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## Reachable anytime and anywhere – Omnichannel

With Omnichannel mobilezone can offer customers all its products and services of the business segments Trade and Service Providing in a simple and self-explanatory way.

This means that in the future customers can even stronger experience of the full capacities of mobilezone Group anytime and across all channels. After mobilezone remodeled several stationary shops in line with the new shop concept, the mobilezone web shop has also been given a new design. The newly designed web shop was launched at the end of February 2017.

Moreover, mobilezone is expanding its online presence. Since April 2016, mobilezone has made the website [www.deinhandy.ch](http://www.deinhandy.ch) available. There customers can find the right mobile phone and the pricing plan that is best for them. The platform is similar to the website [www.deinhandy.de](http://www.deinhandy.de), which has been already established successfully in the German market.

# Trade: Private customers Switzerland

## mobilezone

mobilezone is Switzerland's leading independent telecom specialist in the area of mobile and fixed-line telephony. As the market leader, mobilezone offers the complete product range of mobile phones as well as subscription plans of all the major providers (Swisscom, Sunrise and UPC) for mobile and fixed-line telephony, digital TV, and Internet. At mobilezone, customers find the largest selection of mobile phones and accessories and receive independent consulting and services.

### Market environment

On the whole, mobile phone sales have declined slightly in a saturated market. The trend toward flat-rate plans continues. In the area of postpaid, more than 76 percent of the pricing plans mobilezone sells are flat-rate plans of the network providers. Most of these flat-rate plans for mobile and fixed-line telephony, digital TV, and Internet also include unlimited calling, messaging, and surfing. With these plans customers have a better overview of their costs and are not hit with a surprise at the end of the month. Flat-rate plans are especially attractive for frequent users, but they can also be worthwhile for occasional use. The demand for TV and broadband connections continues to increase significantly at mobilezone. At the same time, more and more customers are giving up landline telephony. Thanks to the great variety of plans offered, competent advice is more and more important. With its skilled and professionally trained employees, mobilezone offers its customers competent support in making purchase decisions for rate plans and mobile phone brands.

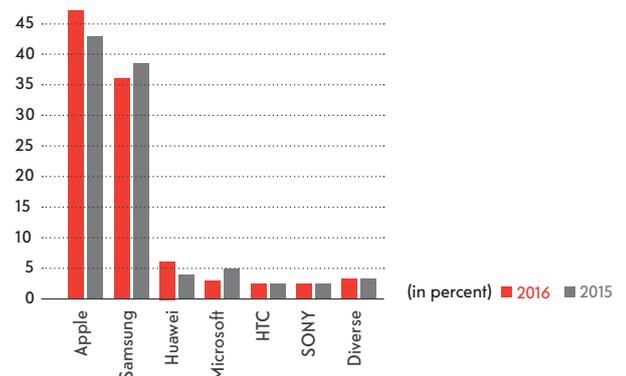
### Products

Like the popular iPhones 6s and 6s Plus in 2015, the successor models iPhone 7 and 7 Plus have also been selling very well. The market leader Apple continues to share the bulk of the Swiss market with the Korean manufacturer Samsung. Regarding the Samsung brand, the two top-selling models were the Galaxy S7 and S7 edge. The Galaxy models A3 & A5-2016 also sold very well and were in great demand. Smartphones with larger displays account for 28 percent (2015: 23 percent) of the total sold by mobilezone. In addition to the two big players Apple and Samsung, the Chinese manufacturer Huawei has become a presence to be reckoned with in the future. With its models P9 and P9 Plus, Huawei was able to increase its market share in the mobilezone shops to 6 percent (2015: 3 percent). By the end of November Huawei's model Mate 9 with a 5.9 inch display and impressive rechargeable battery had moved to the top of the ranks. Other important new products in fiscal year 2016 were the HTC 10 with its uncluttered interface. The SONY Xperia X Compact was one of the better compact smartphones. Among innovation enthusiasts who want to use the tomorrow's technology today Google's models Pixel & Pixel XL were popular.

A look at the best-selling mobile phones at mobilezone shows clearly that Apple and Samsung continue to dominate the market. The smartphone share of the total mobile phones sold at mobilezone comes to 95 percent (2015: 92 percent).

### SHARES OF BRANDS SOLD AT MOBILEZONE\*

\* based on number of units sold



**BEST-SELLING MOBILE PHONES OF MAJOR BRANDS AT MOBILEZONE**



Apple  
iPhone 6s



Apple  
iPhone 7



Apple  
iPhone SE



Samsung  
Galaxy S7 edge



Samsung  
Galaxy S7



Samsung  
Galaxy A3 (2016)



Huawei  
P9



Sony  
Xperia X



HTC  
10

## Shops

mobilezone continues to optimize its locations and its shop concepts. In fiscal year 2016 the new shop concept was implemented in eight shops. The new concept's captivating functionality and modern design offers customers an even better shopping experience. The functional furniture allows customers a clear overview of the newest products and accessories. All new devices and accessories can be tested on-site.

**At the end of 2016, mobilezone operates 129 shops located in all larger towns and in shopping centers throughout Switzerland.**

### SHOPS OPENED

Luzern, Bahnhof  
Zürich, ShopVille Hauptbahnhof

### NEW SHOP CONCEPT

Bern, Waaghaus-Passage 8  
Emmen, Emmen Center  
Genf, Rue de Carouge 18  
Hinwil, Einkaufszentrum Hinwil  
Spreitenbach, Einkaufszentrum Shoppi-Tivoli  
Zug, Einkaufs-Allee Metalli  
Zürich, Löwenstrasse 54  
Luzern, Bahnhof

**Eight selected shops have integrated Service-Centers, offering the option of quick on-site repairs:**

Basel, St. Jakob Park / Bern, EKZ Wankdorf / Emmenbrücke, Emmen Center / Lugano, Palazzo Ransila / Rapperswil SG, Zentrum Sonnenhof / St. Gallen, EKZ Shopping Arena / Winterthur, Untertor 13 / Zürich, EKZ Letzipark

## Services

All mobilezone shops offer the company's own insurance product, Protect Clever available, for Android and Windows mobile devices. In addition to Protect Clever, mobilezone also offers its customers the insurance product AppleCare+ for Apple devices; this insurance is sold in Switzerland exclusively by Apple and mobilezone. As an additional service, mobilezone offers the transfer of mobile phone data; this service is offered in the mobilezone shops as well as in the eight service centers. Here Customers benefit from rapid and secure data transfer that moves their data, such as contacts, photos, etc. safely and without caching from an old device to a new one.

As an additional service, mobilezone offers a buyback program and buys back used mobile phones for cash payment. With these services mobilezone continues to invest in expanding its range of offers so that it can provide its customers even more comprehensive services.

## Customer focus

The salespeople in mobilezone shops and the competent advice they provide embody what mobilezone stands for. To make sure its salespeople can competently address the diverse needs of customers and find the optimal offer for them, mobilezone conducts training courses for all shop employees on an ongoing basis. The training is provided by the company's own trainers and also by telecommunications service providers and manufacturers. With its own e-learning portal, mobilezone ensures that its salespeople are at all times fully informed about new products, services, and pricing plans.

Customer focus and customer satisfaction even after a purchase are the product of comprehensive customer service. Via different channels, such as telephone, newsletter, or text messages, mobilezone keeps customers informed about new mobile phone models and accessories, current promotions, and loyalty discounts. Moreover, customers can count on receiving competent advice from mobilezone's customer service team, and they can interact with mobilezone on social media platforms.

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# Trade: Private customers Germany

## einsAmobile

einsAmobile specializes in arranging mobile contracts and in selling hardware. The company offers its services and products in 55 Ashop locations (Partner shop) as well as online via various web portals. In addition, einsAmobile supplies specialist stores.

### Market environment

einsAmobile is a strategic sales partner of Telefónica Deutschland and also a strategic partner of the manufacturer Samsung Mobile Germany. Thanks to the strategic sales partnership with Telefónica, einsAmobile also markets the core brand o2 as well as secondary brands, such as Blau, Ay Yildiz, and Ortel Mobile, and contributes decisively to the marketing of those brands. Thanks to the broad-based support of various manufacturers, einsAmobile can be flexible in responding to changes in the market.

### Range of services

More than 800 listed specialist stores and 55 Ashops nationwide are supplied by einsAmobile. An important sector for einsAmobile is the online business via external platforms and its own web portals. The company's product and service portfolio is extensive and tailored to the needs of its customers.

### Products and Hardware

The company's broad range of offers includes all currently marketed models of the major manufacturers, such as Apple, Samsung, Microsoft, HTC, Huawei, Sony, LG, and ZTE. Moreover, einsAmobile also offers a wide range of products and services in areas connected with mobile communication, such as tablets and notebooks. Name-brand products for fixed-line telephony complete this wide range.

### Prices

As a national distributor, einsAmobile works closely with all large network operators – Telefónica Germany, Telekom as well as Vodafone. As a result, einsAmobile offers a broad spectrum of pricing models for the core brands and secondary brands of all network operators.

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## Trade: Business customers

### mobilezone business

mobilezone offers independent consulting and individual customer solutions in the area of telecommunications for small and mid-sized businesses as well as for large companies. In particular, mobilezone connects telecom providers, mobile phone manufacturers, and businesses, and in the process mobilezone supports companies in all industries with individual comprehensive solutions in the areas of fleet management and outsourcing.

#### Market environment

In a highly competitive market, the business customer sector, which is of strategic importance for mobilezone, developed positively. This development was possible even though mobile phone providers introduced new price plans that are less attractive for mobilezone. mobilezone has successfully extended its range of services for business customers with its new consulting and other services, such as fleet management and the newly introduced advance replacement service for repair orders from key accounts.

#### Services

The consulting and other services mobilezone offers are geared to national and international businesses of any size and industry. Among other services, mobilezone offers a review of customers' current contracts, development of customer-specific order processes, the uncomplicated purchase of new and replacement devices, quick and efficient problem-solving when repairs are needed, as well as competent advice — all from a single source. The company's spectrum of offers ranges from standardized products to complex, individual solutions for customers. Customers benefit from special terms for new devices and from the many services offered in mobilezone's 129 shops all across Switzerland.

#### Complete outsourcing solutions

The specialists at mobilezone serve as general contractors and take over all the work connected with managing mobile phones and contracts. The consultants address the individual needs of their many different customers with customized offers in order to find the best solution for each customer. This solution can include management of mobile phone contracts, equipment maintenance, and even insurance claim negotiation in the event of damage or loss. In each case, the goal is to create optimal time and cost savings for the business customer.

#### Customized web shop

The mobile phones and price plans available to a company's employees can be displayed by mobilezone in a customized web shop. The web shop is created in collaboration with the business customer and is tailored to that customer's specific requirements. In addition to device purchases, the entire administration of a company's mobile phone pricing plans is displayed. From updating an address to ordering options, customer requests are processed with a new ticketing system. Moreover, thanks to the integration of customer-specific authorization processes, mobilezone can address customer needs at a deeper level.

«Does mobilezone have the necessary resources for such a big project?»

The professionals at mobilezone are working hand in hand with outside experts. Each of them brings his or her own strengths to the project, and that's how we will be successful in reaching our goal.



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# Service Providing

## TalkTalk

TalkTalk offers services in the areas of mobile phones, fixed-line telephony, basic access, and Internet. All TalkTalk products are also available throughout Switzerland in any of the 129 mobilezone-shops.

### Market environment

TalkTalk's share in the mobile sales continues to grow. This is also reflected in TalkTalk's expanding customer base: In its mobile telephony segment, the company could increase the number of customers in this fiscal year to 39,000 (2014: 32,000).

2018 will ring in the end of analog telephoning and of telephones with rotary dials. TalkTalk is already responding to this coming change and, in March 2015, stopped signing up new customers for analog telephony. At the same time TalkTalk has begun to migrate fixed-line customers to a new technology so that even after 2018, they can continue telephoning via the fixed-line network with TalkTalk.

### Services

TalkTalk offers a wide range of products in all categories, from mobile (post- & prepaid) and fixed-line to basic connection and Internet. With its very attractive international rates TalkTalk appeals not only to the entire Swiss market but also particularly to customers with a diverse ethnic background. Thanks to its own extremely efficient IT system, TalkTalk can quickly adapt pricing plans or introduce new ones and thus respond optimally to changing customer needs.



## mobiletouch

As the leading service center in Switzerland and Austria, mobiletouch offers repair services for mobile devices, such as mobile phones, digital cameras, and other portables.

### Market environment

Overall, the volume of repairs has declined in 2016 in both Switzerland and Austria. Despite this development the company thus remains a clear market leader.

### Services

Thanks to the uninterrupted repair chain within mobilezone, which covers everything from accepting devices in the shop to returning them, customers can rely on very high repair quality. Eight mobilezone-shops offer express repair service of mobile phones and immediate iPhone replacement at their own Service-Centers. The trained technicians provide personal customer support and repair of brands, such as Apple and Samsung, on site. Customers with defective iPhones immediately receive a replacement device. Secure data transfer and backup complete mobilezone's extensive service portfolio.

In addition, mobiletouch has further expanded its range of services by offering repair services in locations outside of mobilezone. For example, in year 2015 mobiletouch began offering its service also at the Samsung Repair-Center in Basel as well in nine Swisscom Repair-Centers.

The Canon Repair Center specializes in the repair of Canon cameras and of the electronic and optical systems of all types of cameras. Services also include the repair of Canon printers and scanners.

«Omnichannel will strengthen the online channel, but what will happen to brick-and-mortar shops?»

With Omnichannel we are actually strengthening both channels and link them with each other. We can then address new customer groups and optimize the shopping experience for our customers.

