

Investor Presentation September 2017



Ascom H1 results at a glance

We look back on an active and eventful first half-year 2017, and many milestones have been reached in order to execute our strategy

- Ascom OneCompany organization in full implementation
- Management team strengthened with the appointment of industry-leading experts
- Sales force further improved with additional, well experienced sales people and the set-up of a sales academy for solutions sales
- Intake of important orders both in the healthcare and enterprise sectors
- Successful launch of Ascom Myco 2 and the game-changing new Ascom Telligence nurse call solution

H1 2017 financial results in summary

- H1 2017 financial results meet overall our expectations
- Ascom returned to a Group profit of CHF 6.6m compared to a loss of CHF 5.6m in H1 2016
- Strong performance in Enterprise Solutions and recovering OEM business
- H1 2017 still impacted by ongoing transformation and longer sales cycles in the healthcare segment
- H1 2016 includes Network Testing Division; accordingly, certain financial views are shown on an Ascom pro-forma OneCompany basis, defined as Total Ascom minus Network Testing Division
- H1 2017 closed with increased order backlog, strong operating cash flows and an improved EBITDA margin of 9.7%

Our vision

Ascom closes digital information gaps
allowing for the best possible decisions – anytime and anywhere





We are on a strategic pathway to become a best-in-class healthcare ICT and mobile workflow solutions provider

Strategic growth opportunities



Closing digital information gaps from the point of care to anywhere

- Customized Clinical and Care Solutions
- Improves patient outcomes through enhanced care management and coordination
- Delivering optimized digital workflows and use cases such as Sepsis alert management, Hygiene protocol enforcement, Medical device performance reporting
- Supported by over 500 global Solutions Consultants and Lifecycle Engineers



Ascom key figures in healthcare

1,000,000



Hospital beds

100,000



Nurse call systems

800,000,000



Critical alerts per year

12,000



Software installations

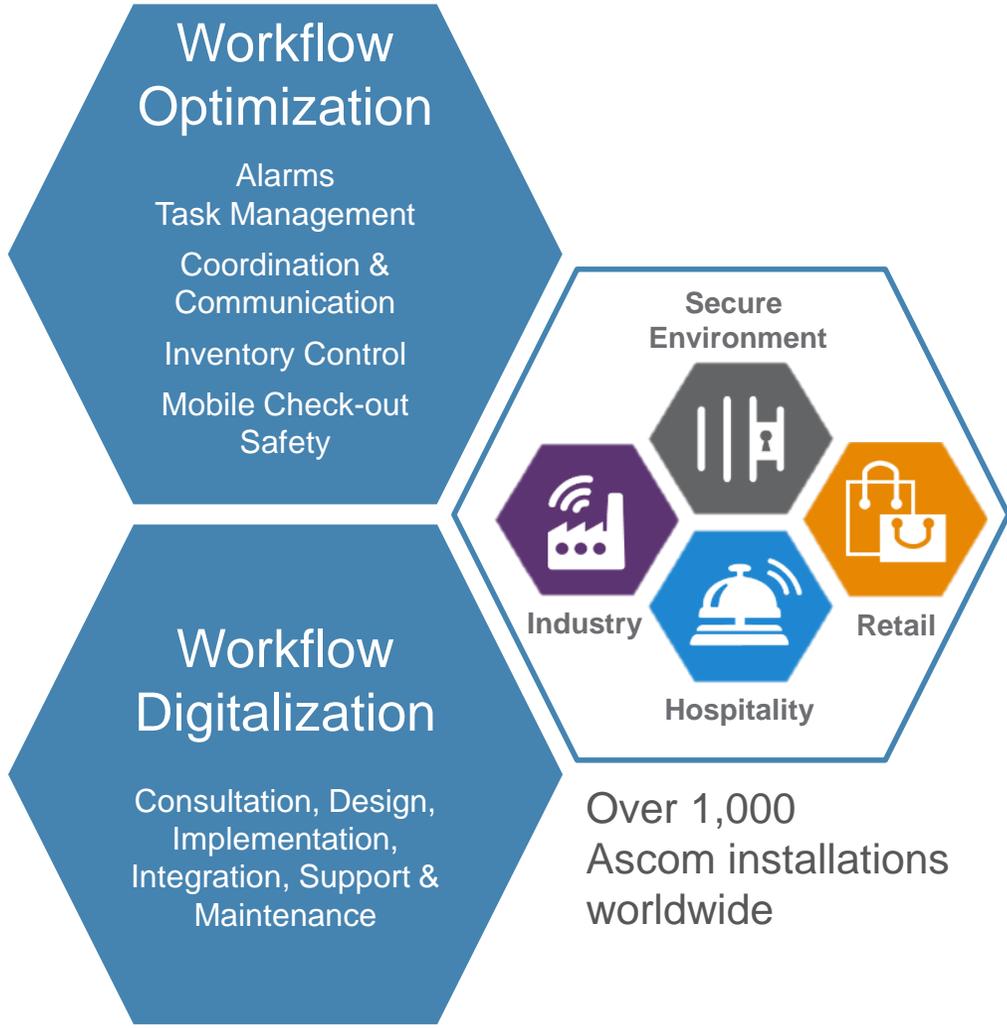
6,600



Mobility installations

Closing digital information gaps anytime and anywhere

- Customized Enterprise Solutions
- Designed to improve operations and financial performance
- Delivering optimized digital workflows from retail outlets to hotels to factories
- Supported by our global Solutions Consultants and Lifecycle Engineers



Telecare for enterprise solutions

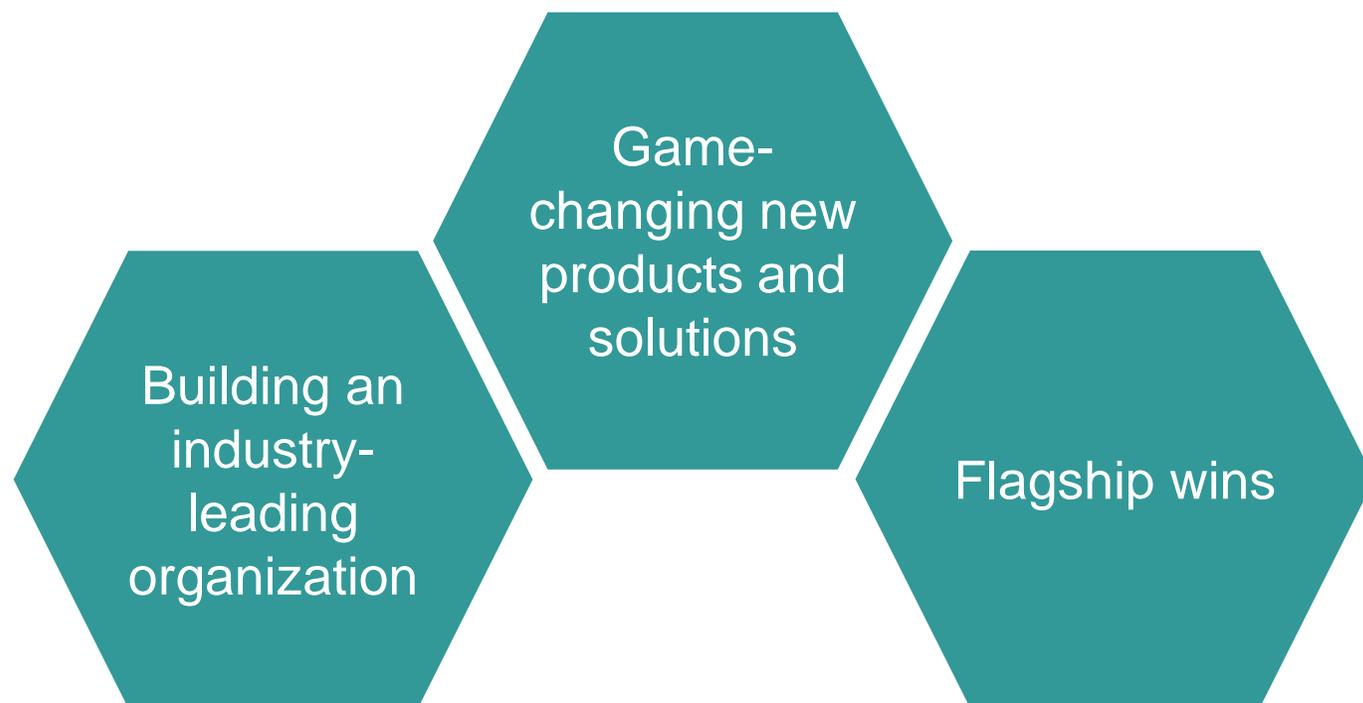
Nurse Call workflow solution embedded into airport infrastructure





Key H1 achievements

Strategic and operational measures gain traction with results to impact H2 2017 and beyond



Key H1 achievements

Building a world-class organization

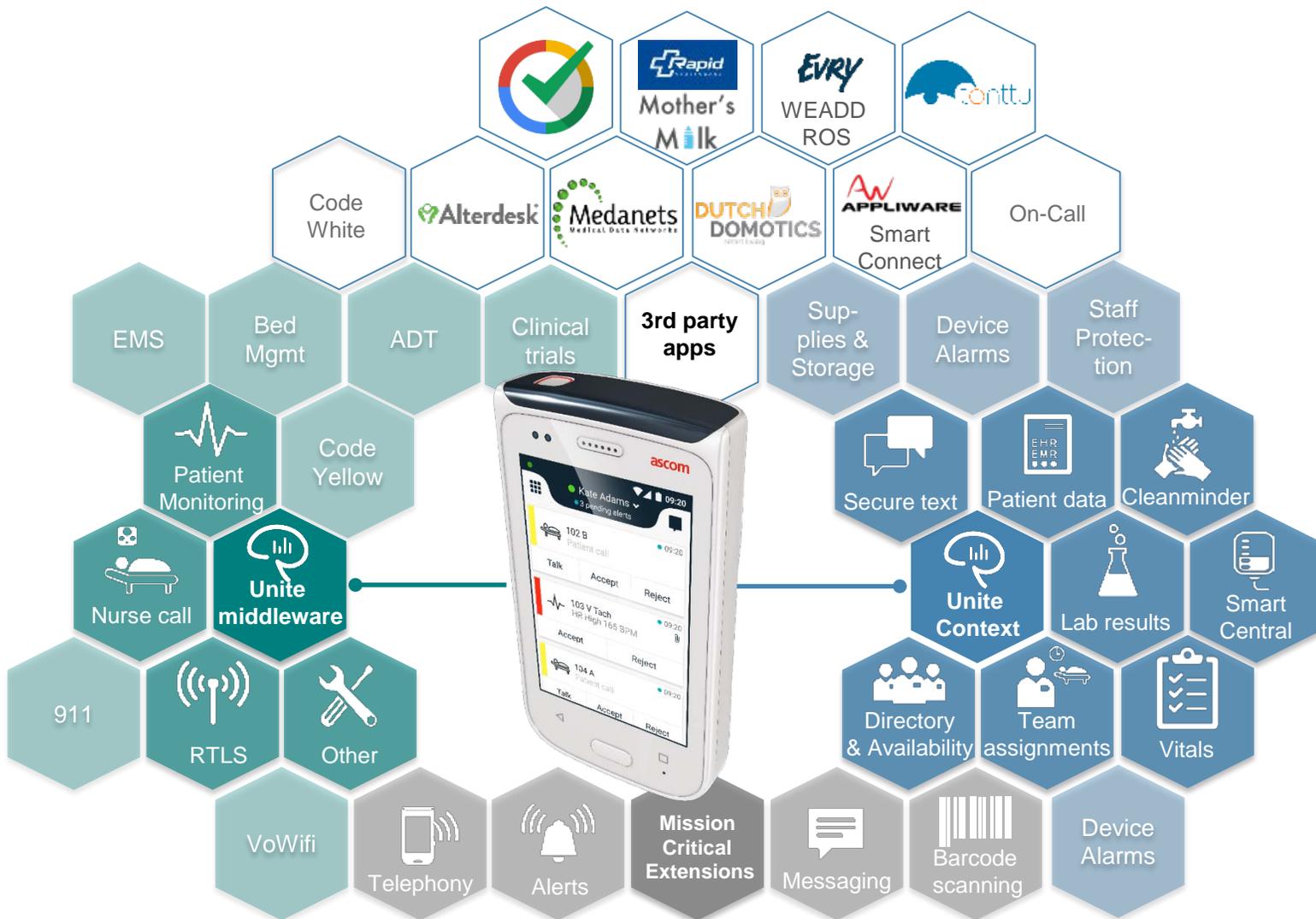
We continue attracting industry-leading talents to accelerate execution excellence



Ascom Myco 2 - The Ascom Healthcare Platform in your hand

From point of care to anywhere

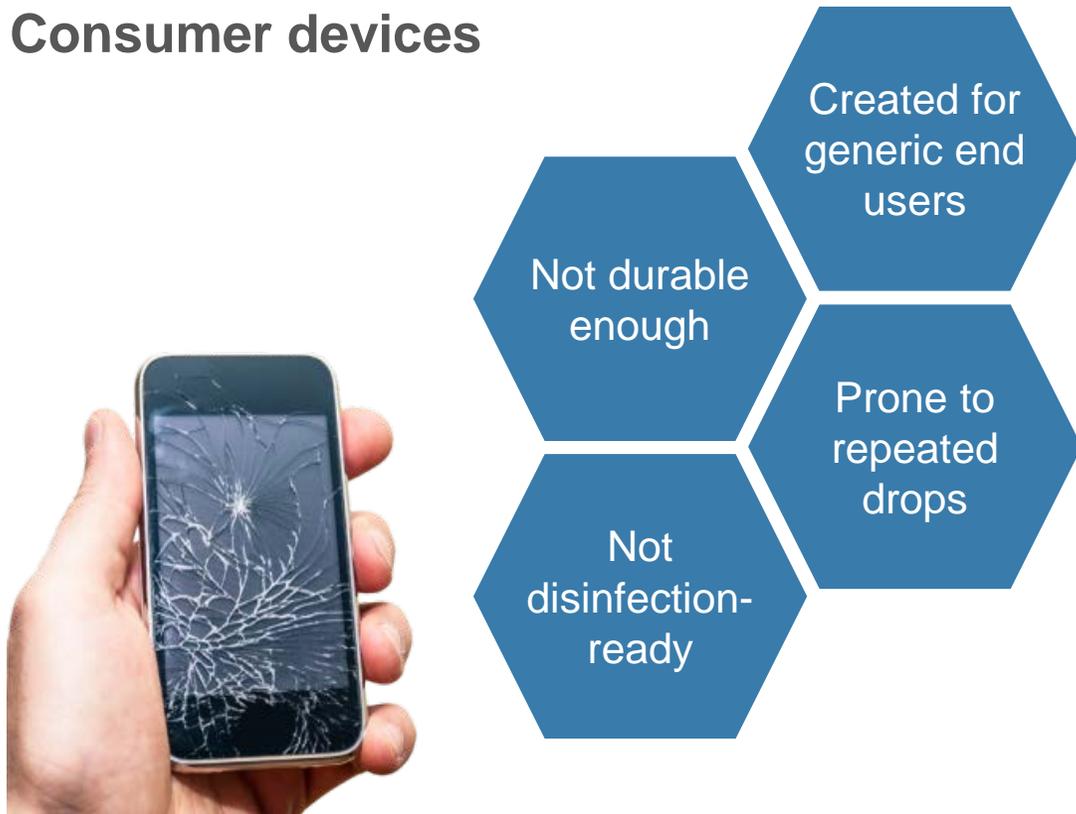
- Connecting caregivers with nurse call, patient monitoring, hospital information systems
- Together with Ascom software and third party apps, provides clinicians with a wealth of use cases such as secure staff messaging, Smart Medical Alerts, Virtual ICU, Early Warning Scores
- While also delivering great voice
- Global shipping started in June 2017



In addition to the intelligence, Ascom Myco 2 has superior physical properties

Demanding realities of hospital environments, working situations and quality expectations of clinicians and caregivers require a purpose-built device

Consumer devices



Ascom purpose-built device

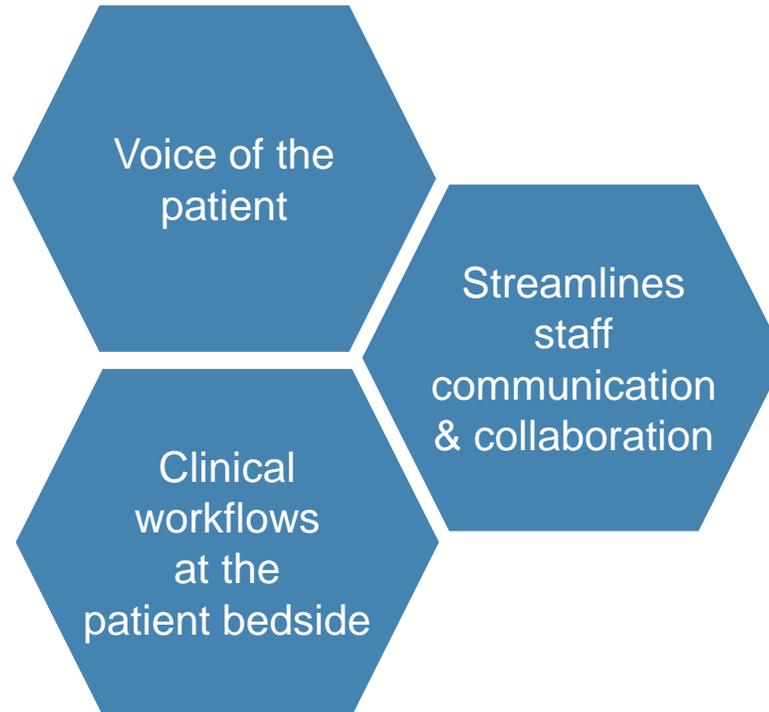


Key achievements in H1

Ascom Telligence Patient Response System: Reinventing Nurse Call from call to Workflow Orchestrator

A single, integrated platform only from Ascom

- Ascom Telligence Nurse Call combined with Ascom Unite software and our global Mobility Solutions
- Enhanced capabilities across mobile workforces
- Global shipping starts in October 2017

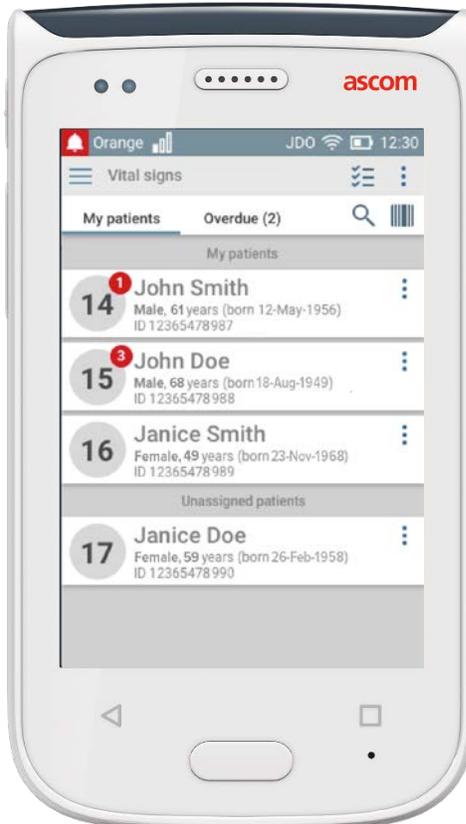


Key achievements in H1

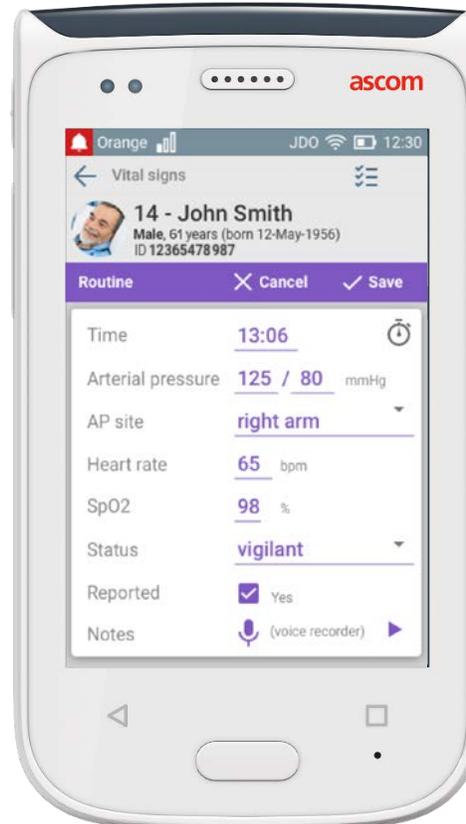
DigistatVitals: Improved accuracy & monitoring in ICU patient vitals

Bedside documentation, scoring & monitoring Point-of-Care Support

Patient Overview



Vital-sign Registration



Vital-sign Scoring



Key achievements in H1

Flagship wins in healthcare





Key achievements in H1

Flagship wins in Enterprise Solutions



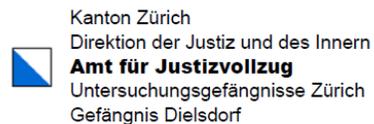
OEM



Retail



Secure establishment



Industry



Automotive



Erasmus MC, a customer success story



Nouméa Territorial Hospital of New Caledonia, a customer success story



Nouméa Hospital

Based in the French island of New Caledonia has developed a new fully digitalized hospital

Customer Vision

Provide best patient care and safety through state-of-the-art mobile installations

Why Ascom

Top-notch mobility features to improve coordination across onsite and mobile teams and full interoperability with WiFi infrastructure

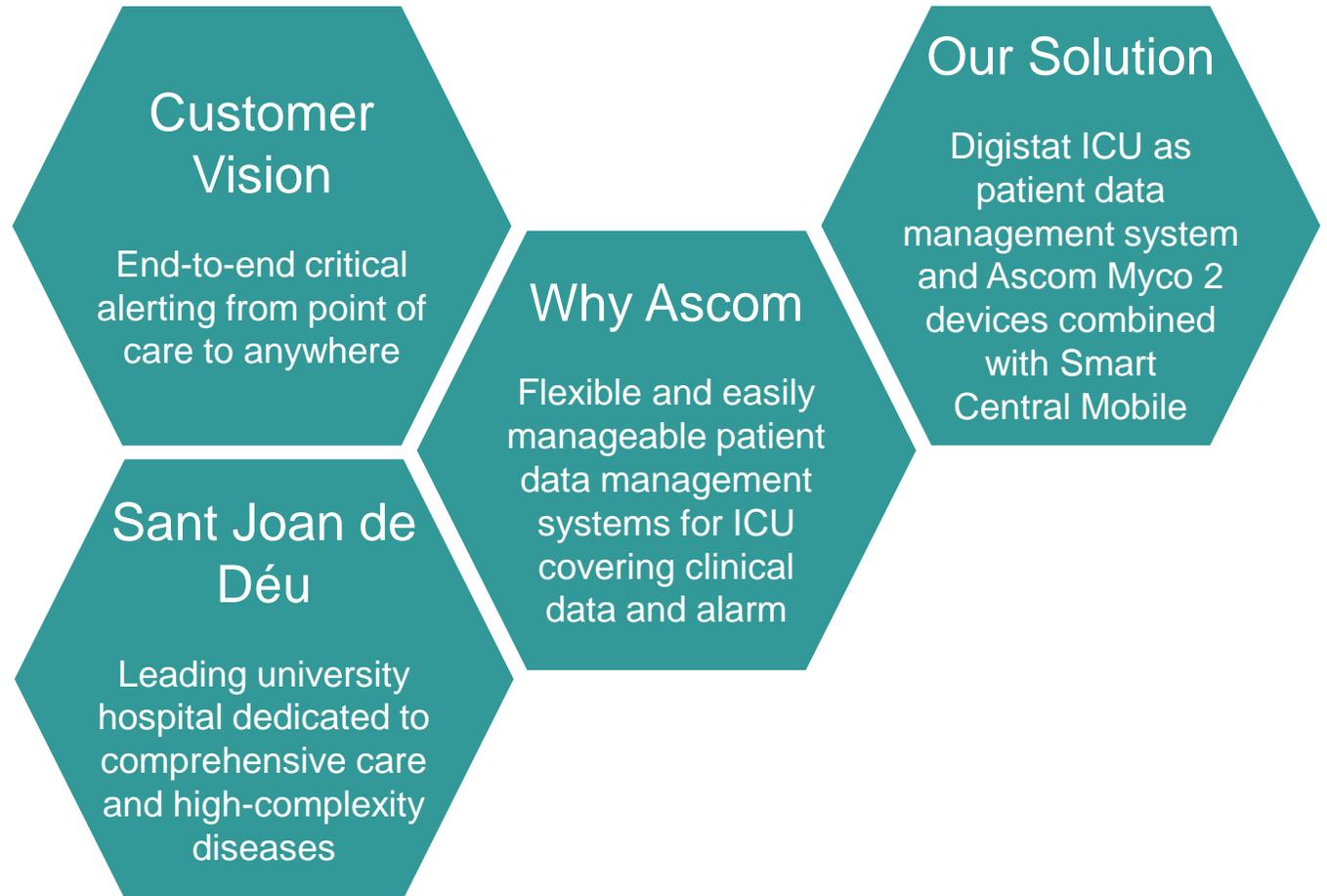
Our Solution

Ascom Myco devices and i62 handsets supported with project management services and customer training



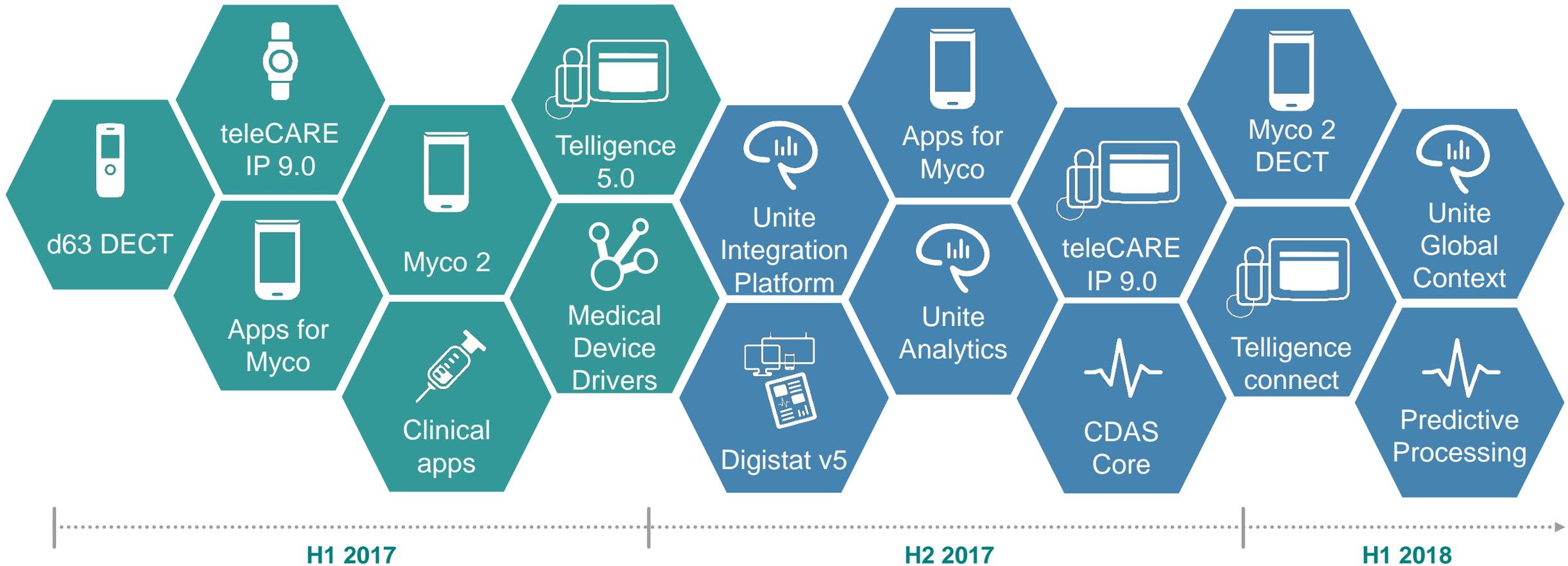
Artist's rendering

Hospital Sant Joan de Déu, a customer success story



Ascom Growth Drivers

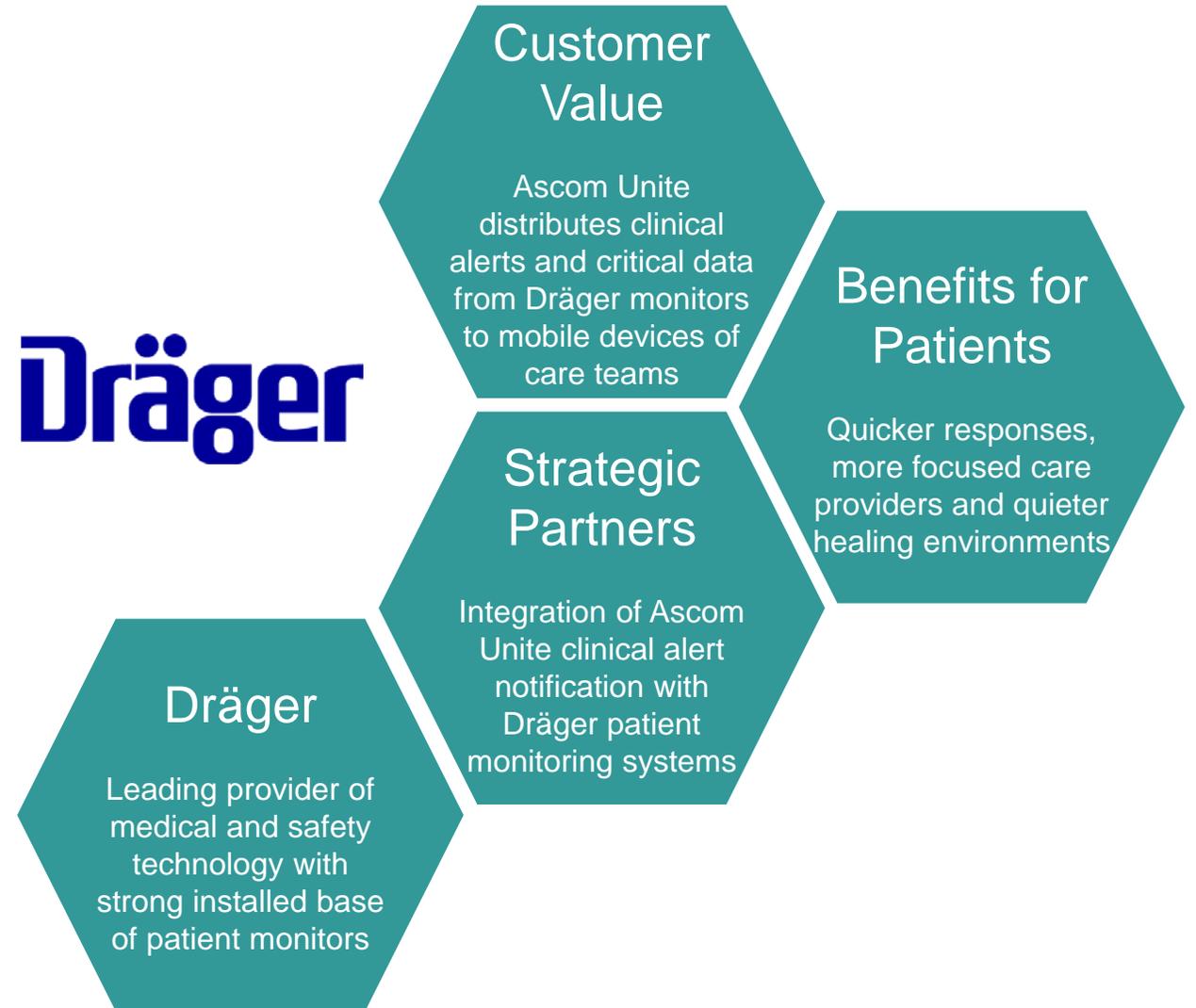
We have a strong pipeline of innovative products to set new standards



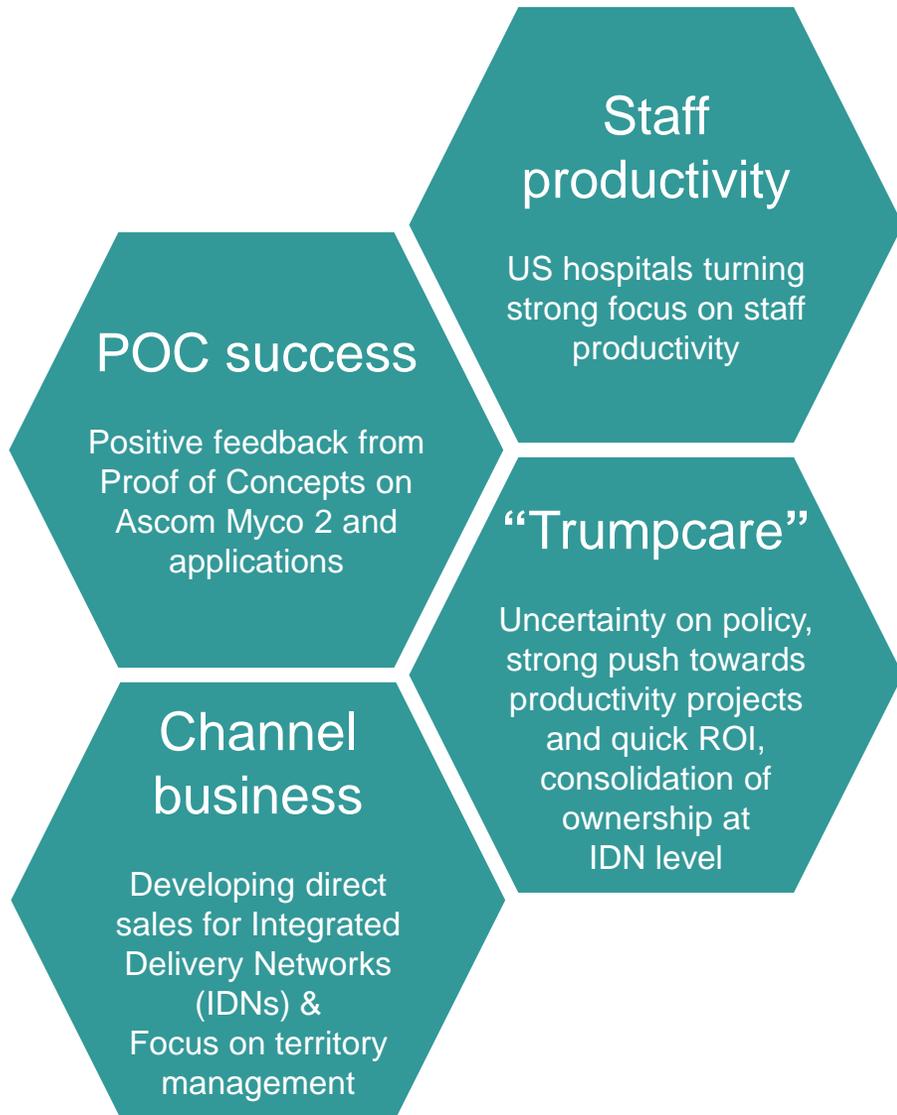
New strategic partnerships drive additional growth



Dräger



We see growth in our US business in H2 2017 and beyond





Outlook and guidance

Key reasons why we see a strong H2 2017



Accelerated growth is supported by Proof of Concept success



Guidance confirmed

Guidance 2017*

- Revenue growth expected at 3–6% for full year 2017
- EBITDA margin targeted at 14–15%

Mid-term Guidance 2020*

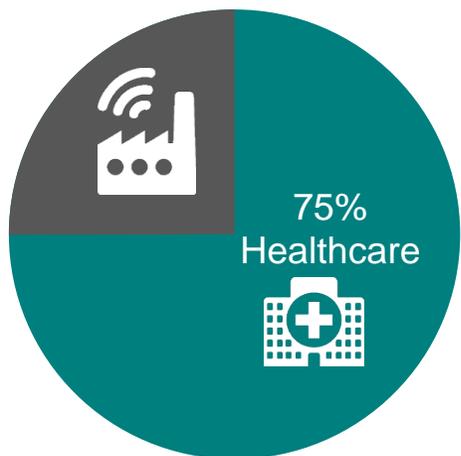
- 7–10% revenue growth in 2020
- Ambition to reach an EBITDA margin of about 20% in 2020

* at constant currencies and given a stable economic development

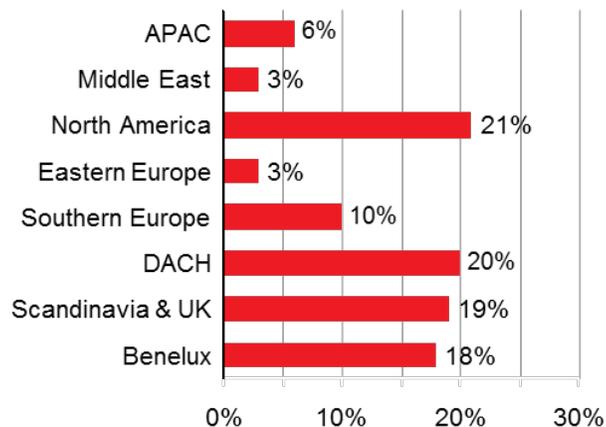
Evolution of Ascom

Target 2020

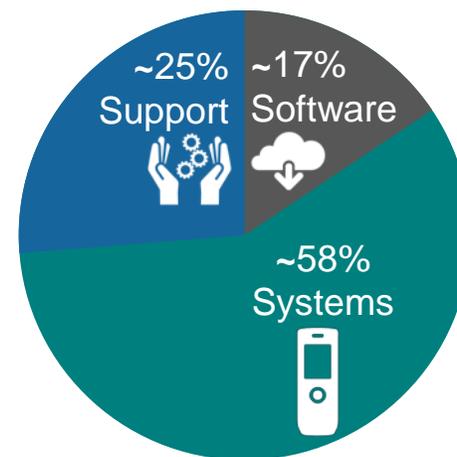
Market segment mix



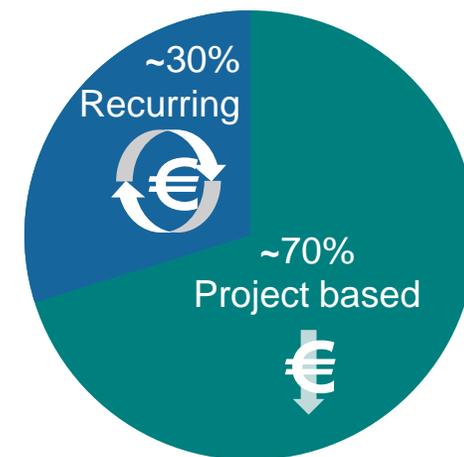
Regional market mix



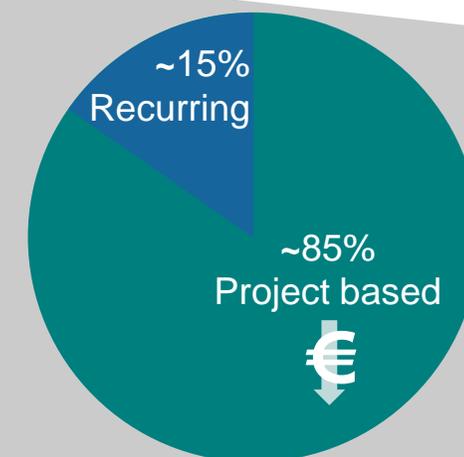
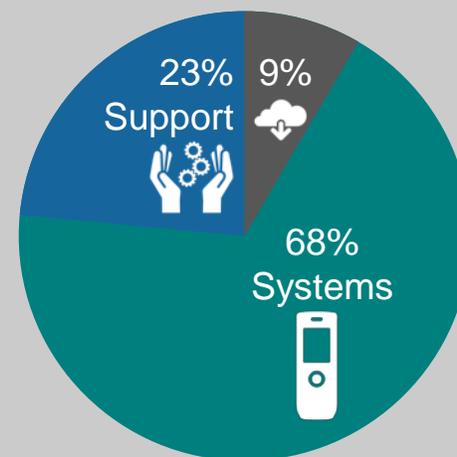
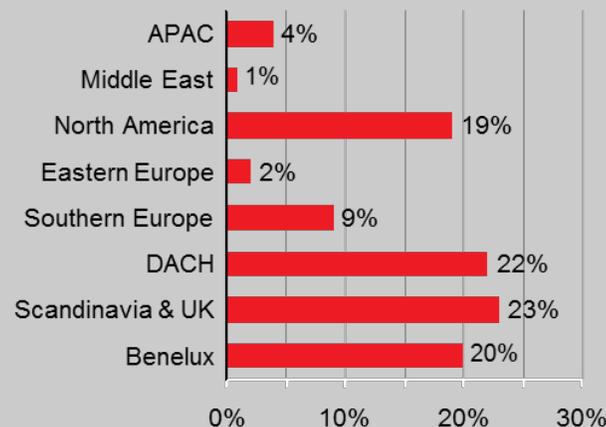
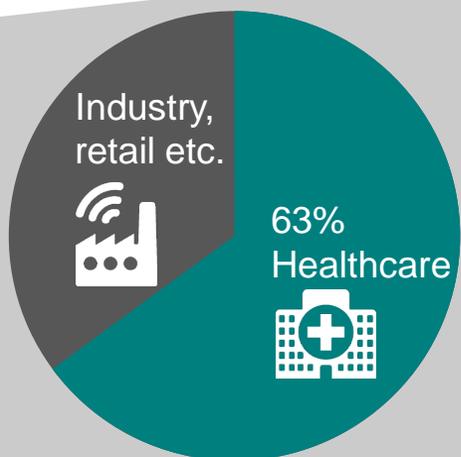
Offering mix



Revenue mix



2016



Bridge to 20% EBITDA margin in 2020 (target model)

% of Net Revenue (based on constant currencies)	2016 *	2020
Software	80%	90%
Products, Solutions & Prof. Services	54%	54%
Support & Maintenance	34%	45%
Gross Margin	51%	55-57%
Sales & Marketing	24%	20-22%
Research & Development (R&D)	9%	11%
Administration	5%	4%
EBITDA (pro forma 2016 and guidance 2020)	14%	20%

*Pro Forma OneCompany (Ascom Group excl. Network Testing and one offs)

Target model (not guidance)

Gross margin improvement from

- Increasing share of Ascom developed software
- Increasing share of software in total revenue
- Improving margins in consulting, managed services to balance conservative assumption of margin erosion in HW
- Increasing share of software support revenue

Functional cost development

- Increasing investment in R&D to innovate and drive growth slightly dilutes EBITDA
- Cost management in other functional costs keeps cost expansion underproportionate

Legal Disclaimer

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.

Next Event: Ascom Investor Day, 9 November 2017, Restaurant Metropol, Zurich



THANK YOU

