Semi-annual report

June 30, 2015









We are mobilezone









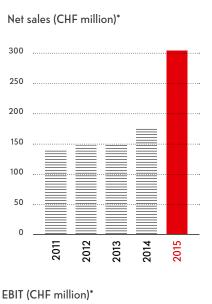


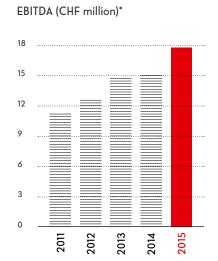


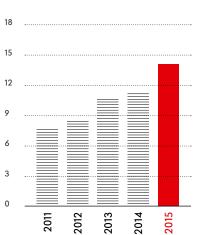


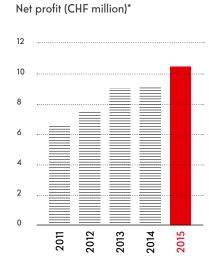
Contents

2	Key figures	2
3	mobilezone overview Report to shareholders Events in 2015	3 5
6	Financial Report Consolidated financial statements mobilezone Group	6
3	Addresses	• •











^{*}January 1 to June 30
¹Dividend reinvested

Key figures

Group

(CHF 000 or as indicated)	01. – 06.2015	%	01. – 06.2014	%
Net sales	305 234		177 194	
Gross profit	59 061	19.3 ¹	54 796	30.91
Operating profit (EBITDA)	17 818	5.81	15 337	8.71
Operating profit (EBIT)	14 298	4.71	11 247	6.3 ¹
Net profit	10 516	3.41	9 087	5.1 ¹
	30.06.2015		30.06.2014	
Total assets	137 717		96 109	
Net cash & cash equivalents	−75 585		-29 971	
Shareholders' equity	-29 319	-21.3 ²	14 929	15.5²
Net cash from operating activities	6 053		10 581	
Investments in property, plant & equipment and intangible assets	3 274		3 621	
Number of full-time employees as of June 30	899		845	
Number of own shops as of June 30	128		129	
Data per title				
(CHF or as indicated)				
Number of shares issued of June 30	32 195 697		35 772 996	
Weighted average number of shares outstanding	32 195 697		34 420 093	
Earnings per share – undiluted/diluted	0.33 / 0.33		0.25 / 0.26	
Equity per share as of June 30	-0.91		0.42	
Payout per share	0.60		0.00 ³	
Share price (highest / lowest)	17.55 / 10.50		10.15 / 9.48	•••••••••••••••••••••••••••••••••••••••
Share price as of June 30	17.10		10.10	
			······································	······

¹ in percent of net sales. ² in percent of the balance sheet total. ³ instead of distributing a dividend, the General Meeting decided on a share buyback program in the amount of 10 percent of the outstanding shares at a fixed price of CHF 10.00 for the purpose of capital reduction.

Integration of einsAmobile as planned – Record sales and increased profit



Urs T. Fischer



Markus Bernhard

Dear Shareholders,

At the end of March 2015 we announced our acquisition of einsAmobile, a company based in Germany. Starting April 1, 2015, einsAmobile's business figures will be integrated into mobilezone Group's consolidated financial statements in the segment Trade. Both the integration and performance of einsAmobile are proceeding according to our expectations. As a result of the integration of einsAmobile into the consolidated financial statements, the Group's financial figures have changed considerably. In the first six months of 2015 mobilezone increased its sales by 72.3 percent to CHF 305.2 million (2014: CHF 177.2 million) and achieved an operating profit (EBIT) of CHF 14.3 million (2014: CHF 11.2 million), an increase of 27.1 percent. The decision of the Swiss National Bank to no longer hold the euro exchange rate at 1.20 had a one-time negative effect totaling CHF 0.6 million on the gross profit. The financing of bank loans in the amount of CHF 50 million for the acquisition of einsAmobile led to additional financial expenses of CHF 0.2 million. The company's tax expense grew by CHF 1.3 million to CHF 3.3 million because of the higher earnings before taxes and the higher tax burden in Germany. The net profit rose by CHF 1.4 million or 15.7 percent to CHF 10.5 million. The company was able to increase earnings per share from CHF 0.25 to CHF 0.33. In the first half of the year mobilezone share prices developed very positively, and the share price rose from CHF 10.55 at the end of December 2014 to CHF 16.80 as of August 18, 2015.

Segment Trade reports increases in sales and EBIT

The segment Trade comprises our activities in our network of branches throughout Switzerland, our online platform as well as our B2B business. In addition, the activities of the einsAmobile in Germany, which was newly consolidated as of April 1, 2015, are now also included in this segment. The market environment remains demanding and challenging, both in the retail business and increasingly also in the Swiss B2B market. In the first six months of 2015 Sunrise's initial public offering confirmed this development as did the change in ownership at Orange, which has changed its company name to Salt. The segment Trade achieved an increase in sales of 106.0 percent, from CHF 130.3 million to CHF 268.4 million. The wholesale portion of this total amounts to CHF 117.5 million (2014: CHF 12.8 million).

EBIT rose from CHF 5.1 million to CHF 9.2 million, an increase of 80.7 percent. This very positive development is due in particular to the continued strong demand seen in the 128 mobilezone shops throughout Switzerland as well as to the initial consolidation of einsAmobile. In contrast, in the first six months of this fiscal year the B2B sector's profitability fell short of expectations and of the previous year's figures. Since April mobilezone is the exclusive distributor offering all mobile phones with Swisscom's infinity plan at prices as low as zero francs. These subscription plans with Comfort-Pay are currently not available at Swisscom or any other telecommunications provider. In July we opened two new branches, one in the Perry Center in Oftringen and the other in the Hauptgasse in Solothurn; both shops are based on an entirely new concept. The new shop concept communicates value and features impressive functionality and modern design.

Segment Service Providing reports decrease of sales and EBIT

In the segment Service Providing sales fell from CHF 46.9 million to CHF 36.8 million, a decrease of 21.5 percent. Service Providing's EBIT fell by CHF 1.2 million to CHF 3.5 million.

As expected, in the first six months of the year the repair business in Austria, in particular, fell far below the previous year's results. Even though order volume fell by 30 percent in the first six months of 2015, since June the company has been operating with renewed profitability. The repair business in Switzerland continued to develop positively.

Regarding the acquisition of new customers with TalkTalk products, we have been focusing for the past year on our mobile offers. As expected, TalkTalk's sales and EBIT were slightly below the figures of the previous year. By now, the share of sales to mobile phone customers at TalkTalk amounts to 19.5 percent (2014: 8.1 percent).

General Meeting in April 2015

The General Meeting decided to distribute a dividend in the amount of CHF 0.60 per share and to convert the former bearer shares into new listed registered shares. Since April 28, 2015, only these registered shares are traded on the stock exchange. In addition, in the first six months of this fiscal year the capital reduction in the amount of 10 percent of the outstanding shares, which the General Meeting had decided upon, was carried out. Thus, there are now 32 195 697 registered shares outstanding.

Outlook for the second half of 2015:

Regarding the full fiscal year 2015, mobilezone remains confident. In the second half of the year we expect the launch of a new iPhone model. As our experience has shown, this will lead to an increase in the number of contracts-provided the new models are readily available. In addition, einsAmobile will have a positive effect on the course of business. In previous years, results in the second half of the year have always been considerably stronger than in the first half. mobilezone intends to continue to pursue an attractive dividend policy.

Regensdorf, August 18, 2015

Urs T. Fischer Chairman of the Board of Directors Markus Bernhard Chief Executive Officer Successful together! We are mobilezone, and together we devote ourselves every day to finding the best offers of mobile and fixed-line telephony, digital TV, and Internet for our customers. For mobilezone helps its customers to determine, with as little effort as possible, the offer that is best suited to each of them. In other words, mobilezone is the clever go-to choice for those who want to make optimal use of their energy, time, and money. That is why we have added the phrase "better be clever" to our logo. This message is one that will guide us even more in the future and that will be highly visible to our customers.

Since March of this year we have advanced beyond Switzerland's borders with the acquisition of the German telecommunications provider einsAmobile GmbH. Thanks to this acquisition, we can make use of valuable synergies, particularly in our online business and in purchasing.

Our exclusive offers are also clever. With Comfort-Pay from Swisscom all mobile phones with Swisscom infinity are available at prices as low as zero francs. This offer is not available at Swisscom or at any other provider. The same is true for the mobile phone insurance "AppleCare+" for iPhones. In addition, customers can now insure their Android phones against unforeseen situations and events with Switzerland's cleverest insurance: our "Protect Clever." And last but not least, two new mobilezone shops just opened, one at Perry Center in Oftringen and the other in Solothurn; both were designed following a completely new concept.

Consolidated income statement

January 1 to June 30 (CHF 000)	2015	2014
Net sales	305 234	177 194
Other operating income	229	38
Cost of goods and materials	-246 173	-122 398
Personnel expense	-29 562	-29 167
Other operating expense	-11 910	-10 330
Operating profit (EBITDA)	17 818	15 337
Depreciation of property, plant & equipment	-1 962	-2 052
Amortization of intangible assets	-1 558	-2 038
Operating profit (EBIT)	14 298	11 247
Financial income	66	124
Financial expense	-567	-254
Profit before taxes (EBT)	13 797	11 117
Income tax expense		-2 030
Net profit	10 516	9 087
	CHF	CHF
Earnings per share	0.33	0.25
Earnings per share – diluted	0.33	0.26

Consolidated balance sheet

(CHF 000)	30.06.2015	31.12.2014
Assets		<u>.</u>
Property, plant & equipment	10 030	9 150
Intangible assets	2 084	2 913
Other receivables	466	366
Deferred tax assets	256	136
Fixed assets	12 836	12 565
Inventories	44 287	26 239
Trade receivables	42 435	29 658
Other receivables	9 336	1 556
Accruals	21 143	17 022
Cash & cash equivalents	7 680	13 008
Current assets	124 881	87 483
Total assets	137 717	100 048
Liabilities and shareholders' equity		
Share capital	322	358
Treasury shares	0	-35 839
Capital reserves	8 830	9 904
Retained earnings	-38 471	57 687
Shareholders' equity	-29 319	32 110
Bank loan	55 800	18 000
Other liabilities	13 620	0
Provisions	1 671	0
Deferred tax liabilities	8 764	2 613
Long-term liabilities	79 855	20 613
Trade payables	30 441	21 067
Income tax liabilities	5 775	4 630
Other payables	14 944	9 379
Bank liabilities	27 465	6 000
Deferrals	8 556	6 249
Current liabilities	87 181	47 325
Total liabilities and shareholders' equity	137 717	100 048

Consolidated statement of cash flows

January 1 to June 30 (CHF 000)	2015	2014
M. Call C.	40.707	4447
Net profit before income taxes	13 797	11 117
Adjustments to reconcile profit before tax to net cash flow		
		·····
Non-cash transactions		
Interest income	501	130
Depreciation and amortization	3 520	4 090
Changes of provisions, net	207	619
Gain from disposals of fixed assets	-117	-8
Working capital adjustments		
Trade receivables	7 603	956
Other receivables and accruals	-5 914	-40
Inventories	-8 038	3 558
Trade payables	87	-6 703
Other payables and deferrals	-2 161	-1 532
Income taxes paid	-3 432	-1 606
Net cash from operating activities	6 053	10 581
Acquisitions of		
Property, plant & equipment	-2 554	-1 658
Intangible assets	-720	-1 963
Securities in fixed assets	-3	0
Acquisition of subsidiaries less cash & cash equivalents	-39 934	0
Proceeds from disposals of		
Property, plant & equipment	219	8
Securities in working assets	0	1 100
Interest received	66	119
Net cash from investing activities	-42 926	-2 394
Issuance bank loan	57 000	16 000
Repayment bank loan	-4 000	-5 000
Interest paid	-567	-254
Purchase of treasury shares	-12 075	-37 146
Sale of treasury shares	11 001	220
Dividends paid	-19 317	0
Net cash from financing activities	32 042	-26 180
Effect of foreign currency translation	-497	-12
Net decrease in cash & cash equivalents	-5 328	-18 005
Cash & cash equivalents at January 1	13 008	30 034
Cash & cash equivalents at June 30	7 680	12 029

Consolidated statement of changes in shareholders' equity

Movement of shareholders' equity (CHF 000)	Share capital	Treasury shares	Capital reserve	Retained earnings	Total
At December 31, 2013	358	-1 440	9 784	34 079	42 781
Net profit	·	······································	•••••••••••••••••••••••••••••••••••••••	9 087	9 087
Purchase of treasury shares		-37 146	•••••••••••••••••••••••••••••••••••••••		-37 146
Sale of treasury shares		231	-11	•••••••••••••••••••••••••••••••••••••••	220
Dividends paid		•••••••••••••••••••••••••••••••••••••••	•••••••••••••••••••••••••••••••••••••••	•••••••••••••••••••••••••••••••••••••••	0
Profit/loss from trading treasury shares		•••••••••••••••••••••••••••••••••••••••	•••••••••••••••••••••••••••••••••••••••	•••••••••••••••••••••••••••••••••••••••	0
Acquisition		•••••••••••••••••••••••••••••••••••••••	•••••••••••••••••••••••••••••••••••••••	•••••••••••••••••••••••••••••••••••••••	0
Foreign currency differences		•••••••••••••••••••••••••••••••••••••••	•••••••••••••••••••••••••••••••••••••••	-13	-13
At June 30, 2014	358	-38 355	9 773	43 153	14 929
At December 31, 2014	358	-35 839	9 904	57 687	32 110
Net profit	- *************************************	•••••••••••••••••••••••••••••••••••••••	•	10 516	10 516
Capital reduction	-36	35 839	•	-35 803	0
Purchase of treasury shares		-12 075	•	•••••••••••••••••••••••••••••••••••••••	-12 075
Sale of treasury shares		11 001	•	•••••••••••••••••••••••••••••••••••••••	11 001
Dividends paid		•••••••••••••••••••••••••••••••••••••••	•	-19 317	-19 317
Profit/loss from trading treasury shares		1 074	-1 074	•••••••••••••••••••••••••••••••••••••••	0
Acquisition		•••••••••••••••••••••••••••••••••••••••	•	-51 350	-51 350
Foreign currency differences		•••••••••••••••••••••••••••••••••••••••	•	-204	-204
At June 30, 2015	322	0	8 830	-38 471	-29 319

As of June 30, 2015, mobilezone holding ag helds no treasury shares (2014: 3 834 299). In June 2015 the 3 577 299 shares obtained from the share buyback program of April 2014 were destroyed for the purpose of capital reduction in accordance with the resolution of the annual General Meeting of April 9, 2015.

Segment information

Income statement of January 1, to June 30 (CHF 000)	Total mobilezone Group		Trade		Service Providing		Unallocated/ Elimination	
	2015	2014	2015	2014	2015	2014	2015	2014
Net sales with third parties	305 234	177 194	268 412	130 281	36 822	46 913	0	0
Net sales with other segments	0	0	782	6 149	2 323	1 828	-3 105	-7 977
Net sales	305 234	177 194	269 194	136 430	39 145	48 741	-3 105	-7 977
Other operating income	229	38	448	220	51	48	-270	-230
Cost of goods and materials	-246 173	-122 398	-226 956	-102 021	-22 718	-28 656	3 501	8 279
Personnel expense	-29 562	-29 167	-20 021	-17 666	-8 619	-10 456	-922	-1 045
Other operating expense	-11 910	-10 330	-11 846	-10 101	-2 463	-2 626	2 399	2 397
Operating profit (EBITDA)	17 818	15 337	10 819	6 862	5 396	7 051	1 603	1 424
Depreciation of property, plant & equipment	1 962	-2 052	-1 554	-1 739	-376	-294	-32	-19
Amortization of intangible assets	1 558	-2 038	-53	-26	-1 505	-2 012	0	0
Operating profit (EBIT)	14 298	11 247	9 212	5 097	3 515	4 745	1 571	1 405
Statement of financial position (CHF 000)								·····
Fixed assets	12 836	13 021	8 235	7 059	4 260	5 910	341	52
Current assets	124 881	83 088	120 155	71 961	28 302	30 601	-23 576	-19 474
Total assets	137 717	96 109	128 390	79 020	32 562	36 511	-23 235	-19 422
Liabilities	167 036	81 180	183 120	101 882	13 204	16 034	-29 288	-36 736
Investments in property, plant & equipment and intangible assets	3 274	3 621	2 128	1 622	1 081	1 999	65	0

The management of mobilezone Group is the main decision-maker and determines the business activities. The mobilezone Group has two reportable segments which correspond to the management structure of the Group. The segment Trade consists of mobilezone ag, mobilezone business ag, mobilezone trade ag, einsAmobile GmbH and einsAmobile Management GmbH. The segment Service Providing consists of TalkTalk AG, mobiletouch ag and mobiletouch austria GmbH.

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

The segment Trade operates in Switzerland and in Germany. In addition to operating in Switzerland, the segment Service Providing has also been active in Austria.

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

Notes to the consolidated semi-annual report

1 Important principles of Group accounting

These 2015 consolidated semi-annual financial statements have been prepared in accordance with all existing guidelines of Swiss GAAP FER (Swiss Accounting and Reporting Recommendations). The mobilezone Group has applied FER 31 "Complementary Recommendation for Listed Companies". The consolidated semi-annual financial statements of mobilezone provide a true and fair picture of its asset, financial, and earnings situation (true and fair view) in accordance with the principles of Swiss GAAP FER and comply with Swiss law. They have been prepared on a historical cost basis, except for derivative financial instruments and marketable securities; these latter are listed at fair market value.

The consolidation of the semi-annual financial statements is based on the subsidiaries' unaudited separate financial statements that have been prepared on the basis of uniform guidelines. The uniform balance sheet date is June 30, 2015. The reporting currency is the Swiss franc (CHF).

The unaudited semi-annual financial statements do not include all the information and disclosures that are required in the consolidated annual report. Therefore, these statements should be read in connection with the Group's 2014 annual report for the year ending December 31, 2014.

2 Scope of consolidation

The consolidated financial statements of mobilezone include the financial statements of mobilezone holding ag and all the subsidiaries it controls directly or indirectly by majority of votes or other means.

	_					
Direct or indirect subsidiaries at 30.06.2015 / 30.06.2014	Corporate headquarters	Currency	Equity capital (000)	Shares in the company	Segment	Conso- lidation
mobilezone ag	CH-Regensdorf	CHF	2 950	100%	Trade	F¹
mobilezone business ag	CH-Urnäsch	CHF	100	100%	Trade	F¹
mobilezone trade ag	CH-Urnäsch	CHF	100	100%	Trade	F¹
einsAmobile GmbH³	D-Obertshausen	EUR	50	100%	Trade	F¹
einsAmobile Management GmbH³	D-Obertshausen	EUR	25	100%	Trade	F¹
Mister Mobile GmbH ³	D-Obertshausen	EUR	25	75%	Trade	P^2
TalkTalk AG	CH-Zug	CHF	100	100%	Service	F¹
mobiletouch ag	CH-Zweidlen	CHF	100	100%	Service	F¹
mobiletouch austria gmbH	A-Wien	EUR	35	100%	Service	F¹
	- ··········	***************************************	•••••		•	

¹F: fully consolidated

At the end of March 2015 the companies einsAmobile GmbH, einsAmobile Management GmbH and Mister Mobile GmbH were acquired. The companies specializes in brokering mobile phone contracts and in the sale and distribution of hardware. The net cash outflow amounted to CHF 39.9 million. The acquisition resulted in goodwill in the amount of CHF 51.4 million, which has been offset against shareholders' equity. The purchase agreement includes a variable component that depends on the einsAmobile future results. The variable component has been recognized in the balance sheet as a liability. Future changes in the variable part of the purchase price will be offset against shareholders' equity as goodwill.

²P: purchase price

³since april 2015

3 Goodwill

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

Theoretical effect on balance sheet (CHF 000)	30.06.2015	30.06.2014	
Shareholders' equity acc. to balance sheet	-29 319	14 929	
Capitalization of net book value goodwill	64 286	24 089	
Shareholders' equity incl. net book value goodwill	34 967	39 018	
Theoretical effect on net profit (CHF 000)	2015	2014	
Net profit acc. to income statement	10 516	9 087	
Amortization of goodwill	-5 724	-3 156	
Net profit after amortization of goodwill	4 792	5 931	
•			

4 Seasonality

The business of the segment Trade shows seasonal fluctuations because of the Christmas trade. Consolidated sales and result of the first half year are thus usually lower than those of the second half of the year.

5 Contingent liabilities

There are no significant contingent liabilities subject to reporting requirements.

6 Events following the balance sheet date

The company knows of no events following the balance sheet date that significantly affect the semiannual report.

The Board of Directors approved this report on August 18, 2015.

Companies

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