

PRESS RELEASE

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mobilezone concludes strategic reorientation in Germany

The mobilezone Group is divesting itself of its wholesale business in Germany. By selling its subsidiary einsAmobile GmbH, mobilezone has concluded the final step in its strategic reorientation in Germany. mobilezone continues to hold a 25 per cent interest in einsAmobile GmbH.

mobilezone sold einsAmobile GmbH with retrospective effect to 1 January 2021. The buyers are the two old shareholders Murat Ayhan and Akin Erdem. All parties agreed that the purchase price would be kept confidential. As part of the sale, Akin Erdem resigned from the Group management of the mobilezone Group.

By selling einsAmobile, mobilezone Deutschland has concluded the final step in its strategic reorientation in Germany. This step was preceded by the consolidation of the online business with the merger of mobilezone's own e-commerce end customer brands Sparhandy, Deinhandy, Handystar and High under the brand powwow in April 2020. Furthermore, in September 2020, indirect distribution was bundled centrally under the umbrella brand mobilezone Handel.

As a result, in future mobilezone Deutschland will concentrate on the strategic business fields "Online" and "indirect B2B commerce". Hardware purchasing will be directed to supplying mobilezone's own B2C channels and indirect trading partners. Wilke Stroman, managing director of mobilezone Germany explained, "In the last few years, the wholesale business division made a great contribution to the success of mobilezone's German business activities. However, recently our focus has shifted towards online and indirect commerce. Consequently, our strategic focus is going to be on these areas."

The two companies will also maintain business contacts in the future: mobilezone will remain a minority shareholder in einsAmobile.

In the previous 2020 financial year, the business achieved a turnover of CHF 303 million (2019: CHF 347 million). The 2021 operating EBIT will not be affected by the sale of einsAmobile GmbH.

mobilezone will publish its 2020 annual report on 12 March 2021. The upper end of the financial guidance published on the 13th of May 2020 with an EBIT expectation of CHF 38 to 43 million will be achieved. Turnover will be slightly above CHF 1.2 billion compared to CHF 1.3 billion in the previous year.

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About mobilezone

mobilezone holding ag, founded in 1999 (ticker symbol SIX: MOZN), boasted sales of CHF 1,324 million and a consolidated profit of CHF 44.4 million in the reporting year 2019, and is thus the leading independent telecommunication specialist in Switzerland and Germany.

The mobilezone Group employs around 1,200 staff at its sites in Rotkreuz, Urnäsch, Zweidlen, Berlin, Bochum, Cologne and Münster. The offering comprises a complete range of mobile phones and tariff plans for mobile and fixed-line telephony, digital TV and Internet from all providers. Independent advice and services for private and business clients, repair services and supply specialist retailers complete the offering. The services and products are provided online via various web portals and in over 120 shops of its own in Switzerland.

www.mobilezoneholding.ch