



mobilezone holding ag, Postfach, 8105 Regensdorf

This document and the information contained herein are not for publication, distribution or release in or into (directly or indirectly) the United States, Canada, Australia or Japan or any other jurisdiction in which the publication, distribution or release would be unlawful. This document does not constitute an offer of securities for sale in or into the United States, Canada, Australia or Japan.

PRESS RELEASE

CH-Regensdorf, March 9, 2018

Today, mobilezone is to publish the definitive conditions for its planned ordinary capital increase

At today's Extraordinary General Meeting, the board of directors of mobilezone holding ag will propose an increase in the share capital by issuing up to 8 585 516 new registered shares with a nominal value of CHF 0.01 per share.

These new registered shares will be offered to existing mobilezone shareholders (subject to certain restrictions under local laws applicable to shareholders) at a subscription price of CHF 9.50 per registered share. Existing shareholders will be granted subscription rights for each registered share that they hold after close of trading on 14 March 2018. 15 subscription rights entitle a shareholder to purchase 4 new registered shares. Assuming that the EGM approves the ordinary capital increase proposed by the board of directors, the period for exercising subscription rights is expected to begin on 15 March 2018 and end on 23 March 2018 at 12.00 p.m. (CET). Trading of subscription rights is expected to take place between 15 March 2018 and 21 March 2018 on the SIX Swiss Exchange. New registered shares that are not purchased as part of the offering of subscription rights are expected to be sold via the market. The decisive offering and listing prospectus for the offering of subscription rights is due to be published on 14 March 2018.

The gross proceeds expected from the capital increase of around CHF 80 million should serve to finance the acquisition of TPHCom (around CHF 58 million). The company will use the remainder of the gross proceeds to reinforce its financial flexibility for other potential medium-term corporate acquisitions.

This document and the information contained herein are not for publication, distribution or release in or into (directly or indirectly) the United States, Canada, Australia or Japan or any other jurisdiction in which the publication, distribution or release would be unlawful. This document does not constitute an offer of securities for sale in or into the United States, Canada, Australia or Japan.

Expected timetable for the capital increase and subscription rights offering:

14 March 2018	Offering and listing prospectus published Subscription rights allocated after close of trading
15 March 2018	Ex-rights date Subscription rights trading starts Subscription period starts
21 March 2018	Subscription rights trading ends
23 March 2018	12.00 p.m. (CET): Subscription period ends
27 March 2018	First trading day for the new registered shares New registered shares delivered against payment of the subscription price

For further information please contact:

Markus Bernhard
Chief Executive Officer
mobilezone holding ag
mobilezoneholding@mobilezone.ch

Company profile of mobilezone

Established in 1999, mobilezone holding ag (stock ticker symbol SIX: MOZN) achieved sales of CHF 1,172 million and a consolidated profit of CHF 35.2 million in fiscal year 2017 and is Switzerland's and Germany's leading independent telecom specialist.

The mobilezone Group employs a staff of more than 900 employees in its locations in Regensdorf, Urnäsch, Zweidlen, Zug, Vienna (Austria), Obertshausen (Germany), Berlin (Germany) and Münster (Germany). The company offers the complete product line of mobile phones as well as subscription plans of all major providers for mobile and fixed-line telephony, digital TV, and Internet. Independent consulting and services for individual and business customers as well as repair services round out mobilezone's range of offerings. Independent consulting and services for individual and business customers as well as repair services round out mobilezone's range of offerings. The services and products are offered in 124 mobilezone shops in Switzerland as well as in 65 Ashop locations in Germany (Partnerships) and online via various web portals. In addition, mobilezone Group is active in Germany in the wholesale trade and also as supplier for specialist retailers.

Calendar

09.03.2018 Extraordinary General Meeting
05.04.2018 Ordinary General Meeting
17.08.2018 Publication of 2018 interim report

This document and the information contained herein are not for publication, distribution or release in or into (directly or indirectly) the United States, Canada, Australia or Japan or any other jurisdiction in which the publication, distribution or release would be unlawful. This document does not constitute an offer of securities for sale in or into the United States, Canada, Australia or Japan.

Important Note

This document is not an offer to sell or a solicitation of offers to purchase or subscribe for shares. This document is not a prospectus within the meaning of Article 652a of the Swiss Code of Obligations, nor is it a listing prospectus as defined in the listing rules of the SIX Swiss Exchange AG or a prospectus under any other applicable laws. Copies of this document may not be sent to jurisdictions, or distributed in or sent from jurisdictions, in which this is barred or prohibited by law. The information contained herein shall not constitute an offer to sell or the solicitation of an offer to buy, in any jurisdiction in which such offer or solicitation would be unlawful prior to registration, exemption from registration or qualification under the securities laws of any jurisdiction. A decision to invest in securities of mobilezone holding ag should be based exclusively on the offering and listing prospectus to be published by mobilezone holding ag for such purpose.

This document and the information contained herein are not for publication, distribution or release in or into (directly or indirectly) the United States, Canada, Australia or Japan or any other jurisdiction in which the publication, distribution or release would be unlawful. This document does not constitute an offer of securities for sale in or into the United States, Canada, Australia or Japan.

This document does not constitute an offer to sell, or a solicitation of an offer to purchase, any securities in the United States. The securities of mobilezone holding ag to which these materials relate have not been and will not be registered under the United States Securities Act of 1933, as amended (the "Securities Act"), and may not be offered or sold in the United States absent registration or an applicable exemption from, or in a transaction not subject to, the registration requirements of the Securities Act. There will not be any public offering of securities in the United States.

This communication has not been approved by an authorized person in the United Kingdom. This communication is not being distributed to, and must not be passed on to, the general public in the United Kingdom. This communication is only being distributed to and is only directed at persons within the United Kingdom who: (i) are persons having professional experience in matters relating to investments who fall within the definition of "investment professionals" in Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (as amended from time to time) (the "Order"); (ii) high net worth bodies corporate, unincorporated associations, partnerships, trustees of high value trusts and other persons as described in Article 49(2)(a)-(d) of the Order; or (iii) persons to whom it would otherwise be lawful to distribute it to are outside the United Kingdom (all such persons together being referred to as "Relevant Persons"). Any person who is not a Relevant Person should not act or rely on the following web pages or any of their contents. Any investment or investment activity, or controlled investment or controlled activity to which this communication relates is available only to Relevant Persons and will be engaged in only with Relevant Persons. mobilezone holding ag's securities are only available to, and any invitation, offer or agreement to subscribe, purchase or otherwise acquire such securities will be engaged in only with, relevant persons and certain other persons to whom it may lawfully be communicated.

Any offer of securities to the public that may be deemed to be made pursuant to this communication in any member state of the European Economic Area (each an "EEA Member State") that has implemented Directive 2003/71/EC (as amended, including by Directive 2010/73/EU, and together with any applicable implementing measures in any EEA Member State, the "Prospectus Directive") is only addressed to qualified investors in that EEA Member State within the meaning of the Prospectus Directive.