



Our Customer Promise

1. Initial Situation

Our customers are the foundation of our company, and their trust secures our success. They come from all age groups and have diverse needs. We reach them in our shops, online, through customer service, and via additional channels. With our omnichannel approach, we accompany them along the entire customer journey, provide an individual customer experience, and foster long-term, trusting relationships. We also offer comprehensive and reliable support in aftersales.

In our customer promise, we summarise the key guidelines and principles of our customer relationships. They provide us with direction in our daily actions, create clear expectations externally, and support us in building relationships characterised by trust, respect, and appreciation. These principles apply equally to our B2C (Business-to-Consumer) and B2B (Business-to-Business) customers.

2. mobilezone Customer Promise

1. We put our customers at the centre

We listen actively, take feedback seriously, and consistently develop our products, services, and processes from the customer's perspective. Their well-being and satisfaction are our top priorities.

2. We provide transparency and reliability

We communicate clearly, openly, and honestly. Our commitments are binding – we build trust through comprehensible information about our services and actions.

3. We promote accessibility and simplicity

We design our offerings to be intuitive and easy to use for as many people as possible. Accessibility and ease of use are fundamental principles of our approach.

4. We respect and protect privacy

Protecting personal data and ensuring information security are top priorities. We give our customers control over their data and develop solutions that are ethical and responsibly designed.

5. We act sustainably and responsibly

We take responsibility for the impact of our products and services. Our goal is to provide solutions that create long-term value and make a positive contribution to society and the environment.

6. We value trust and show appreciation

Our customers make a conscious decision when they choose us. This trust is not taken for granted. We treat them with gratitude and respect in every interaction.

This customer promise is more than just a guideline for us – it reflects our attitude and self-image in dealing with the people who place their trust in us. We see it as a commitment to act respectfully, transparently, and responsibly in every interaction.

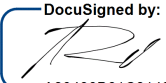
Further information on our customer relationships is also disclosed in our annual report.

The annual report can be accessed via this link:

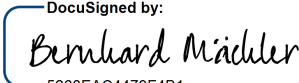
[Reports and presentations - Investors - mobilezone Holding](#)

Rotkreuz, 25. 09. 2025

mobilezone holding ag

DocuSigned by:

A80490B61C8148A...

Markus Bernhard
Exekutive Delegate of the Board of Directors

DocuSigned by:

5268EAC4479F4B1...

Bernhard Mächler
CFO