

NEWS RELEASE

Regensdorf, April 25, 2014

Successful share buyback for capital reduction – 14'309'196 shares were offered for buyback

Regensdorf, April 25, 2014 – The share buyback program for 3'577'299 bearer shares at a fixed price of CHF 10.00 per share was concluded successfully on April 24, 2014.

The General Meeting of mobilezone holding ag, Riedthofstrasse 124, 8105 Regensdorf, on April 09, 2014, decided to instruct the Board of Directors to buy back, for the purpose of capital reduction, a maximum total of 3'577'299 of the company's bearer shares with a par value of CHF 0.01 each, corresponding to 10% of the capital stock issued, and the appertaining voting rights at a fixed price of CHF 10.00 per share.

The buyback offer at the fixed price was in effect from April 11, 2014, until April 24, 2014, 5:00 p.m. (CET).

The share buyback was successful. A total of 14'309'196 bearer shares were offered for buyback. The buyback of the shares offered was concluded on a pro-rata basis (shares offered in proportion to the maximum of the buyback of 3'577'299 bearer shares, in accordance with the share buyback program). In total, 3'577'299 bearer shares were bought back at a price of CHF 10.00 per share; for the purpose of capital reduction, these shares will be destroyed at the next General Meeting.

During the acceptance period of the share buyback program mobilezone holding ag did not buy or sell any shares in the company outside the share buyback program.

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About mobilezone

Established in 1999, mobilezone holding ag (stock ticker symbol SIX: MOB) achieved sales of CHF 328.2 million and a consolidated profit of CHF 22.0 million in fiscal year 2013 and is Switzerland's leading independent telecom specialist.

In mobilezone's 130 shops more than 800 employees provide independent advice and services for individual and business customers; the shops offer the complete mobile phone product lines and the mobile phone, digital TV, fixed-line telephony, and Internet subscription plans of all major providers as well as mobile phone repair services.