations of the Code of Conduct. The first point of contact is the direct superior. However, the Group CEO, the CEO Switzerland, the CEO Germany and the CFO are also available for this purpose. It is also possible to report offences anonymously via the Ethics Hotline.

Our target for 2024 is to have at least 85 per cent of employees trained in our Code of Conduct.

## Ethics Hotline GRI 2-25, GRI 205-3

In connection with the introduction of the EU Whistleblower Protection Act, the mobilezone Group introduced the "Ethics Hotline" throughout the Group. The CFO is responsible for managing and processing the Ethics Hotline. The Ethics Hotline is provided by an external partner to ensure anonymity. The reports are sent directly to the CFO and the CEO of the mobilezone Group without revealing the identity of the person making the report. This allows violations of the Code of Conduct to be reported anonymously and without the possibility of tracing the sender.

The existence and operation of the Ethics Hotline are regularly communicated and publicised on the mobilezone Group website. Every report is treated confidentially and checked in accordance with the applicable data protection regulations. The Ethics Hotline increases confidence in the Code of Conduct and the Supplier Code of Conduct and reduces the risk of corruption or other fraud.

In the reporting year, we received seven reports, all of which we investigated. mobilezone uses the findings from the reported incidents to optimise and further develop processes and guidelines. The Ethics Hotline is available to suppliers and partners and other external stakeholder groups to report any possible irregularities from outside the company. No external reports or reports in connection with cases of corruption were received in either the reporting year or the previous year.

Number	2023	2022
Notifications received	7	3
Notifications from employees	7	3
Notifications from external sources	0	0
Notification in connection with corruption	0	0



## Compliance reporting process GRI 2-26

mobilezone has a standardised compliance reporting process, which is documented in writing and communicated regularly. The members of the Management Board are responsible for complying with and implementing the Code of Conduct and national laws and standards. They are also responsible for ensuring that the processes and procedures necessary for compliance with the Code of Conduct are regularly reviewed and adapted. All new employees receive the Code of Conduct and confirm that they have understood the principles by signing their employment contract and will comply with them in the course of their employment. Furthermore, employees and, in particular, the management are required not to accept money, gifts and other personal benefits under any circumstances and to report and authorise individual business courtesy gifts or invitations.

## Regulatory and competition law procedures GRI 2-27, GRI 206-1

In the reporting year and in the previous year, no legal action was brought against the mobilezone Group for anti-competitive behaviour, anti-competitive cartel or monopoly practices or involvement in corruption. In addition, mobilezone did not face any fines or non-monetary penalties for breaches of legal provisions in the reporting year.

## Information security and data protection

Information security and data protection are a high priority for mobilezone. We aim to create added value for our customers by utilising data. Secure and modern infrastructures, transparency and the responsible handling of this data are key concerns for us.

To ensure a high level of protection for our employees, customers, partners, and the entire company, mobilezone employs numerous organisational and technical measures. We are guided by proven frameworks and management systems for information security and risk management such as NIST CSF and ISO 27000. At mobilezone, we always view information security from the perspectives of identification, prevention, detection, response, recovery and improvement.

With the introduction of the new Data Protection Act (DPA) in Switzerland on 1 September 2023, mobilezone has reviewed the existing measures for the protection of personal data. Where necessary, the required adjustments or additions were made to the guidelines to fulfil the current requirements.

In the current threat landscape with ever more professional attackers and rapidly increasing frequency of attacks, mobilezone uses state-of-the-art technologies. We leverage the possibilities offered by artificial intelligence to identify and combat risks and attacks. We always endeavour to achieve the highest possible degree of automation.

We are convinced that our employees are also very important in the area of information security. They are our last line of defence in cases that are not detected even by the most modern systems. We therefore attach great importance to user awareness training and sensitising our employees to the conscious and secure handling of data.

Performance indicator	2023	2024 target
Proportion of employees trained in cyber security	81.3 %	85.0 %

## Non-financial matters in accordance with the Swiss Code of Obligations (CO)

In accordance with Art. 964b CO, mobilezone must submit a report on non-financial matters for the first time for the reporting year. In so doing, mobilezone is obliged to fulfil due diligence obligations along the supply chain with regard to environmental, social and employee concerns, anti-corruption initiatives and compliance with human rights. In addition, there are due diligence and reporting obligations in connection with child labour. A separate breakdown of mobilezone's material topics on non-financial matters in accordance with the Swiss Code of Obligations is provided in a corresponding reference table on page 60 of this Annual Report.

## Tax compliance

The Federal Act on Tax Reform and OASI Financing (STAF) came into force on 1 January 2020. The tax reform abolished the tax regimes for holding, domiciliary and mixed companies and introduced new tax incentives focusing on promoting innovation and transitional measures in line with OECD principles. As part of the OECD's "BEPS 2.0 initiative", more than 135 countries agreed in October 2021 to implement the Global Anti-Base Erosion Rules (GloBE – Pillar 2), which aim to ensure that large multinational companies pay at least 15 per cent income tax in every Country in which they operate. In December 2021, the OECD released the corresponding GloBE model rules, which establish a coordinated framework to enforce the 15 per cent tax based on a globally standardised tax base, along with a mechanism for imposing supplementary taxes if deemed necessary. The regulations came into force on 1 January 2024. mobilezone analyses the new requirements and initiates appropriate measures to meet the new compliance requirements starting from the 2024 financial year.

## Fraud management

We are actively working to minimise the risks of fraud to avoid or uncover economic losses. We achieve this by implementing measures based on our own experiences and incidents with customers and partners. The combination of detection and prevention measures and the use of suitable resources (tools and personnel) have the following effects:

- ✔ Transparent presentation of fraud risks
- ✔ Prevention or avoidance of fraud cases
- ✔ Rapid detection of fraud cases to close security gaps
- ✔ Reduction of financial losses and possibility to recover misappropriated assets
- ✔ Strengthening our reputation and increasing trust of our customers and partners

## 5.3 Transparency with regard to sustainability

mobilezone attaches great importance to transparent communication of its sustainability measures. In line with this principle, the company has been publishing a Sustainability Report since 2020 with reference to the principles of the Global Reporting Initiative (GRI). These standards are the most widely used global standards for sustainability reporting.

In the reporting year, mobilezone is disclosing its energy consumption and the resulting CO<sub>2</sub> emissions for the first time on page 58.

This Annual and Sustainability Report also fulfils the requirements of the Swiss Code of Obligations with regard to non-financial matters. The non-financial report was prepared in accordance with Art. 964a et seq. of the Swiss Code of Obligations (CO). Companies are required to report annually on non-financial matters and implement a due diligence process to cover potential risks related to child labour and conflict minerals. This obligation applies for the first time for the 2023 financial year, with companies having to publish their first reports in 2024. The legislator also provides for the implementation of the internationally recognised recommendations of the Task Force on Climate-related Financial Disclosures (TCFD) for non-financial reports published in 2025. The reporting covers the impact of climate change on us as a company and the impact of mobilezone's business activities on climate change. mobilezone will implement this in the Sustainability Report 2024.

Since 2014, the companies mobilezone reload ltd and mobilezone ltd have been assessed by the ratings agency EcoVadis. Both companies were honoured with an EcoVadis Bronze Medal for their actions in terms of corporate social responsibility. EcoVadis assesses companies' commitment to sustainability, environmental protection and social and ethical responsibility. Around 100,000 companies from 175 countries have already been assessed.

The measures and progress within our five focus areas are communicated internally and externally. Internal target groups are informed of employee information via info screens and internal newsletters. The information is made available to external target groups in this Sustainability Report.

## Sustainability monitoring and reporting

Sustainability monitoring is organised centrally and the corresponding key figures are collected in order to control sustainability management. Monitoring is carried out as part of the internal sustainability management system in which all mobilezone business units and companies are integrated. Monitoring is employed to ascertain areas where additional measures are necessary to accomplish the targets. This is evaluated as part of the regular dialogue within the Sustainability Committee. The Sustainability Committee of the Board of Directors receives a sustainability update twice a year with the aim of monitoring and advancing the operational implementation of the sustainability strategy.

## 5.4 Responsibility along our value chain

The mobilezone Group generates its entire value added with activities in Switzerland and Germany. In the Swiss market, mobilezone operates 127 shops. The shops are equipped with full range of smartphones, including accessories and wearables and offer subscriptions for mobile and fixed-line telephony, digital TV, and Internet from all providers. Under the brand jusit, mobilezone sells used and refurbished smartphones at attractive prices. mobilezone business offers independent advice and individual customer solutions in the telecommunications sector for SMEs and large companies. TalkTalk and Digital Republic are the Swiss Mobile Virtual Network Operators (MVNO) of mobilezone. mobilezone reload covers the repair and second life business in Switzerland. In Germany, mobilezone operates various e-commerce platforms. The Sparhandy and Deinhandy brands specialise primarily in bundle deals – attractive offers consisting of a subscription and a mobile device as well as accessories and insurance products. The teleshopping channel Handystar offers deals on smartphones and mobile subscriptions making it a useful addition to the online offer. HIGH is our German MVNO. Indirect B2B trade is bundled under the umbrella brand mobilezone handel.

Our customers expect us to offer an extensive range of products, which we source from suppliers and partners in different geographical regions. The import of smartphones, accessories and wearables has an impact on the environment, economy and society along the value and supply chain in terms of sustainability. In addition, the manufacturing process involves workers in different regions and under different working conditions, who have a right to fair working conditions and fair pay for the work they perform.

Against this backdrop, mobilezone is aware of its ecological, social and human rights responsibilities as a company and therefore attaches great importance to safeguarding and complying with these aspects within the procurement process.

In addition to all other suppliers, mobilezone also aims to hold smartphone manufacturers and network operators to account to ensure compliance with human rights due diligence obligations and the exclusion of conflict minerals in the manufacture of products.

The process, from design and development through to raw material extraction to production and delivery, constitutes a significant part of the entire value chain that falls outside the operational control of the mobilezone Group. mobilezone's ability to influence the most important smartphone manufacturers and network operators is therefore limited, taking into account our share of the total volume of these partners and our positioning in the value chain.

We fulfil our responsibility along the value chain wherever we can, specifically in the following areas:

- ✔ We create and maintain added value: Our business activities, namely the sale of services and consumer goods as well as the purchase of capital goods, contribute to economic development in our impact markets of Switzerland and Germany.
- ✔ We create and maintain jobs in our impact markets: As an economically healthy and resilient company, we ensure added economic value at our locations both as an employer and as a taxpayer.
- ✔ We reduce our CO<sub>2</sub> footprint as far as possible: The CO<sub>2</sub> footprint within the entire value chain, i.e. that resulting from the production of smartphones, smartwatches, tablets and accessories, lies outside mobilezone's sphere of influence. As a first step, we are focusing on potential savings that we can implement directly within mobilezone. In a further step, we look for potential savings outside our direct sphere of influence and take appropriate measures.

- ✔ We promote the use of devices over a long period of time: We are committed to keeping appliances in the product cycle for as long as possible by offering attractive repair services and enabling appliances to extend their life cycle through refurbishment. This helps us to conserve resources (more information in the section on the smartphone cycle on page 52).

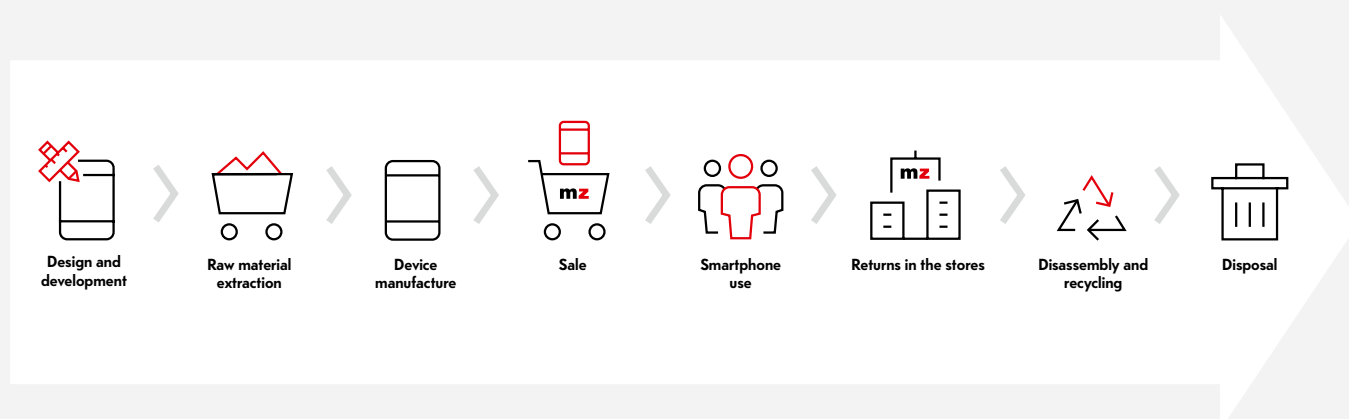
- ✔ We include our suppliers and partners in our responsibility: we want to initiate and implement sustainability projects together with our suppliers and partners. In addition, mobilezone, along with its suppliers and partners, assumes responsibility in the areas of human rights, labour, the environment and anti-corruption. mobilezone is convinced that our ambitious goals can only be achieved together.

- ✔ We fulfil our legal and regulatory responsibilities: The end products from our business activities, such as smartphones, smartwatches, tablets and accessories, contain raw materials from numerous countries, the extraction of which is often associated with environmental and social risks. We are committed to ensuring that these laws and regulations are adhered to by suppliers upstream in the value chain.

## Code of Conduct for Suppliers GRI 2-23

In the 2023 financial year, the Code of Conduct for Suppliers and Business Partners was drawn up and integrated into operational processes. The Code forms the basis for an ethical and environmentally friendly supply chain. The Code of Conduct applies to all suppliers and business partners as well as their employees, representatives and subcontractors. It is based on international standards, such as the United Nations Guiding Principles on Business and Human Rights (UN Global Compact), the OECD Guidelines for Multinational Enterprises and the Declaration on Fundamental Principles and Rights at Work of the International Labour Organization (ILO). The Code contains guidelines in the areas of human rights, prohibition of forced and child labour, social standards, environmental protection, safety, corruption, conflict minerals and compliance. With the Code, we oblige our business partners to recognise and accept their responsibility along the supply chain.

## Our value chain



### Suppliers and partner management

According to the revised Art. 964a et seq. of the Swiss Code of Obligations (CO), mobilezone is obliged to exercise due diligence along the supply chain with regard to environmental, social and employee concerns, anti-corruption initiatives, the avoidance of forced and child labour and compliance with human rights. In this context, the mobilezone Group's supplier structure was subjected to a systematic risk analysis. Our supplier structure can be summarised as follows:

- ✓ The mobilezone supplier base comprises around 1,500 partners from various countries. Mobile network operators and smartphone manufacturers account for around 70 per cent of the purchasing volume.
- ✓ Almost all suppliers of the mobilezone Group are based in Switzerland or the European Union or in a country in which the risk of child labour is classified as low according to the UNICEF Children's Rights in the Workplace Index.
- ✓ Almost 80 per cent of the purchasing volume is accounted for by purchases of smartphones, accessories and wearables.

in per cent	in relation to the total number of all suppliers	in relation to the total purchasing volume in CHF
Suppliers based in the EU or Switzerland	99.9 %	≈ 100 %
Suppliers based in a country with a low risk of child labour	≈ 100 %	≈ 100 %
Suppliers of smartphones, wearables and accessories	8.1 %	77.4 %
Manufacturers and network operators	0.8 %	69.1 %

The analysis shows that the majority of suppliers are based in countries that have similar legal, regulatory and normative requirements to mobilezone. The risk posed by these direct suppliers is therefore classified as low. However, smartphones, accessories and wearables account for almost 80 per cent of the purchasing volume. These goods are produced in various regions of the world, some of which have complex supply chains. The risks along the supply chain in connection with the purchase of these goods are therefore classified as inherently higher. The following measures have been taken to fulfil the statutory duties of care:

- ✓ The Supplier Code of Conduct was submitted for signature to those suppliers of smartphones, accessories and wearables as well as the most important service providers who account for the largest purchasing volume. The Code was also sent to all suppliers based in a Country with an increased risk of child labour.
- ✓ 42 Suppliers have signed and returned the Supplier Code of Conduct or referred to their own code or guidelines that at least meet the standards of mobilezone. These suppliers cover 83 per cent of the total Group-wide purchasing volume.
- ✓ Of our suppliers for smartphones, wearables and accessories, 21 have signed our Supplier Code of Conduct or have referred to their own code or guidelines that at least meet the standards of mobilezone. In this way, we cover more than 95 per cent of the purchasing volume for hardware.

- ✔ In recent years, on-site visits have been made to the production facilities of various device manufacturers in China, South Korea, Vietnam and Taiwan. The visits revealed no evidence of child or forced labour or other violations of our Code of Conduct.
- ✔ In the event of potential breaches of the Code of Conduct, mobilezone seeks dialogue with the suppliers concerned and seeks solutions to improve the situation. We reserve the right to impose appropriate sanctions up to and including cancellation of the contract.

The following table shows the proportion of the Group-wide purchasing volume accounted for by suppliers who have signed the mobilezone Supplier Code of Conduct or equivalent guidelines.

<b>in per cent</b>	<b>in relation to the total purchasing volume per category in CHF</b>
All suppliers	83.1 %
Suppliers of smartphones, wearables and accessories	95.1 %
Suppliers based in a country with a low risk of child labour	100 %

## Evaluation and outlook GRI 308-1, GRI 408-1

The analysis of the supplier base and the findings from the implemented measures allow mobilezone to conclude that there is no reasonable suspicion of child labour along the supply chain and that minimum standards are observed with regard to environmental, social and employee matters and the fight against corruption. Nevertheless, the implementation of the following additional measures is planned for the 2024 financial year:

- ✔ The proportion of suppliers who have signed the Code of Conduct for Suppliers is to be further increased. Existing suppliers are asked to sign the Supplier Code of Conduct again at regular intervals to maintain awareness of the issue.
- ✔ We are increasing the proportion of suppliers who have signed our Supplier Code of Conduct or equivalent guidelines from 83 per cent to 85 per cent of the total group-wide purchasing volume.
- ✔ We are increasing the proportion of suppliers for smartphones, wearables and accessories, who have signed our Supplier Code of Conduct or equivalent guidelines from 95 per cent to 96 per cent of the total group-wide purchasing volume for hardware.
- ✔ New suppliers sign the Code of Conduct at the time of signing the contract or are able to refer to their own codes or guidelines that at least meet the standards of mobilezone.
- ✔ We plan to introduce a questionnaire for suppliers to further improve our supplier management and ensure compliance with environmental and social standards. The questionnaire also systematically enquires about any certifications in the area of sustainability.
- ✔ We carry out further on-site visits to selected suppliers, taking into account compliance with our Supplier Code of Conduct.

## 6. Employees

Without our employees and their knowledge and skills, mobilezone would be unable to do business. Consequently, we depend on specialists from various fields throughout our company. Some of these specialists are recruited externally, with our company offering them an attractive workplace with modern working conditions and employee benefits, as well as a culture based on trust, generosity and communication on equal terms. mobilezone also offers apprenticeship programmes that train future specialists, identify and support promising candidates and offer them attractive opportunities for further development.

### 6.1 Attractive employer

mobilezone strives to meet the needs of employees in a variety of life and family situations. This includes not only part-time opportunities and the ability to work flexibly and remotely (depending on job profile and responsibilities), but also parental leave (maternity leave, paternity leave and adoption leave) and the ability to return to work afterwards. Employees aren't the sole beneficiaries; we as

a company benefit too, by reacquiring valuable employees and the knowledge they possess. The vast majority of our employees return to the company when their parental leave ends.

Employee satisfaction provides a foundation for sustainable business at mobilezone. To drive this point home, managers' salaries are based on a variable model that factors in employee satisfaction.

#### Culture of open communication

One important feature of mobilezone culture is open communication on a first-name basis, independent of hierarchy levels. This can be seen in the raft of measures implemented by the company across all departments and business units.

**Employee appraisals:** Employees meet with their supervisors at least once a year for one-on-one talks, during which they have the opportunity to give feedback, review shared goals and assess the current situation for the purpose of a mutual assessment.

## Employees<sup>1</sup> at mobilezone GRI-2-7

### Number of employees by gender, region and employment contract GRI 2-7 a, 2-7 b

Country		2023				2022				2021			
		♂	%	♀	%	♂	%	♀	%	♂	%	♀	%
Switzerland	temporary <sup>2</sup>	133	27.3	51	31.3	130	25.5	51	30.2	125	24.1	52	29.7
	permanent	355	72.7	112	68.7	380	74.5	118	69.8	393	75.9	123	70.3
	<b>Total</b>	<b>488</b>	<b>100</b>	<b>163</b>	<b>100</b>	<b>510</b>	<b>100</b>	<b>169</b>	<b>100</b>	<b>518</b>	<b>100</b>	<b>175</b>	<b>100</b>
Germany	temporary <sup>2</sup>	9	4.2	12	7.4	6	2.7	8	5.5	4	1.8	3	2.1
	permanent	203	95.8	151	92.6	214	97.3	138	94.5	218	98.2	140	97.9
	<b>Total</b>	<b>212</b>	<b>100</b>	<b>163</b>	<b>100</b>	<b>220</b>	<b>100</b>	<b>146</b>	<b>100</b>	<b>222</b>	<b>100</b>	<b>143</b>	<b>100</b>
mobilezone Group	<b>Total</b>	<b>1 026 employees</b>				<b>1 045 employees</b>				<b>1 058 employees</b>			

### Number of employees by employment type and gender GRI 2-7 b

Gender	Workload	2023		2022		2021	
		Employees	%	Employees	%	Employees	%
♂	Part-time	53	7.6	40	5.5	43	5.8
	Full-time	647	92.4	690	94.5	697	94.2
	<b>Total</b>	<b>700</b>	<b>100</b>	<b>730</b>	<b>100</b>	<b>740</b>	<b>100</b>
♀	Part-time	106	32.5	84	26.7	75	23.6
	Full-time	220	67.5	231	73.3	243	76.4
	<b>Total</b>	<b>326</b>	<b>100</b>	<b>315</b>	<b>100</b>	<b>318</b>	<b>100</b>
mobilezone Group	<b>Total</b>	<b>1 026</b>		<b>1 045</b>		<b>1 058</b>	

<sup>1</sup> Number of employees given in headcounts in each case

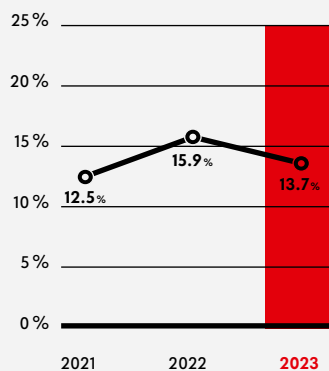
<sup>2</sup> Temporary contract types include apprentices.

# Results of the employee survey

## Employee satisfaction

Country	2023	2022	2021
Switzerland	84.0 %	86.4 %	84.4 %
Germany	61.0 %	76.4 %	76.2 %
mobilezone Group	75.9 %	82.7 %	81.8 %

## Turnover (unplanned)<sup>1</sup> GRI 401-1 b



## Total number and rate of unplanned turnover by age group, gender and region GRI 401-1 b

Country	Age (in years)	2023		2022		2021	
		♂ %	♀ %	♂ %	♀ %	♂ %	♀ %
Switzerland	< 25	24 11.2	11 15.7	24 11.0	13 16.6	14 7.2	14 19.1
	25–35	34 20.4	8 12.3	41 23.6	20 32.0	33 17.1	17 23.6
	35–45	14 15.1	1 4.5	14 15.0	4 20.0	10 10.0	6 27.3
	> 45	3 8.0	3 21.4	6 20.3	3 28.6	4 11.4	2 16.0
	<b>Total</b>	<b>75 14.7</b>	<b>23 13.5</b>	<b>85 16.5</b>	<b>40 23.3</b>	<b>61 11.7</b>	<b>39 21.7</b>
Germany	< 25	5 62.5	4 24.2	2 18.2	3 18.8	3 35.3	1 8.3
	25–35	12 18.8	10 14.3	17 22.4	7 11.2	16 18.5	5 7.6
	35–45	9 12.5	5 9.1	5 6.1	6 13.2	8 10.3	1 2.2
	> 45	3 3.8	1 3.4	2 3.8	0 0.0	0 0.0	0 0.0
	<b>Total</b>	<b>29 13.0</b>	<b>20 11.7</b>	<b>26 11.7</b>	<b>16 11.1</b>	<b>27 12.1</b>	<b>7 4.9</b>
mobilezone Group	<b>Total</b>	<b>104 14.2</b>	<b>43 12.6</b>	<b>111 15.1</b>	<b>56 17.7</b>	<b>88 11.8</b>	<b>46 14.2</b>

Other departures (planned<sup>2</sup> and natural<sup>3</sup> departures):

2023 Switzerland: Men younger than 25 y: 48; 22.4% | 25–35 y: 34; 20.4% | 35–45 y: 12; 13.0% | older than 45 y: 9; 24.0% | 2022 Switzerland: Men younger than 25 y: 30; 13.8% | 25–35 y: 26; 14.9% | 35–45 y: 12; 12.8% | older than 45 y: 7; 23.7% | 2021 Switzerland: Men younger than 25 y: 54; 27.7% | 25–35 y: 15; 7.8% | 35–45 y: 6; 6.0% | older than 45 y: 6; 17.1%

2023 Switzerland: Women younger than 25 y: 17; 24.3% | 25–35 y: 7; 10.8% | 35–45 y: 6; 27.3% | older than 45 y: 1; 7.1% | 2022 Switzerland: Women younger than 25 y: 19; 24.2% | 25–35 y: 11; 17.6% | 35–45 y: 2; 10.0% | older than 45 y: 1; 9.5% | 2021 Switzerland: Women younger than 25 y: 16; 21.8% | 25–35 y: 13; 18.1% | 35–45 y: 3; 13.6% | older than 45 y: 3; 24.0%

2023 Germany: Men younger than 25 y: 3; 37.5% | 25–35 y: 15; 23.4% | 35–45 y: 15; 20.8% | older than 45 y: 12; 15.2% | 2022 Germany: Men younger than 25 y: 2; 18.2% | 25–35 y: 4; 5.3% | 35–45 y: 8; 9.8% | older than 45 y: 5; 9.5% | 2021 Germany: Men younger than 25 y: 2; 23.5% | 25–35 y: 14; 16.2% | 35–45 y: 6; 7.7% | older than 45 y: 5; 9.8%

2023 Germany: Women younger than 25 y: 3; 18.2% | 25–35 y: 12; 17.1% | 35–45 y: 9; 16.4% | older than 45 y: 6; 20.7% | 2022 Germany: Women younger than 25 y: 4; 25.0% | 25–35 y: 10; 16.0% | 35–45 y: 5; 11.0% | older than 45 y: 2; 10.0% | 2021 Germany: Women younger than 25 y: 3; 25.0% | 25–35 y: 15; 22.9% | 35–45 y: 3; 6.6% | older than 45 y: 1; 4.9%

%-figure indicates the rate of new employees in proportion to the average number of employees during the reporting period by age group, gender and region.

<sup>1</sup> Unplanned turnover means that the employee terminated their employment contract with mobilezone on their own initiative. It is calculated based on the sum of the employee headcount at the start and end of the year divided by two, in proportion to the unplanned departures.

<sup>2</sup> Planned turnover covers all departures where the employment relationship was terminated by mobilezone.

<sup>3</sup> Natural turnover includes departures caused by the end of a fixed-term contract, retirement or death of the employee.

**Employee events:** In addition to providing written information to employees via digital channels, the company holds regular employee events. These are designed to present additional information in need of further explanation, and to give employees a chance to provide feedback and ask questions directly. The events take the form of virtual and in-person meetings, employee breakfasts and more. Sustainability is one of the subjects whose importance is driven home to the staff at these events. mobilezone has made it a priority to improve its communication on the subject of sustainability – not just externally, but internally as well. Sustainability comes up regularly at employee events, and reports are given on current activities. Employees are encouraged to make suggestions and give feedback about sustainability. In this way, we as a company ensure that sustainability is fully embedded in our company. Additional events, such as Christmas parties, apéritifs, the "mobilezone Football Tournament", ski days and team outings, are ways that we express appreciation for the employees at our various locations and encourage team cohesion across departments.

### Evaluation and outlook

One of last year's goals was to conduct a Group-wide employee survey. The survey was carried out and will be conducted annually from now on. In the reporting year, employee satisfaction was at 75.9 per cent, 6.8 per cent lower than the previous year. The decrease is primarily due to the restructuring effort in Germany, which has negatively impacted employee satisfaction. Unplanned turnover is another indicator of employee satisfaction. Unplanned turnover in the reporting year was 13.7 per cent, which is lower than in the previous year (2022: 15.9 per cent).

In terms of employee satisfaction, the following targets have been set for the 2024 financial year:

- ✓ In 2024, we will conduct another Group-wide employee survey.
- ✓ We will increase employee satisfaction to 80 per cent.
- ✓ For the 2024 financial year, we aim to achieve an unplanned turnover of less than 13.0 per cent.

## 6.2 Safety and health in the workplace GRI 403

Employee health and well-being are important to us. For that reason, we take seriously our responsibility to be a good employer, to do our best to help our employees do their jobs and to provide them with a safe workplace.

We use a variety of measures and further training to ensure the safety and health of our employees. A safety plan ensures that mobilezone is prepared for a variety of internal and external risks and is capable of reacting adequately at all times should an incident occur. Every employee at mobilezone contributes to workplace safety, thanks in part to the training mobilezone provides on a regular basis, for example, on the subject of fire safety and evacuation. Individual employees are trained as fire safety assistants, whose knowledge of fire fighting and evacuation procedures can be relied on in the event of a fire. In the area of logistics, employees observe the applicable safety standards in line with their training, for example, how to drive a forklift correctly or dress properly.

Our repair shop is ESD compliant by design to protect repaired devices from voltage spikes and hidden damage. The technicians are provided with suitable clothing and trained in accordance with ESD guidelines.

In the area of **information security**, employees at mobilezone are trained on a regular basis, for example, via e-learning and email campaigns or in-person safety training and courses. In the reporting year, 81,3 per cent of employees received training on cybersecurity.

In addition, mobilezone supports a range of health services at the company, such as Bike to Work, company bikes and fitness club memberships.

### Evaluation and outlook

mobilezone will continue to focus on employees, their well-being and their development at the company. The activities described above are constantly being expanded with the goal of meeting our targets and achieving or improving the corresponding key figures. This is made possible in part thanks to better use of synergies between the German and Swiss personnel departments. In addition to activities that directly affect employee satisfaction and well-being, such as strategic talent management, mobilezone is also introducing technical measures, for example, a new system for logging work hours and absences in Switzerland. The targets for the 2024 financial year are:

- ✓ We want to reduce the number of absences due to illness/accident at our company from 7.1 days to 6.5 days per employee (see page 45).
- ✓ The proportion of employees who receive cybersecurity training in 2024 should increase to 85 per cent.



### 6.3 Education and training GRI 404-1

mobilezone wants to remain an attractive employer. For that reason, the company supports its employees with their personal development whenever possible, in directions that suit their individual talents and ambitions. Finding and retaining the right employees is important to mobilezone. And it is possible in part thanks to mobilezone's unique culture, as well as to the variety of measures we implement across every department and subsidiary. The goal is to strengthen each employee's sense of loyalty to the company. Furthermore, we seek to play an active role in managing talent and keeping it in the company.

#### Apprentices and trainees in Switzerland

mobilezone has been training apprentices in Switzerland since 2001. The approach of training talented people ourselves and then integrating them into the company is best exemplified by our trainee programme. It enables mobilezone to recruit and train tomorrow's skilled workers today. Requirements for apprentice training in Switzerland have increased due to reforms to apprentice training in retail sales in "Sales 2022+" as well as "KV Reform 2023". mobilezone has adapted its training plan accordingly.

In the summer of 2020, mobilezone introduced the trainee programme in Switzerland with the goal of recruiting talented young people with university or college degrees and integrating them into the company. Early integration of young, skilled workers will deepen their knowledge of the company and its processes and increase their loyalty to the company.

#### Training programme in Germany

Switzerland's successful track record for training has also inspired mobilezone Germany to develop a training plan in the reporting year based on what has worked so well in Switzerland. Nine apprentices have participated in the German programme since August 2023. To raise awareness of the training offered by mobilezone subsidiaries in Germany, mobilezone has attended a variety of job fairs. During the same period, 15 trainers were trained throughout the company.

The trainee programme was launched in Germany in October 2022, with one trainee in the Trade Marketing department and one in the SEO & Content Team, one of which went on to become a full-time employee after completing the programme. In the financial year 2023, the trainee programme was expanded to include an apprenticeship in the Product & Innovation department. Another innovation in the German trainee programme is the extension of the programme from six to twelve months.

As of 2024, mobilezone now offers another option for training in Germany: Applicants can combine theory and practice in the "dual study" programme. Candidates bring a bachelor's degree to the table and can choose between a part-time and a full-time model.

#### Support for further training

To keep talent in the company, mobilezone supports internal and external training for employees in their specialist fields. Our education and training are tailored to individual needs of the employee and of the company, and are discussed and defined as part of strategic talent management.

<b>Apprentices</b>	<b>2023</b>	<b>2024 target</b>
Education and training days	11 477	
Education and training days per apprentice	76.5	70.0
<b>All employees</b>	<b>2023</b>	<b>2024 target</b>
Education and training days	12 092	
Education and training days per employee	11.2	11.5

#### Strategic talent management GRI 404-2

mobilezone conducts targeted and strategic talent management with the goal of acquiring, identifying, retaining and training qualified employees. With this goal in mind, mobilezone has developed a concept based on tailoring performance reviews to include "Tasks", "Performance" and "Potential". These topics are discussed and jointly documented by the supervisor and the employee. This is followed by calibration and a final assessment. These serve as the basis for an individual development plan, which is drawn up in the form of actions, such as further training. The new process includes not only a traditional employee appraisal focusing on performance, but also development discussions and plans. It also addresses issues that may lead an employee to leave the company. Employee appraisals in Switzerland have been partly based on the new process since 2023. In 2024, development discussions will be added in Switzerland and the process will be expanded to include employees in Germany.

## Parental leave GRI 401-3 a-e

Country		2023		2022		2021	
		♂ %	♀ %	♂ %	♀ %	♂ %	♀ %
Switzerland	Total parental leave requests	13	5	10	3	5	4
	Total parental leave taken	13	5	10	3	5	4
	Returned to work after parental leave <sup>1</sup>	13 100	4 80	10 100	3 100	5 100	4 100
	Still employed 12 months after returning <sup>2</sup>	N/A	n.a	6 60.0	3 100	0 0.0	1 25.0
Germany	Total parental leave requests	6	10	7	15	5	15
	Total parental leave taken	5	9	7	15	2	15
	Returned to work after parental leave <sup>1</sup>	2 40.0	5 55.5	5 71.4	9 60.0	2 100	3 20.0
	Still employed 12 months after returning <sup>2</sup>	N/A	N/A	4 80.0	7 77.8	2 100	3 100

Parental leave is handled differently at different locations in the mobilezone Group depending on local laws. In Switzerland, paternity leave was introduced as of 1 January 2021.

<sup>1</sup> Rate of return: Number of women and men who returned to work after parental leave in proportion to the total number of prearranged returns to work.

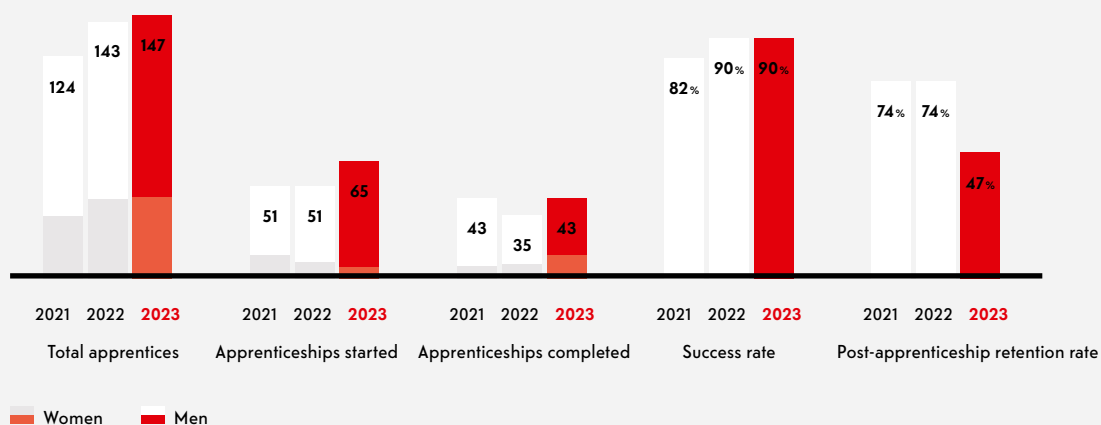
<sup>2</sup> Retention rate: Number of women and men who were still employed 12 months after returning to work in proportion to the total number of women and men who returned to work. Values indicate the year for which parental leave was requested (2023 pending).

## Sick days and accident days (SD) GRI 403-6

Country		2023	2022	2021
		Number of SD	4 110	3 075
Switzerland	Ø number of employees	683	673	704
	SD per employee	6.0	4.6	6.6
	Number of SD	3 547	4 890	3 392
Germany	Ø number of employees	393	362	367
	SD per employee	9.0	13.5	9.2
	Number of SD	7 657	7 965	8 048
mobilezone Group	Ø number of employees	1 076	1 035	1 071
	SD per employee	7.1	7.7	7.5

Number of employees given in headcounts in each case

## Apprentices in Switzerland



## Evaluation and outlook

In the reporting year, 65 apprentices began their apprenticeship at mobilezone in Switzerland. We have therefore exceeded our target of 45 apprentices for the financial year 2023. By the end of the financial year 2023, mobilezone in Switzerland employed a total of 147 apprentices (previous year: 143). In the reporting year, 43 apprentices earned our congratulations for completing their apprenticeship (previous year: 35). This is a success rate of 90 per cent (previous year: 90 per cent). 20 of the successful graduates (47 per cent) went on to accept jobs at mobilezone (previous year: 74 per cent). The set target to retain 60 per cent of the apprentices who successfully completed the programme was not realized. In Germany, nine apprentices were hired in the reporting year, thereby exceeding last year's target of five to eight new apprentices.

The new employee appraisal and development process, which was introduced back in 2023 and will be rolled out to all of Switzerland and Germany in 2024, aims to identify talent and to promote and develop it purposefully. Furthermore, in terms of apprentices, who number more than 140 in Switzerland (20 per cent of employees), more resources are being deployed to support the mentorship and development of junior employees. mobilezone has defined the following targets for training and further education in 2024:

- ✔ We will hire at least 50 apprentices in Switzerland.
- ✔ We will hire at least five apprentices in Germany.
- ✔ In Switzerland and Germany, we aim for a success rate of over 92 per cent in the final apprenticeship exam.
- ✔ We will increase the number of education and training days per employee from 11.2 to 11.5.
- ✔ The employee appraisal and development process (strategic talent management), which was newly defined in Switzerland in this reporting year, will be expanded to include Germany.

## Equality and diversity

mobilezone culture is notable for its diversity. All of our locations are staffed by people from a total of 49 countries (previous year: 47). However, mobilezone employees are diverse not just in terms of their nationality, but with regard to their professional background and numerous other qualities. mobilezone sees this diversity as an advantage for customer service, as a guarantee of innovation and as an opportunity for dialogue and for the development of the company as a whole. Promoting diversity at different levels and in different areas will remain an important goal in the future as part of our sustainability strategy.

### Evaluation and outlook

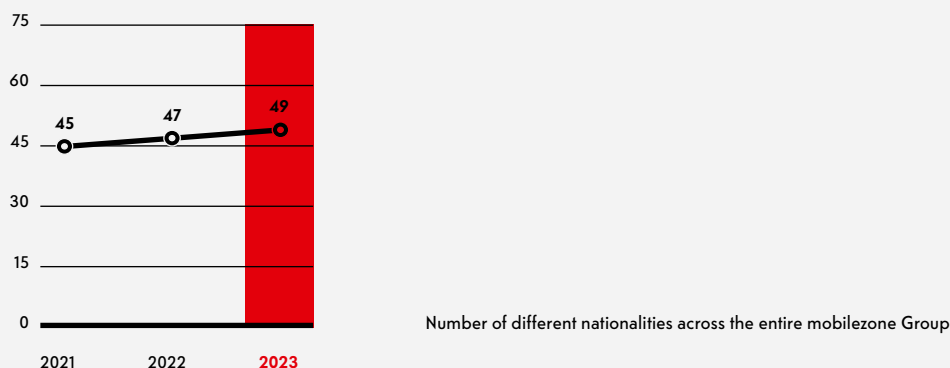
With employees from more than 49 countries (previous year: 47), the culture within the mobilezone group is already highly diverse. With regard to women in management positions, we have set goals that meet the regulatory requirements in Switzerland. When people with comparable qualifications apply to work with us, preference is given to the candidate who will make a positive contribution to the diversity of the Board of Directors or of management. The following targets have been defined:

- ✔ The proportion of women in senior management should be increased to 20 per cent by 2030.
- ✔ The proportion of women on the Board of Directors should remain at least 40 per cent.

## Diversity in regulatory bodies and among employees GRI 405-1

Position in the company	Age (in years)	2023				2022				2021			
		♂	%	♀	%	♂	%	♀	%	♂	%	♀	%
Senior management	< 25	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
	25	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
	35	4	28.6	0	0.0	9	50.0	0	0.0	6	37.5	0	0.0
	> 45	9	64.3	1	7.1	7	38.9	2	11.1	9	56.3	1	6.3
	<b>Total</b>	<b>13</b>	<b>92.9</b>	<b>1</b>	<b>7.1</b>	<b>16</b>	<b>88.9</b>	<b>2</b>	<b>11.1</b>	<b>15</b>	<b>93.7</b>	<b>1</b>	<b>6.3</b>
Middle and lower management	< 25	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
	25	14	17.7	7	8.9	9	11.3	11	13.8	14	16.1	5	5.8
	35	31	39.2	9	11.4	39	48.8	6	7.5	44	50.6	6	6.9
	> 45	14	17.7	4	5.1	12	0.2	3	3.7	15	17.2	3	3.5
	<b>Total</b>	<b>59</b>	<b>74.6</b>	<b>20</b>	<b>25.4</b>	<b>60</b>	<b>75.0</b>	<b>20</b>	<b>25.0</b>	<b>73</b>	<b>83.9</b>	<b>14</b>	<b>16.1</b>
Employees	< 25	122	16.2	36	4.8	138	25.8	49	6.4	105	13.3	44	5.6
	25-35	182	24.2	112	14.9	214	40.1	102	13.3	243	30.7	118	14.9
	35-45	120	16.0	62	8.3	126	23.6	56	7.3	126	15.9	64	8.1
	> 45	84	11.2	33	4.4	56	10.5	25	3.3	64	8.1	27	3.4
	<b>Total</b>	<b>508</b>	<b>67.6</b>	<b>243</b>	<b>32.4</b>	<b>534</b>	<b>69.7</b>	<b>232</b>	<b>30.3</b>	<b>538</b>	<b>68.0</b>	<b>253</b>	<b>32.0</b>
Apprentices	< 25	108	59.3	53	29.2	112	61.9	54	29.8	101	61.6	43	26.2
	25-35	12	6.6	9	4.9	8	4.4	7	3.9	12	7.3	7	4.3
	35-45	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
	> 45	0	0.0	0	0.0	0	0.0	0	0.0	1	0.6	0	0.0
	<b>Total</b>	<b>120</b>	<b>65.9</b>	<b>62</b>	<b>34.1</b>	<b>120</b>	<b>66.3</b>	<b>61</b>	<b>33.7</b>	<b>114</b>	<b>69.5</b>	<b>50</b>	<b>30.5</b>
<b>mobilezone Group</b>	<b>Total</b>	<b>700</b>	<b>68.2</b>	<b>326</b>	<b>31.8</b>	<b>730</b>	<b>69.9</b>	<b>315</b>	<b>30.1</b>	<b>740</b>	<b>69.9</b>	<b>318</b>	<b>30.1</b>

## Nationalities



## Newly hired employees by age group, gender and region GRI 401-1 a

Country	Age (in years)	2023				2022				2021			
		♂	%	♀	%	♂	%	♀	%	♂	%	♀	%
Switzerland	< 25	89	41.5	32	45.7	91	41.8	43	54.8	74	37.9	31	42.2
	25-35	35	21.0	8	12.3	37	21.3	18	28.8	40	20.7	24	33.3
	35-45	9	9.7	3	13.6	21	22.5	4	20.0	8	8.0	7	31.8
	> 45	1	2.7	0	0.0	2	6.8	3	38.6	10	28.6	2	16.0
	<b>Total</b>	<b>134</b>	<b>26.2</b>	<b>43</b>	<b>25.1</b>	<b>151</b>	<b>29.3</b>	<b>68</b>	<b>39.7</b>	<b>132</b>	<b>25.2</b>	<b>64</b>	<b>35.6</b>
Germany	< 25	6	75.0	13	78.8	10	90.9	13	81.3	4	47.1	6	50.0
	25-35	17	26.6	16	22.9	13	17.1	20	32.0	17	19.7	11	16.8
	35-45	22	30.6	8	14.5	15	18.3	6	13.2	18	23.1	11	24.2
	> 45	8	10.1	1	3.4	4	7.6	2	10.0	11	21.6	0	0.0
	<b>Total</b>	<b>53</b>	<b>23.8</b>	<b>38</b>	<b>22.3</b>	<b>42</b>	<b>19.0</b>	<b>41</b>	<b>28.5</b>	<b>50</b>	<b>22.3</b>	<b>28</b>	<b>19.5</b>
<b>mobilezone Group</b>	<b>Total</b>	<b>187</b>	<b>25.5</b>	<b>81</b>	<b>23.7</b>	<b>193</b>	<b>26.2</b>	<b>109</b>	<b>34.5</b>	<b>182</b>	<b>24.4</b>	<b>92</b>	<b>28.4</b>

%-figure indicates the rate of new employees in proportion to the average number of employees during the reporting period by age group, gender and region.

# 7. Customers

Our customers, who buy our products and use our services, are the reason the company exists. They come from all age groups and have a multitude of different needs and characteristics. We reach them online through digital platforms, at our shops in Switzerland, by telephone via customer service, by email, chat and many other communication channels. Our strategy is based on an omnichannel approach. We meet our customers wherever they prefer to shop and guarantee them the appropriate customer journey. Our goal is to offer our customers an optimal individual customer experience and to ensure that they come back, and that we can build customer relationships based on trust. We are well-positioned to provide customers with in-depth and satisfactory support in the aftersales process as well.

In the materiality analysis carried out while developing our sustainability strategy, mobilezone identified customers as another key area of focus. Since then, the company has taken a more customer-centric approach. We have recognised that satisfied customers are loyal customers, who are eager to return. In creating the mobilezone Club we have built a structure that rewards long-term customers. By constantly training every employee who comes into contact with customers, we ensure that customers receive help quickly in the event of an incident. And by allowing our customers to send us direct, digital feedback, which we analyse regularly in detail, we enable mobilezone to improve as a company – continuously and sustainably.

We know that our company could not exist without satisfied customers. That's why we prioritise the customer target group and constantly develop additional measures to reach this target – whether in the area of education and training for employees who deal with customers, in developing customer loyalty offers or in delivering sustainable alternatives in the fields of telecommunications and technology. We want to afford our broad range of customers of all ages service that constantly exceeds their expectations, by providing them with supplementary offers and services and finding unconventional solutions for them.

## 7.1 Building long-term customer relationships

mobilezone Switzerland established the mobilezone Club in 2020. Customers who are members of this customer advantage programme benefit from attractive discounts and special offers, as well as priority status when new mobile devices hit the shelves. They also earn points with each purchase, which can then be applied towards future purchases. At the same time, the registration process has been simplified by way of technical optimisations to deliver a more convenient customer experience. In the past financial year, the company has managed to expand its cooperation with various partners. mobilezone Club customers benefit from numerous attractive recreational offers, discounts and offers outside the realm of telecommunications. Club members also receive a birthday gift. The mobilezone Club numbered 238,000 members at the end of 2023 (previous year: 165,000). We therefore fell short of our target of 250,000 members.

The following targets have been set for the mobilezone Club:

- ✓ By the end of 2024, we want to have 300,000 mobilezone Club members. We can achieve this by making the Club even more attractive, for example, through partnerships.
- ✓ By 2025, we want the mobilezone Club to have 350,000 members.

## 7.2 Customer satisfaction

For mobilezone, customer satisfaction forms the basis for sustainable customer relationships. The company places correspondingly high value on customer orientation, which means that customers are an area of focus for company management. To drive this point home, managers' salaries are based on a variable model that factors in customer satisfaction. Customer satisfaction depends largely on customers' perception of the shopping experience at mobilezone. With that in mind, we have launched initiatives over the years at all points of contact to maintain customer satisfaction.

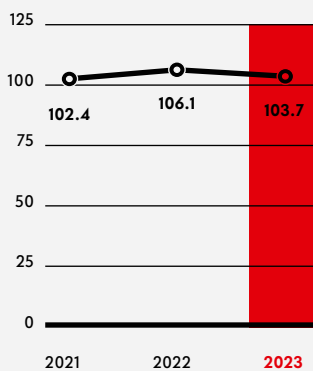
mobilezone's view of customer retention involves constantly improving the customer experience across all channels to increase customer loyalty. We achieve this through various activities that have been developed for specific channels and are regularly tested for effectiveness.

However, customer loyalty is also achieved through strategic customer relationship management, which allows mobilezone to meet customers' needs individually and automatically by means of customised offers.

## Prerequisites for a good customer experience



## Development of customer satisfaction



Consolidated index of all customer satisfaction surveys across the entire mobilezone Group (base year 2020: 100).

### Training of sales staff at mobilezone Switzerland

mobilezone operates a network of 127 shops across all language regions in Switzerland. Customers benefit from direct contact with well-trained sales staff. The main goal is to provide customers with service that exceeds their expectations. This means that employees who come into direct contact with customers have to be trained to deliver on that promise. Alongside their knowledge about devices and accessories where the technology keeps improving, sales staff must stay current on the broad range of offers for mobile, landline, TV and internet subscriptions and how they combine with devices.

In the reporting year, training focused on the qualitative and quantitative development of sales staff, as well as on the topic of aftersales. In addition, device manufacturers led training sessions with sales staff from mobilezone to increase their product know-how. In particular, there were trainings relating to market launches for the Google Pixel and the Nothing Phone, alongside training for

established brands such as Apple and Samsung. A total of 180 store managers, sales representatives and sales trainees took part in last year's training.

One of the focal points in sales training last year was to establish the training team. This team, led by the Head of Sales Education, has been expanded as of April 2023 to include the role "Sales Manager Education". From 2024, mentoring efforts will be intensified in western Switzerland through the addition of a Sales Manager Education for Romandy.

In 2024, we will continue to emphasise the three pillars of quality, quantity and aftersales with the aforementioned training topics and the expansion of on-site coaching led by the Sales Manager Education. In 2024, additional emphasis will also be placed on topics such as mindset, motivation and recognition/appreciation, with training provided on these topics alongside existing subjects.

## **Coaching and training for customer service staff**

To provide customers with the best possible service, customer service staff undergo regular training and development. Measures developed in past years to improve customer service remain in place. Continuous quality monitoring ensures that customer feedback is constantly tracked and evaluated, and that opportunities for improvement are identified so as to further improve customer service. Pain points along the customer journey are systematically recorded, categorised, passed on to the Customer Service department and processed accordingly.

## **Supporting the customer experience**

To further improve the customer journey at a high level, the focus in the financial year 2023 was on the accessibility and availability of resources at various touchpoints between mobilezone and customers. To ensure that peak times are covered, the focus this year (2024) is on the topic of accessibility. Artificial intelligence (AI) was another topic explored by mobilezone last year in connection with the customer experience. In 2023, AI was used when replying to customer enquiries, for example, relating to cancellations, order revocation and termination. The development of AI continues in the financial year 2024: For example, the company has established a task force whose role is to observe how AI is used in the market for customer service, to evaluate various solutions and to develop a concept for mobilezone.

## **Evaluation and outlook**

After every interaction with a customer, mobilezone uses a variety of tools to determine their satisfaction level. As a result, we have developed a weighted, Group-wide index for customer satisfaction. It consists of a range of key figures, including the CSAT, the NPS, Google Reviews and reviews on Trusted Shops and Trust Pilot. It has seen extremely positive and sustained development at a high level since its introduction. In the 2023 financial year, the customer satisfaction index changed from 106.1 to 103.7 compared to the previous year. As a result, the target was not met.

- ✔ For the financial year 2024, the mobilezone Group has set its sights on raising the customer satisfaction index to 105.



## Repairing, not discarding – longer life cycle for smartphones

In addition to refurbishing smartphones, mobilezone also keeps damaged smartphones alive. Frequent repairs carried out by the technicians in the workshop in Rotkreuz include rectifying minor moisture damage and bent devices. Damage caused by drops or knocks is also repaired; in these cases, the smartphone casing or display is often damaged. The technicians remove defective smartphone displays for replacement, which are then acquired by a partner company that professionally refurbishes them. This means that the displays also get a second life. Repairs are carried out exclusively with original spare parts to retain the manufacturer's warranty.



## 8. Smartphone cycle

A growing number of mobilezone customers are interested in used smartphones or in extending the service life of their devices. Constantly improving technologies are part of the reason for this. Other reasons might include the initial costs for a new device or sustainability factors, both of which lead customers to consider refurbished smartphones. Because of its infrastructure in Switzerland, mobilezone is able to buy back used devices, refurbish them and sell them as used devices under its in-house brand jusit. As a result, mobilezone is able to satisfy this demand for used devices.

With regard to sustainability, mobilezone strives to exert influence wherever it can achieve the most. This was one of the key insights from the 2020 materiality analysis. An important lever in this respect is the company's core business. As such, mobilezone has designated the smartphone cycle as the fourth of five focus areas. The others include 'second life' services, such as repairs and smartphone refurbishing. In this way, mobilezone is making a major contribution to reducing emissions and resource consumption. mobilezone is the only company in Switzerland to cover the entire value chain in-house, from selling smartphones in its shops and through a range of online portals, to repairing devices, buying them back in its shops, refurbishing and reselling them through its own channels. This enables the company to extend the lifetime of valuable smartphone products, saving resources in the process. By selling refurbished smartphones, mobilezone was able to save around 214 tonnes of CO<sub>2</sub> in the reporting year, representing around one third of Group-wide emissions in Scope 1 and Scope 2 (see section 9.3 Reducing greenhouse gas emissions). Buybacks, refurbishing and reselling of used smartphones relate to Switzerland. Refurbished smartphones have been sold in Germany as well since 2022.

Steadily rising sales figures at jusit prove that there is demand for used devices as an alternative to new ones. Sales figures are rising in the German market, too. The challenge of buying back and refurbishing enough devices has to be met here with new approaches. Another challenge here is the decline in repair volumes in Switzerland, a trend that has been developing for years. Offering refurbished smartphones will allow mobilezone to make full use of its workshop and technicians.

### 8.1 Sale of refurbished smartphones

#### jusit.ch – refurbished smartphones in Switzerland

The overall market for refurbished smartphones is a growth market, as the previous financial year has demonstrated. In 2022, refurbished smartphones accounted for 2.8 per cent of all smartphones sold, exceeding the target of 1.75 per cent by a clear margin. And in 2023, the company exceeded the target of 3 per cent with 4.3 per cent. Consequently, mobilezone sees room here for further growth in Switzerland. It aims to achieve this by offering high-quality refurbished devices at attractive prices.

The success of used, refurbished smartphones can be attributed in part to the search for a sustainable alternative to a new device and the need for a second device. To meet rising demand for sustainable alternatives to smartphones, mobilezone continues to develop its refurbishing portfolio. In early 2023, the company introduced a polishing service, which offers the option to polish a display screen as a sustainable alternative to replacing it. In addition, jusit devices are no longer delivered with cables or chargers, the reasoning being that most customers already have the right cable and charger. Anyone who needs a cable can use the accompanying coupon to buy the corresponding accessory at a discount at any mobilezone shop. mobilezone in Switzerland is also looking into refurbishing tablets and wearables, such as smartwatches, for future inclusion in the jusit portfolio.

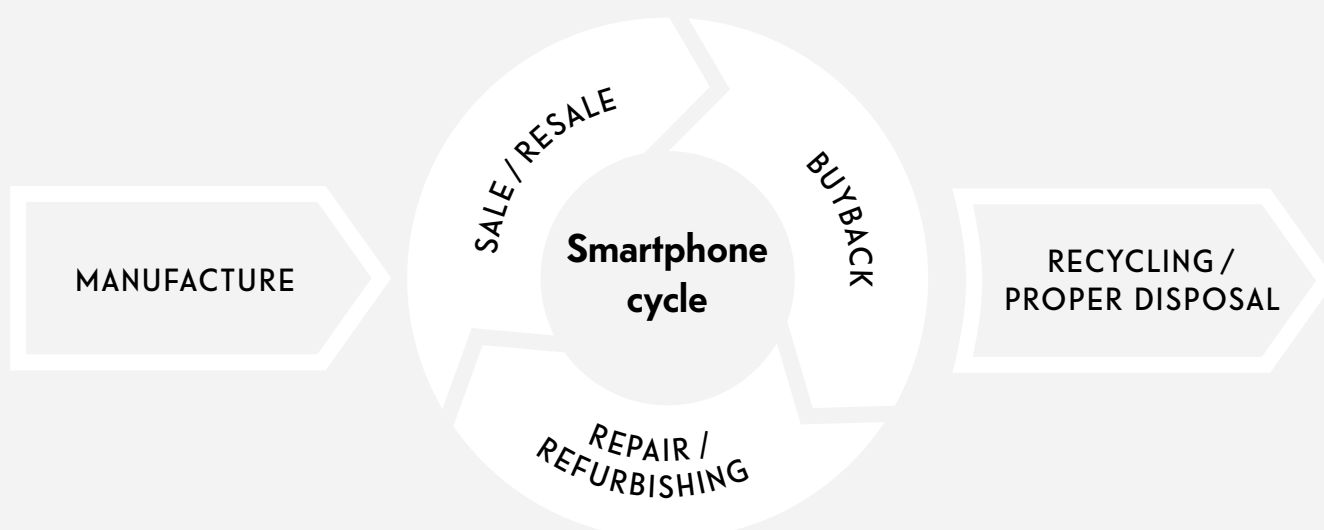
#### Refurbished smartphones in Germany

Demand for used, refurbished smartphones exists not just in Switzerland, but in Germany too. Since 2022, mobilezone has offered used, refurbished smartphones from Apple in bundles, that is, a device combined with a mobile phone contract. The devices are refurbished solely with original spare parts and sold online at Sparhandy.de. In 2023, we took the opportunity to gain a better understanding of the refurbished market and the needs of customers in Germany. In the meantime, the sale of used devices has become a permanent fixture in the business for mobilezone Germany. The company is currently planning a range of activities to raise awareness of this offering, including an expansion of marketing efforts. It is also considering whether to add other manufacturers besides Apple to the portfolio.

## Overview of the smartphone cycle focus area in Switzerland

Focus 2023	KPI	Actions	Target achievement 2023	Outlook and targets
Refurbished smartphones	Number of refurbished smartphones sold in proportion to the total number of new smartphones sold	<ul style="list-style-type: none"> <li>✔ Sale of refurbished smartphones in Switzerland</li> <li>✔ Sale of refurbished smartphones in Germany</li> </ul>	<ul style="list-style-type: none"> <li>✔ With refurbished smartphones accounting for 4.3 per cent of all smartphones sold in Switzerland, we managed to exceed the target of 3.0 per cent in the 2022 annual report by a wide margin.</li> </ul>	<ul style="list-style-type: none"> <li>✔ In 2024, 4.5 per cent of the smartphones sold in Switzerland are refurbished smartphones.</li> <li>✔ In 2025, 5.0 per cent of the smartphones sold in Switzerland are refurbished smartphones.</li> </ul>
	CO <sub>2</sub> savings through refurbished smartphones		<ul style="list-style-type: none"> <li>✔ By selling refurbished smartphones, we were able to save 214 tonnes CO<sub>2</sub>.</li> </ul>	<ul style="list-style-type: none"> <li>✔ By 2024, we aim to save 250 tonnes of CO<sub>2</sub> through refurbished smartphones.</li> </ul>
Device buyback and recycling	Repurchased smartphones in relation to total new smartphones sold	<ul style="list-style-type: none"> <li>✔ Buyback programme</li> <li>✔ Familiarising sales personnel with the buyback process</li> <li>✔ Proper disposal of devices</li> </ul>	<ul style="list-style-type: none"> <li>✔ In financial year 2023, we bought back 12.4 per cent of the smartphones sold in Switzerland, thereby exceeding the target of 9.0 per cent.</li> </ul>	<ul style="list-style-type: none"> <li>✔ In financial year 2024 we will buy back 13 per cent of the smartphones sold each year in Switzerland.</li> </ul>
Central repair service	The number of successful repairs in proportion to the total number of repair orders	<ul style="list-style-type: none"> <li>✔ Repairs for private and business customers</li> </ul>	<ul style="list-style-type: none"> <li>✔ We are still number one for smartphone repairs in Switzerland, both for the overall market and for network operators.</li> <li>✔ With a repair quota of 85.3 per cent, we fell just short of the targeted 88.0 per cent.</li> </ul>	<ul style="list-style-type: none"> <li>✔ We are still number one for smartphone repairs in Switzerland, both for the general market and for network operators.</li> <li>✔ We are aiming for a repair quota of 85.0 per cent.</li> </ul>

## The life cycle of a smartphone



## 8.2 Central repair service in Switzerland

Smartphone repair is another way that mobilezone manages to extend the lifetime of a smartphone, saving resources in the process. Repairs are made using only original spare parts from the manufacturer. As a result, the manufacturer's warranty remains valid. All repairs are carried out by manufacturer-certified technicians, which serves as a sign of quality.

A repair quota of 88 per cent was defined as the target for 2023. However, the actual value of 85.3 per cent fell short of the mark. This was due to the closure of the mobilezone workshops and the Swisscom Repair Centres in the course of the reporting year. The repair quota was quite high in the workshops thanks to direct contact with customers. Overall, the repair market is declining slightly. This is due in part to constant improvements in the quality of smartphones. For example, new construction methods mean that devices rarely sustain water damage any more. At the same time, technologies keep improving.

## 8.3 Device buyback and recycling

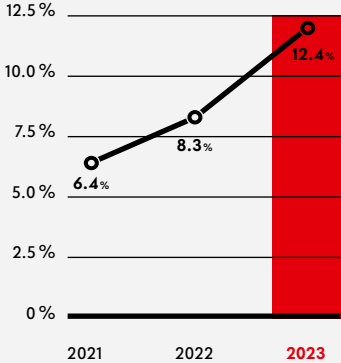
Devices that are no longer needed can be handed back to mobilezone at any time. mobilezone in Switzerland even buys back functioning devices at their trade-in value. This happens when, for example, a customer buys a new device in a shop and no longer needs the old one. mobilezone also buys back entire device fleets from companies, for example, when a company obtains device fleets from mobilezone as part of a Device as a Service contract and no longer needs the old devices. In the past financial year, the focus here was on raising customer awareness of the device buyback option. The topic has therefore been added to our sales training. The company raised awareness among business customers as well.

In the financial year 2023, we bought back 12.4 per cent of the smartphones sold in Switzerland, thereby exceeding the target of 9.0 per cent.

Devices that can no longer be repaired or used as refurbished devices can be returned or mailed back to a shop free of charge. They are passed on to recycling partners, who dispose of them properly. Defective smartphone displays that have to be removed and replaced by technicians are sent to a partner company that professionally refurbishes them. This means that the displays also get a second life.

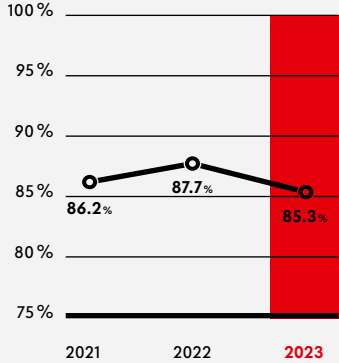
mobilezone Germany is not buying back devices for refurbishment or recycling at the moment due to its online focus.

### Smartphone buyback



Number of smartphones bought back in proportion to the total number of new smartphones sold.

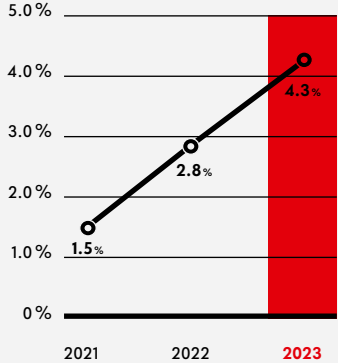
### Successful repairs



Number of successful repairs in proportion to the total number of repair orders.

### Sold refurbished smartphones

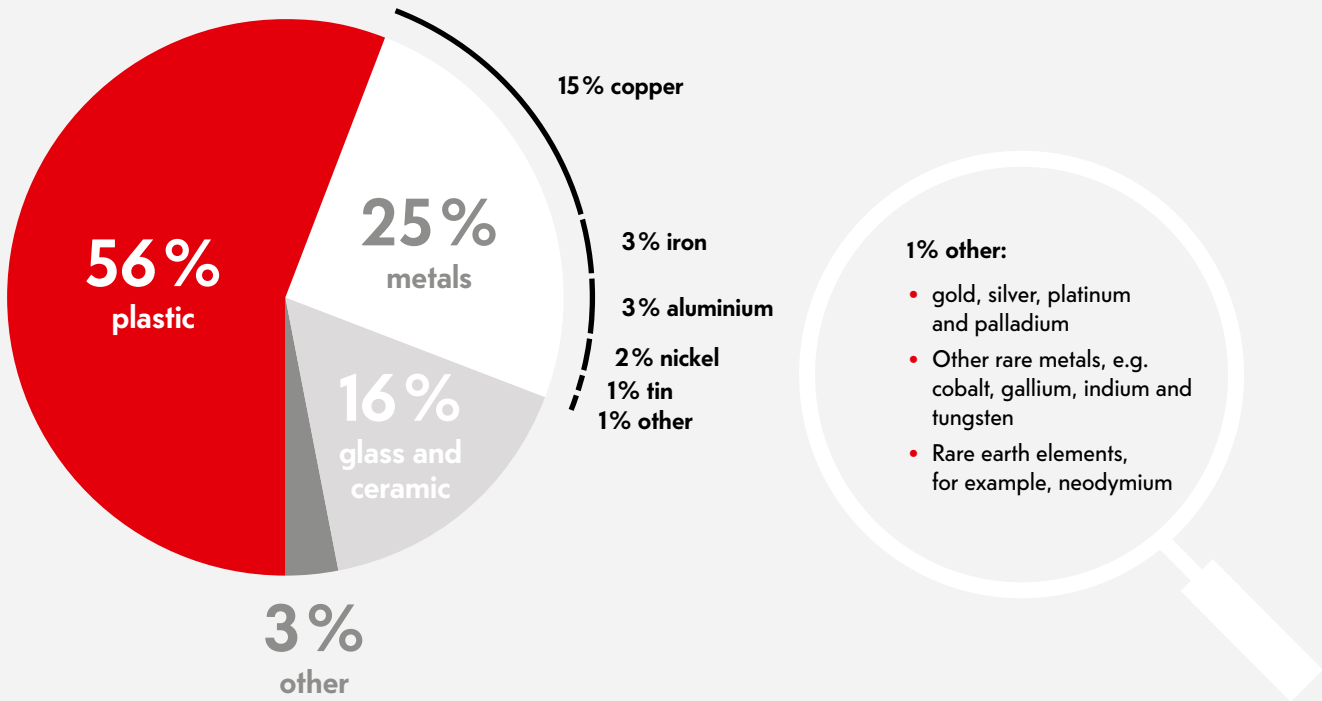
GRI 301-3



Number of refurbished smartphones sold in proportion to the total number of new smartphones sold.

### What is a mobile phone made of?

GRI 417-1 ii



\*Sources: Federal Ministry of Education and Research (BMBF): Die Rohstoff-Expedition (2012) [English: The raw material expedition]; Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU): Umwelt im Unterricht (Eng. The environment in the classroom) (2012); European Commission (2012)

# 9. Environmental management

We know that, as a company, we have to do our part to use resources responsibly. Our focus is therefore on reducing energy consumption and boosting initiatives that promote a closed-loop economy (see Smartphone cycle on page 52).

This reporting year marked the first time that a CO<sub>2</sub> balance sheet was drawn up for the entire mobilezone Group with the purpose of creating transparency on the sources of greenhouse gas emissions. mobilezone's goal is to sign the Commitment Letter of the Science Based Targets Initiative (SBTi) in the 2024 financial year. This commits us to scientifically based climate targets, which are in line with the goals of the Paris Climate Accords and will limit global warming to 1.5 degrees compared to pre-industrial levels.

In 2023, we also introduced a supplier code to ensure that every participant in the supply chain complies with the contractual standards and contributes to a sustainable supply chain.

## 9.1 Sustainable supply chain GRI 308-1 and GRI 308-2

The mobilezone supply chain primarily involves the purchase and resale of smartphones, tablets, wearables and accessories, such as headphones. It also includes the procurement of services and consumables, as well as transport service providers, financial institutions, building service providers, such as caretakers, cleaning companies and landlords, as well as disposal and recycling services. All told, we work with around 1,500 suppliers and partners. A binding Supplier Code of Conduct with guidelines for suppliers serves as the foundation of an ethical and sustainable supply chain. By signing the Code of Conduct, suppliers confirm their commitment to social and ecological responsibility along the supply chain. Suppliers who have signed the mobilezone Supplier Code of Conduct or equivalent guidelines account for 83 per cent of the purchasing volume in the reporting year.

More information on supply chain management, including the relevant performance indicators, can be found in Section 5.4. Responsibility along our value chain.

## 9.2 Energy management

In the reporting year, mobilezone drew up a CO<sub>2</sub> balance sheet for the first time (see page 58). It illustrates CO<sub>2</sub> emissions along the entire value chain. Greenhouse gas emissions are calculated based on the GHG Protocol in accordance with the operational control approach. The GHG Protocol is an internationally recognised series of standards for accounting for greenhouse gas emissions. Its development is coordinated by the World Resources Institute (WRI) and the World Business Council for Sustainable Development (WBCSD). The GHG Protocol is the most widely used standard for creating greenhouse gas balance sheets. Much like the principles of proper bookkeeping in accountancy, it is based on the fundamental principles of relevance, completeness, consistency, transparency and accuracy. It takes account of all of the relevant greenhouse gases specified in the Kyoto Protocol, including carbon dioxide (CO<sub>2</sub>), methane (CH<sub>4</sub>), nitrous oxide (N<sub>2</sub>O), fluorinated hydrocarbons and perfluorocarbons (PFCs), sulphur hexafluoride (SF<sub>6</sub>) and nitrogen trifluoride (NF<sub>3</sub>). The greenhouse gas emissions are identified as CO<sub>2</sub> equivalents with a Global Warming Potential (GWP) of 100 years.

The purpose of the CO<sub>2</sub> balance sheet is to identify all of the relevant emission sources within the company and along the upstream and downstream stages of the value chain, and to evaluate their greenhouse gas potential. This provides the basis for developing a climate protection strategy that specifies targets, actions and responsibilities for reducing greenhouse gas emissions. In the years to come, we can give priority treatment to areas that account for the highest relative percentage of total emissions and that can be influenced through suitable actions.

### Organisational matters

- ✓ The mobilezone Group is gradually converting its vehicle fleet to electric vehicles. In financial year 2023, seven vehicles with fossil fuel engines were replaced with electric vehicles. Electric vehicles already account for 26 per cent of the vehicle fleet.
- ✓ At the Urnäsch and Bochum sites, we use our own solar plants to generate electricity. The mobilezone business site in Urnäsch has a solar plant capable of producing 12 kWp (kilowatts peak) or 12,000 watts. The site in Bochum has likewise been equipped with solar plants capable of producing a total of 90.3 kWp.
- ✓ Virtual meetings replace business trips whenever possible.
- ✓ We reduce the amount of energy used for heating and electricity by regularly reminding employees to turn off lights and shut down computers and laptops when not in use.

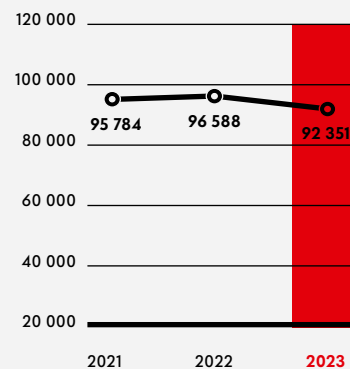
### Our offering to customers

- ✓ In Switzerland, mobilezone buys back used smartphones at its shops or online, sends them to mobilezone workshops to be repaired and sells them online as refurbished smartphones at jusit.ch or in select shops under the brand jusit. This approach allows customers to actively participate in the circular economy. By selling refurbished smartphones, we were able to save around 214 tonnes of CO<sub>2</sub>.
- ✓ In Germany, we offer our customers the option of carbon-neutral, CO<sub>2</sub> compensated shipping.
- ✓ We also offer sustainable smartphone alternatives, such as Fairphone, Nothing Phone and refurbished Apple iPhones.

### Transparency

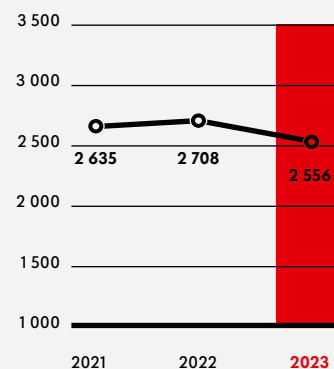
- ✓ Since 2023, the company has calculated and disclosed its carbon footprint along the value chain (scopes 1 to 3) (see page 58)
- ✓ The company discloses the Group-wide consumption of electricity and fuel.

### Fuel consumption by the mobilezone Group



Fuel consumption is indicated in litres.

### Power consumption by the mobilezone Group



Power consumption is indicated in MWh

### 9.3 Reduction in greenhouse gas emissions

Our activities affect the environment, including in the form of greenhouse gas emissions. This is especially true of activities connected with the upstream value chain. These effects are primarily caused by the goods and services that we purchase, as well as transport, usage by our customers and subsequent disposal. We are conscious of the ecological footprint of our activities and their indirect effects, and we do our best to avoid, minimise and mitigate negative effects on the environment.

#### Direct greenhouse gas emissions (scope 1) and indirect greenhouse gas emissions (scope 2) GRI 305-1, GRI 305-2

In 2023, CO<sub>2</sub> emissions (scopes 1 and 2) totalled 810 tonnes (2022: 841 tonnes), representing a decrease of 3.7 per cent. The main sources of CO<sub>2</sub> emissions were fuel for the vehicle fleet, electricity that we purchased or generated ourselves and the procurement of district heating.

#### Other indirect greenhouse gas emissions (scope 3) GRI 305-3

In 2023, CO<sub>2</sub> emissions (scope 3) totalled 96,492 tonnes (2022: 99,678 tonnes), representing a decrease of 3.2 per cent. These indirect greenhouse gas emissions (scope 3) can be grouped into the following main categories:

- ✔ Purchased goods and services and the resulting CO<sub>2</sub> emissions with 87,712 tonnes (2022: 88,729 tonnes), representing around 90 per cent of Group-wide greenhouse gas emissions.
- ✔ Use and disposal of products sold, such as smartphones, wearables and accessories with CO<sub>2</sub> emissions of 6,800 tonnes (2022: 8,815 tonnes).
- ✔ CO<sub>2</sub> emissions generated by employees travelling to and from work of 1,107 tonnes (2022: 1,253 tonnes).
- ✔ The upstream and downstream logistics of 355 tonnes (2022: 319 tonnes), business trips of 253 tonnes (2022: 242 tonnes) and waste of 100 tonnes (previous year: 141 tonnes).

#### Evaluation and outlook GRI 201-2

mobilezone's goal is to sign the Commitment Letter of the Science Based Targets Initiative (SBTi) in the 2024 financial year. This will commit us to scientifically based climate targets and to ongoing review by a world-renowned network. After submitting our targets, we will undergo validation by the SBTi, which is guided by current findings in climate science. The SBTi is a joint initiative of the Carbon Disclosure Project (CDP), a worldwide environmental non-profit, the UN Global Compact, the World Resources Institute (WRI) and the World Wide Fund for Nature (WWF). It was established in 2015 to help companies set emission reduction targets that align with current climate science and with the objectives of the Paris Climate Accords, with the goal of limiting global warming to 1.5 degrees compared to pre-industrial levels.

The project's objectives are:

- ✔ To identify and limit reduction potential (short- and/or long-term)
- ✔ To compare different reduction scenarios and formulate a reduction target
- ✔ To identify, evaluate and prioritise reduction measures within the company itself and along the supply chain to achieve the objectives (in consultation with the SBTi)
- ✔ To integrate these findings into the company's strategy
- ✔ To gain a better understanding of the risks associated with climate change and of any potential financial impact on mobilezone

mobilezone will implement these measures in an effort to reduce greenhouse gas emissions in scopes 1 and 2. Furthermore, mobilezone will advocate for reducing ongoing emissions across the value chain to achieve climate neutrality. mobilezone has also quantified scope 3 emissions, which arise primarily in connection with the purchase of commodities from suppliers and with upstream and downstream transport by third parties.

## Our most important elements in scopes 1 to 3

Scope 1	Scope 2	Scope 3
<ul style="list-style-type: none"> <li>✓ Vehicle fleet</li> <li>✓ Generated electricity</li> </ul>	<ul style="list-style-type: none"> <li>✓ Purchased electricity</li> <li>✓ District heating</li> </ul>	<ul style="list-style-type: none"> <li>✓ Purchased goods and services</li> <li>✓ Usage of disposal services for products sold</li> <li>✓ Employee commutes</li> <li>✓ Upstream and downstream logistics</li> <li>✓ Business trips</li> <li>✓ Waste</li> </ul>

## Greenhouse gas emissions (CO<sub>2</sub> equivalents)

	2023		2022	
	Tonnes	%	Tonnes	%
<b>Scope 1</b>	<b>526</b>	<b>0.5</b>	<b>559</b>	<b>0.6</b>
Vehicle fleet	216	0.2	301	0.3
Generated electricity	310	0.3	258	0.3
<b>Scope 2</b>	<b>284</b>	<b>0.3</b>	<b>282</b>	<b>0.3</b>
Purchased electricity	272	0.3	270	0.3
District heating	12	0.0	12	0.0
<b>Scope 3</b>	<b>96 492</b>	<b>99.2</b>	<b>99 678</b>	<b>99.1</b>
Purchased goods and services	87 712	90.1	88 729	88.2
Use and disposal of products sold	6 800	7.0	8 815	8.8
Employee commutes	1 107	1.1	1 253	1.2
Upstream and downstream logistics and distribution	355	0.4	319	0.3
Business trips	253	0.3	242	0.2
Waste	100	0.1	141	0.1
Other	165	0.2	179	0.2
<b>Total (scopes 1 to 3)</b>	<b>97 302</b>	<b>100</b>	<b>100 519</b>	<b>100</b>



# Non-financial matters in accordance with Art. 964b of the Swiss Code of Obligations

This Annual and Sustainability Report covers the requirements specified by the Swiss Code of Obligations (CO) for non-financial reporting. The enclosed table shows the connection between key topics for mobilezone and non-financial matters in accordance with Art. 964b CO.

Our non-financial report has been drawn up in accordance with Art. 964a et seq. CO. Pursuant to Art. 964b CO, mobilezone must prepare a report on non-financial matters for the first time for financial year 2023. In that report, mobilezone is obliged to fulfil due diligence obligations along the supply chain with regard to environmental, social and employee concerns, anti-corruption initiatives and compliance with human rights. The report also covers duties of care and reporting requirements relating to child labour and conflict minerals. This obligation came into force in the financial year 2023, but the company does not have to publish the first reports until 2024. With respect to the duty of care regarding conflict minerals, we have concluded that mobilezone is not subject to the obligation to observe duties of care and the corresponding reporting requirements involving conflict minerals pursuant to Art. 964j – 964l CO. mobilezone does not put any minerals or metals containing tin, tantalum, cobalt or gold into free circulation in Switzerland, nor does it process them in Switzerland. The contents of the non-financial report are based on the legal requirements specified in the Swiss Code of Obligations and cover the following areas: environmental issues, social issues, employee matters, respect for human rights and anti-corruption initiatives. The following reference table can be used to locate a given topic in the Sustainability Report.

The report on non-financial matters in accordance with Art. 964b CO was approved by the Board of Directors of mobilezone holding Ltd on 6 March 2024 and will be submitted to the shareholders for a consultative vote at the General Meeting on 3 April 2024.

On behalf of the Board of Directors and Group management,



**Olaf Swantee**  
Chairman of The Board of Directors



**Markus Bernhard**  
Chief Executive Officer



**Martina Högger**  
Sustainability Manager

## Reference table of the Swiss Code of Obligations (non-financial matters in accordance with Art. 964b CO)

Legal requirements	Section	from page
<b>General information</b>	Strategy	10
	mobilezone at a glance	12
	Risk management	33
<b>Social issues</b>	Compliance	33
	Responsibility along the value chain	37
	Employees	41
	Customers	48
<b>Employee concerns</b>	Compliance	33
	Responsibility along the value chain	37
	Employees	41
<b>Respect for human rights</b>	Compliance	33
	Responsibility along the value chain	37
<b>Anti-corruption initiatives</b>	Code of Conduct	35
	Ethics Hotline	35
	Fraud management	37
	Responsibility along the value chain	37
<b>Environmental concerns</b>	Compliance	33
	Smartphone cycle	52
	Environmental management	56
<b>Performance indicators</b>	Our key sustainability figures	30

# GRI content index

The following report is the fifth Sustainability Report by mobilezone holding ltd. Since 1 January 2023, the Sustainability Report has been drawn up with reference to the current GRI 2021 standards. This report covers all business segments of the mobilezone Group in Switzerland and Germany.

The reporting period covers the period from 1 January to 31 December 2023. The environmental figures refer to the period from 1 January 2023 to 31 December 2023. The mobilezone Group informs its stakeholders each year about its activities and progress in the area of sustainability. The reports are drawn up each year as part of the annual report. This report was created with reference to the GRI 2021 standards. The report is available in German and English. The Sustainability Report by the mobilezone Group has not been audited by any third parties.

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

Contact for questions about the Sustainability Report: Markus Bernhard, CEO of the mobilezone Group, Martina Högger, Sustainability Manager at mobilezoneholding@mobilezone.ch.

GRI standard	Title	Remarks and omissions	Page
<b>1. The organisation and its reporting practices</b>			
<b>GRI 2</b>	<b>General information</b>		
2-1	Organisation profile		68
2-1a	Name of the organisation		68
2-1b	Ownership and legal form		68
2-1c	Location of headquarters		68
2-1d	Location of operations		68
2-2	Entities that are taken into account in the organisation's sustainability reporting		68, 105
2-3	Reporting period, reporting cycle and contact person		
2-3a	Reporting period and reporting cycle of the sustainability report	01.01.2023–31.12.2023 annual	
2-3b	Reporting period and reporting cycle of the Group report	01.01.2023–31.12.2023 annual	
2-3c	Publication date	08.03.2024	
2-3d	Who to contact with questions about the report	Markus Bernhard, CEO of the mobilezone Group, Martina Högger, Sustainability Manager at mobilezoneholding@mobilezone.ch	
2-4	Correction or restatement of information	No changes	
2-5	External audit	The Sustainability Report by the mobilezone Group has not been audited by any third parties.	
<b>2 Activities and employees</b>			
<b>GRI 2</b>	<b>General information</b>		
2-6	Activities, value chain and other business elations		37
2-7	Employees		41
2-7a	Number of employees by gender and region		41
2-7b	Number of employees by gender, region and employment contract		41
2-8	Employees that are not staff members	The mobilezone Group does not employ external temporary workers to any significant degree.	

### 3. Company management

GRI 2	General information		
2-9	Governance structure and constitution		71
2-10	Nomination and selection of the highest regulatory body		71
2-11	Chair of the highest regulatory body		71
2-12	Role of the highest regulatory body in overseeing the management of impacts		71
2-13	Delegation of responsibility for managing impacts		74
2-14	Role of the highest regulatory body in sustainability reporting	As an integral part of the annual report, the Sustainability Report is also submitted to the Board of Directors for review and approval.	23, 32, 60
2-15	Conflicts of interest		71
2-16	Communication of critical issues		35, 37
2-17	Collective knowledge of the highest regulatory body		72
2-18	Evaluation of the performance of the highest regulatory body		73
2-19	Compensation policy		81–94
2-20	Procedures for determining compensation		81–94; 73–74
2-21	Annual total compensation ratio	The ratio of the total annual remuneration for the highest-paid person in the Group (CEO) to the average total annual remuneration of all employees (excluding the highest-paid person) in 2023 was 20.9 (previous year 21.8). This corresponds to a reduction of 0.9. To calculate the ratio, the total remuneration of the CEO (CHF 1,560 thousand / previous year CHF 1,633 thousand) as reported in the Remuneration Report 2023 (page 92) and the total personnel expenses (CHF 79.3 million / previous year: CHF 77.4 million) as shown in the consolidated income statement (page 98) were used. The total personnel expenses of the mobilezone Group, consisting of wages and salaries, social security and pension benefits and other personnel costs, are divided by the average number of full-time employees (1,042 / previous year: 1,012, see the key figures table on page 6).	

### 4. Strategy, guidelines and practices

GRI 2	General information		
2-22	Statement on sustainable development strategy		28–29
2-23	Values, principles, standards and norms of behaviour		35, 38
2-24	Inclusion of political obligations		32–40
2-25	Procedures for eliminating negative effects		33–35
2-26	Mechanisms for seeking advice and raising concerns		35
2-27	Compliance with laws and regulations		32–40
2-28	Membership associations	mobilezone is a member of Swico, the trade association of the ICT and online sector.	

## 5. Inclusion of stakeholders

<b>GRI 2</b>	<b>General information</b>		
2-29	Approach for including stakeholder groups		31
2-30	Collective bargaining agreements	mobilezone does not employ any workers who are subject to collective bargaining agreements.	
<b>Materiality assessment and list of key topics</b>			
<b>GRI 3</b>	<b>Material topics 2021</b>		
3-1	Procedure for determining material topics		24–27
3-2	List of material topics		27
<b>Economy</b>			
<b>GRI 3</b>	<b>Material topics 2021</b>		
3-3	Management of material topics		2–6
<b>GRI 201</b>	<b>Employment 2016</b>		
201-1	Direct economic value generated and distributed		97–122
201-2	Financial consequences of climate change for the organisation and other risks and opportunities linked to climate change		25, 33–35
201-3	Liabilities for performance-based pension plans and other pension plans		108, 110
201-4	Financial support from the public sector	No financial support was obtained from the public sector in the reporting year	
<b>Governance and Compliance</b>			
<b>GRI 3</b>	<b>Material topics 2021</b>		
3-3	Management of material topics		32–40
<b>GRI 205</b>	<b>Anti-corruption 2016</b>		
205-3	Confirmed cases of corruption and measures adopted		35–36
<b>GRI 206</b>	<b>Anti-competitive behaviour 2016</b>		
206-1	Legal actions for anti-competitive behaviour, anti-trust, and monopoly practices		36
<b>GRI 308</b>	<b>Environmental assessment of suppliers 2016</b>		
308-1	New suppliers that were assessed based on environmental criteria		40
<b>GRI 408</b>	<b>Child labour 2016</b>		
408-1	Child labour		40
<b>Employees</b>			
<b>GRI 3</b>	<b>Material topics 2021</b>		
3-3	Management of material topics		41–47
<b>GRI 401</b>	<b>Employment 2016</b>		
401-1a	Newly hired employees by age group, gender and region		47
401-1b	Total number and rate of turnover by age group, gender and region		42
401-3a-e	Parental leave		45

<b>GRI 403</b>	<b>Occupational health and safety 2018</b>	
403-6	Sick days and accident days	45
<b>GRI 404</b>	<b>Education and training 2016</b>	
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