This document contains specific forward-looking statements, e.g. statements including terms like “believe”, “expect” or similar expressions. Such forward-looking statements are subject to known and unknown risks, uncertainties and other factors which may result in a substantial divergence between the actual results, financial situation, development or performance of Ascom and those explicitly presumed in these statements.

Against the background of these uncertainties readers should not rely on forward-looking statements. Ascom assumes no responsibility to update forward-looking statements or adapt them to future events or developments.
Agenda

- Welcome
  Holger Cordes, CEO

- Financial Review
  Anette Weber, CFO

- Strategy Execution / Outlook
  Holger Cordes, CEO

- Q&A
Welcome

Holger Cordes, CEO
2018 at a glance

1. **Tangible progress in 2018**
   - North America returned to sustainable growth
   - Further strengthening of market position in Europe
   - Successful delivery of our lighthouse projects (e.g. Erasmus MC, Sengkang)

2. **Strategy execution delivers results**
   - Healthcare grew >5%
   - New cutting-edge solutions launched as planned
   - Enhancement and additions of strategic partnerships

3. **Financial targets missed in 2018**
   - Profitability affected by tactical headwinds
     - Weak performance in the OEM business and Enterprise segment
     - Productivity challenges in professional services

4. **Ascom’s strategic potential confirmed**
   - Growth potential substantiated in Healthcare and North America
   - Mid-term potential of about 20% EBITDA margin remains unchanged
Financial Review

Anette Weber, CFO
2018 Highlights in Summary

✓ **Net Revenue** growth of **+2.8%** (+1.7% constant currencies, cc) **for full-year 2018**
✓ Strong **second half-year Net Revenue** growth with **+3.1%** (+4.6% in cc)
✓ Recovery of **Americas business** with full-year Net Revenue growth of **+10.0% in cc** (+9.1% in actual currencies)
✓ **Acceleration** of Net Revenue growth of **Americas in second half-year** with **+23.9% in cc** (+24.2% in actual currencies)
✓ **+12% growth** in cc in **Software Revenue** (licenses and support agreements)
✓ **+5% growth** in cc in **Healthcare Revenue**

✗ EBITDA margin declined to 12.2% for full-year due to higher costs in the professional service organization to increase delivery capacity
✗ Decline of Enterprise business in certain markets and slower OEM business
<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Incoming orders</td>
<td>160.3</td>
<td>166.8</td>
<td>-1.6%</td>
<td>-3.9%</td>
<td>329.6</td>
<td>324.8</td>
<td>0.3%</td>
<td>1.5%</td>
</tr>
<tr>
<td>Net Revenue</td>
<td>171.6</td>
<td>166.5</td>
<td>4.6%</td>
<td>3.1%</td>
<td>318.5</td>
<td>309.7</td>
<td>1.7%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Gross Profit</td>
<td>87.6</td>
<td>89.5</td>
<td>-2.1%</td>
<td></td>
<td>158.4</td>
<td>160.5</td>
<td>-1.3%</td>
<td></td>
</tr>
<tr>
<td>Gross Profit %</td>
<td>51.0%</td>
<td>53.8%</td>
<td>-2.8ppt</td>
<td></td>
<td>49.7%</td>
<td>51.8%</td>
<td>-2.1ppt</td>
<td></td>
</tr>
<tr>
<td>EBITDA</td>
<td>29.4</td>
<td>29.7</td>
<td>-1.0%</td>
<td></td>
<td>39.0</td>
<td>43.6</td>
<td>-10.6%</td>
<td></td>
</tr>
<tr>
<td>EBITDA %</td>
<td>17.1%</td>
<td>17.8%</td>
<td>-0.7ppt</td>
<td></td>
<td>12.2%</td>
<td>14.1%</td>
<td>-1.9ppt</td>
<td></td>
</tr>
<tr>
<td>EBIT</td>
<td>23.0</td>
<td>23.8</td>
<td>-3.4%</td>
<td></td>
<td>26.6</td>
<td>33.2</td>
<td>-19.9%</td>
<td></td>
</tr>
<tr>
<td>EBIT %</td>
<td>13.4%</td>
<td>14.3%</td>
<td>-0.9ppt</td>
<td></td>
<td>8.4%</td>
<td>10.7%</td>
<td>-2.3ppt</td>
<td></td>
</tr>
<tr>
<td>Group Profit</td>
<td>16.0</td>
<td>19.3</td>
<td>-17.3%</td>
<td></td>
<td>21.4</td>
<td>25.9</td>
<td>-17.5%</td>
<td></td>
</tr>
<tr>
<td>Group Profit %</td>
<td>9.3%</td>
<td>11.6%</td>
<td>-2.3ppt</td>
<td></td>
<td>6.7%</td>
<td>8.4%</td>
<td>-1.7ppt</td>
<td></td>
</tr>
</tbody>
</table>

Notes: 1 cc=constant currencies, eliminating currency impacts; in CHF=as actually reported
EBITDA development from 2017 to 2018

In mCHF (actual currencies)

- EBITDA 2017: 43,6
- Net Revenue Increase: 8,8
- Personnel Cost increase: -8,6
- All other cost changes: -8,9
- Change in Capitalization\(^*)\): -6,6
- Change in Amortization / Depreciation: 2,0
- EBITDA 2018: 39,0

Change between 2017 and 2018

In mCHF (actual currencies)

- Net Revenue: 8,8
- Cost of Sales: -10,9
- Gross Margin: -2,1
- M&S: -1,6
- R&D: -3,3
- Administration: 0,4
- EBIT: -6,6
- Amortization/ Depreciation: 2,0
- EBITDA: -4,6

Note: \(^*)\) only P&L relevant capitalization
Strong Net Revenue growth momentum in H2, especially in Americas

**FY 2018**

**Net Revenue growth in %**
(constant currencies)

<table>
<thead>
<tr>
<th>Region</th>
<th>FY 2018 Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benelux</td>
<td>3.5%</td>
</tr>
<tr>
<td>Nordics</td>
<td>2.7%</td>
</tr>
<tr>
<td>DACH</td>
<td>0.5%</td>
</tr>
<tr>
<td>Rest of Europe</td>
<td>-5.1%</td>
</tr>
<tr>
<td>Americas</td>
<td>10.0%</td>
</tr>
<tr>
<td>AAA</td>
<td>5.8%</td>
</tr>
<tr>
<td>OEM</td>
<td>-6.6%</td>
</tr>
<tr>
<td>Total growth</td>
<td>1.7%</td>
</tr>
<tr>
<td>Total excl. OEM</td>
<td>2.7%</td>
</tr>
</tbody>
</table>

**H2/2018**

<table>
<thead>
<tr>
<th>Region</th>
<th>H2/2018 Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benelux</td>
<td>-6.6%</td>
</tr>
<tr>
<td>Nordics</td>
<td>-2.2%</td>
</tr>
<tr>
<td>DACH</td>
<td>-4.1%</td>
</tr>
<tr>
<td>Rest of Europe</td>
<td>23.9%</td>
</tr>
<tr>
<td>Americas</td>
<td>10.0%</td>
</tr>
<tr>
<td>AAA</td>
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<tr>
<td>OEM</td>
<td>4.6%</td>
</tr>
<tr>
<td>Total growth</td>
<td>5.6%</td>
</tr>
<tr>
<td>Total excl. OEM</td>
<td></td>
</tr>
</tbody>
</table>
Net Revenue Development 2018 vs 2017

- **2018**
  - Total Revenue: 318.5 mCHF
  - OEM: 9%
  - Healthcare: 63%
  - Enterprise: 28%

- **2017**
  - Total Revenue: 309.7 mCHF
  - OEM: 10%
  - Healthcare: 61%
  - Enterprise: 29%

**Europe (incl. Benelux)**
- 2018: 69%
- 2017: 69%

**Benelux**
- 2018: 22%
- 2017: 21%

**Americas**
- 2018: 17%
- 2017: 10%

**Asia, Australia, Africa**
- 2018: 9%
- 2017: 5%
Market Segment Mix stable, Software Share improved, Recurring Revenue slightly improved
Cash Development during 2018 – generated cash from operations primarily used for dividend payment and investments

<table>
<thead>
<tr>
<th>In mCHF (actual currencies)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash at 31.12.2017</td>
</tr>
<tr>
<td>Operating cash flows</td>
</tr>
<tr>
<td>Payment related to UMS acquisition</td>
</tr>
<tr>
<td>CapEx</td>
</tr>
<tr>
<td>Change in Borrowing</td>
</tr>
<tr>
<td>Dividends</td>
</tr>
<tr>
<td>Other cash flows</td>
</tr>
<tr>
<td>Cash at 31.12.2018</td>
</tr>
</tbody>
</table>

- Cash at 31.12.2017: 30.3 mCHF
- Operating cash flows: 20.0 mCHF
- Payment related to UMS acquisition: -3.0 mCHF
- CapEx: -11.4 mCHF
- Change in Borrowing: 2.0 mCHF
- Dividends: -16.2 mCHF
- Other cash flows: -0.5 mCHF
- Cash at 31.12.2018: 21.2 mCHF

Change: -9.1 mCHF
Solid Balance Sheet for Ascom Year End 2018 with 38% Equity Ratio

<table>
<thead>
<tr>
<th>in mCHF, except % figures and % based on actual currencies</th>
<th>31 Dec 2018</th>
<th>31 Dec 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>21.2</td>
<td>30.3</td>
</tr>
<tr>
<td>Borrowings</td>
<td>20.0</td>
<td>18.0</td>
</tr>
<tr>
<td>Net cash</td>
<td>1.2</td>
<td>12.3</td>
</tr>
<tr>
<td>NWC</td>
<td>74.5</td>
<td>68.8</td>
</tr>
<tr>
<td>NWC / Net Revenue</td>
<td>23.4%</td>
<td>22.2%</td>
</tr>
<tr>
<td>Total assets</td>
<td>218.4</td>
<td>229.6</td>
</tr>
<tr>
<td>Total equity</td>
<td>83.2</td>
<td>83.1</td>
</tr>
<tr>
<td>Total equity %</td>
<td>38.1%</td>
<td>36.2%</td>
</tr>
</tbody>
</table>

- Cash decreased by CHF 9.1m due to higher dividend payment than free cash flow generated
- Net Working Capital slightly increased to 23.4% due to strong Revenues in Q4/2018
- Equity ratio improved to 38.1%; Borrowings/EBITDA leverage at 0.5
Priorities for 2019 to improve EBITDA margin

- Improve productivity in Professional Services
- Continue to grow Software Revenue
- Stringent cost management in all areas
Agenda

- Strategy Execution / Outlook
  - Ascom Strategy Execution
  - Strategy Execution Progress 2018
  - Focus Areas 2019
  - Guidance 2019
  - Mid-term Guidance
Our Vision

Ascom closes digital information gaps allowing for the best possible decisions anytime and anywhere
Integrate. Orchestrate. Enable.

We provide world-class workflow productivity solutions to our customers in Healthcare & Enterprise.
Comprehensive Ascom Platform offering

<table>
<thead>
<tr>
<th>Our offerings</th>
<th>Higher Margin</th>
<th>Medium Margin</th>
<th>Lower Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Software Applications, SW Maintenance and Support</td>
<td>HW Solutions, Solution Lifecycle Plans</td>
<td>Professional Services</td>
</tr>
<tr>
<td>Our solutions</td>
<td>• Unite Workflow</td>
<td>• DECT and WiFi Handset</td>
<td>• System Integration</td>
</tr>
<tr>
<td></td>
<td>• Digistat Clinical Integration</td>
<td>• Pager and Security</td>
<td>• Project/Change Management</td>
</tr>
<tr>
<td></td>
<td>• Elderly Care</td>
<td>• Ascom Myco Smartphone</td>
<td>• Workflow Reengineering</td>
</tr>
<tr>
<td></td>
<td>• Mobile Applications</td>
<td>• Telligence/Telecare Nurse Call</td>
<td>• Training</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Hardware Maintenance and Support</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Repair and On-site Support</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Managed Services</td>
<td></td>
</tr>
</tbody>
</table>

Share of revenue (2018)

<table>
<thead>
<tr>
<th>Higher Margin</th>
<th>Medium Margin</th>
<th>Lower Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>11%</td>
<td>76%</td>
<td>13%</td>
</tr>
</tbody>
</table>
The Ascom Platform offer – a strong lever towards margin improvement

**Revenue Mix**
High margin revenue will grow over-proportionately / Professional Services will catch up on productivity

**Software Maintenance Lever**
SW licenses produce accumulating Support and Maintenance (SMA) revenue

**Functional Cost**
Increasing recurring revenues allows under-proportionate growth of Functional Cost

- **Share in Revenue Mix**
  - Hardware /Solution Lifecycle Planning
  - Professional Services
  - Software/Support and Maintenance

- **Support and Maintenance**
  - Year 1
  - Year 2
  - Year 3
  - Year 4

- **Licence Sales**

- **2018**
- **Mid-term**

- **≈ 5% ppt Margin leverage**
- **≈ 20% EBITDA Margin**
- **≈ 3% ppt Operational leverage**
Market attractiveness further supports our business model

- Addressable market is highly fragmented and very local
- Ascom is one of the few truly global players in the Healthcare ICT market
- Comprehensive Ascom Healthcare Platform will lead to a leverage

**2018**

- Healthcare: 318.5 mCHF (63%)
- Enterprise: 28%
- OEM: 9%

**Global addressable Healthcare ICT market of USD 5 bn**
### Status of our roadmap implementation

<table>
<thead>
<tr>
<th>From Product</th>
<th>To Solutions</th>
<th>To Accelerated Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Foundations</strong></td>
<td><strong>Enabling</strong></td>
<td><strong>Accelerating</strong></td>
</tr>
<tr>
<td>Global One Company organization</td>
<td>Solution speed to market</td>
<td>Solution Delivery Excellence</td>
</tr>
<tr>
<td>Increased Rate of Innovation</td>
<td>Use Case Sales and Sales Productivity</td>
<td>Customer Care Excellence Managed Services</td>
</tr>
<tr>
<td>Platform Integration</td>
<td>Operational Efficiency / Culture Change</td>
<td>Professional Services Productivity</td>
</tr>
</tbody>
</table>
Strategy Execution Progress 2018
Important wins in 2018 in Healthcare and Enterprise business

Americas

Europe

Asia, Australia, Africa
Successful delivery of Lighthouse Projects

- Ascom successfully delivered all global Lighthouse Projects in 2018 such as:
  - Sengkang Hospital Singapore
  - Erasmus MC, Rotterdam
  - Several major projects in North America
  - Sant Joan de Déu, Barcelona
  - Royal Free, London
  - Dr. Sulaiman Al Habib Hospital, Al Khobar

- Complex delivery of the full Ascom Healthcare Platform Value Proposition
- The organization climbed the steep learning curve and created referenceable customers
- All accounts already signed follow-on orders or long-term maintenance agreements
North America returned to sustainable growth 2018

Strategic, organizational and go-to-market changes developed full impact in 2018 at about 10% growth

- Strong and new management team
  - New Sales leadership, sales force and channel partners on boarded in 2018

- Impact of the new go-to-market model implemented
  - Focused sales strategy in key regions
  - Refreshed channel sales strategy with focus on commitment performance and strong relationships
  - 33 additional channel partners signed in 2018

- Highly successful HIMSS19 in Orlando (FL)
  - Launches of Ascom Myco 3, Telligence 6, Unite Platform Server and FDA cleared Digistat in the American market
The Ascom Healthcare Platform is enhancing the value proposition of global medical device companies

30% growth in orders from partners in 2018 across North America, Europe and Middle-East and Africa

New partners in 2018 include:
- Stryker – as alerting partner for the smart bed offering
- Imprivata – one America`s leading single sign on player

Multiple tier 1 EMR players evaluating the Ascom Myco 3 for certification in North America and Europe

Ascom has now over 40 Strategic Alliances and Technology Partners globally
Ascom Myco 3 – An enterprise-grade smartphone designed for professionals

- European Launch in December 2018
- US Launch at HIMSS19 in February 2019
Setting industry standards: CDAS
(Distributed Alarm System w/ Confirmation) now CE 2b certified
Unite SmartSense – Ascom’s brand new Elderly Care platform

- First 2 customers already live in the Netherlands
- Several contracts signed and significant pipeline in place
- Expansion into more countries anticipated in 2019
The smart bedside: taking NurseCall to the next level with Telligence 6

Solution launched at HIMSS19
Ascom Healthcare Platform

New marketing and communication concept drives use case and solution sales
Strategy Execution / Outlook
## Execution Imperatives 2019

<table>
<thead>
<tr>
<th>Strategy Area</th>
<th>Target</th>
<th>Initiatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Services</td>
<td>Improve productivity</td>
<td>Increase billable utilisation, improve scoping and change control process, improve resource management</td>
</tr>
<tr>
<td>Software</td>
<td>Accelerate Software Sales and Software Maintenance</td>
<td>Simplify licensing and SMA process, continue enhanced Marketing</td>
</tr>
<tr>
<td>Enterprise sector</td>
<td>Back to growth trajectory</td>
<td>Ascom Enterprise Platform, Intensify OEM strategy</td>
</tr>
<tr>
<td>North America</td>
<td>Maintain sustainable growth</td>
<td>Continued strategy execution: IDN strategy, enterprise sales, channel management</td>
</tr>
<tr>
<td>Cost management</td>
<td>Control functional cost in % of revenue</td>
<td>Efficiency initiatives in functional areas</td>
</tr>
</tbody>
</table>
Levers to Success in 2019

1. Enhanced Solution Portfolio

2. Increased number of Platform references and credibility

3. Enterprise Opportunities

4. Healthcare momentum in our largest markets
Guidance 2019

- We expect 3–5% revenue growth and between 100 and 200 basis points improvement of EBITDA margin compared to 2018.

- Ascom continues to see a business pattern strongly towards H2 seasonality.

* at constant currencies and given a stable economic development
### To keep in mind

Status of our roadmap implementation

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From Product To Solutions To Accelerated Growth
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**Functional Cost**
Increasing recurring revenues allows under-proportionate growth of Functional Cost

- Share in Revenue Mix
  - Hardware/Solution Lifecycle Planning
  - Professional Services
  - Software/Support and Maintenance

- Even flat SW licence sales and low SMA rates drive revenue growth

- Functional cost is mainly driven by non-recurring revenue and decreases in % of total revenue

≈ 5% ppt Margin leverage
≈ 20% EBITDA Margin
≈ 3% ppt Operational leverage
Mid-term Guidance

- We target revenue growth in mid single digits and an EBITDA margin converging towards 20% in the mid term.

* at constant currencies and given a stable economic development
Thank you
Next Event – 2019 Half-Year Results Conference

14 August 2019 – Zurich, Restaurant Metropol