HALF-YEAR RESULTS 2026
INVESTOR, MEDIA AND ANALYST CONFERENCE

mobilezone

AGENDA

Participants mobilezone

Markus Bernhard
Executive Delegate of the BoD

Roger Wassmer
CEO

Bernhard Mächler
CFO

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Director MVNO & Investor Relations

Highlights H1 2026

Net sales
CHF 127.2 million
(PY[2]: CHF 122.0 million)

EBITDA[1]
CHF 19.6 million
(PY[2]: CHF 19.1 million)

MVNO
Postpaid subscriptions 243'100
Currently > 250'000
(31.12.2025: 219'900)

Growth +10.6%

Sustainability

ISO 14001 certification for environmental management system

jusit: continuing strong growth of +19.8%

Continuation of cost efficiency program to optimise profitability

Apfelkiste.ch & MAREIN

Closing as of 1 June 2026

First joint initiatives implemented

[1] Adjusted for special effects (see Half-Year Report 2026, page 8)
[2] To ensure comparability, the prior-year figures relate to the continuing operations in Switzerland

Strategic priorities

- mobilezone focuses exclusively on the Swiss market
- Core: retail network of 124 mobilezone shops
- Focus on recurring revenue (MVNO and B2B), margin improvement (accessories and Second Life) and profitable e-commerce platforms (Apfelkiste.ch, jusit.ch and mobilezone.ch)
- Solid cash generation
- Dividend of CHF 0.90 per share until 2028 (paid out in 2029)
- EBITDA target 2028: CHF 70 million, driven by M&A and organic growth
- M&A within existing business lines to expand and/or strengthen the current market position in Switzerland

Growth and gaining market share

POS and e-commerce

Expansion of recurring revenues (MVNO, B2B)

Sustainability

Attractive dividend policy

Key figures

- **Net sales: CHF 127.2 million (PY[2]: CHF 122.0 million)**
  - Revenue contribution of AK Group in June 2026 of CHF 8.8 million
- **Gross profit: CHF 61.2 million (PY[2]: CHF 56.2 million)**
  - Margin improvement from 46.1% to 48.1%
- **EBITDA[1]: CHF 19.6 million (PY[2]: CHF 19.1 million)**
- **EBIT[1]: CHF 15.7 million (PY[2]: CHF 15.7 million)**
- **Net income[1]: CHF 12.8 million (PY[2]: CHF 13.8 million)**

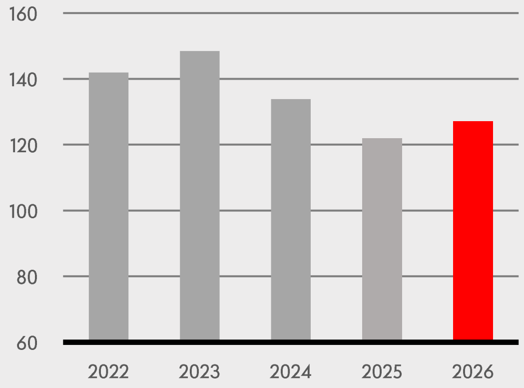
(in CHF million or as noted)	H1 2026		H1 2025[2]	
Net sales	127.2	100.0%	122.0	100.0%
Gross profit	61.2	48.1%	56.2	46.1%
EBITDA[1]	19.6	15.4%	19.1	15.7%
EBIT[1]	15.7	12.3%	15.7	12.8%
Net income[1]	12.8	10.0%	13.8	11.3%
Net cash flow from operating activities	12.6		10.8	
Investments in property, plant and equipment and intangible assets	-2.9		-1.7	
Free cash flow before acquisitions and divestments	9.7		9.0	
Net cash outflow from acquisition of AK Group AG	-180.2		n.a	

(in CHF million or as noted)	30.06.2026	31.12.2025
Shareholders' equity mobilezone holding ag (statutory financial statements)	103.7	116.2
Net debt / net cash position	-148.0	66.5
Net debt / annualised pro forma EBITDA[1]	2.3	0
Employees (full-time equivalents)[3]	711	616

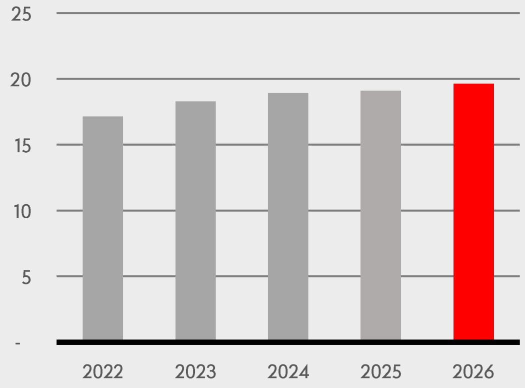
[1] Adjusted for special effects (see Half-Year Report 2026, page 8)
[2] To ensure comparability, the prior-year figures relate to the continuing operations in Switzerland
[3] Apfelkiste and MAREIN included from June 2026

Business performance

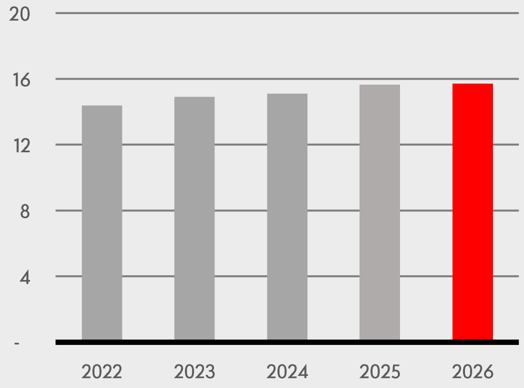
Net sales[1,2,3]
(CHF million)



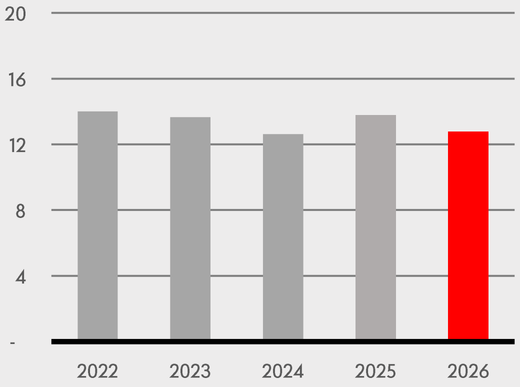
EBITDA[1,2,3]
(CHF million)



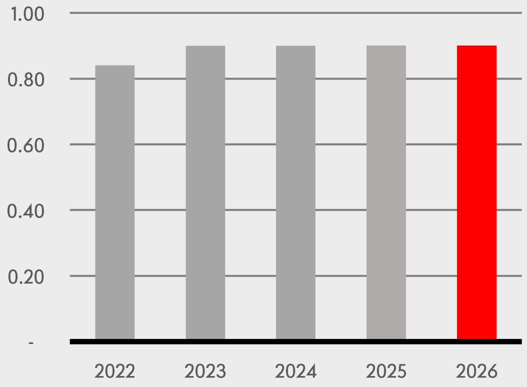
EBIT[1,2,3]
(CHF million)



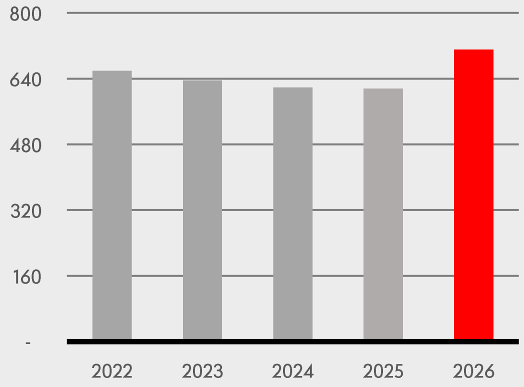
Consolidated net income[1,2,3]
(CHF million)



Dividend per share
(CHF)



Employees[3,4]
(Full-time equivalents)



[1] In each case 1 January to 30 June
[2] Adjusted for special effects (see Half-Year Report, page 8)

[3] Apfelkiste and MAREIN included from June 2026
[4] As of 30 June and prior years as of 31 December

Business areas

Retail (Service Provider)

mobilezone MOBILE BUSINESS SOLUTIONS

mobilezone

mobilezone REPAIR & SECOND LIFE

MAREIN

APFEL KISTE

jusit

MVNO (Mobile Virtual Network Operator)

TALK TALK

digital™ republic

ACQUISITION AK GROUP

Apfelkiste and MAREIN

- Closing as of 1 June 2026
- First joint sales initiatives successfully launched:
  - Apfelkiste products are sold at the POS
  - Sale of jusit devices on Apfelkiste.ch
- Further initiatives to follow shortly
- Pierre Droigk, founder of Apfelkiste.ch
  - has been the largest single shareholder of mobilezone since closing, with a stake of 5.18%
  - will be proposed for election to the Board of Directors at the General Meeting of 31 March 2027
- Synergies in the mid single-digit million range at EBITDA level confirmed from 2027 onwards

Purchase price allocation AK Group

Acquisition AK Group:

- Full consolidation since 1 June 2026
- Revenue contribution H1 2026: CHF 8.8 million (pro forma as of 1.1.2026: CHF 47.7 million)
- Net cash outflow of CHF 180.2 million

Net assets: CHF 58.1 million

Identified intangible assets: CHF 51.7 million

- Customer base, brand and technology platform
- Useful life of 3 to 10 years

Amortisation: around CHF 6.5 million per year

- Amortisation expense recognised in H1 2026: CHF 0.5 million

Acquired net assets (in CHF million)	AK Group
Cash and cash equivalents	4.6
Current assets	21.0
Non-current assets	53.3
Total assets	**78.9**
Current liabilities	12.0
Non-current liabilities	8.8
Total liabilities	**20.8**
Net assets	**58.1**

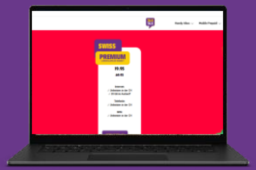
Identified intangible assets (in CHF million)	Fair Value	Useful life
Customer base	5.6	3 years
Brand	31.8	10 years
Technology	14.3	10 years
Total identified intangible assets	**51.7**	

MVNO

digital republic

TalkTalk & Digital Republic

- Broad range of wireless and wireline products with expert in-store advice at the POS
- Constantly good value for money offers
- SIM-only focus
- Network: Sunrise



talktalk.ch

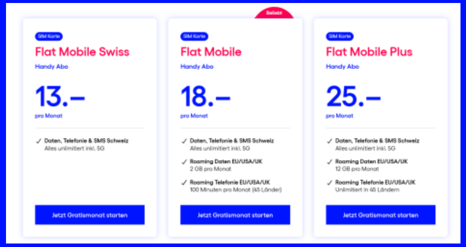
>125 Shops

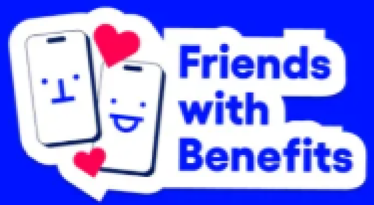
Schwingerkönig Armon Orlik as brand ambassador with a positive impact on social media channels; relaunch of 3P (mobile, internet and TV)

- Attractive, simple and flexible mobile phone tariff plans (available online only)
- No activation fee, minimum contract term or cancellation period
- Special offer for IoT/B2B applications (ideal for smart home devices, smartwatches & industrial goods)
- Network: Sunrise

digitalrepublic.ch

digitec.ch





Roaming upgrade of the «Flat Mobile» family and further growth in the referral programme (Friends with Benefits)

MVNO development

- Competitive market with growing «affordable» segment
- TalkTalk and Digital Republic are well positioned to benefit from this growth
- TalkTalk: positive effect of price increase (as of 1 May 2026)
- Digital Republic: portfolio improvements and referral programme («Friends with benefits»)

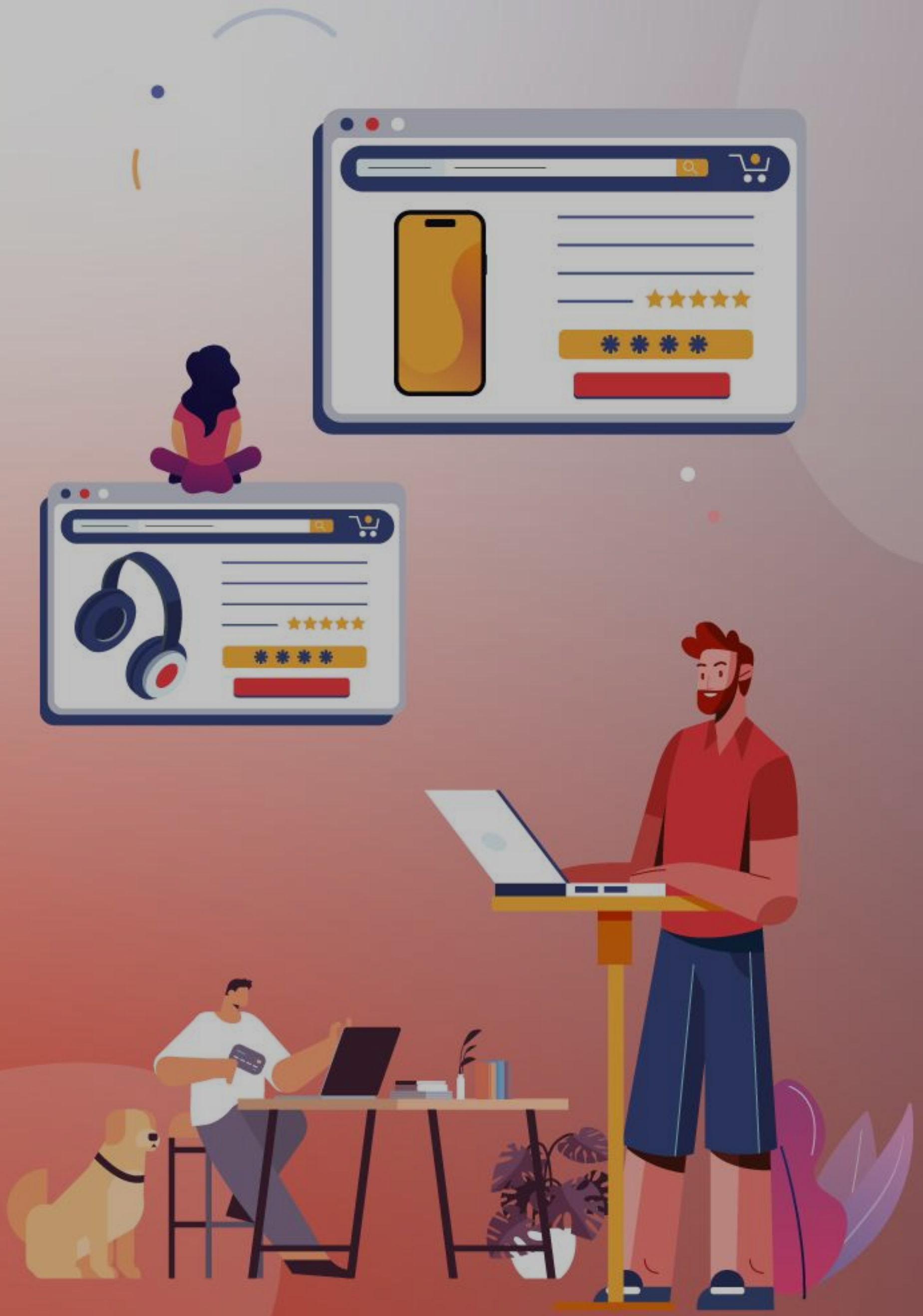
Brands	TALK TALK / digital republic
Net sales	CHF 24.1 million (PY: CHF 22.0 million)
Number of subscriptions 30.06.2026	243'100
Number of subscriptions 31.12.2025	219'900
Number of subscriptions 30.06.2025	200'900
Growth over the last 6 months	+23'200 *+10.6%*
Growth over the last 12 months	+42'200 *+21.0%*

FINANCIAL GUIDANCE

Financial Guidance

	2024	2025	2026	2027	2028	2029
EBITDA (CHF million)	37.9[1,2]	43.4[1,2]	50.0–57.0	n.a	70.0	n.a
Net debt/EBITDA	1.33[1,2]	0	<2	<2	<2	<2
Dividend/share[3]	CHF 0.90	CHF 0.90	CHF 0.90	CHF 0.90	CHF 0.90	CHF 0.90

[1] To ensure comparability, the prior-year figures relate to the continuing operations in Switzerland
[2] Adjusted for special effects
[3] Dividend paid out in the calendar year



Q&A

Financial calendar

Dates

26 February 2027	Publication of Annual Report 2026
26 February 2027	Video conference for investors, media and analysts
31 March 2027	General Meeting 2027
6 August 2027	Publication of Half-Year Report 2027
6 August 2027	Video conference for investors, media and analysts

Thank you for your interest