
Significant growth in sales and profit. In fiscal year 2016 mobilezone Group achieved sales in the amount of CHF 1,088 million (2015: CHF 859 million) and increased its operating profit by 20 percent to CHF 48.5 million (2015: CHF 40.4 million). In the segment Trade sales rose by 29 percent to CHF 1,012 million (2015: CHF 785 million) and the operating profit (EBIT) grew by 46 percent to CHF 40.6 million (2015: CHF 27.8 million). In the Segment Service Providing sales increased by 2.6 percent to a total of CHF 75.5 million (2015: CHF 73.6 million) despite a slight drop in order volume in the repair business. Operating profit (EBIT) rose to CHF 8.1 million (2015: CHF 7.6 million).

The best solution for every customer

mobilezone Group is a telecommunications company headquartered in Regensdorf/Zurich. Its two business segments are Trade and Service Providing. The segment Trade includes the companies mobilezone ag, einsAmobile GmbH, and mobilezone business ag. The business segment Service Providing consists of TalkTalk AG, mobiletouch ag, and mobiletouch austria gmbH.

In addition to offering competent and independent advice for private and business customers regarding the price plans of all major providers for mobile phones, fixed-line telephony, Internet, and digital TV, as well as regarding repairs, mobilezone stands out for its extensive range of services: the company offers its own mobile phone insurance, buys back used mobile phones, and accepts mobile phones for repair in all its shops. In selected shops, express repairs are available in on-site service centers. To this extensive portfolio, the company has added the Canon Repair Center; it offers repairs of Canon cameras and home office equipment.

Thanks to the acquisition of einsAmobile, mobilezone also has a presence in Germany and sells mobile phone products online via various web portals and Partner shops since April. In addition, einsAmobile is active in the wholesale trade and also supplies specialist stores in Germany.

Overall, mobilezone Group employs more than 900 people at its offices and shops in Regensdorf, Urnäsch, Zweidlen, Zug, Wien (A), and Obertshausen (D).

Business segments

TRADE

Individual customers

- 129 shops in central locations and in the largest shopping centers all across Switzerland
- 55 Ashops in Germany (Partner shop) in addition to activities in the wholesale trade and supplying specialist stores
- Various web portals with online offers
- Largest selection of mobile phones, matching accessories, and wearables
- Advice regarding mobile phone, fixed-line, digital TV, and Internet subscriptions
- Independent partner of Swisscom, Sunrise, UPC, M-Budget, Telefónica Deutschland, Telekom, Vodafone
- Direct distribution partner of Apple, HTC, Huawei, LG, Microsoft, Samsung, Sony, and other manufacturers
- The range of mobilezone's own services includes: mobile phone insurance, taking back used mobile phones, express repair services, among many others

Business customers

- On-site consulting for companies of any size
- Customized solutions in the area of fleet management and outsourcing
- Customizable web shop

SERVICE PROVIDING

Mobile and fixed-line telephony and Internet

- Own mobile phone (post- and prepaid), fixed-line, and Internet subscriptions
- Aggregated invoicing

Repair services

- Repair of various brands of mobile phones, Canon cameras, and Canon home office equipment in Switzerland
- Quick on-site repairs in eight selected mobilezone-shops (Service-Centers)
- Repair of mobile phones and other devices as well as repair logistics in Austria

