



ANNUAL RESULTS 2025

INVESTOR, MEDIA AND ANALYST CONFERENCE

AGENDA

Highlights	3
Key figures	4
Business performance	5
Strategic priorities	7
Sale of mobilezone Germany	8
MVNO	11
Sustainability	15
Financial Guidance	19
Q&A	21

Participants mobilezone

Markus Bernhard
Executive Delegate of the BoD



Roger Wassmer
CEO



Bernhard Mächler
CFO



Pascal Boll
Director MVNO & Investor Relations



Highlights 2025

Net cash inflow
from sale of
mobilezone Germany

CHF 182.8 million

Sale of
mobilezone Germany

Return on equity
15% in CHF p.a.

EBITDA Switzerland
CHF 43.4 million
(PY¹: CHF 37.9 million)

Margin 15.8%
(PY¹: 13.9%)

Shareholder's equity
CHF 94.3 million
(PY: CHF -4.8 million)

Equity ratio 61.3%

MVNO² Switzerland

Postpaid-subscriptions of
219,900 (PY: 181,400)

Growth +21.2%

Record EBIT
Switzerland
CHF 36.5 million
(PY¹: CHF 30.0 million)

Margin 13.3%
(PY¹: 11.0%)

Sustainability

SBTi validation

justit: continuing strong
growth of +40%

Key figures

- ✓ **Net Sales:** CHF 274.2 million
(PY¹: CHF 272.9 million)
- ✓ **Gross profit:** CHF 118.0 million
(PY¹: CHF 111.0 million)
- ✓ **EBITDA:** CHF 43.4 million (PY¹: CHF 37.9 million)
- ✓ **EBIT:** CHF 36.5 million (PY¹: CHF 30.0 million)
- ✓ **Net income:** CHF 27.4 million
(PY¹: CHF 20.4 million)
- ✓ **Shareholders' equity:** CHF 94.3 million
(PY: CHF -4.8 million)
- ✓ **Net cash inflow from sale of mobilezone
Germany:** CHF 182.8 million

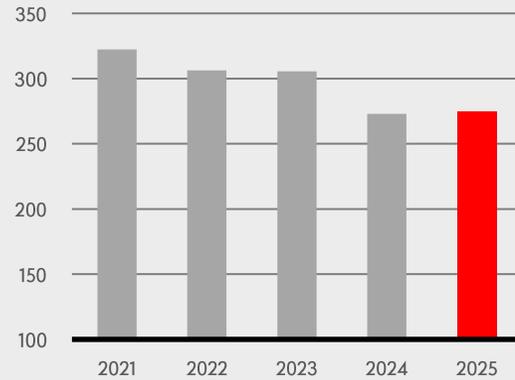
To ensure comparability with future financial years, the following key figures relate exclusively to the continuing operations in Switzerland. The divested German business is not included, except for the balance sheet figures for 2024.

(in CHF million or as noted)	2025	2024
Net sales ¹	274.2 100.0%	272.9 100.0%
Gross profit ¹	118.0 43.0%	111.0 40.7%
EBITDA ¹	43.4 15.8%	37.9 13.9%
EBIT ¹	36.5 13.3%	30.0 11.0%
Net income ¹	27.4 10.0%	20.4 7.5%
Net cash flow from operating activities	41.2	36.2
Investments in property, plant and equipment and intangible assets	-3.4	-5.3
Free cash flow before acquisitions and divestments	37.8	30.9
Net cash inflow from sale of mobilezone Germany	182.8	0
Dividend per share (in CHF)	0.90	0.90
Shareholders' equity	94.3 61.3%	-4.8 n.a.
Net cash position / net debt	66.5	-89.2
Net debt/EBITDA ¹	0	1.33
Employees (full-time equivalents)	616	619

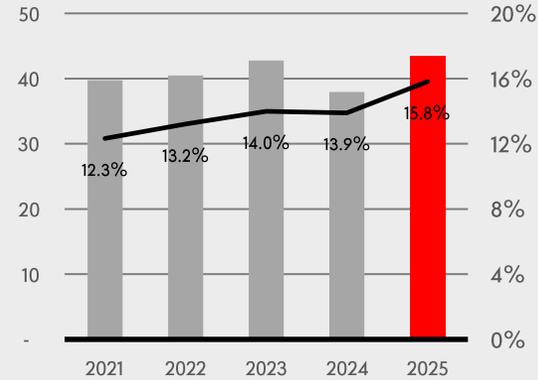
¹ Financial year 2024 adjusted for special effects (see Annual Report 2025, page 11)

Business performance

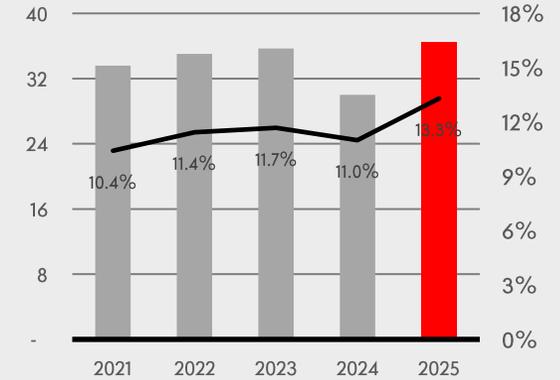
Net sales¹
(CHF million)



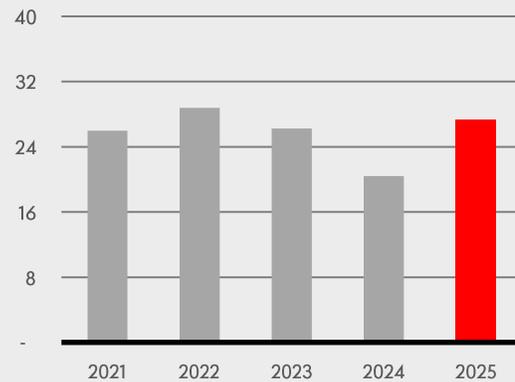
EBITDA¹
(CHF million)



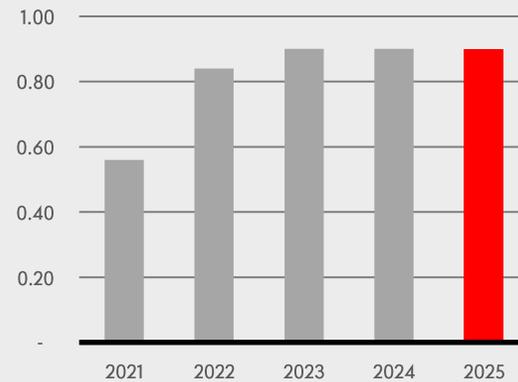
EBIT¹
(CHF million)



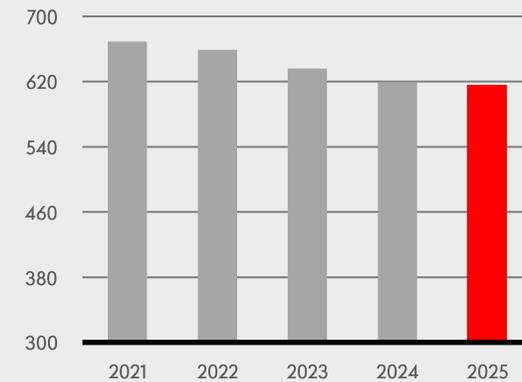
Consolidated net income¹
(CHF million)



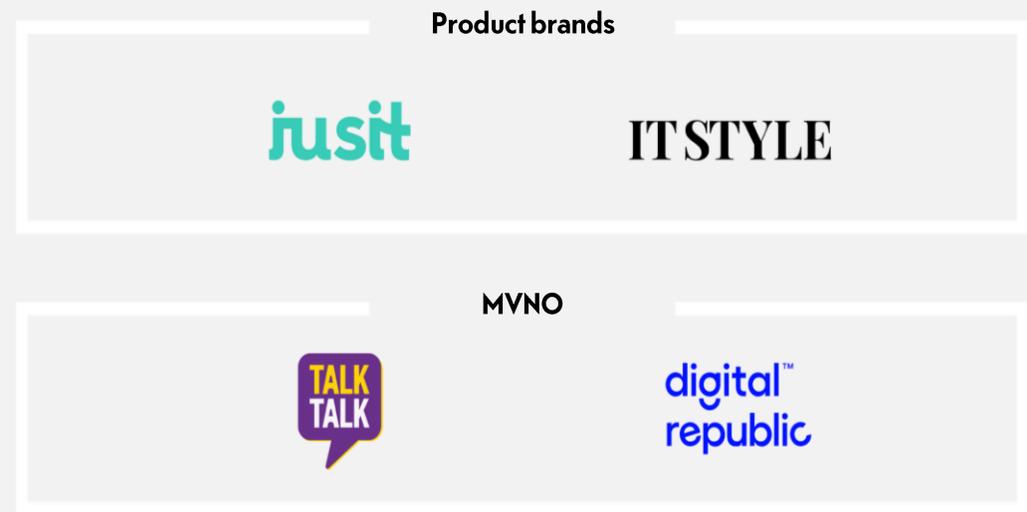
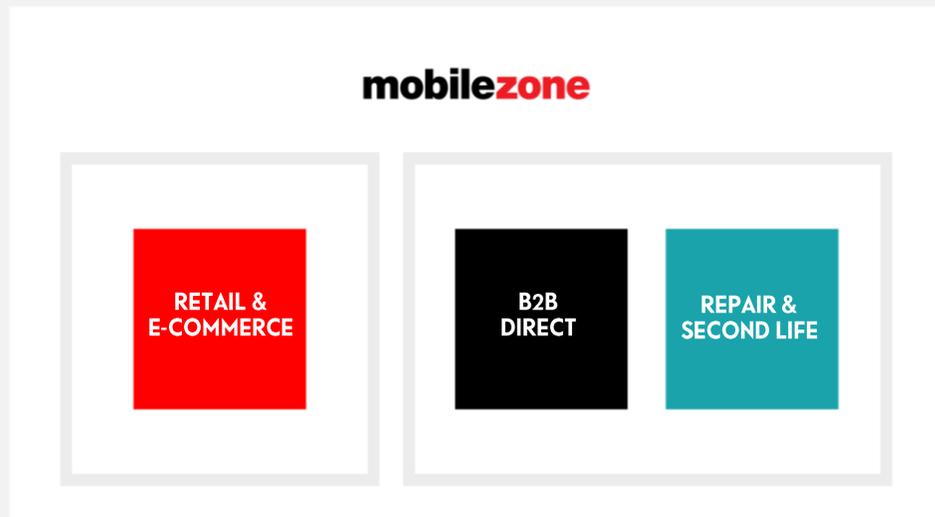
Dividend per share
(CHF)



Employees¹
(Full-time equivalents)



Market areas



Strategic priorities

- ✓ mobilezone focuses exclusively on the Swiss market
- ✓ Core: retail network of 125 mobilezone shops (POS)
- ✓ Focus on recurring revenue (MVNO and B2B), margin improvement (accessories and Second Life business with refurbished device brand justit) and profitable e-commerce platforms (Digital Republic, justit.ch and mobilezone.ch)
- ✓ Solid cash generation
- ✓ Dividend of CHF 0.90 per share until 2028
- ✓ 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 ONLINE
PRESENCE

EXPANSION OF RECURRING
REVENUES (MVNO, B2B)

SUSTAINABILITY

ATTRACTIVE DIVIDEND POLICY

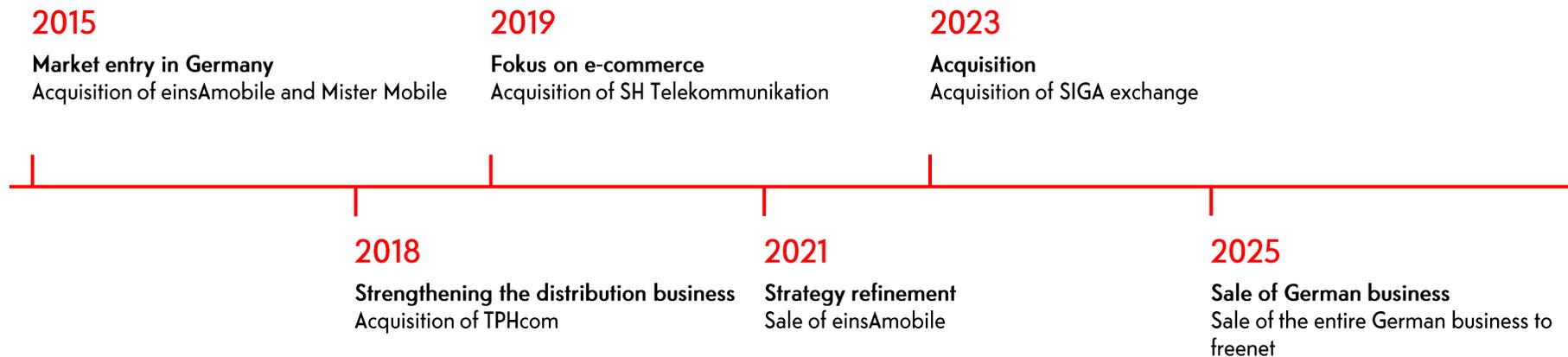


SALE OF MOBILEZONE GERMANY

Sale of mobilezone Germany

- ✓ The divestment of the German business units marks the completion of a 10-year, targeted acquisition phase featuring significant value creation in Germany
- ✓ A return on equity (IRR) of 15% p.a. in CHF or 19% p.a. in EUR was achieved over the investment period:
 - ✓ Net cash outflow for acquisitions: CHF 210 million
 - ✓ Net cash inflow from divestments (incl. einsAmobile): CHF 192 million
 - ✓ Free cash flow generated (2015 – 2025): CHF 165 million
 - ✓ The use of leverage positively impacted the return on equity

} Total net cash inflow CHF 357 million



Germany – value generating investment

Strengthened Balance Sheet

- ✓ Net cash position as of 31.12.2025: CHF 66.5 million (31.12.2024: net debt of CHF -89.2 million)
- ✓ Increase in shareholders' equity by CHF 99.5 million / Shareholders' equity as of 31.12.2025: CHF 94.3 million (31.12.2024: CHF -4.8 million)
- ✓ Divestment-related, predominantly non-cash negative effect of CHF 66.0 million due to the recycling of goodwill and to cumulative translation adjustments (CTA)
- ✓ Summary: sale transaction led to a materially improved capital structure and financial resilience

Cashflow

- ✓ Net cash inflow from sale of mobilezone Germany: CHF 182.8 million
- ✓ Use of proceeds:
 - Full repayment of all interest-bearing liabilities
 - Creating financial flexibility of over CHF 200 million to pursue inorganic growth



TALK
TALK

eSIM

MVNO

digital™
republic

TalkTalk & Digital Republic



- Broad range of wireless- and wireline products with expert in-store advice (mobilezone POS)
- Constantly good value for money offers
- SIM-only focus
- Comparis user survey: score 5.1 out of 6.0
- Network: Sunrise



talktalk.ch



125 Shops



Optimised online strategy with a positive impact on new customer acquisitions



Schwingerkönig Armon Orlik as brand ambassador



- 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 and industrial goods)
- Comparis user survey: score 5.1/6.0
- Network: Sunrise



digitalrepublic.ch



digitec.ch

Flat Mobile Swiss	Flat Mobile	Flat Mobile Plus
Handy Abo	Handy Abo	Handy Abo
13.- pro Monat	18.- pro Monat	25.- pro Monat
<ul style="list-style-type: none"> ✓ Daten, Telefonie & SMS Schweiz ✓ Alles unlimitiert (inkl. SG) 	<ul style="list-style-type: none"> ✓ Daten, Telefonie & SMS Schweiz ✓ Alles unlimitiert (inkl. SG) ✓ Roaming Daten EU/USA/UK ✓ 2 GB pro Monat ✓ Roaming Telefonie EU/USA/UK ✓ 100 Minuten pro Monat (inkl. SG/UK) 	<ul style="list-style-type: none"> ✓ Daten, Telefonie & SMS Schweiz ✓ Alles unlimitiert (inkl. SG) ✓ Roaming Daten EU/USA/UK ✓ 5 GB pro Monat ✓ Roaming Telefonie EU/USA/UK ✓ Unlimitiert in EU/UK/CH
Mit Orderformular starten	Mit Orderformular starten	Mit Orderformular starten



Strong growth of the «Flat Mobile» family, further boosted by a brand campaign in October 2025

TalkTalk – Schwingerkönig Armon Orlik new brand ambassador

Lass dir nicht die Hosen ausziehen!

Alles unlimitiert im In- und Ausland

Armon Orlik
Schwingerkönig

ALL IN
-60% 39.95
~~99.95~~

Das Handyabo, das mehr bietet.

TALK TALK

Detailed description: This advertisement features a yellow background. At the top, a purple speech bubble contains the text 'Lass dir nicht die Hosen ausziehen!'. Below it, a white speech bubble says 'Alles unlimitiert im In- und Ausland'. In the center, Armon Orlik is shown from the waist up, wearing a light blue button-down shirt and pulling down his khaki pants. To his right, his name 'Armon Orlik' and title 'Schwingerkönig' are written. In the bottom left, a purple circle contains the text 'ALL IN', '-60%', '39.95', and a crossed-out '99.95'. At the bottom, a purple bar contains the slogan 'Das Handyabo, das mehr bietet.' and the 'TALK TALK' logo in a white speech bubble.

Unschlagbar!

schweizweit unlimitiert +5G Roaming

Armon Orlik
Schwingerkönig

International M
-60% 22.95
~~69.95~~

Das Handyabo, das mehr bietet.

TALK TALK

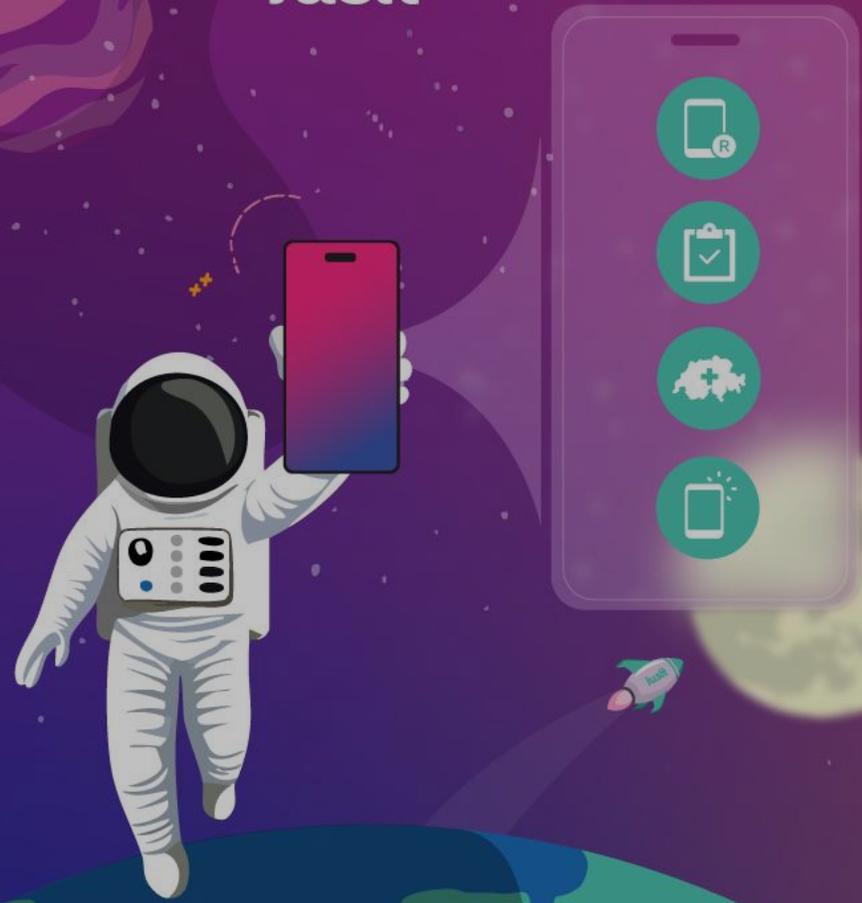
Detailed description: This advertisement features a yellow background. At the top, a purple speech bubble contains the text 'Unschlagbar!'. Below it, a white speech bubble says 'schweizweit unlimitiert +5G Roaming'. In the center, Armon Orlik is shown from the waist up, wearing a light blue button-down shirt and holding a mobile phone in each hand with his arms raised in a celebratory gesture. To his right, his name 'Armon Orlik' and title 'Schwingerkönig' are written. In the bottom left, a purple circle contains the text 'International M', '-60%', '22.95', and a crossed-out '69.95'. At the bottom, a purple bar contains the slogan 'Das Handyabo, das mehr bietet.' and the 'TALK TALK' logo in a white speech bubble.

MVNO development

- ✔ Competitive market with growing «affordable» segment
- ✔ TalkTalk und Digital Republic are well positioned to benefit from this growth
- ✔ 2025: 21.2% growth driven by new initiatives and products, as well as churn prevention measures
- ✔ Three-years conclusion of Digital Republic
 - User base more than doubled
 - ARPU increased significantly
- ✔ February 2026: early contract extension with Sunrise until the end of 2029

Brands			Total
Net Sales			CHF 45.9 million (PY: CHF 38.2 million)
Number of subscriptions 31.12.2025	108,100	111,800	219,900
Number of subscriptions 31.12.2024	99,100	82,300	181,400
Number of subscriptions 31.12.2023	86,300	63,500	149,800
Number of subscriptions 31.12.2022	66,600	45,900	112,500
Growth over the last 12 months	+9,000 +9.1%	+29,500 +35.8 %	+38,500 +21.2%
3-years CAGR	+17.5% p.a.	+34.5% p.a.	+25.0% p.a.

rusit



SUSTAINABILITY

Reporting framework and strategy

Governance and compliance

- Compliance
- Transparency regarding sustainability
- Responsibility along the value chain
- Data protection and information security

Customers

- Building long-term customer relationships
- Improving customer satisfaction



Employees

- Attractive employer
- Safety and health
- Training and continuing education
- Equality and diversity

Environmental management

- Climate change
- Sustainable supply chain
- Circular economy

- ✓ The sustainability reporting is aligned with the European Sustainability Reporting Standards (ESRS) under the Corporate Sustainability Reporting Directive (CSRD).
- ✓ With this report, selected ESG KPIs have been externally audited and independently assured for the first time.
- ✓ The report also fulfils the requirements for non financial reporting as stipulated by the Swiss Code of Obligations, including the TCFD report.

ESG-Initiatives

- ✔ mobilezone's climate targets were officially validated by the **Science Based Target initiative (SBTi)** in 2025. This validation reinforces our net zero commitment by 2045.
- ✔ mobilezone has committed to four **United Nations Sustainable Development Goals (SDGs)**:
 - SDG 8: Decent Work and Economic Growth
 - SDG 9: Industry, Innovation and Infrastructure
 - SDG 12: Responsible Consumption and Production
 - SDG 17: Partnerships for Goal Achievement
- ✔ In 2025, the Product Carbon Footprint (PCF) was calculated for the Second Life business of the jusit brand. Through the refurbished and repair business, more than 900 tonnes of CO₂ equivalents were avoided in 2025.



Selected ESG Key Figures 2025

Environment



- CO₂ savings from the sale of refurbished smartphones: **900 tonnes of CO₂e**
- Share of electric vehicles: **47 percent**
- Share of electricity from renewable energy sources: **89 percent**

Social



- Employee satisfaction: **79 percent**
- Number of apprentices: **142**
- Apprenticeship completion rate: **97 percent**

Governance



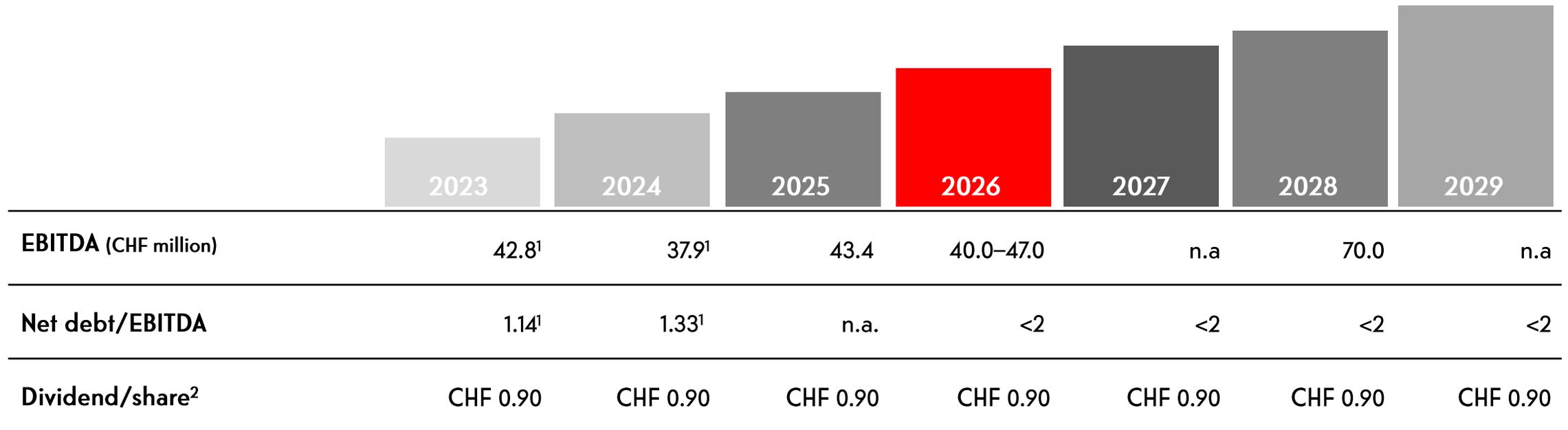
- Code of Conduct training coverage: **92 percent**
- ESG training coverage: **94 percent**
- Suppliers that have signed the Supplier Code of Conduct (share of purchasing volume): **83 percent**

mobilezone



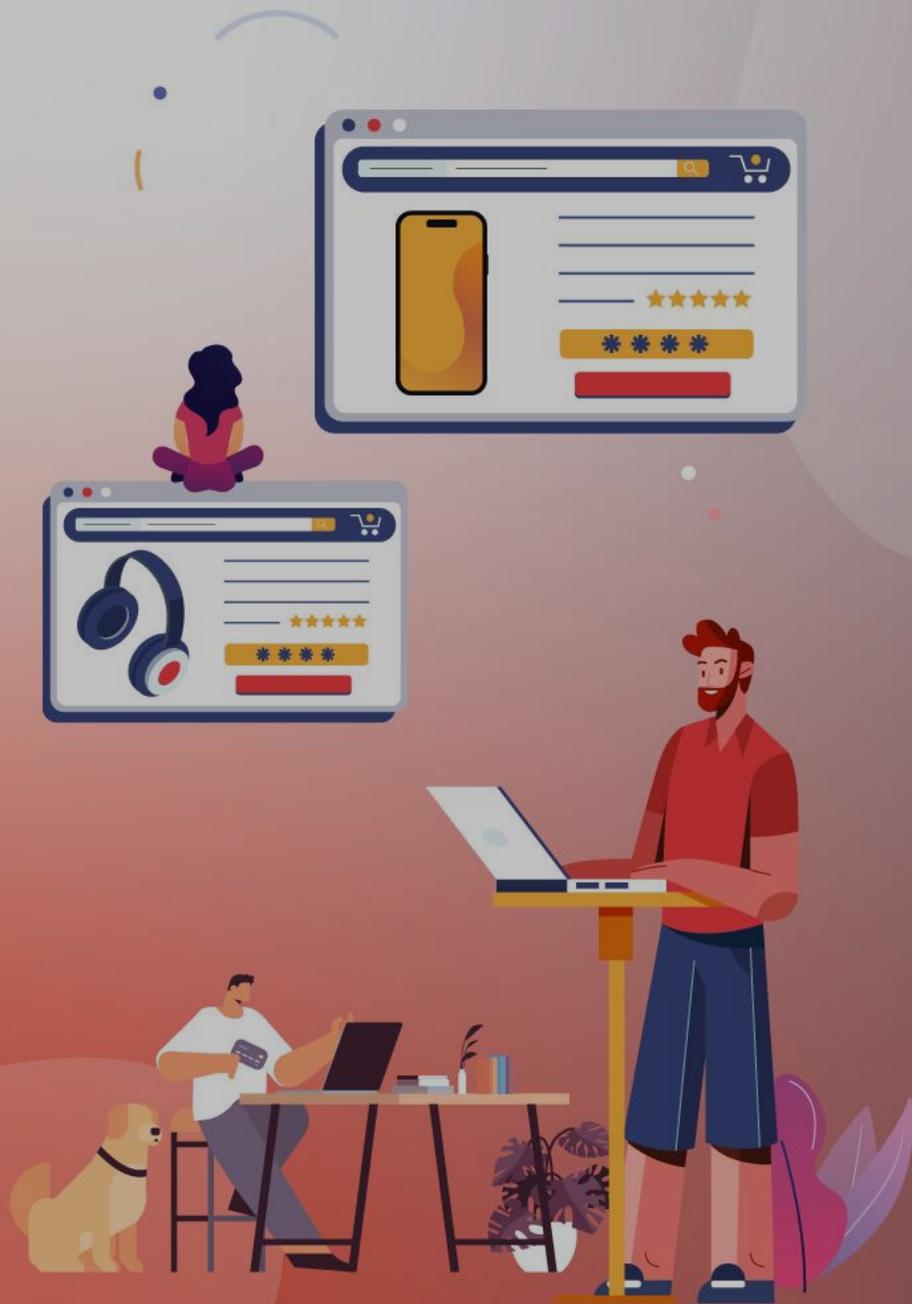
FINANCIAL GUIDANCE

Financial Guidance



¹ Adjusted for special effects

² Dividend paid out in the calendar year



Q&A

Financial calendar

Dates

8 April 2026	General Meeting 2026
15 April 2026	First trading day without dividend entitlement (ex-date)
17 April 2026	Dividend payment
9 June 2026	Oddo Swiss Equities Conference, Interlaken
14 August 2026	Publication of half-year report 2026
14 August 2026	Video conference for investors, media and analysts
4 November 2026	ZKB Swiss Equity Conference

Thank you for your interest

