

NEWS RELEASE

Regensdorf, March 11, 2016

mobilezone again achieves increased profit and record sales

Regensdorf, March 11, 2016 – In fiscal year 2015 mobilezone achieved sales of CHF 859 million, an increase of 121 percent over the previous year's figure. Operating profit (EBIT) rose by 38 percent to CHF 40.4 million. This positive business result is largely due to einsAmobile's performance, which exceeded expectations, after successful integration.

The company's success in positioning itself in the marketplace is also reflected in its increased operating profit (EBIT) of CHF 40.4 million (2014: CHF 29.2 million) and in earnings per share of CHF 0.96 (2014: CHF 0.71).

Segment Trade reports great increase in sales and profitability

The segment Trade includes activities in the company's branch network extending throughout Switzerland, in the online business, in the B2B sector, and since April 2015 the activities of the einsAmobile in Germany are also included in this segment. Sales in the segment Trade grew from CHF 300 million to CHF 785 million, an increase of 162 percent. EBIT rose from CHF 18.7 million to CHF 27.8 million, an increase of 48.7 percent. This very positive development is due to the integration of einsAmobile including its online business. The above-mentioned sales increase includes wholesale sales in the amount of CHF 422 million (2014: CHF 23 million).

Segment Service Providing reports slight decline in profitability

Sales in the segment Service Providing decreased from CHF 88.5 million to CHF 73.6 million, a drop of 16.9 percent. The segment's EBIT fell by 2.4 percent to CHF 7.6 million. Despite a 23 percent decrease in order volume in Austria, the company has been back on the road to profitable operations since June. The repair business in Switzerland showed a very positive development.

Since summer 2014 mobilezone has been focusing its customer acquisition efforts with TalkTalk products on mobile offers. Due to the current transformation, TalkTalk's sales and EBIT came in slightly below the previous year's figures. However, the share of mobile phone customers of TalkTalk's total sales amounts already to 17.5 percent (2014: 8.5 percent). In the area of mobile telephony the number of customers rose to 32,000 (2014: 26,000).

Dividend proposal to the General Meeting

A dividend of CHF 0.60 (2014: CHF 0.60) will be proposed to the General Meeting on April 7, 2016. Based on the share price at balance sheet date of CHF 14.35 (2014: CHF 10.55), this proposed dividend represents a dividend yield of 4.2 percent and an overall performance in the reporting year of 41.7 percent.

If this proposal is approved, the dividend of CHF 0.60 per registered share, less 35 percent Swiss withholding tax (anticipatory tax), will be paid out on April 14, 2016. Starting on April 12, 2016, the shares will be traded ex-dividend.

Key figures of mobilezone Group

Million CHF	2015	2014	2013	2012	2011
Net sales	859.0	388.6	328.2	325.9	305.6
Gross profit	133.6	117.1	111.6	109.1	93.5
<i>as % of net sales</i>	15.6	30.1	34.0	33.5	30.6
EBIT *)	40.4	29.2	25.8	25.1	24.7
<i>as % of net sales</i>	4.7	7.5	7.9	7.7	8.1
Consolidated profit	30.8	23.6	22.0	21.0	20.9
<i>as % of net sales</i>	3.6	6.1	6.7	6.5	6.8
Investments	6.5	7.0	6.9	9.5	10.4
Shareholders' equity	-12.1	32.1	42.8	66.2	74.0
<i>as % of total assets</i>	-7.5	32.1	35.4	60.1	73.3
Number of full-time employees	918	843	828	741	548
Shops					
Switzerland	127	129	130	137	140
Germany	43	n.a.	n.a.	n.a.	n.a.

Trade

Million CHF	2015	2014	2013	2012	2011
Net sales	785.5	300.0	255.5	281.8	292.5
EBIT	27.8	18.7	12.9	18.0	17.9
Investments	4.6	3.5	2.3	3.3	5.9

Service Providing

Million CHF	2015	2014	2013	2012	2011
Net sales	73.6	88.5	72.7	44.1	13.1
EBIT	7.6	7.8	9.7	4.6	4.2
Investments	1.9	3.5	4.6	6.2	4.4

*CHF 5.0 million of the Group's EBIT (2014: CHF 2.7 million) are not allocated to any segment and remain in the holding company.

Changes in the Board of Directors

In addition to the two current members of the Board of Directors, Urs T. Fischer and Cyrill Schneuwly, the Board of Directors proposes to the General Meeting to newly elect Andreas M. Blaser to the Board of Directors. Dr. Andreas M. Schönenberger will not be available for re-election to another term of office on the Board of Directors due to his appointment as CEO of Salt.

Outlook

In summary, mobilezone has achieved a very positive result in fiscal year 2015, and the company is confident that it will be able to continue on this positive course in 2016. Additional efforts in the online segment will further support this positive development.

The complete 2015 annual report with the detailed financial statements prepared in accordance with Swiss GAAP FER is available immediately at www.mobilezone.ch/uber-uns/investoren/berichte. The English version will be available on the same site starting March 17, 2016.

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About mobilezone

With sales of CHF 859 million and a consolidated profit of CHF 30.8 million in the reporting year 2015, mobilezone holding ag (stock ticker symbol SIX: MOZN), which was established in 1999, is Switzerland's leading independent telecom specialist.

mobilezone Group employs a staff of more than 900 employees in its locations in Regensdorf, Urnäsch, Zweidlen, Zug, Vienna (Austria), and Obertshausen (Germany). The company offers the complete mobile phone product lines and the mobile phone, digital TV, fixed-line telephony, and Internet subscription plans of all major providers. Independent consulting and services for private and business customers as well as repair services round out mobilezone's range of offerings. The services and products are offered in the company's 127 own shops in Switzerland, in 43 Ashops in Germany (franchising) as well as online via various web portals. In Germany is also active in the wholesale business and supplies specialist stores.

Calendar

April 07, 2016 General Meeting 2016
August 19, 2016 Publication of 2016 semi-annual report