swissnet group

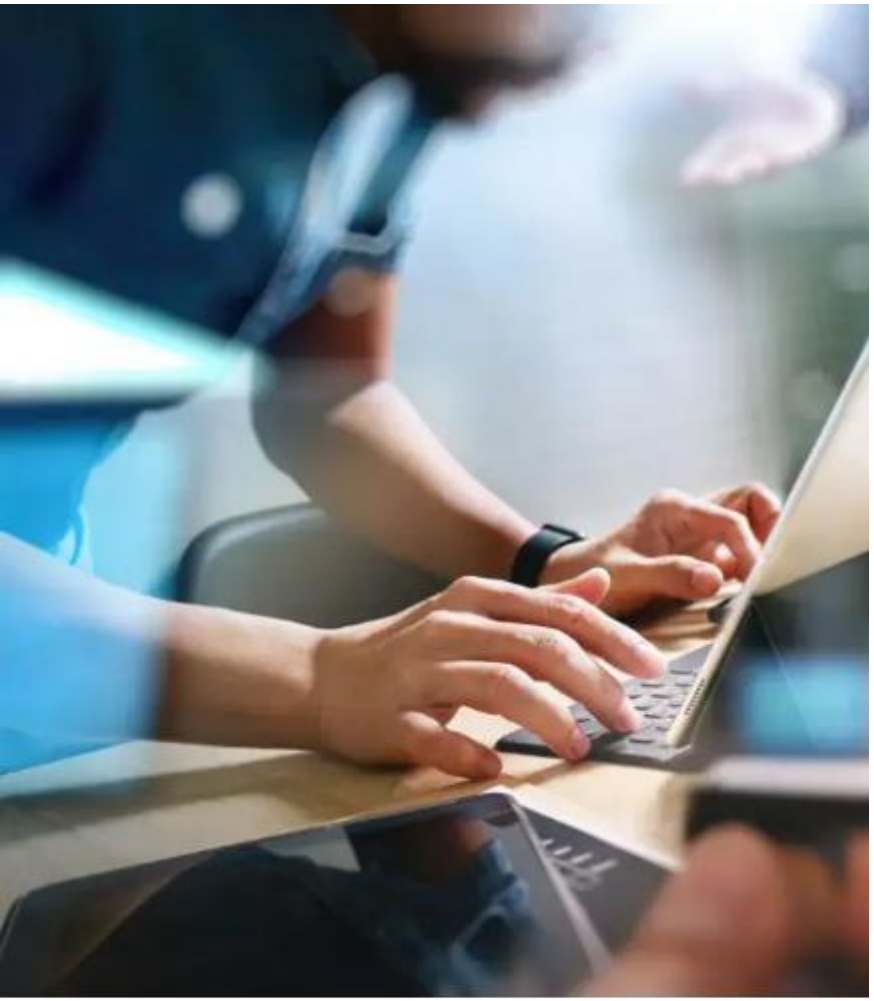
WELCOME TO THE WORLD OF SEAMLESS IT SOLUTIONS.



INVESTOR PRESENTATION
August 2026

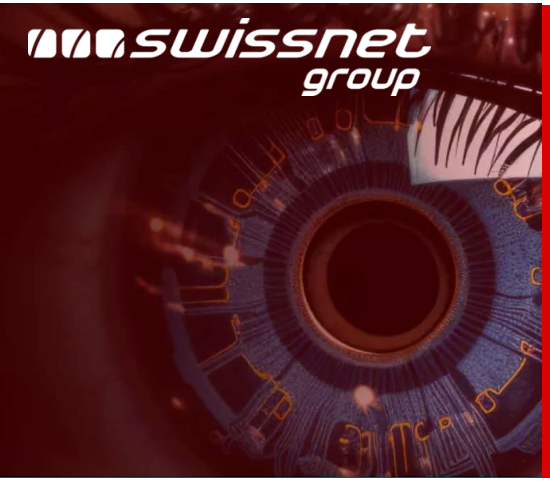
swissnet Group – Investment Highlights

Unique investment opportunity in the ICT solutions sector



- End-to-end ICT solutions covering the entire customer value chain and leveraging AI to scale
- Hyperbolic revenue growth driven by organic growth and accretive , synergetic acquisitions
- Well-diversified and recurring global customer base
- Global platform with fast-growing International segment in its first year of operation
- Highly attractive market environment for digital infrastructure, communication and SaaS applications
- Strong profitability and highly attractive financial outlook based on scalability of platform
- Strong M&A track record and further tangible opportunities to accelerate growth

swissnet Group: With Smart, Fully Cloud-based Technologies, We Create Real Added Value For Our Business Customers and Investors



We are the global experts for …

- Digitalization
- Location-based marketing
- ICT infrastructure
- Managed IT services
- Digital hospitality solutions
- Wi-Fi-Services for SaaS B2B customers

FY24A: CHF 13.1MM
FY25A: CHF 21.0 MM
Revenue (1)

60%+ (2)
Growth 24-25A

100+
Employees

32+ MM
users per month

FY24A: CHF 2.5MM
FY25A: CHF 3.7MM
EBITDA(1)

300k+
Concurrent users

40+ Countries
with installations

86K+
Wi-Fi Hotspots worldwide

Note: (1) FY24 represents the swissnet Group pre-merger and excluding swissnet MENA & Lokalee (2) 2024 not including Swissnet and Lokalee acquisition

Positioned to Become a Global Leader in Digital Infrastructure

Our Vision

Establish a global leader in digital infrastructure and location-based marketing, delivering innovative, AI-driven solutions for retail, healthcare, and hospitality sector



Certification:

Global Expansion

Scale to over 30,000 locations worldwide

Growth

Driving sustainable double digit profitable growth

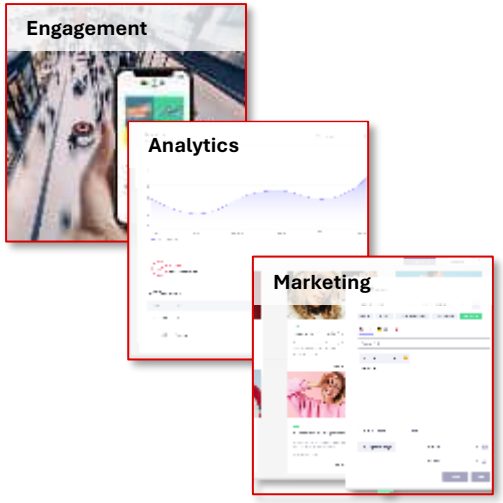
Trusted Partnership

Build long-term relationships by delivering first-class quality

AI-Driven Innovation

Embed AI across the products, providing cutting-edge solutions

swissnet Group Delivers Comprehensive Technology Solutions Across The Entire Digital Customer Value Chain



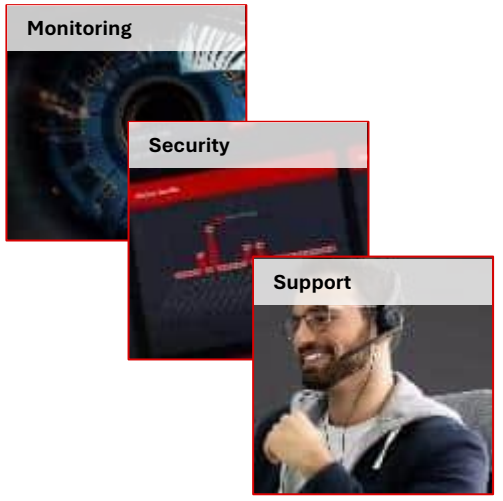
SaaS / LBM

Location Based Marketing (LBM)
Marketing Hotspot Solutions
High scalable Wi-Fi Management
Feedback tools
AI-based concierge solution
Auto App LogIn



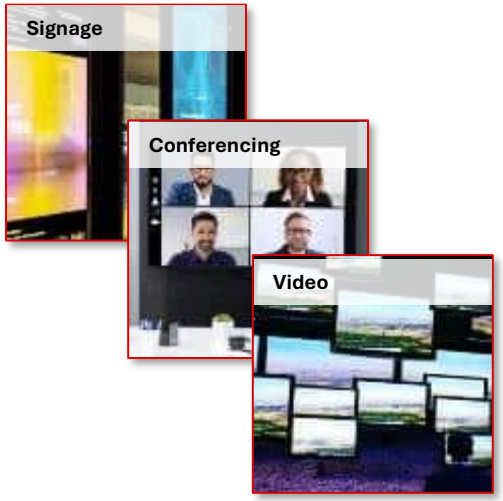
Connectivity Solutions

Internet Service Provider
Managed Service Provider
High redundancy WAN
SD-WAN
Planning, Consulting,
Monitoring, Implementation



Managed Infrastructure

Managed Wi-Fi
Managed UCC
Managed Network
Managed IT-Security



Media Solutions

Managed Digital Signage
Conference Technology
Video Surveillance
Video Walls
Projectors
Live Streaming

With swissnet Group as a holistic provider, customers enjoy seamless integration, reliability, and cost efficiency across all their digital communication needs

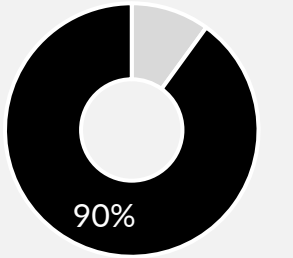
swissnet Group's Two Geographical Pillars

DACH

Established market leader in **ICT infrastructure** and **end-to-end software development solution** in the **DACH region**. Focused on organic development with main customers in:

- Retail
- Hospitality
- Healthcare

Share of group revenue 2025A:



DACH 22-25E CAGR: ~7%

Selected customers:

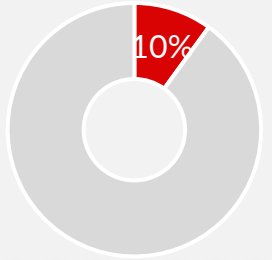
International

Delivering **ICT infrastructure**, **managed IT services**, and **system integrations** for customers ranging from FMCG to retail and oil & gas.

Main customers are in:

- Hospitality
- Retail
- Healthcare
- Branded Residences

Share of group revenue 2025A:



International 23-25E CAGR: 395%

Selected customers:

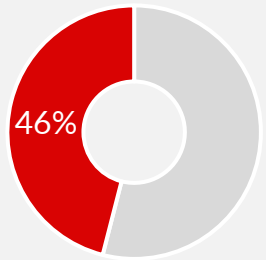
swissnet Group's Two Product Pillars With > 70% Recurring Revenues

SaaS

Cloud-based software solutions

- **AI technology** across all solutions
- **AI SaaS hospitality and retail** solution
- Suite of **Wi-Fi-based customer engagement** and analytics tools
- Focus on **location-based marketing (LBM), customer behavior insights, and loyalty programs** driving conversion

Share of group revenue 2025A:



Selected customers:

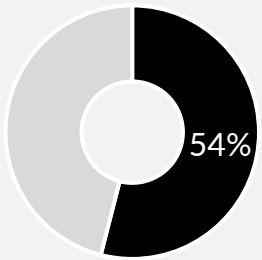
Lidl, Kaufland, ECE, wahl, PRIMESTAR GROUP

Infrastructure

Leader in **Wi-Fi hotspot solutions, ICT services** as a **leading ICT player across Healthcare, Retail and Hospitality sectors** including:

- **High-speed internet**
- Mobile communications
- Fixed networks
- **Managed IT** services
- **Security** services

Share of group revenue 2025A:



Selected customers:

Müller, T..., Marriott HOTELS & RESORTS, Vitanas, Rotana, Hilton

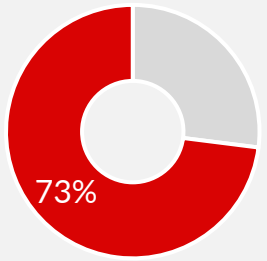
73% Recurring Revenues Across Group

swissnet Group's Recurring Revenue Model

Recurring Revenue

- **100%** of **SaaS** segment **revenue is recurring** including Cloud-based software solutions provided by Socialwave, FREDERIX, swissnet
- **50%** of **Infrastructure** segment **revenue is recurring** as FREDERIX, T2, KADSOFT and swissnet also provide software solutions (SaaS maintenance) to their customers
- **50%** of International segment is recurring due to **AI SaaS hospitality solution provided by Lokalee** and the MENA/APAC region

Share of group revenue 2025E:



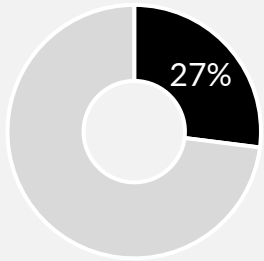
Selected customers:

Müller, umdasch THE STORE MAKERS, Vitanas, Kaufland, LIDL, ECE, PRIMESTAR GROUP

Project-based, non-recurring revenue

- 50% of Infrastructure segment revenue is non-recurring including IT-infrastructure projects like Wi-Fi Hotspots, communication systems etc.
- 50% of International segment is non-recurring with ICT infrastructure projects in MENA

Share of group revenue 2025E:



Selected customers:

Müller, T··, Vitanas, ATLANTIS THE PALM, DUBAI, Marriott HOTELS & RESORTS, Hilton, Rotana

swissnet Group: International Platform

Established markets



DACH[1]

- **Headquarters in Berg (Switzerland) and Munich (Germany)**
- Historical focus on the DACH market
- European expansion driven by internationally active blue-chip customers
- Establishment of subsidiary in Spain in 2024

International markets



MENA

- Established swissnet International in 2025 as a regional hub for localized operations
- ~CHF 2MM[2] new revenues in 2025 in Middle East only
- Positioned to capitalize on the growing demand for digital and ICT solutions



APAC

- Established swissnet APAC after the win of first mandates in the region in Jul 2025
- Well positioned to build on core capabilities and expand further in the APAC region

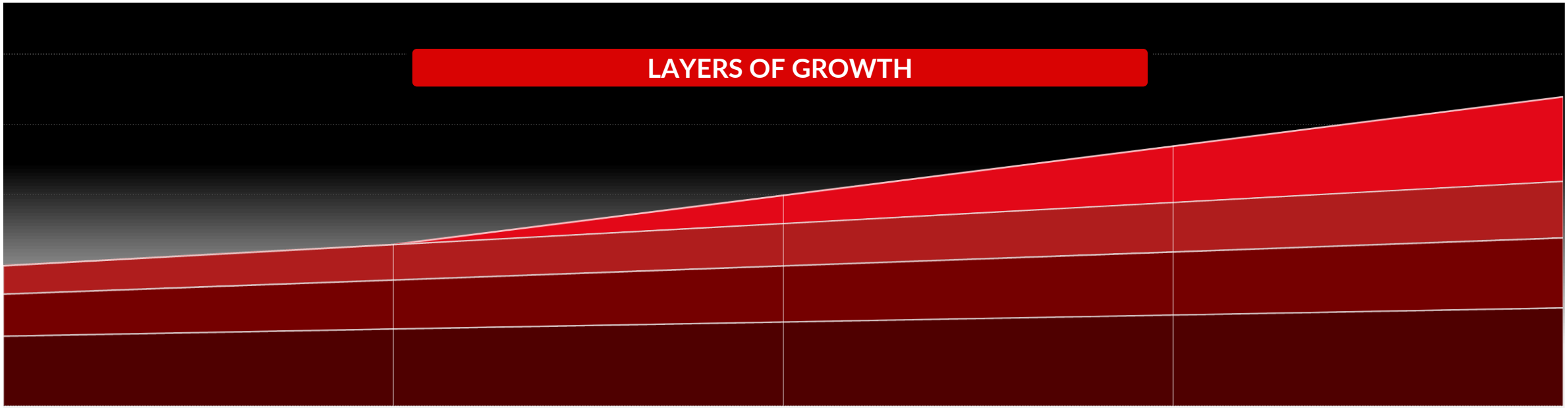


RoW

- Further expansion of global operations via international customers

Note: (1) DACH= German, Austria, Switzerland ; (2) multiple year contract with around CHF 2MM recognized for FY25

Exponential Growth Strategy Through Internationalization, Vertical Expansion And Upselling



ORGANIC GROWTH

- High single digits **expected organic growth** over the upcoming years for existing customers
- Product development **(Digital Experience Group)**

VERTICAL EXPANSION/ ACQUISITIONS

- **Vertical expansion via across multiple layers**:
  - Cloud communication (swissnet)
  - Hospitality
  - Infrastructure Expansion ICT
  - SaaS

INTERNATIONALISATION

- Historical dominance **in the German and European market**
- **International segment well established in year 1 in MENA and APAC**
- **Further strategic push into Africa**

UP- AND CROSS-SELL/ NEW PRODUCTS

- **Cross-and up-selling of newly acquired products** across the customer base
- **Accelerate growth on existing customers**
- **Group companies with multiple overlap customers (low hanging fruit)**

Group History Part I

2006 — **Foundation swissnet ag**
Headquarters Switzerland

2015 — **Foundation beaconsmind**
Headquarters Switzerland

2021 — **Middle East Expansion**
Regional office & entity GCC Dubai

Our Vision

2021/2022 — **Going Public beaconsmind**
Euronext & Frankfurt Stock Exchange

2022 — **Netzwerkkontor becomes part of swissnet AG**
Netzwerkkontor renames into swissnet ICT, offering expanded IT solutions and a new location in Germany

NOV 2022 — **Extension into Hotspot via FREDERIX Acquisition**
Headquarter Frederix Hanover, Germany

IPO/Foundation

Acquisition

Geographic Expansion

Group History Part II

MAR 2023 — **FREDERIX acquired Netopsie (GER)**
Headquarters Netopsie Hannover, Germany

MAR 2023 — **Socialwave (GER) Acquisition**
Headquarters Socialwave Munich, Germany

OCT 2023 — **KADSOFT (GER) & T2 (GER) Acquisition**

MAY 2024 — **Spain Expansion**

NOV 2024 — **Acquisition of swissnet AG (CH) and Lokalee (UAE)**

JAN 2025 — **Merger and Name Change to swissnet Group**

Establishment of swissnet International

JUL 2025 — **Establishment of swissnet APAC**

IPO/Foundation

Acquisition

Geographic Expansion

Strong Global Footprint: On-site For Customers Across 8+ Locations & Multiple Markets, Ensuring Exceptional Service





Berg, CH



Munich, DE



Hannover, DE



Dresden, DE



Barcelona, ESP



Dubai, UAE



Beirut, LB

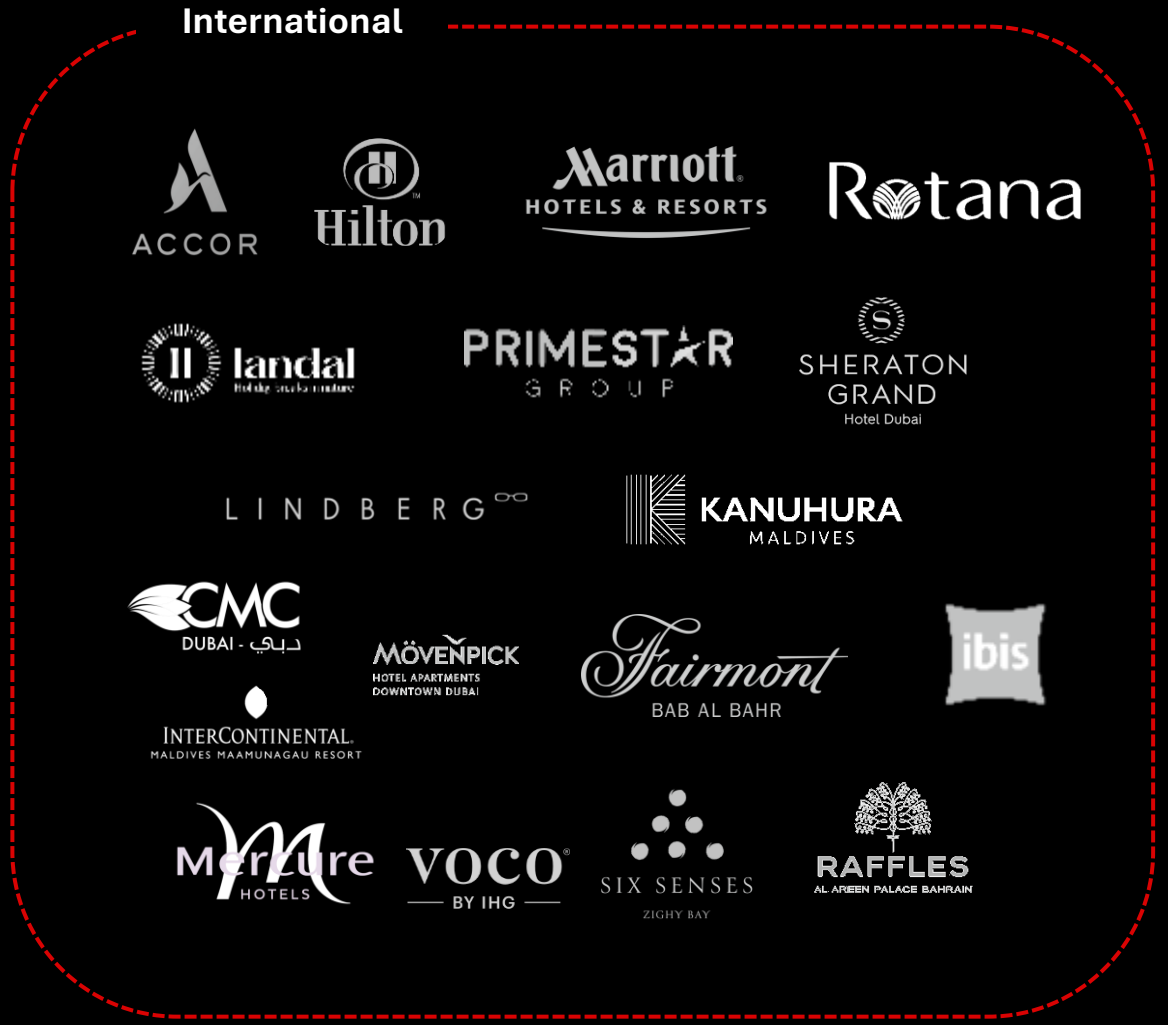


Singapore, SG

Strong global presence: swissnet group supports over 10,000 customers and is rapidly expanding its footprint internationally

Large Scale Global Customer Base In Retail, Hospitality And Healthcare





Diversified And Recurring Revenue Streams Driven By Blue-chip Customers - DACH

Top Customers	Service		Description	Revenue 2025A (CHF MM)	% Recurring Revenue[1]	Total Contract(s) Value[2]
	Infrastr.	SaaS				
Müller	✓	✓	VOIP, SD-WAN, advanced Wi-Fi SaaS + infrastructure solutions in 1,000 stores across 8 countries	5.2	45%	>10.0
LIDL	✗	✓	Wi-Fi guest management, and analytics SaaS in over 12,000 stores	1.6	100%	3.2
T	✓	✗	Rollout partner of Telekom for SD-WAN at Müller	1.0	0%	1.0
Large European Food Discounter	✓	✓	Wi-Fi guest management, and analytics SaaS in over 5,000 stores	0.5	90%	1.4
Vitanas	✓	✓	Internet services, Wi-Fi systems SaaS + infrastructure in 50 nursing homes in Germany	0.4	50%	1.5
umdasch THE STORE MAKERS / PHILIP MORRIS INTERNATIONAL	✓	✗	Sim-Card provider for digital signage displays, for the iQos promotion	0.3	100%	0.9
LTB LEITUNGSBAU	✓	✓	CCTV, Wi-Fi, and security solutions	1.2	50%	1.3
htp	✓	✓	More than 1,500 managed Wi-Fi access points including CloudWiFi hotspot management	0.3	100%	0.9
Caritas	✓	✓	Business Telephone System, Nurse calling system, Secure Hotspot, VPN	0.3	100%	0.9
ECE	✗	✓	Internet services for over 80 malls, CloudWiFi	0.1	100%	0.7
Hospitality Customers (accumulated)	✓	✓	Managed Wi-Fi, Wi-Fi Hotspot services (SaaS),	2.0	50%	4.0

Notes: (1) In 2025E; (2) Value of all existing contracts as of Dec 2025

Growing Customer Base On The International Segment

Top Customers	Service		Revenue 2025A (CHF MM)	% Recurring Revenue[1]	Total Contract(s) Value[2]
	Infrastr.	SaaS	Description		
Sheraton	✓	✗	Network and Wi-Fi Upgrades	0.3	0%	0.3
Rotana Hotels & Resorts	✓	✓	Switches revamp and VxRail Software licenses and Support Renewal	0.2	100%	0.2
CMC DUBAI - دبي	✓	✓	Entreprise Backup Solutions for Medical Center	0.45	70%	0.45
All ACCOR	✓	✓	Network and Wi-Fi Upgrades	0.3	0%	0.3
Other projects (accumulated)	✓	✓	AMC Services for complete Network, Infra and Security IPTV, Network and Wi-Fi Upgrades and Components, Telephony, Desktops and Laptops	0.5	50%	0.5

Notes: (1) In 2025A; (2) Value of all existing contracts as of Dec 2025

Recent Achievements: Highlights From Key Projects

New Infrastructure Projects

New IT centralization contract

- **Customer Name:** State of Baden-Württemberg
- **Project:** Project management related to the IT centralization of the state administration



swissnet Group wins fitness chain EVO Fitness as a new customer for network infrastructure and rollout

Digitalization of infrastructure in fitness sector

- **Customer:** EVO Fitness
- **Project:** Modernization and digitalization of network infrastructure and rollout
- **Rollout Plan:** 13 existing studios and 10 additional in rollout



swissnet Group wins fitness chain EVO Fitness as a new customer for network infrastructure and rollout

New WLAN infrastructure project

- **Customer Name:** DRK-Clementinenhaus Hannover
- **Project:** Modernization of infrastructure and introduction of AI-supported software solution
- **Revenue:** Total ~EUR 0.2MM



swissnet Group modernizes WLAN Infrastructure at DRK-Clementinenhaus Hannover

Hospitality Projects



swissnet Group implements comprehensive hospitality project in the Lake Constance holiday region

Hospitality project in Lake Constance holiday region

- **Customer Name:** : Hotel chain on Lake Constance
- **Project:** Implementing a comprehensive digitalization and infrastructure
- **Revenue:** EUR 6-digit



Swissnet Group to enable fully digitalized guest journey in Hamburg's landmark Elbtower

Major Elbtower hospitality project

- **Customer:** Hilton Hamburg Elbtower
- **Project:** Developed a fully integrated digital guest journey for the hotel, office and cultural spaces (Elbtower will offer 195 rooms and suits)

In total EUR 7-digit contracts signed within the last 3 months

Recent Achievements: Highlights From Key Projects

New Major Projects

Digitalization of infrastructure in hotel chain

- **Customer:** DACH hotel chain
- **Project:** Modernization and digitalization of infrastructure
- **Revenue:** Total EUR 3.5MM



swissnet Group starts new major infrastructure modernization project at 48 locations

New international Wi-Fi project

- **Customer Name:** Leading grocery retail chain
- **Project:** Technical planning and implementation of guest Wi-Fi network
- **Revenue:** Total ~EUR 1,5MM



swissnet Group wins new international Wi-Fi infrastructure project with leading grocery retail chain — Europe-wide rollout planned

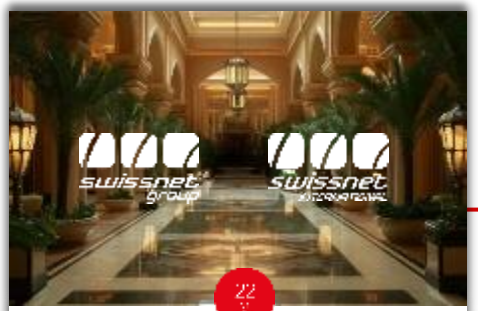
swissnet International Contracts



swissnet Group secures major hospitality network infrastructure contract in Dubai

Major hospitality network infrastructure contract

- **Customer Name:** Leading global hotel chain
- **Project:** Implementation of network and guest Wi-Fi infrastructure
- **Revenue:** Total ~AED 2MM



swissnet Group wins first 7-figure AED contract with multinational hotel chain headquartered in Abu Dhabi

Major contract of swissnet International

- **Customer Name:** : multinational Abu Dhabi headquartered hotel chain
- **Project:** Delivering license and vendor management & support for hyperconverged and virtualized technology
- **Revenue:** AED 7-digit

More than CHF 10MM contracts signed within the last 9 months

Case Study: New DACH SaaS Customer

Major Wi-Fi SaaS Project

New International Wi-Fi Project

- **Customer:** One of the largest European food discounters
- **Project:** Establish a high-availability, customer-oriented guest Wi-Fi network that allows users to browse securely, in compliance with data protection regulations. The network is also being prepared for optimized integration with the customer's proprietary mobile app, enabling reliable use of app-based services directly in-store
- **Rollout plan:** In the initial phase, the project includes technical planning and implementation at approximately 500 store locations. In the long term, the expansion is planned to reach up to 5,000 stores across Europe in the coming years.
- **Revenue: Initial project volume EUR 1.5 million**



Case Study: Müller Infrastructure&SaaS Internet, Telephony And CloudWiFi

Infrastructure: Internet + telephony

- Acquired as a customer in 2016 and during the initial meeting, their billing and connections were found to be disorganized
- swissnet audited, optimized, and consolidated all phone and internet connections, delivering immediate cost savings
- Müller chose swissnet as their long-term partner - today, swissnet Group manages connections >1,000 Müller Group locations

>1,000 **Stores managed by swissnet Group in 5 countries**

47% **Recurring Revenue(1)**

60% **Gross Profit Margin(1)**

SaaS: CloudWiFi

- Müller appointed swissnet Group to set up a reliable customer Wi-Fi solution and to establish its mobile customer app plus the payment system
- Müller now benefits from a highly reliable customer Wi-Fi solution that enables centralized real-time in-store analytics and integrates Wi-Fi Auto Connect
- Following strong initial success, additional rollouts are planned in Hungary, Croatia, and Slovenia

>770 **Stores managed by swissnet Group in DACH and Spain**

32% **Recurring Revenue(1)**

85% **Gross Profit Margin(1)**



Note: (1) For the latest framework contract signed

Case Study: Upselling Significant DACH Customer

DEVELOPED BY SWISSNET
SWISSNET Wi-Fi Phone

From swissnet Group developed for tough daily use

The SN2103 WLAN phone offers exceptional durability, functionality, and performance for everyday retail use. With waterproof and drop-resistant construction up to 1.8 meters, it withstands spills, bumps, and dust, ensuring clear communication in any environment.

Reliability, durability and functionality combined in one device.
Made for retail.

7,000 Devices online at Müller

The Müller network team and also the branches confirm the smooth and comfortable use.



Case Study: Combined DACH Infrastructure&SaaS Customer





LIDL

- swissnet Group won LIDL as it was looking for a reliable customer Wi-Fi solution to establish its mobile customer app
- swissnet Group implemented Hotspots in 10,000+ Supermarkets to offer seamless and fast Wi-Fi internet access
- +50,000 additional newsletter subscriptions in the US alone within just one year

>10k **Stores managed by swissnet Group globally**

100% **Recurring Revenue(1)**

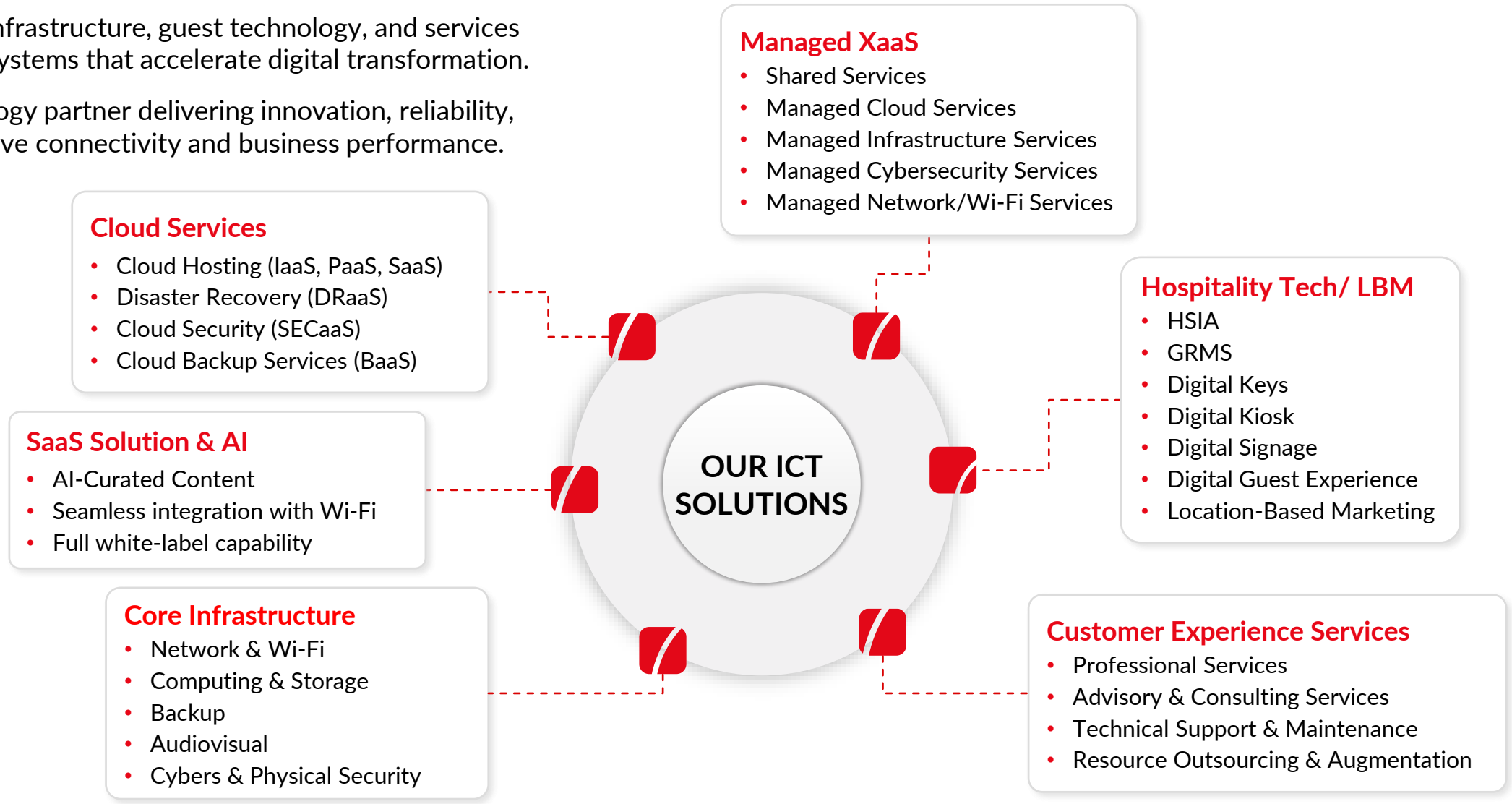
95% **Gross Profit Margin(1)**

Note: (1) For the latest framework contract signed

swissnet International: Partnering with Global Technology Leaders to Serve International Chains and Local Champions

Connecting cloud, infrastructure, guest technology, and services into intelligent ecosystems that accelerate digital transformation.

Your global technology partner delivering innovation, reliability, and scalability to drive connectivity and business performance.



Executive Management Leadership



Jonathan Sauppe
Co-CEO - DACH

- CEO DACH of swissnet Group
- Founder and previous CEO of several tech companies
- Adept in fostering collaboration & synergies across the group
- Core Shareholder



Roger Tabbal
Co-CEO - International

- CEO International of swissnet Group
- Over 25 years of leadership experience in the ICT and hospitality industry
- Previous global VP of Guest Technology & Innovation at Accor

Strategic And Operational Board Leadership



Urs van Stiphout
CHAIRMAN

- Former investment banker
- Corporate lawyer
- Transaction experience from numerous IPOs, M&A transactions and financings
- Entrepreneur



Andreas Wyss
BOARD MEMBER

- In charge of new acquisition valuation at swissnet Group
- +30 years audit & accounting experience
- Former Managing Partner & Head of International Clients, Relationships of BDO



Dr. Andreas Krobath
BOARD MEMBER

- International active entrepreneur as founder/co-founder
- 25 years domain expertise in Hotel technology
- Strategy advisor for at-visions group

Historical Financials

Actual FY2024/FY2025			
In TSD. CHF	**FY 2024A**	**FY 2025A**	**%change**
1 **Revenue**	**13,066**	**21,003**	**61%**
thereof: Hardware	*6,054*	*11,388*	*88%*
thereof: SaaS	*7,012*	*9,615*	*37%*
Gross margin %	*66%*	*59%*	*-11%*
2 **Adj. EBITDA**	**2,504**	**3,722**	**49%**
Net Income	1,261	(4,222)	n.a.
Cash	4,396	**508**	**-88%**
Equity	**10,836**	**22,534**	**108%**

Comments:

FY 2025 demonstrate a strong profitable growth

1 **Strong Revenue Growth:** Around 61% revenue growth YoY and revenue grew to CHF 21.0MM for FY2025

2 **EBITDA Turnover:** Now swissnet Group's EBITDA amounts to CHF 3.7MM in FY2025, an increase of around 49% in comparison with FY2024 (Adj. EBITDA includes adjustments for non-recurring expenses)

Balance Sheet

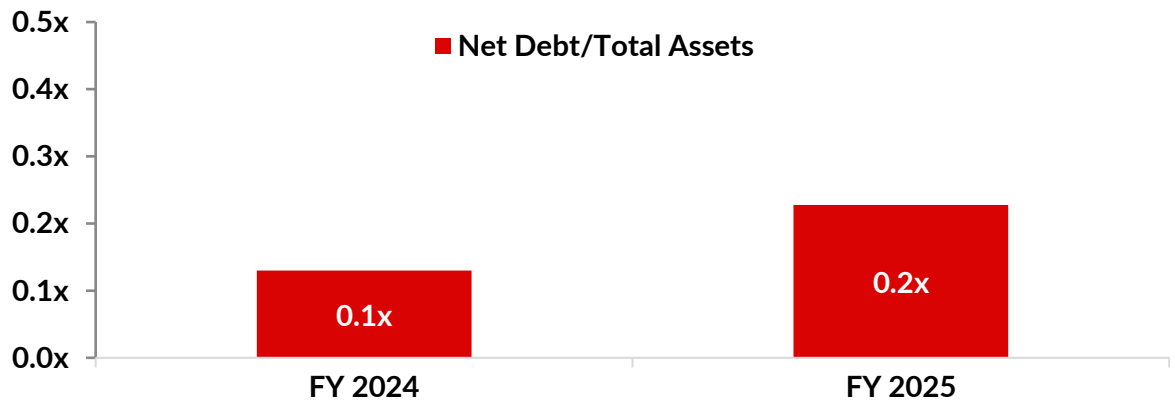
Assets (MM. CHF)	FY 2024A	FY 2025A
Inventories	0.4	0.6
Trade and other receivables	2.8	4.6
Accrued income and prepaid expenses	1.4	1.8
Cash	4.4	0.5
Work in progress	0.0	0.5
Investment in subsidiaries	0.0	0.0
PP&E	0.6	1.8
Right-of-use assets	0.3	1.1
Intangible assets	10.1	23.3
Goodwill	2.9	9.9
Other	1.7	0.7
1 **Total Assets**	**24.8**	**44.8**

Equity and Liabilities (MM. CHF)	FY 2024A	FY 2025A
Current Lease	0.2	0.3
Trade and other payables	1.8	4.5
Accrued expenses and deferred income	1.6	3.3
Borrowings - Current portion	1.1	2.5
Deferred tax liabilities	2.5	2.3
Employee benefit obligations	0.1	0.2
Borrowings	6.5	8.2
Non-current Lease	0.2	0.8
2 Shareholder Equity	10.6	22.6
Non-controlling interests	0.2	(0.0)
Total Equity and Liabilities	**24.8**	**44.8**

Comments:

The Balance Sheet has been ***fully capitalized*** in FY 2025:

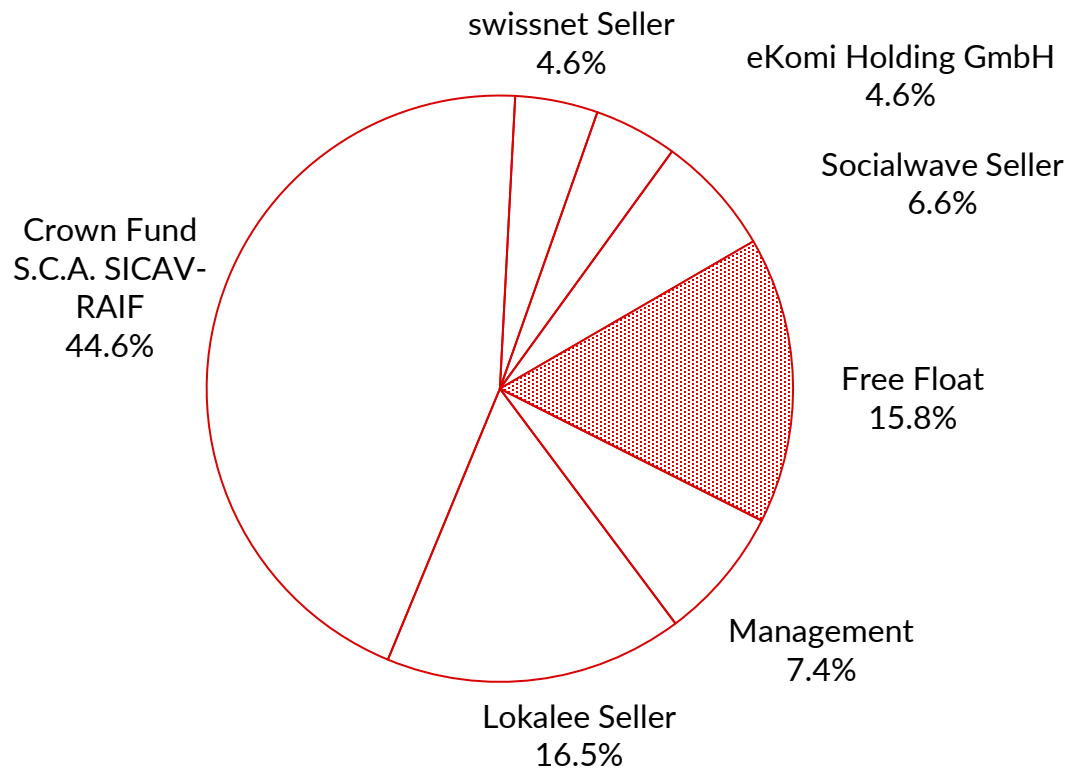
1. **Strong Assets:** Around CHF 44.8MM total assets remains in swissnet Group at the end of December 2025
2. **Strong Equity:** Now swissnet Group's total Equity increased from CHF 10.8MM to CHF 22.6MM



Shareholder Summary: swissnet Group stock

STOCK SUMMARY	
ISIN/WKN/TICKER	CH0451123589 / A2QN5W
Number of Shares	8,484,798
Stock Exchanges	Frankfurt Stock Exchange
Market Cap[(1)]	EUR 12,812,045
Analysts	**NuWays Hauck & Aufhäuser** *PT EUR 20.00 – BUY (23/01/26)* **Quirin Privatbank** *PT EUR 23.50 – BUY (08/10/25)* **First Berlin** *PT EUR 19.00 – BUY (06/10/25)*

SHAREHOLDING



Note: (1) Share price & market cap of Xetra Stock Exchange as close of 07.08.2026 with share price of EUR 1.51

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