

2016: Highlights of the year

APRIL mobilezone shop opening at Lucerne's central station

mobilezone continues to optimize its stores and opens a new shop with a completely new design in a prime location at Lucerne's central station.

MAY mobilezone launches website deinHandy.ch

The successful online platform deinHandy.de is now also available in Switzerland, thanks to mobilezone. On this site customers can find the right mobile phone with the pricing plan that is best for them and can buy both the phone and the plan they want right there.




JUNE Breel Embolo as mobilezone's brand ambassador

mobilezone and the footballer Breel Embolo are joining forces. The exceptional footballer of Schalke 04 and the Swiss national football team is now mobilezone's brand ambassador.

JULY mobilezone introduces Apple Pay

Since July, mobilezone's customers can pay for all products and services in any mobilezone-shops simply, securely, and confidentially with their iPhone. Apple Pay simplifies the payment process significantly.

NOVEMBER mobilezone expands Group management to five members

mobilezone expands its Group management at January 1, 2017 from three to five members, a step that takes into account the new Group structure. The company will add competent younger persons from within its own ranks to the Group management.

NOVEMBER mobilezone opens a shop in ShopVille at Zurich central station

mobilezone now has shops in three of the five Swiss train stations that have the highest foot traffic. In addition to Zurich, mobilezone is present at the central stations in Basel and Lucerne.

