



Creating Sustainable Value – Ascom Investor Presentation

Ascom at a glance

Ascom at a glance

3 segments

Healthcare 66%
Enterprise 28%
OEM 6%

CHF 297.3 m

Net revenue 2023

CHF 318.6 m

Incoming orders 2023

19 locations

Operating business worldwide
Key focus on Europe and US/CAN

1'403 FTE

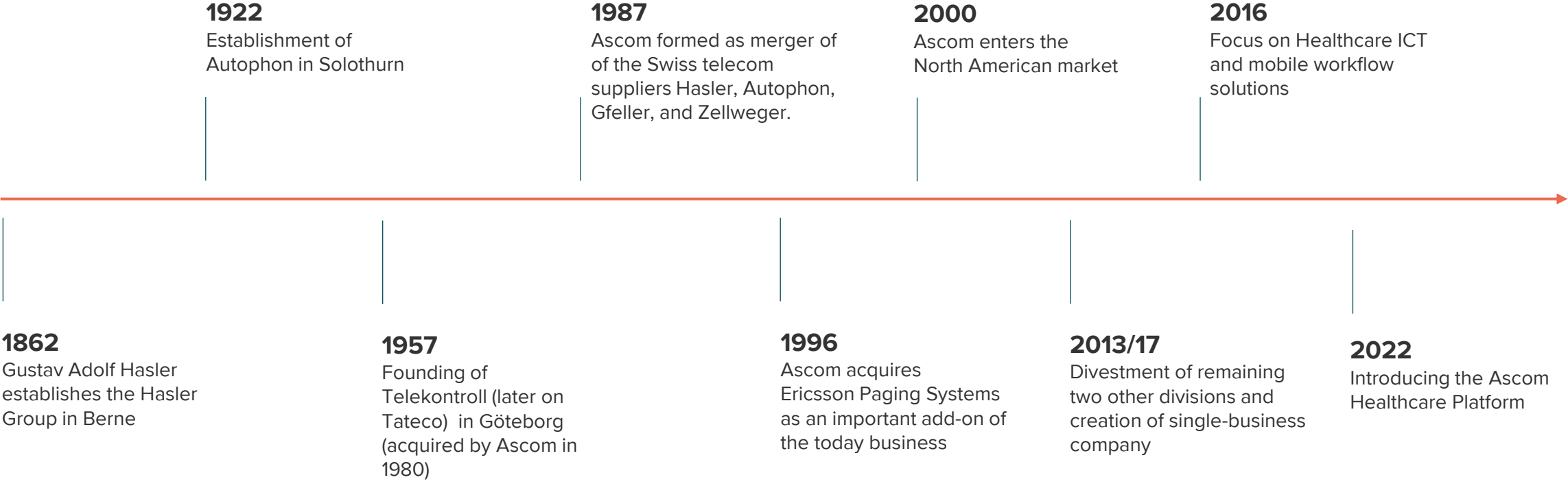
Employees

SIX-listed

SIX Swiss Exchange with
100% free float

Ascom's History – Adapting to social developments and market needs

From pioneering in the telegraph business to reshaping communication in mission-critical environments



Our Vision

A world where the right information
moves people forward.

Our Mission

We bring data to life. We put the right information in the right hands at the right time and help people to make the best possible decisions.

Trends supporting Ascom's solutions & growth

Increasingly demanding care environments



Demographic change

- The proportion of older people in the population is increasing.
- Shortage of personnel leads to disruptions and burnout.

The patient is a customer

The patient actively demands healthcare services, for example, an increasing demand for single rooms and for contextual information.

Care services – Always & everywhere

The patient desires 24/7 care everywhere, from hospitals to home-based outpatient care.

Progressing Digitalization

Digital Health has become a priority:

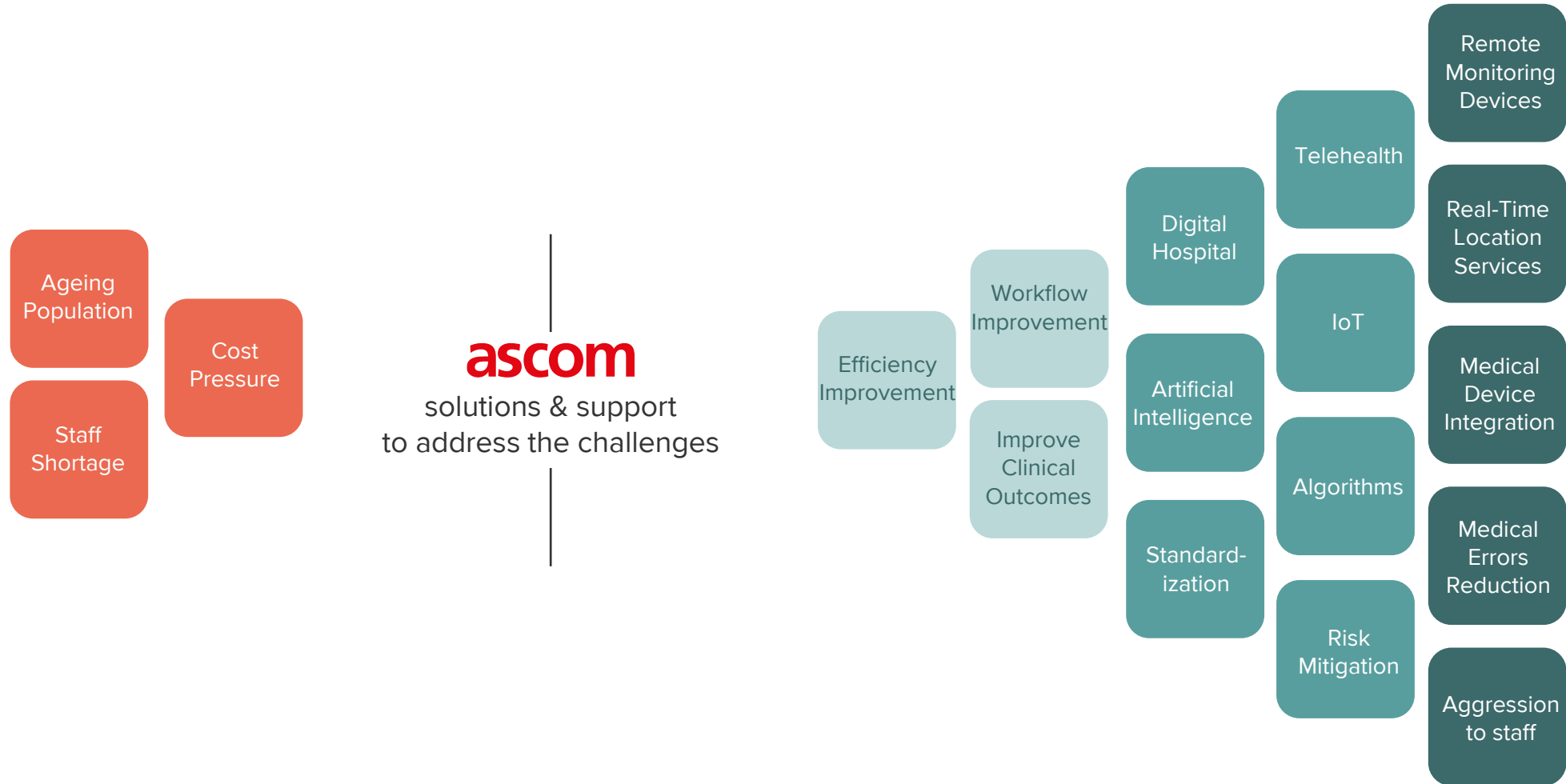
- Improved information acquisition.
- Expansion of services.

Increasing Regulatory Demands

Companies must comply with more and more legal and regulatory conditions (e.g. MDR).

Demographic changes require higher efficiency in healthcare

Digitalization is key



Our offering

Ascom's three markets

Hospitals
and acute care



Long-term care



Enterprise



Ascom as a key partner across the care pathways

Care pathways

Emergency room

General ward

Central Monitoring station

Operation room

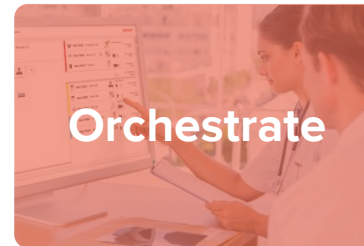
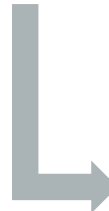
ICU

Rehab center

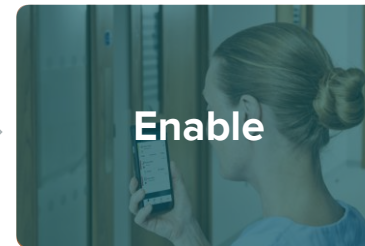
Care@Home



Holistically collect and integrate critical information.



Analyze, visualize and prioritize data-driven alarms



Provide mission-critical information, at the right time to the right person

Our offering



Nurse call systems

Optimize workflows and empower residents and patients with fully integrated nurse call and monitoring solutions:

telecare IP
Telligence



Software

Trusted by thousands of organizations worldwide to power on-site healthcare and enterprise communications solutions:

Digistat software suite
Unite software



Mobile devices

From our Android Enterprise Recommended Myco 3 smartphone, to DECT and VoWiFi feature phones, to pagers - there's an Ascom device for every workplace:

Smartphones
DECT and VoWiFi
Pagers

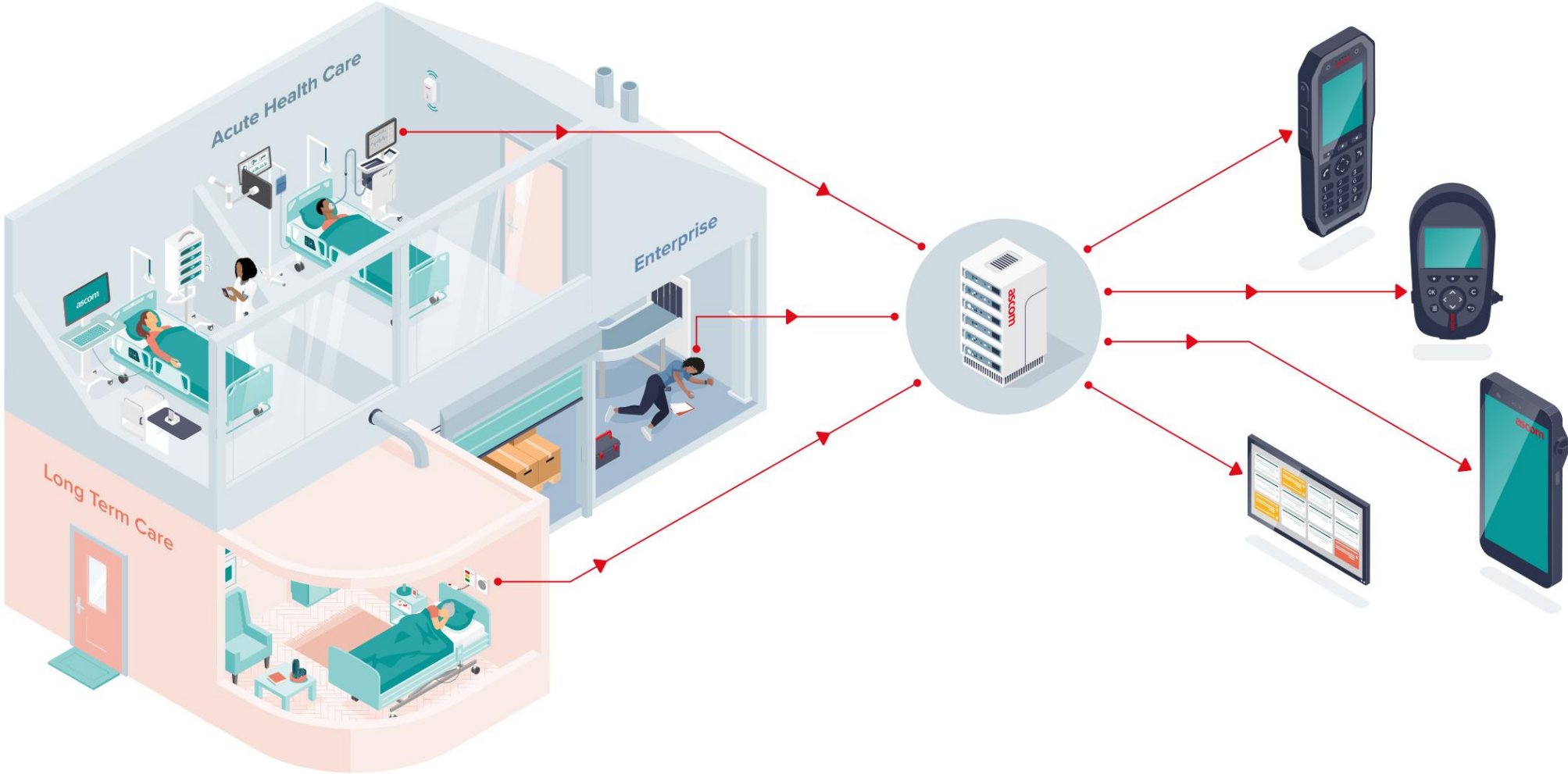


Services

Focus on benefitting from your Ascom solution: let Ascom services plan, maintain and optimize it:

Consulting services
Implementation and training
Support and maintenance

Our offering



Make the invisible patient visible



Ascom Healthcare & Enterprise Platforms

Becoming the leading enabling platform



Nurse Call



Digistat



SmartSense



Unite/Ofelia



Mobility

Selection of References



Integrated Delivery Network

United States

Real-time Virtual Nurse dispatch based on Ascom Healthcare Platform



Maasstad Hospital

Netherlands

Digistat implementation



HSO Group

Norway

Digistat implementation



EU Innovative Health Initiative

Netherlands, Austria, Spain

European research project on “Smart and Silent ICU”, together with Dräger

Ascom Strategy in Execution

Our Strategic Growth Pillars

Progressing well on our Strategic Plan



**Growth
Acceleration**



**Strategy
Execution**



**Operational
Excellence**



Sustainability/ESG

Drivers underpinning our strategy & equity story



Accelerating growth in key regions and by leveraging solution synergies



Scalable solutions driving better revenue mix and gross margin improvements

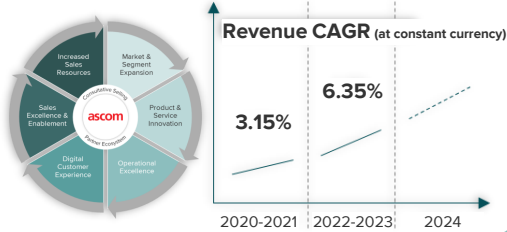


Continued operational excellence and efficiency improvements

Growth

Continuing to drive growth through product & solution innovation

Stepping up growth



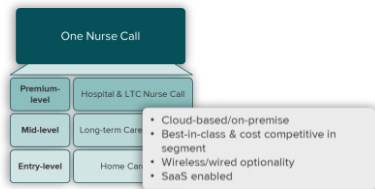
- Increasing footprint in **key growth markets US, DACH, UK, Italy, France & Spain**
- Further strengthening our **sales capabilities**
- Stepping up **best-in-class customer experience**

Myco 4



- Newest **medical grade smartphone** with new scanning capabilities, emergency features and enhanced hot swappable battery
- Fully **integrated with the Ascom Healthcare Platform**, enabling better **patient-centered care** and more effective **real-time care team collaboration**

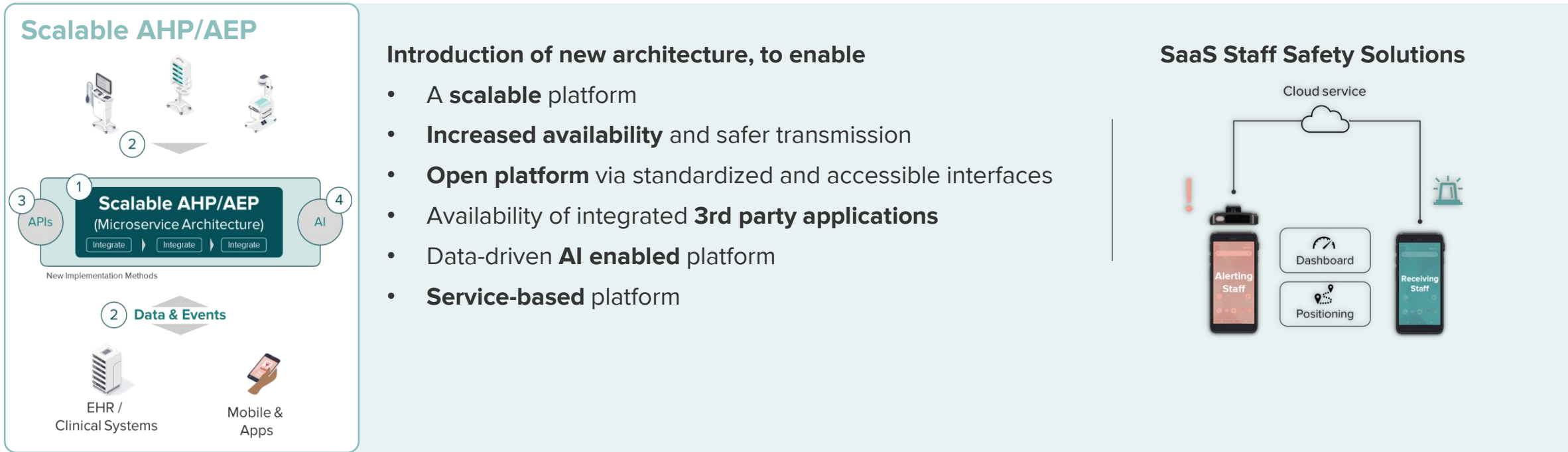
Next-gen Nurse Call



- **Increasing our share of wallet** in mid- and entry level segments
- Enable cloud-based architecture with **new SaaS licensing models**

SaaS and Cloud offerings

Leveraging scalable Ascom Healthcare & Enterprise Platforms (AHP/AEP)



Introduction of new architecture, to enable

- A **scalable** platform
- **Increased availability** and safer transmission
- **Open platform** via standardized and accessible interfaces
- Availability of integrated **3rd party applications**
- Data-driven **AI enabled** platform
- **Service-based** platform

SaaS Staff Safety Solutions

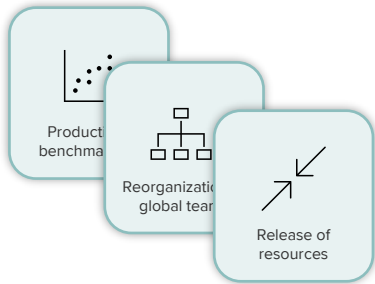


- Cloud-based solutions, further **driving recurring and software revenue**
- State-of-the-art platform based on “**containerized microservices**”
- Fully scalable and **easy to configure/operate**

Operational Efficiency

Driving sustainable productivity enhancements in 2024 and beyond

Shape-up initiative



Shape Up cost reduction program on track

- **Net positive contribution** despite restructuring charges in 2023
- Improved cost base for 2024 with **10mCHF run-rate savings vs baseline 2021**

Efficiency savings



Further efficiency savings for 2024 and 2025

- Platform convergence
- **Standardized** and efficient deployment processes
- **Remote monitoring** and servicing of installed base
- Internal process efficiency with ERP D365 roll-out

Sustainability

We care about our planet and people



Certified silver status

Ascom participates in yearly ESG performance certifications.

The Ascom Sustainability Report 2023 has been prepared in accordance with GRI Standards.

Environmental impact of operations

- Extended baselining
- Clear CO2 reduction plans
 - Scope 1 & 2
 - Key areas: Mobility, facility, product, waste

Reconfirming our ESG Ambitions



**Carbon-neutral
by 2040**



**Top-tier ESG ratings
by 2030**

Markets and Customers

Substantial addressable markets with solid growth rates

Acute Care

Hospitals and facilities that provide diagnosis, care and treatment of acute conditions, including injuries

SAM

1.725m

CHF

7%

CAGR¹

Long-Term Care

Long term care facilities providing care for people who cannot care for themselves and can take many different forms (from assisted living to nursing homes)

SAM

762m

CHF

5%

CAGR¹

Enterprise

Organizations in the core verticals of Retail, Hospitality, Industry and Secure Establishments

SAM

1.628m

CHF

2%

CAGR¹

SAM: Serviceable Addressable Market

¹ Estimated 2023-2027 average annual growth rate

Key market segment dynamics

Acute Care

- Acute care is a **fast growing** and highly profitable market
- **Key drivers: Caregiver shortage**, and **aging population** are driving changes in care delivery models
- **Regional market** access factors, such as **differences in healthcare** delivery, reimbursements, and regulations present a challenge in creating a global approach
- Ascom is the leading vendor-neutral player in acute care

Consolidation

- **Medical device vendors** have been venturing **into ICT space** through acquisitions
- **Hospital groups are consolidating** and acquiring smaller institutions due to economies of scale

Key players



Long-term Care

- **Fragmented** market with many local players
- **Key drivers:** In certain markets many players operate out of a **SaaS and subscription-based** models.
- Mix of direct and indirect market
- **Many new innovative players**

- Dominated by **local players**
- Maturity of solutions offered by competition ranges from **basic Nurse Call to complete care platform** for resident safety and activity monitoring across Ascom markets.



Enterprise

- **Mobility** market dominated by **global players**
- **Limited number of global players with same breadth of solution (Mobility + Software) as Ascom**
- Regional markets beyond mobility defined by regional niche “line of business” software players partnering with global mobility solutions as a baseline
- Predominantly indirect market

- **Top 6 players with >50% market share (Mobility centric)**
- Target markets for **staff Safety** and **Industrial efficiency** not dominated by global players



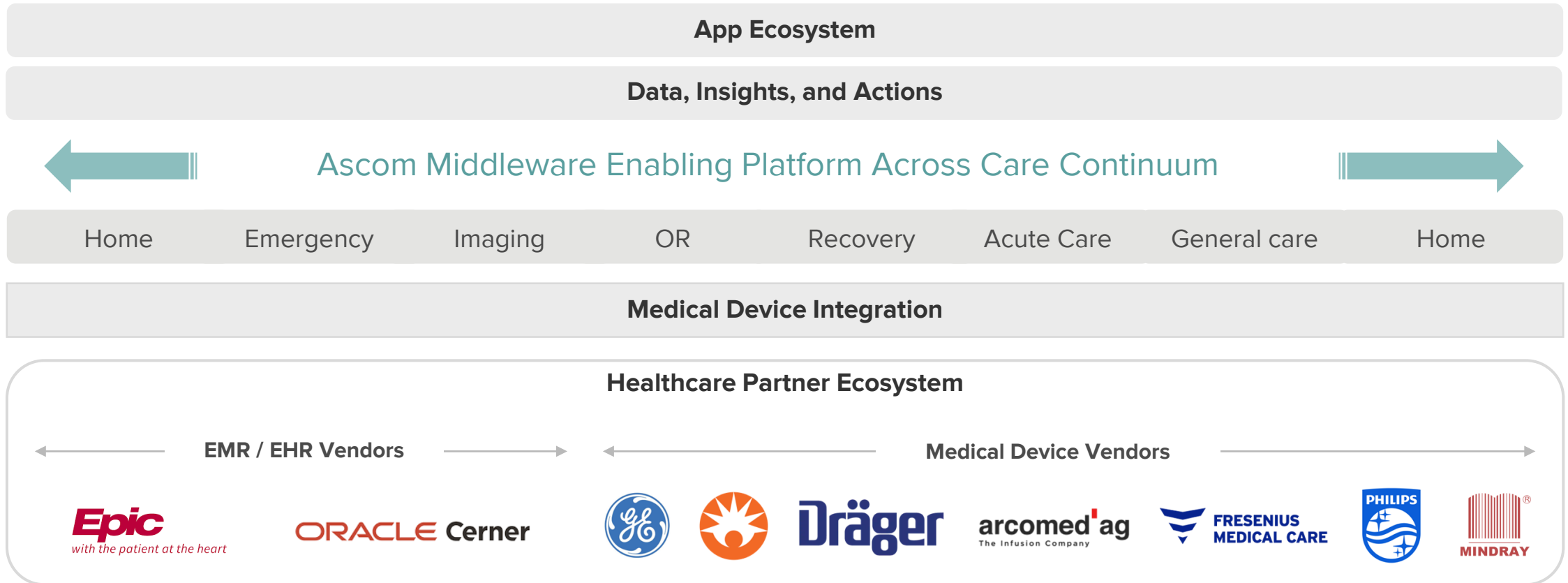
Acute Care strategic bets



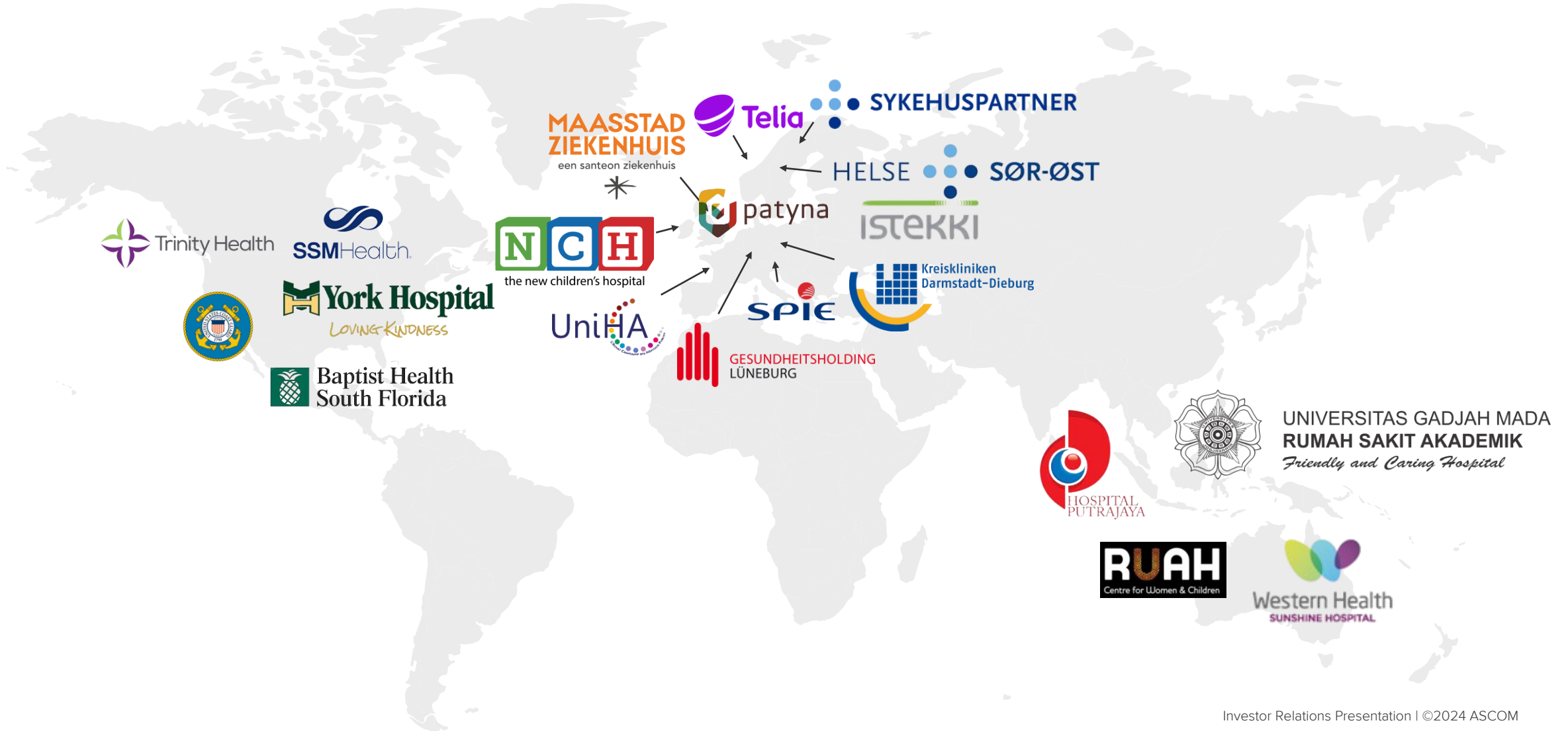
Strategic Bets

- Clinical Surveillance:** connecting and orchestrating care through the continuum through general care central station, enhanced telemetry central unit, and vendor agnostic ICU central station
- Medical Device Integration:** capitalize on uncertainty due to Philips acquisition of Capsule – aggressively position MDI, and accelerate driver development
- Smart Alarm Filtering:** disrupt the market and preempt competition by partnering with academic institutions (e.g., Erasmus, UCMC) that are developing clinical context-based alarm filtering as 3rd party plug-ins

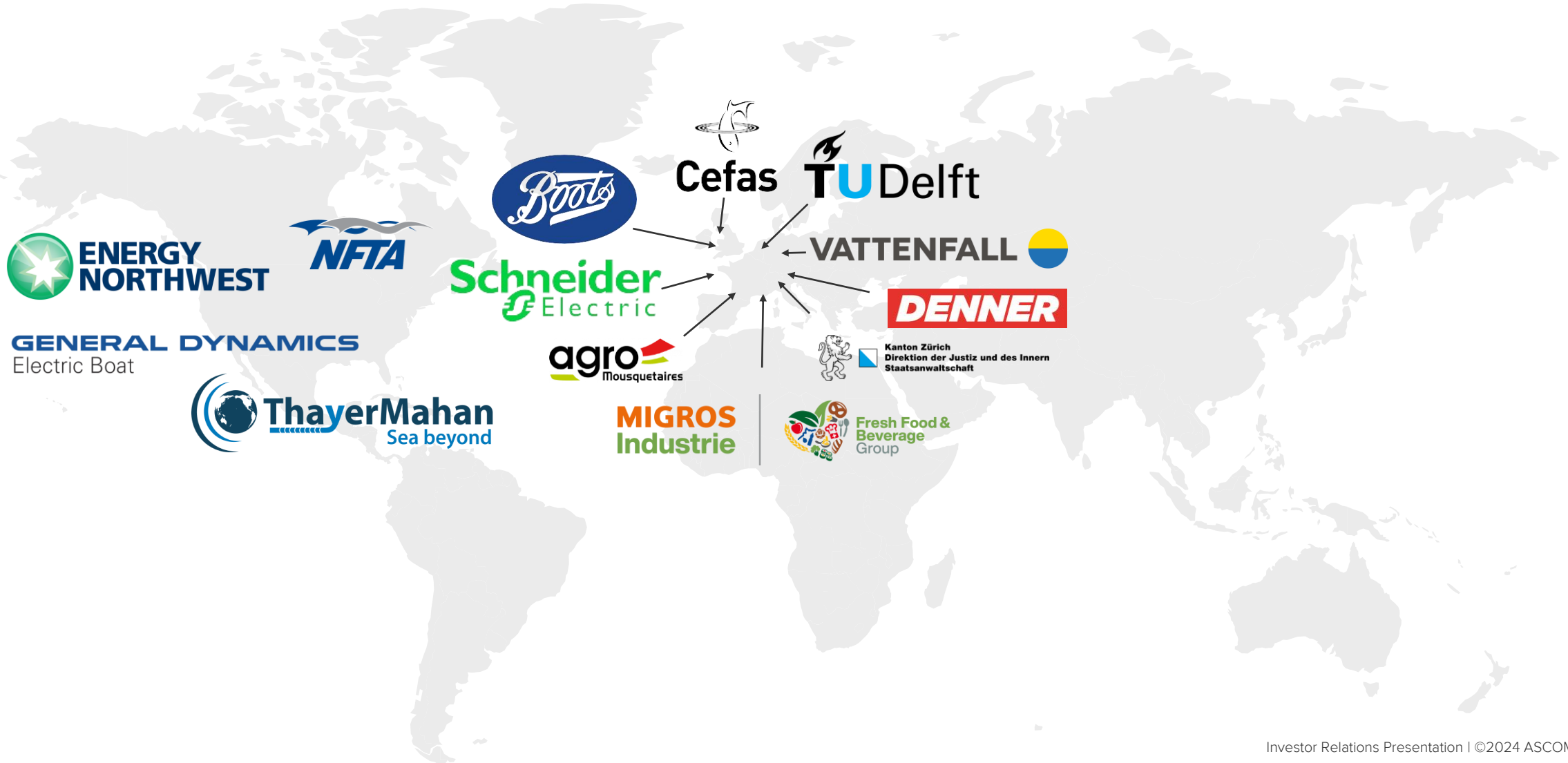
Becoming the standard "enabling platform" to which everything/everyone connects in the industry



Customers in Healthcare



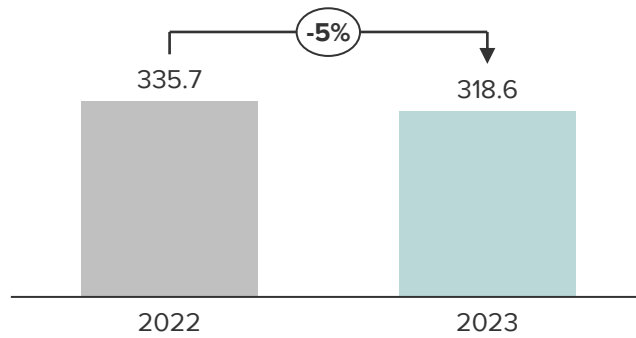
Customers in Enterprise



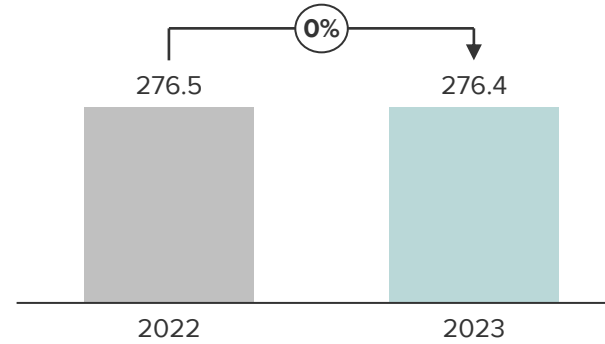
Figures 2023

FY 2023 Key Figures (at actual rates, mCHF)

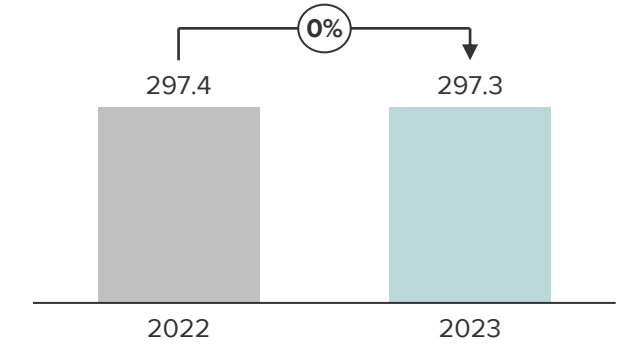
Incoming Orders



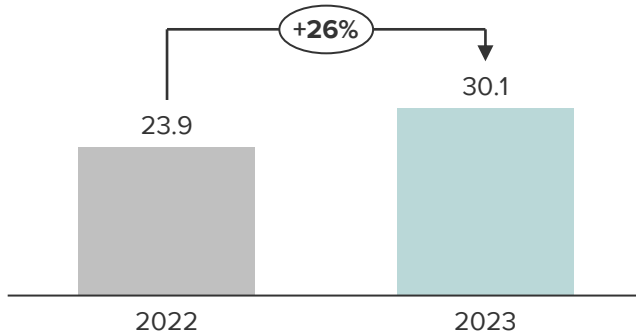
Order Backlog ⁽¹⁾



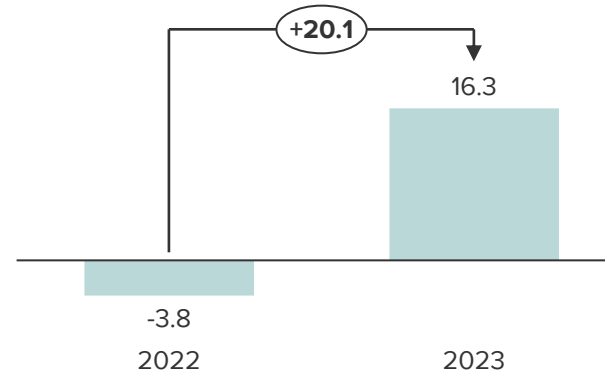
Net Revenue



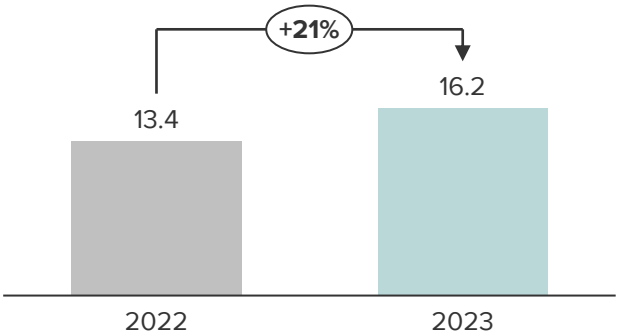
EBITDA



Free Cash Flow



Capital Expenditure ⁽²⁾

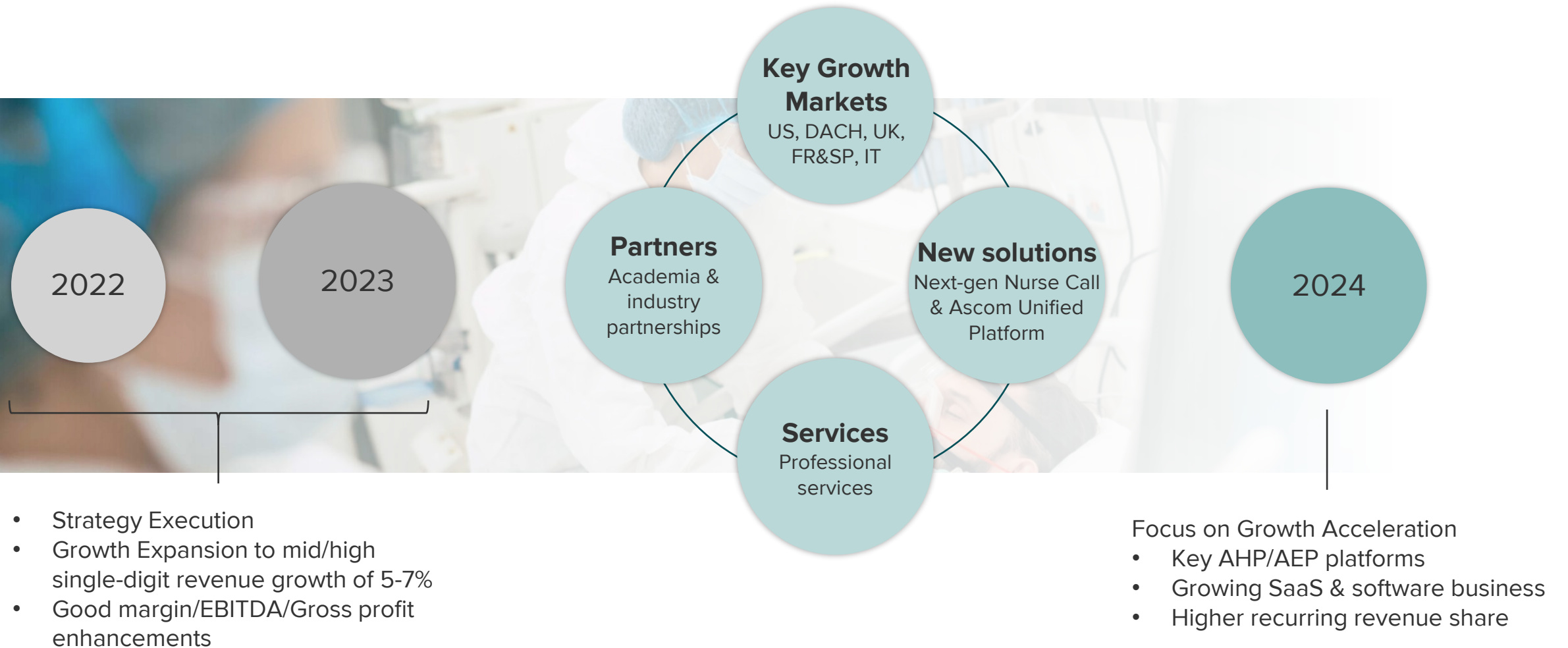


(1) At 31 December

(2) Capital expenditure is calculated as the sum of investments in tangible and intangible assets

Investor Highlights

We are progressing well to become the leading enabling platform



Drivers underpinning our Equity Story

Sustained profitability enhancement in 2024 and beyond



Operating leverage, further accelerating our growth

- 5 key growth regions
- Recurring SaaS & Software revenue



Further gross margin enhancement

- Targeted gross margin of >50% (mid-term)
- Converged platforms
- Optimized product mix
- Pricing & COGS initiatives



Continued yearly productivity & efficiency gains

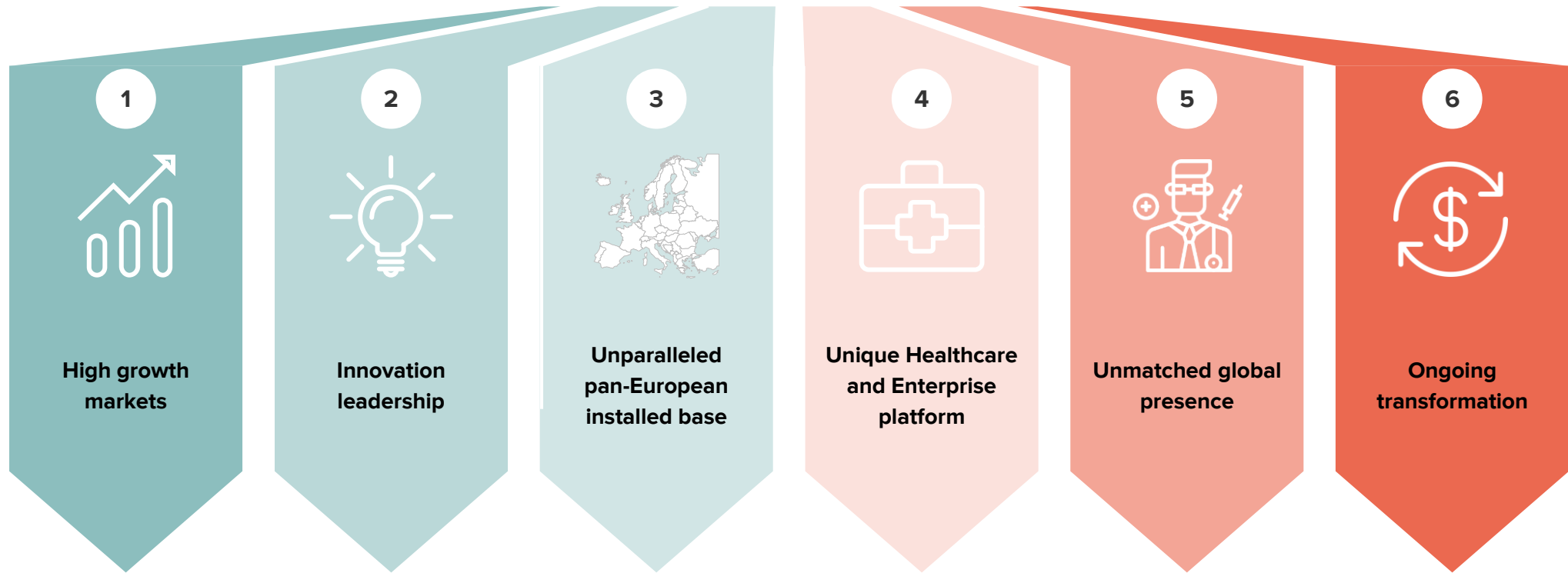
- Further reduction of functional costs
- Lowering of break-even point



Go-to-market and process efficiency

- New ERP and additional digital tools enhancing efficiency and customer experience

Investment highlights



Unique profile combining comprehensive product portfolio with a rich pipeline and growing recurring business

Guidance

Guidance

- Ascom is active in attractive markets with continued need for digitalization
 - We are confident to further strengthen our competitiveness, grow our business and to benefit from the significant opportunities ahead.
-

Guidance 2024*:

For the fiscal year 2024, Ascom targets

- a mid single-digit revenue growth at constant currencies
- and aims to achieve an EBITDA margin of about 11%.

Mid-term Guidance*:

Over the next years, Ascom has the ambition to further accelerate growth and profitability, aiming for

- a high single-digit revenue growth at constant currencies by 2027
- and an annual improvement of the EBITDA margin of about 100bp per year until 2027.

*Ascom's 2024 guidance and mid-term guidance is based on the current market and economic environment, current visibility and at constant currencies

Proposal to Shareholders for Annual General Meeting 2024

	2023	2022
Group profit (CHFm)	17.4	11.0
Earnings per Share (CHF)	0.48	0.31

Proposed dividend to be paid in 2023 (CHF)	0.30
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- The **Board of Directors is proposing a dividend of CHF 0.30 per share** to the Annual General Meeting representing a payout ratio of 62%.
- **Election of the Members of the Board of Directors**
 - Re-election of Dr. Valentin Chapero (Chairman), Nicole Burth Tschudi, Laurent Dubois, Jürg Fedier, Michael Reitermann for another term of one year
 - Election of Dr. Monika Krüsi as a new member of the Board (replacing Dr Andreas Schönenberger who does not stand for re-election)

Conclusion & looking ahead

Ascom remains fully committed to its strategic ambitions:

- Execution of its **growth strategy**
- **Becoming the enabling platform** in the healthcare and enterprise segments
- Increasing **operational efficiency** and sales excellence
- **Focused on profit and cash generation**

Shape

Focus to perform

Expand

Focus on growth

Exceed
Sustained performance

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Thank you for your attention

ascom

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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.