

PRESS RELEASE

Regensdorf, 27 March 2015

mobilezone acquires einsAmobile GmbH in Germany

Regensdorf, 27 March 2015 – mobilezone today acquired a 100 per cent stake in the German telecommunications provider einsAmobile GmbH based in Obertshausen. einsAmobile GmbH specialises in procuring mobile contracts and selling and distributing hardware. The acquisition enables both companies to profit from synergies in the online, purchasing and retail segments.

German telecommunications specialist einsAmobile (www.einsamobile.de) was established in 2005, and in 2014 generated revenue in excess of EUR 400 million and an EBIT of EUR 14 million with its 120 staff. The company's results will be included in the consolidated accounts as of 1 April 2015. einsAmobile will continue to trade under its current name and be managed by its partners Murat Ayhan and Akin Erdem.

Utilising synergies to benefit customers

The acquisition opens up valuable synergies to mobilezone, particularly in the online and purchasing segments. Markus Bernhard, mobilezone CEO: "The acquisition is an important step in mobilezone's strategy. einsAmobile GmbH maintains a strong position in the online segment, and its acquisition provides new opportunities for mobilezone." Murat Ayhan and Akin Erdem, managing directors and partners of einsAmobile GmbH, likewise see the acquisition as an opportunity for valuable synergies: "The expertise of mobilezone, with its 125 shops, allows us to advance our Ashop partner concept profitably and to inspire our business partners with an even greater potential for implementing innovative marketing concepts."

Acquisition price

The acquisition price is anticipated at CHF 70 million. Part of this was paid in cash, part in mobilezone shares, which are subject to a tiered lock-up agreement. There will be need to increase capital at mobilezone and no requirement to dilute equity for existing shareholders. The total amount payable immediately is leveraged. A key component of the acquisition price is dependent on the effective company results of einsAmobile for 2015, 2016 and 2017. This will allow mobilezone to maintain its attractive dividends policy.

Interested analysts and journalists are invited to join a conference call at 10 a.m. on Monday, 30 March.

Please register via mobilezoneholding@mobilezone.ch by 9.30 a.m. on Monday, 30 March.

Journalists are welcome to ask questions via mobilezoneholding@mobilezone.ch until 8 p.m. today, Friday.

For additional information please contact:

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About mobilezone

With sales of CHF 388.6 million and a consolidated profit of CHF 23.6 million in the reporting year 2014, mobilezone holding ag (stock ticker symbol SIX: MOB), which was established in 1999, is Switzerland's leading independent telecom specialist.

In mobilezone's 129 shops more than 800 employees provide independent advice and services for individual and business customers; the shops offer the complete mobile phone product lines and the mobile phone, digital TV, fixed-line telephony, and Internet subscription plans of all major providers as well as mobile phone repair services.