

PRESS RELEASE

Ad hoc announcement pursuant to Art. 53 LR

Rotkreuz, March 19, 2026

mobilezone strengthens market position through the acquisition of Swiss e-commerce platform Apfelkiste.ch and retail branding specialist MAREIN

mobilezone has reached an agreement with the owners of AK Group AG to acquire the Swiss e-commerce platform Apfelkiste.ch (“Apfelkiste”) as well as the retail branding and sourcing specialist MAREIN. The transaction is fully aligned with mobilezone’s strategy to further develop and strengthen its business in Switzerland along the existing value chain. Through the transaction, mobilezone significantly increases its online presence and enhances its long-term profitability, while Apfelkiste will strategically expand its reach via mobilezone’s nationwide physical retail network. The combination creates a wide range of new business opportunities that are expected to generate substantial additional value over the coming years. As part of the transaction, the Board of Directors will propose to the Annual General Meeting 2027 that Pierre Droigk, founder of Apfelkiste, be elected to the Board of Directors of mobilezone holding ag.

Today, March 19, 2026, mobilezone and the selling parties – consisting of the Swiss investment company Invision, Apfelkiste founder Pierre Droigk, and a co-founder – agreed on the acquisition of AK Group. The activities of AK Group AG comprise the e-commerce platform Apfelkiste and MAREIN, a company specializing in retail branding and product sourcing. The transaction price (enterprise value) amounts to approximately CHF 180 million and will be paid in cash. Closing of the transaction is expected by the end of June 2026. Pierre Droigk, current Group CEO of AK Group, will be proposed for election to the Board of Directors of mobilezone holding ag at the Annual General Meeting 2027. Operational management of Apfelkiste and MAREIN will remain with the current managing directors, Marc Isler and William Reinecke.

Apfelkiste – the leading e-commerce platform for smartphone accessories and lifestyle products

AK Group, with Apfelkiste and MAREIN, employs around 100 people and generated revenue of over CHF 100 million in 2025, with EBITDA of approximately CHF 20 million. The well-established Swiss platform Apfelkiste sells popular accessories for smartphones and other devices and offers a broad range of products in the “Home & Living” and “Lifestyle” segments, with more than 60,000 products available for immediate delivery. Through targeted expansion of its product range and early identification of lifestyle trends, Apfelkiste has succeeded since its founding in achieving continuous and profitable growth – even beyond the COVID-19 pandemic – and has built a highly recognized brand in Swiss e-commerce.

Founded in 1979 and part of AK Group AG since 2024, MAREIN is an established specialist in retail, branding and sourcing in the “do it yourself” and creative segments, as well as in selected growth markets such as trends, home and security. Over the years, MAREIN has built comprehensive expertise in trend scouting, own product development and product sourcing. With its own brands such as I AM CREATIVE, Esmée and Paladin Safe, the company is broadly represented across the Swiss retail landscape.

mobilezone and Apfelkiste – a promising combination for the future

mobilezone with its approximately 125 shops and strong historical presence in Swiss brick-and-mortar retail, and Apfelkiste, as an established and popular online platform for accessories and lifestyle products present as an ideal strategic fit. Going forward, the two companies will combine their respective strengths and further

develop the omnichannel experience for customers. The in-store experience for mobilezone customers will be selectively enhanced through products from the AK Group portfolio, while cross-selling opportunities (mobile services, devices, refurbished products, etc.) on the Apfelkiste platform will create mutual synergies. Additional growth synergies are expected from the (further) development of own brands and sourcing, where mobilezone will benefit from the expertise of Apfelkiste and MAREIN. mobilezone expects EBITDA-level synergies in the mid-single-digit million range from 2027 onwards.

In summary, the transaction provides mobilezone with additional growth potential and higher absolute and relative profitability across all levels. The acquisition is fully aligned with mobilezone's strategy to selectively expand and sustainably strengthen its existing business areas in Switzerland.

Markus Bernhard, Executive Delegate of the Board of Directors, commented: "For many years, we have followed the impressive success story of Apfelkiste. The company's ability to continue growing strongly even after the COVID pandemic speaks to the quality of its business model and its prudent management. We are convinced that mobilezone, Apfelkiste, and MAREIN complement each other extremely well and are delighted to combine our strengths for the future and jointly further develop our business."

Pierre Droigk, founder and co-owner of Apfelkiste, added: "Since our founding in 2011, Apfelkiste has built a loyal customer base and has become the first choice for accessories and trend products. Being able to present our products in physical retail stores has been one of our major visions from the very beginning – and we are even more pleased that this turns reality. With mobilezone, we now have a strong partner at our side with whom we can further enhance the customer experience and benefits for our customers. We look forward to this journey."

Financial impact

The acquisition of AK Group AG with Apfelkiste and MAREIN provides the foundation for a significant increase in revenue, EBITDA, and margins at all levels for mobilezone. On an annualized basis and considering the EBITDA guidance for 2026 of CHF 40–47 million published on March 6, 2026, expected pro forma EBITDA for 2026 amounts to CHF 60–67 million. Including additionally expected near-term synergy effects in the mid-single-digit million range, the medium-term target of CHF 70 million EBITDA for the 2028 financial year, announced in the fourth quarter of 2025, comes within close reach.

Following the sale of mobilezone Germany, the mobilezone Group reported a net cash position of CHF 66.5 million at the end of 2025. After the planned closing of the transaction with AK Group in the second quarter, net debt at the end of 2026 is expected to remain below 2x annualized pro forma EBITDA.

Financial guidance

An adjustment to the EBITDA guidance for the 2026 financial year will be communicated upon completion of the transaction.

Tomorrow, March 20, 2026 at 9:15 a.m., a video conference for investors, analysts, and media representatives will take place. The online conference will be held in German and can be accessed via the [this link](#).

Contact for analysts, investors and media professionals

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Agenda

08. April 2026	General Meeting 2026
09. June 2026	Commerzbank ODDO Swiss Equities Conference, Interlaken
14. August 2026	Publication of Half-Year Report 2026
14. August 2026	Video conference for investors, media and analysts
04. November 2026	ZKB Swiss Equity Conference, Zurich

About mobilezone

Founded in 1999, mobilezone holding ag is Switzerland's leading independent telecommunications specialist. The registered shares of mobilezone holding ag (MOZN) are traded on the Swiss stock exchange SIX Swiss Exchange AG.

mobilezone employs around 600 people at its locations in Rotkreuz, Urnäsch, and in around 125 own shops across Switzerland. The retail business, with the strong and among Swiss consumers well-known brand "mobilezone" forms the foundation of the company. The offer includes a complete range of mobile phones and tariff plans for mobile and fixed-line telephony, digital TV, and internet services from all telecommunication providers. Other important strategic pillars include the MVNO- (Mobile Virtual Network Operator), B2B-, and the sustainability-oriented Second Life business (repairs and refurbished devices – brand "jusit"). Services and products are offered online, through various third-party platforms, as well as in around 125 own shops in Switzerland.

www.mobilezoneholding.ch