

# Letter to Shareholders



Dr. Valentin Chapero Rueda, Chairman of Ascom  
Nicolas Vanden Abeele, CEO of Ascom

## Dear Shareholders

2024 was a difficult year for Ascom due to a challenging market environment and more cautious customer spending behavior than anticipated. These developments resulted in project delays, especially in the last quarter of 2024. The overall disappointing revenue generation in combination with higher investments led to an unsatisfactory financial result for the Company. Nevertheless, Ascom continues to have a sound balance sheet, with a solid equity ratio and net cash position.

The financial results for 2024 can be summarized as follows:

- Net revenue of CHF 286.7 million (2023: CHF 297.3 million), reflecting a decline of 1.6% at constant currencies and of 3.6% at actual currencies
- EBITDA of CHF 21.3 million (2023: CHF 30.1 million) with an EBITDA margin of 7.4% (2023: 10.1%) due to lower revenue and higher investments
- Group profit of CHF 3.7 million (2023: CHF 17.4 million) with earnings per share of CHF 0.10 (2023: CHF 0.48) also due to higher depreciation and amortization
- Net cash position of CHF 18.6 million (2023: CHF 24.7 million) with an equity ratio of 39.2% (2023: 39.9%)

## Continued investments to accelerate strategy execution

In 2024, Ascom kept its focus on accelerating the execution of the strategy to become the key enabling platform for critical communication and collaboration in the Healthcare as well as in the Enterprise sector.

Ascom solutions address key customer needs, such as enabling:

- The mobile (digital) way of working for caregivers and medical staff
- Alarm management and workflow orchestration in real-time
- Patient-centric care and monitoring
- Operational and logistical workflows

Our move to converged platforms will simplify our offering and improve our operational efficiency. More importantly, it will create significant value for customers by improving the user experience, simplifying processes, and reducing costs.

In addition, Ascom made considerable progress in the integration of our different software platforms on one single platform and software stack during 2024. The convergence of the NurseCall Systems has progressed well too and is anticipated to be completed in 2025.

Another major milestone in 2024 was the launch of Ascom's first cloud-based solution: SaaS Staff Safety (Software as a Service) provides a comprehensive, reliable, and secure solution for employees to raise alarms quickly while ensuring swift and accurate responses, also detecting potential safety issues that could occur with employees in lone worker situations.

Moreover, Ascom continued its lead position in Mobility with a market share of over 40% of the global DECT market, and a clear position in selected verticals (such as secure establishments, energy, industry, and retail), for which DECT technology remains the most reliable and cost-effective solution. We added the Myco 4 DECT solution to our portfolio in 2024, which is a unique Ascom offering in the market.

### **Operational excellence and margin enhancement remain a key topic**

Cost efficiency remains a focus topic in the years to come as we envisage to further streamline our operations, reduce complexity, and enhance customer experience with our new, cloud-based solutions. In order to improve operational excellence, we are constantly working on improving processes while reducing our cost base.

### **Further improvement of Corporate Governance**

The Board of Directors initiated several actions to further improve our Corporate Governance and address shareholder concerns such as:

- External compensation benchmark study with an adjusted peer group
- Introduction of a Share Ownership Guideline with minimum shareholding requirements both for the members of the Board of Directors and the Executive Board
- Adjustment of the incentive system for the Executive Board
- Full transparency of target achievement of the Executive Board in the Remuneration Report
- Reduction of Board fees by 20% as of the General Meeting 2025

### **Outlook for 2025**

Looking ahead to the 2025 financial year, we are confident to develop Ascom successfully, benefiting also from the investments of the last years. We are committed to fostering superior customer experience and to delivering sustainable profitable growth.

For the fiscal year 2025, Ascom targets low single-digit revenue growth at constant currencies and aims to achieve an EBITDA margin of 9-10%.

### **A word of thanks**

2024 has been a difficult year for Ascom and has demanded a great effort from the whole Company. The Board of Directors would like to thank all our employees and management teams worldwide for their strong dedication and hard work. We also like to thank our customers and business partners for the constructive collaboration and ongoing loyalty to Ascom.

We acknowledge that our shareholders have shown great patience in 2024. However, we are convinced that Ascom has a lot of potential to be exploited going forward. We are therefore grateful for the continued trust of our valued shareholders and thank you for your support, and for your confidence in the future success of Ascom.

Sincerely,



Dr. Valentin Chapero Rueda  
Chairman of the Board



Nicolas Vanden Abeele  
CEO