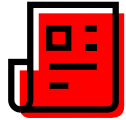


ANNUAL REPORT 2022



mobilezone at a glance



Since 1999

mobilezone was founded in 1999 and is now the leading independent Swiss and German telecoms specialist with around 1,000 employees in Rotkreuz, Urnäsch, Zurich, Cologne, Bochum, Münster and Berlin.



More than 120 Shops in Switzerland

mobilezone offers its services and products online and in over 120 shops in Switzerland. For companies, mobilezone offers consulting and individual customer solutions (fleet management, DaaS).



Strong online presence in Germany

sparhandy.de and deinhandy.de for private customers as well as mobilezone Handel in indirect B2B trade belong to mobilezone Germany.

Markus Bernhard
CEO mobilezone Group



Roger Wassmer
CEO mobilezone Switzerland



Wilke Stroman
CEO mobilezone Germany



Andreas Fecker
CFO mobilezone Gruppe



OUR OFFER

- Complete range of smartphones and accessories
- Subscriptions for mobile and fixed network telephony, digital TV and Internet from all providers
- MVNO in Switzerland (TalkTalk, Digital Republic) and Germany (HIGH)
- Independent advice and services for private and business customers
- Repair and refurbishing services in Switzerland
- First Swiss product brand for refurbished smartphones (jusit.ch)



Contents

Highlights 2022	4
Strategic focus	5
Market areas	6
Sustainability strategy	11
Key figures	13
Financial Guidance	18

Highlights 2022

Further growth
of market
share in GER & CH

EBIT CHF 73.3 million
(PY: CHF 72.7 million)
(adjusted for currency
effects)

Sales growth
+7,5 % to over
CHF 1.05 billion
(adjusted for
currency effects)

Strengthened
balance sheet

EBITDA Leverage
0.38

Free Cashflow +49%
up to CHF 100.8
million

MVNO
Customer growth
TalkTalk +46%
HIGH +42%

Online Sales +7%
CHF 400 million

Increase
of dividend to
CHF 0.90/share
+7%

Strategic focus of the mobilezone Group

Growth and Acquisition of Market Share

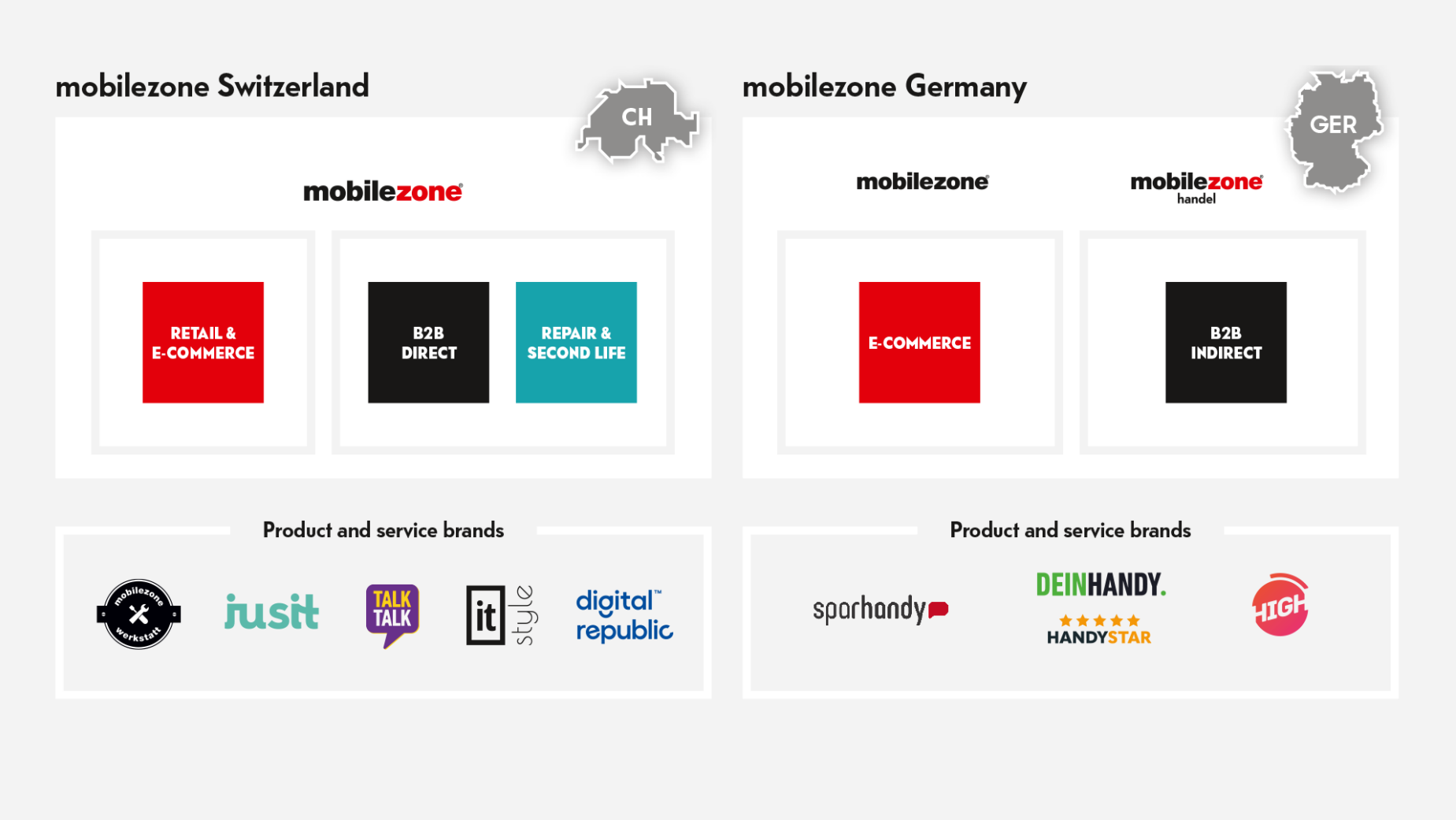
Online Presence

Extension of services and expansion of recurring revenues (i.a. MNVOs)

Sustainability

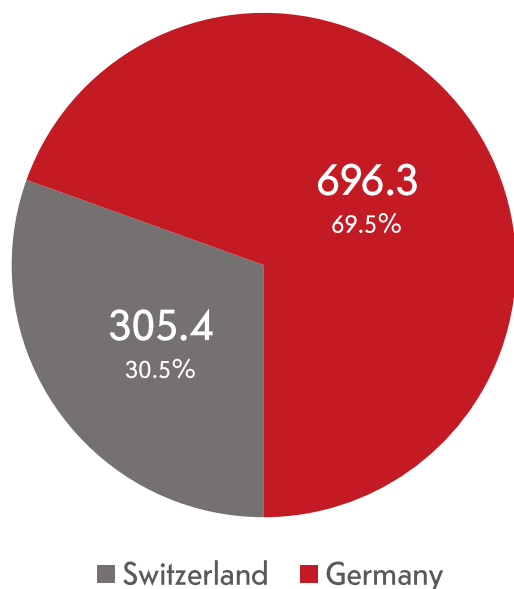
Attractive dividend policy - Further increase in dividend planned

Market areas



Market areas

Net sales (in CHF million)



	Total mobilezone Group		Switzerland		Germany	
(in CHF million)	2022	2021	2022	2021	2022	2021
Net sales	1 002.7 100.0%	981.5 100.0%	305.4 100.0%	322.7 100.0%	696.3 100.0%	659.2 100.0%
thereof own online platforms	400.0 39.9%	373.5 38.1%	33.0 10.8%	36.7 11.4%	367.0 52.7%	336.8 51.1%
Gross profit	201.0 20.0%	199.7 20.3%	112.4 36.8%	111.0 34.4%	87.5 12.6%	86.9 13.2%
EBIT	70.6 7.0%	72.7 7.4%	35.5 11.6%	36.3 11.2%	35.6 5.1%	36.2 5.5%

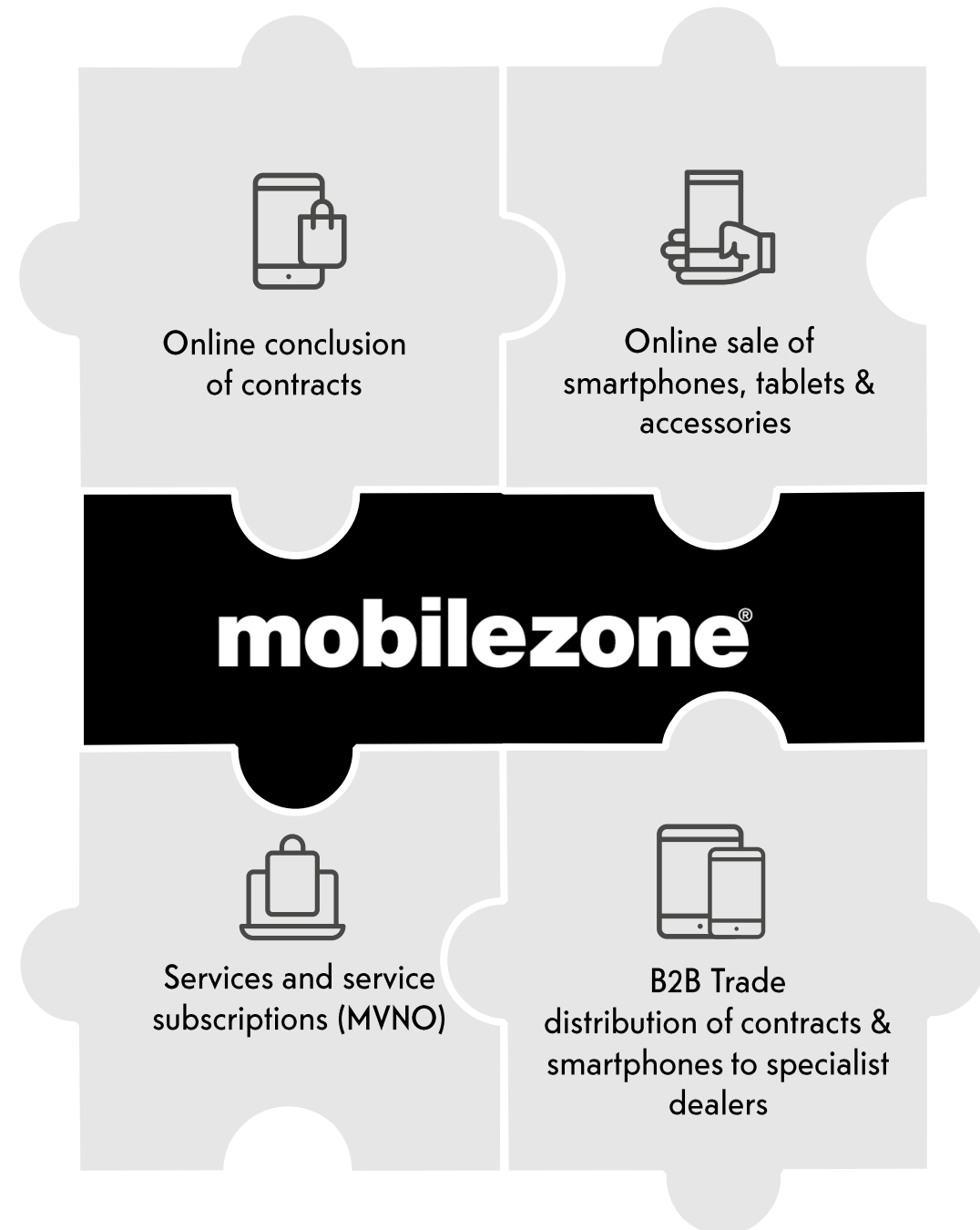
Category not allocated/eliminations remain in the holding company

- ✓ 70 % of net sales generated in Germany, 30 % in Switzerland
- ✓ 39,9 % (PY: 38,1 %) of net sales generated online with own platforms
- ✓ Share of online net sales Germany: 52,7 % (PY: 51,1 %) / Switzerland: 10,8 % (PY: 11,4 %)
- ✓ Added value with gross profit of CHF 201.0 million/+0,7 %
 - CH: +1,3 %
 - GER: +0,7 % (adjusted for currency effects + 8,3 %)
- ✓ EBIT share Switzerland and Germany 50 % each analogue to previous year
- ✓ EBIT CHF 70.6 million (PY: CHF 72.7 million)
 - EBIT CHF 73.3 million, adjusted to currency effects
 - EBIT margin: 7,0 % (PY: 7,4 %)

- ✓ EBIT CHF 35.5 million
(PY: CHF 36.3 million)
- ✓ Accessories sales: CHF 24.9 million
(PY: CHF 23.9 million)
+4,2 %
- ✓ Service sales: CHF 7.4 million (PY: CHF 7.2 million)
+2,8 %
- ✓ Contract conclusions: 437'000 (PY: 398'000)
+9.8 %
- ✓ Number of Shops: 124 as in previous year
The conversion of all shops to the new layout was completed at the end of 2022.
- ✓ Acquisition of Digital Republic (online MVNO) in early 2023



- ✓ Net sales: CHF 696 million (PY: CHF 659 million)
+ 5,3 % (adjusted to currency effects +13,5 %)
- ✓ EBIT: CHF 35.6 million (PY: CHF 36.2 million)
EBIT CHF 38.3 million adjusted to currency effects, +5,8 %
- ✓ Total 1'091'000 contracts concluded (PY: 1'019'000)
+ 7,1 %
- ✓ Contracts concluded online: 638'000 (PY: 600'000)
+6,3 %
- ✓ 590'000 contracts online or 92 % were sold via own platforms
(PY: 522'000 or 87 %)
- ✓ Contract conclusion specialised trade: 453'000 (PY: 419'000)
+8,1 %
- ✓ Acquisition of SIGA exchange GmbH in early 2023



mobilezone's MVNOS in Switzerland and Germany



- ✓ Net sales CHF 21.2 million (PY: CHF 17.1 million)
+24 %
- ✓ Focus on online channel talktalk.ch
- ✓ Postpaid customers: 66'600 (PY: 45'700)
+46 %
- ✓ Target: 90'000 postpaid customers by the end of 2023



- ✓ At the beginning of January 2023, mobilezone acquired Digital Republic, a pure online provider for mobile internet.
- ✓ Postpaid customers: 45'900 (PY: 28'500)
+62 %
- ✓ Target: 65'000 postpaid customers by the end of 2023



- ✓ Net sales CHF 23.0 million (PY: CHF 17.3 million)
+33 %
- ✓ Postpaid customers: 98'000 (PY: 69'000)
+42 %
- ✓ Target: 200'000 Postpaid customers by mid 2024

The sustainability strategy of the mobilezone Group

- ✓ Strategic commitment in the Board of Directors (Sustainability Committee) and in the Group Management
- ✓ Reporting in accordance with the standards of the Global Reporting Initiative (GRI)
- ✓ Focus on the four pillars of sustainability
 - Sale of refurbished smartphones in Germany
 - Preparation of a Group-wide assessment of carbon footprint in 2023
 - Further improvement in employee and customer satisfaction
- ✓ Inclusion in sustainability indices «SPI ESG» and «SPI ESG Weighted» in September 2022



Sale of used and refurbished smartphones

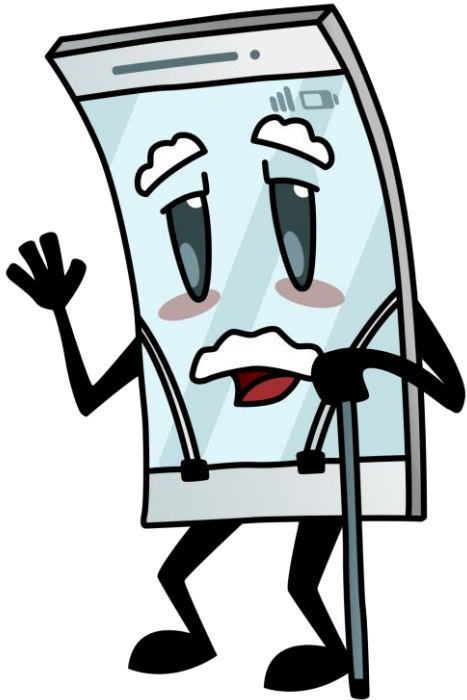
Extending the life cycle of smartphones and promoting the careful use of valuable raw materials as well as the reduction of emissions.



- ✓ Sale of used smartphones: 5,400 devices (PY: 3,300)
- ✓ Devices come from mobilezone customers (buyback B2B and B2C) in Switzerland
- ✓ Available online (www.jusit.ch) and in 12 selected mobilezone shops
- ✓ Covering the entire value chain (buyback in shops, technical processing and resale in Switzerland)



- ✓ Since November 2022: Sale of refurbished smartphones also in Germany (www.sparhandy.de)





Key figures 2022

Key figures

- ✓ Net sales: CHF 1 002.7 million
(PY: CHF 981.5 million)
adjusted for currency effects CHF 1 055 million
Organic sales growth of 7,5 %, currency effects -5,3 %
- ✓ Gross profit: CHF 201.0 million (PY : CHF 199.7 million)
- ✓ EBIT: CHF 70.6 million
(adjusted for currency effects CHF 73.3 million)
(PY : CHF 72.7 million)
- ✓ Net profit: CHF 54.5 million
(adjusted to currency effects, CHF 56.1 million)
PY: CHF 56.7 million)
- ✓ Investments:
 - 2022: CHF 17.5 million
 - 2021: CHF 13.9 million
 - 2020: CHF 13.3 million
- ✓ Free Cashflow: CHF 100.8 million (PY: CHF 67.6 million)
- ✓ ROCE: 77,0 % (PY : 57,7 %)
- ✓ Dividend +7,1 %: CHF 0.90 per share (PY: CHF 0.84)

(in CHF million unless otherwise stated)	2022	2021	2020
Net sales	1 002.7 100.0%	981.5 100.0%	916.0 100.0%
Gross profit	201.0 20.0%	199.7 20.3%	165.6 18.1%
EBIT	70.6 7.0%	72.7 7.4%	44.0 4.8%
Net profit	54.5 5.5%	56.7 5.8%	34.5 3.8%
Investments	17.5	13.9	13.3
Free Cashflow	100.8	67.6	46.5
ROCE in %	77.0	57.7	31.7
Dividend per share (in CHF)	0.90	0.84	0.56
Staff FTE – 31.12.	995	1 018	1 127

Pro forma numbers 2021 and 2020

- Adjusted for the non-cash special effect from the sale of the wholesale business of CHF 6 million
- without divested wholesale business Germany and mobiletouch austria

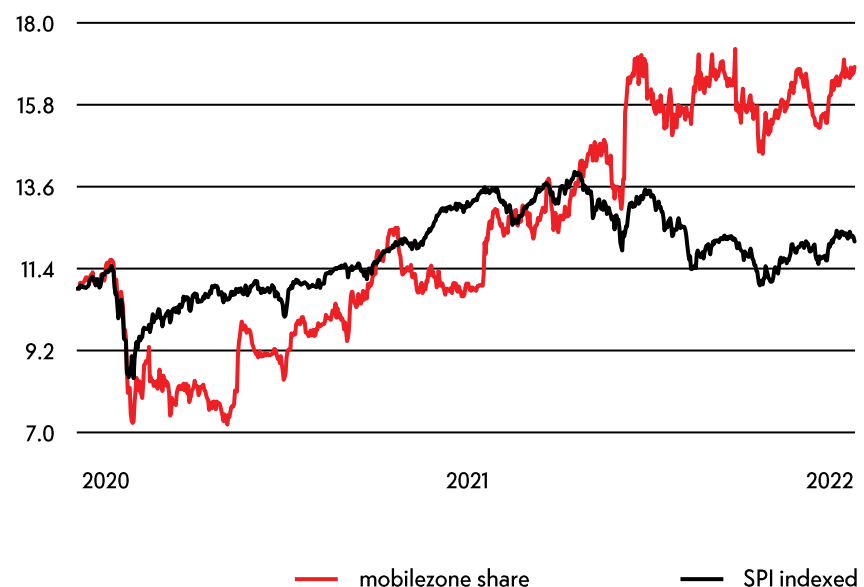
Balance sheet

- ✓ Strong and healthy balance sheet
- ✓ Cash and cash equivalents of CHF 119.4 million (PY: CHF 57.7 million)
- ✓ Reduction of net debt by CHF 46.0 million to CHF 29.9 million
- ✓ Net debt/EBITDA: 0.38 (PY: 0.99)
- ✓ Increase of inventory by CHF 4.3 million to CHF 57.9 million
- ✓ Increase of total assets by CHF 50.6 million or 15,5 % to CHF 377.4 million

(in CHF million unless otherwise stated)	31.12.2022		31.12.2021		31.12.2020	
Current assets	323.4	85.7%	278.8	85.3%	308.7	87.3%
Non-current assets	54.0	14.3%	48.0	14.7%	45.1	12.7%
Total assets	377.4	100%	326.8	100%	353.8	100%
Current liabilities	199.4	52.8%	193.7	59.2%	194.5	54.9%
Non-current liabilities	134.7	35.7%	88.8	27.2%	136.1	38.5%
Total liabilities	334.1	88.5%	282.5	86.4%	330.6	93.4%
Shareholders' equity	43.3	11.5%	44.3	13.6%	23.2	6.6%
Liabilities & shareholders' equity	377.4	100%	326.8	100%	353.8	100%
Net working capital	124.0		85.1		114.2	
Inventories	57.9	15.3%	53.6	16.4%	72.5	20.5%
Financial liabilities	149.3	39.6%	133.6	40.9%	183.0	51.7%
Shareholders' equity	43.3	11.5%	44.3	13.6%	23.2	6.6%
Shareholders' equity without goodwill offsetting	66.5	16.6%	95.5	25.3%	102.3	23.6%
Net debt	29.9		75.9		119.6	
Net debt/EBITDA	0.38		0.92		2.22	

Share development

2020-2022 (in CHF)



(in CHF unless otherwise stated)

	31.12.2022	31.12.2021	31.12.2020	31.12.2019	31.12.2018
Number of shares	44 000 000	44 781 213	44 781 213	44 781 213	40 781 213
Year-end price	15.32	13.62	10.08	10.86	10.94
Market capitalization - CHF million	674	610	451	486	446
Equity per share	0.98	0.99	0.52	0.34	0.84

(in CHF unless otherwise stated)

	2022	2021	2020	2019	2018
Dividend per share	0.90	0.84	0.56	0.60	0.60
Dividend – distribution – CHF million	39.6	37.6	25.1	26.9	24.4
Dividend payout ratio	72.6%	74.2%	72.7%	60.6%	61.7%
Share buyback – CHF million	17.0	5.8			
Total distribution – CHF million	56.6	43.4	25.1	26.9	24.4
Total payout ratio	103.8%	85.7%	72.7%	60.6%	61.7%

Financial Guidance



Financial Guidance

- ✓ EBIT Guidance 2023: CHF 70 – 77 million
- ✓ Distribution policy: Dividend (60-75% of net profit) and share buyback programme

	2020	2021	2022	2023	2024	2025	2026
EBIT	CHF 44.0m	CHF 72.7m ¹	CHF 70.6m	CHF 70-77m			
EBIT margin	3.6%	7.4%	7.0%	continuous increase of EBIT margin			
Net debt/EBITDA	2.22	0.92	0.38	< 2	< 2	< 2	< 2
Capex	CHF 13.3m	CHF 13.9m	CHF 17.5m	CHF 13m	CHF 13m	CHF 13m	CHF 13m
Dividend/share	CHF 0.60	CHF 0.56	CHF 0.84	CHF 0.90			
Dividend distribution	CHF 25.1m	CHF 37.6m	CHF 39.6m				
Share buyback		CHF 5.8m	CHF 17m				
Total distribution	CHF 25.1m	CHF 43.4m	CHF 56.6m				



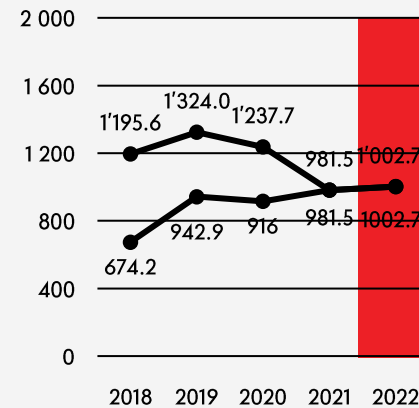
Q&A



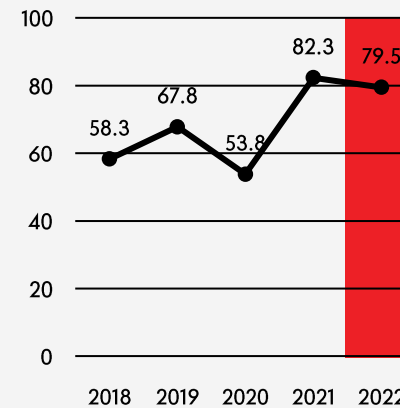
Backup slides

Key figures mobilezone Group

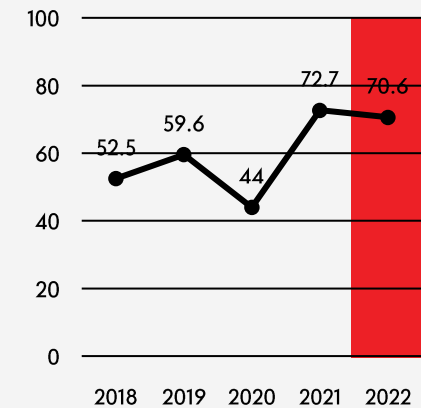
Net Sales
(CHF million)



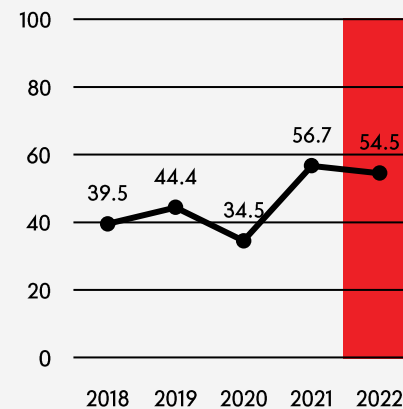
EBITDA¹
(CHF million)



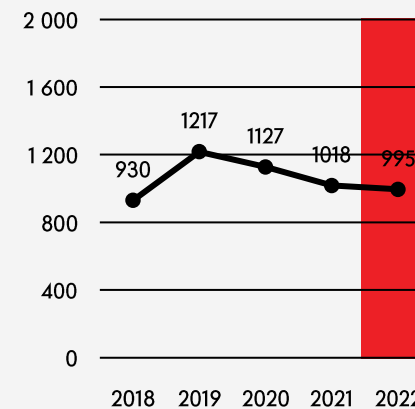
EBIT¹
(CHF million)



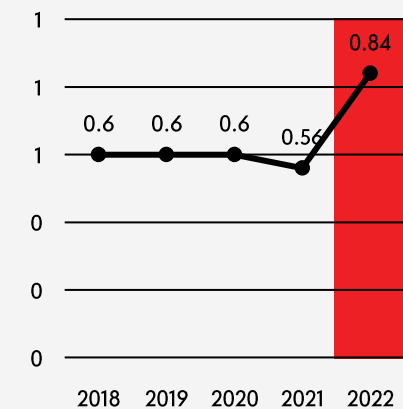
Net profit¹
(CHF million)



Number of employees
(full time equivalents)



Dividend per share
(CHF)

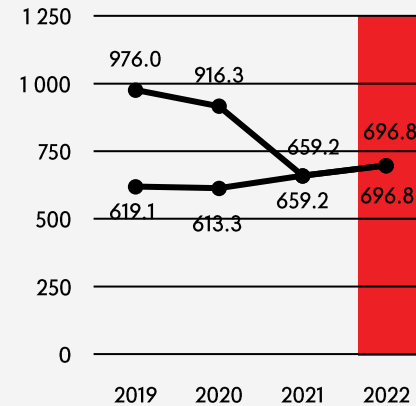


Germany

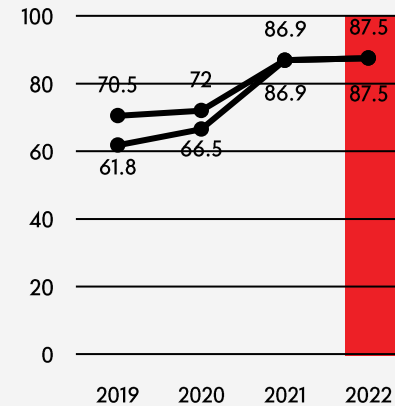


- ✓ Net Sales: CHF 696 million (PY: CHF 656 million) $+6,1\%$
- ✓ Foreign currency adjusted net sales CHF 784 million $+13,5\%$
- ✓ Gross profit: CHF 87.5 million (PY: CHF 86.9 million) $+0,7\%$
- ✓ EBIT: CHF 35.6 million (PY: CHF 36.2 million)
Return of sales: 5,1 % (PY: 5,5 %)
- ✓ Foreign currency adjusted EBIT of CHF 38.3 million $+5,8\%$
- ✓ Contract conclusions: 1'091'000 (PY: 1'019'000) $+7,1\%$
- ✓ Net Sales MVNO HIGH: CHF 23.0 million (PY: CHF 17.3 million) $+33,0\%$
- ✓ Customer base HIGH: 98'000 (31.12.2021: 69'000) $+42,0\%$

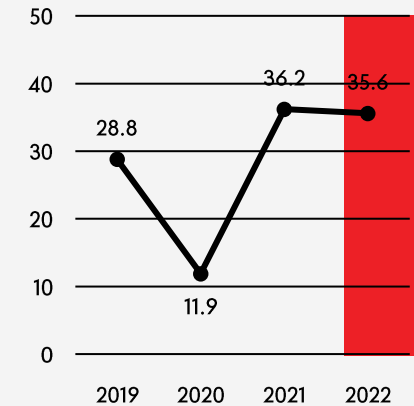
Net Sales
(CHF million)



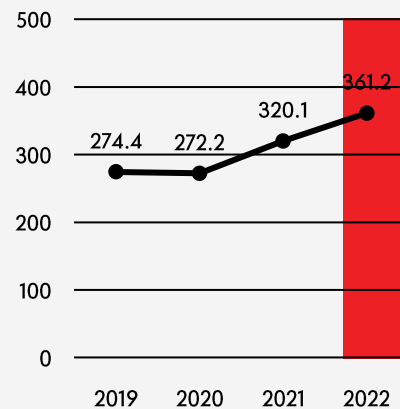
Gross profit
(CHF million)



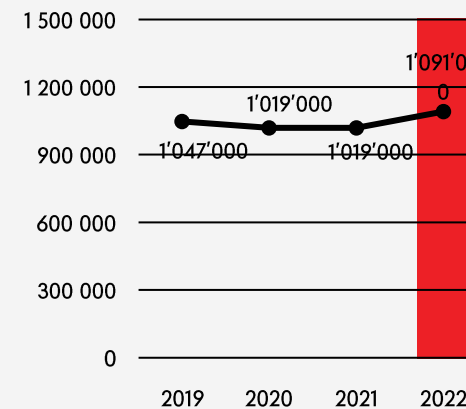
EBIT
(CHF million)



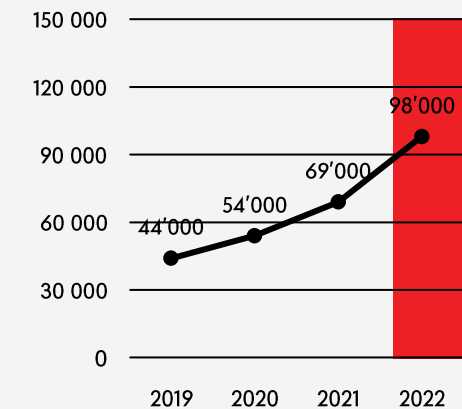
Net Sales online direct
(CHF million)



Mobile, digital TV and
Internet contracts



MVNO customer
base «HIGH»



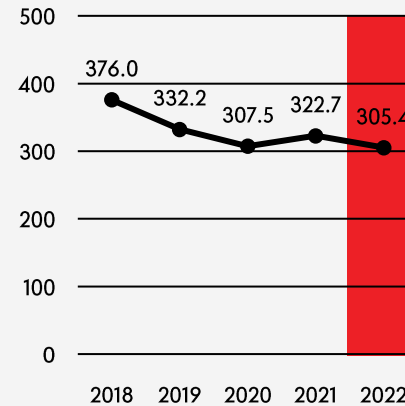
Swiss GAAP FER
 Pro Forma without divested wholesale business GER

Switzerland

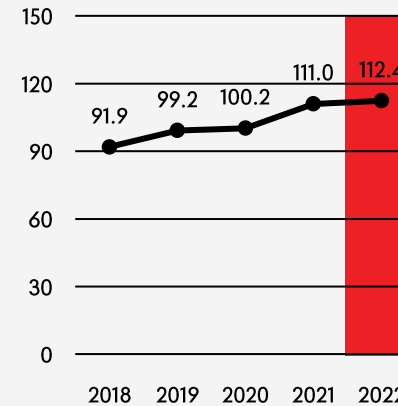


- ✓ Net Sales: CHF 305 million (PY: CHF 323 million) -5,6 %
- ✓ Gross profit: CHF 112.4 million (PY: CHF 111.0 million) +1,2 %
- ✓ EBIT: CHF 35.5 million (PY: CHF 36.3 million)
Return of sales: 11,6 % (PY: 11,2 %)
- ✓ Contract conclusions: 437'000 (PY: 398'000) +9,8 %
- ✓ Net Sales MVNO TalkTalk: CHF 21.2 million (PY: CHF 17.1 million) +24,0 %
- ✓ Kundenbestand TalkTalk Postpaid: 66'000 (31.12.2021: 45'700) +45,7 %

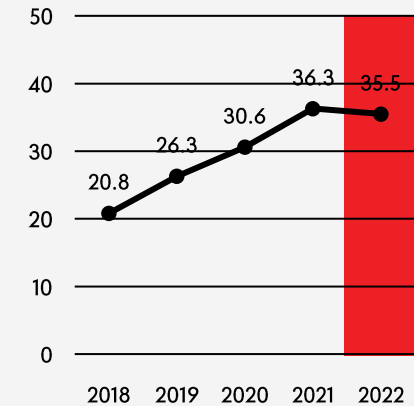
Net Sales
(CHF million)



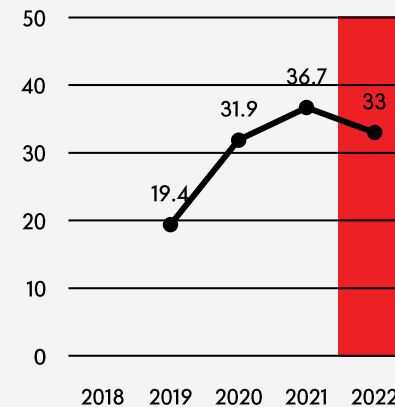
Gross profit
(CHF million)



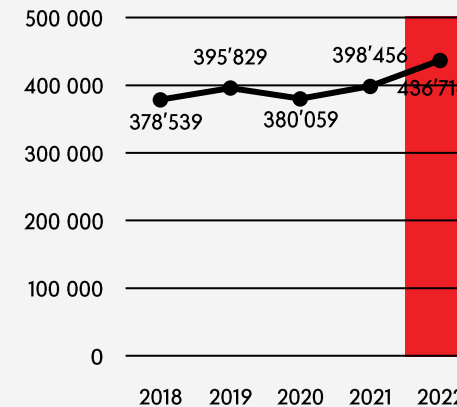
EBIT
(CHF million)



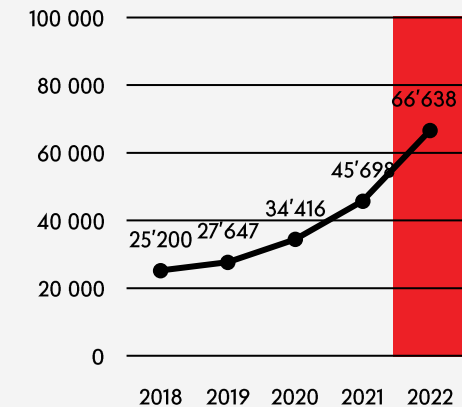
Net sales online (CHF million)



Mobile, digital TV and Internet contracts



Postpaid customer base TalkTalk





Markus Bernhard

CEO



Andreas Fecker

CFO



Wilke Stroman

CEO Germany



Roger Wassmer

CEO Switzerland