



# Ascom – a leading mobile workflow provider

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Kalina Scott, CFO  
Daniel Lack, Company Secretary & IR

**ascom**



# Ascom at a glance

## 3 segments

Healthcare 67%  
Enterprise 28%  
OEM 5%

## Market position

Prominent position in segments  
with a truly global reach

CHF 287m

Net revenue 2024

CHF 21.3m

EBITDA 2024  
7.4% margin

27 %

Recurring revenue share  
complemented by longstanding  
customer relationships

20 locations

Operating business worldwide  
with key focus on Europe and  
USA & Canada

1'415 FTE

Employees 2024

SIX-listed

SIX Swiss Exchange with  
100% free float

# The Markets and our Offering



# Ascom's three markets

## Hospitals and acute care



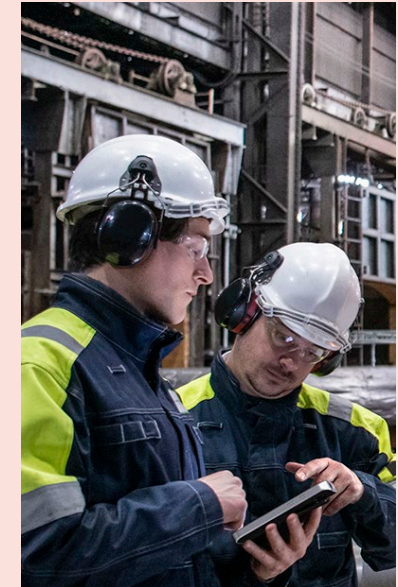
Hospitals and facilities that provide diagnosis, care and treatment of acute conditions, including injuries

## Long-term care



Long term care facilities providing care for people who cannot care for themselves

## Enterprise & OEM



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

# Our offering



## Nurse call systems

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

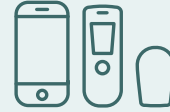
**telecare IP**  
**Telligence**



## Software

Trusted by thousands of organizations worldwide to power on-site critical communications solutions:

**Digistat software suite**  
**Unite software**



## Mobile devices

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

**Smartphones**  
**DECT and VoWiFi**  
**Pagers**



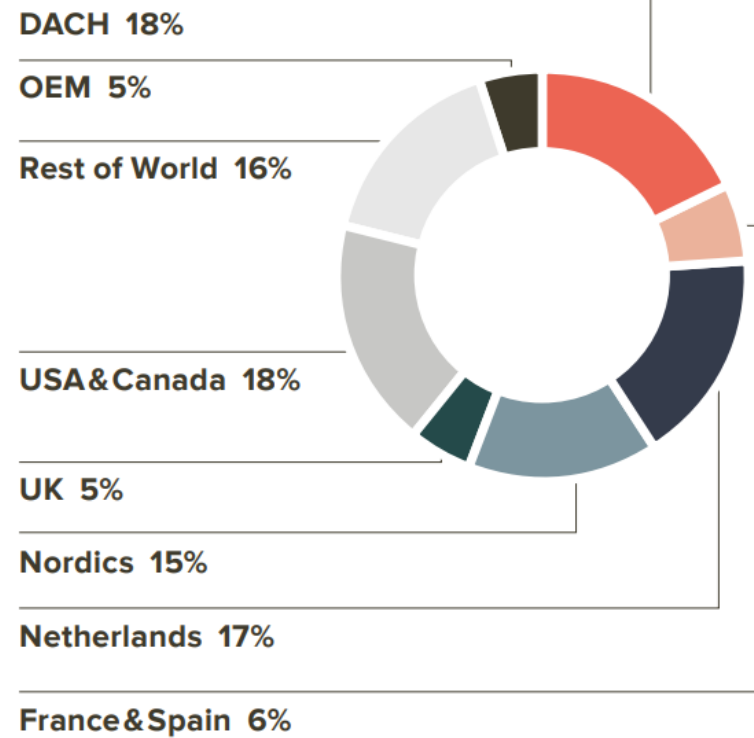
## Services

Reap the full benefits of the Ascom platform.

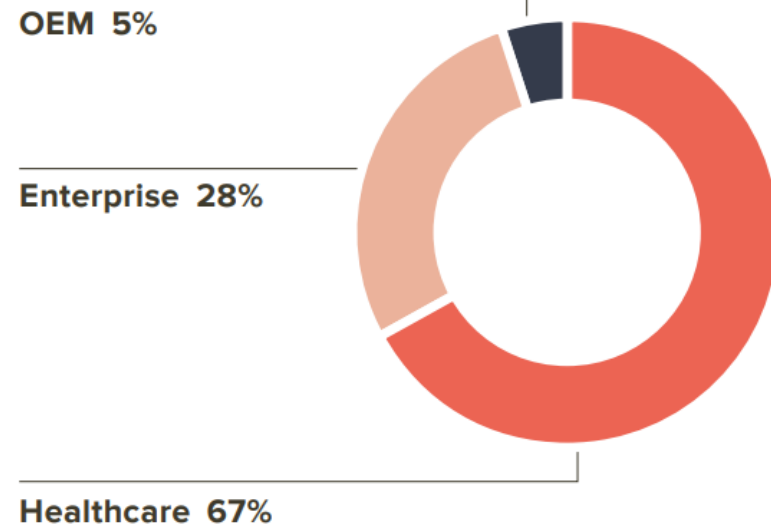
**Consulting services**  
**Implementation and training**  
**Support and maintenance**

# Revenue by regions and segments

Revenue by region



Revenue by segment

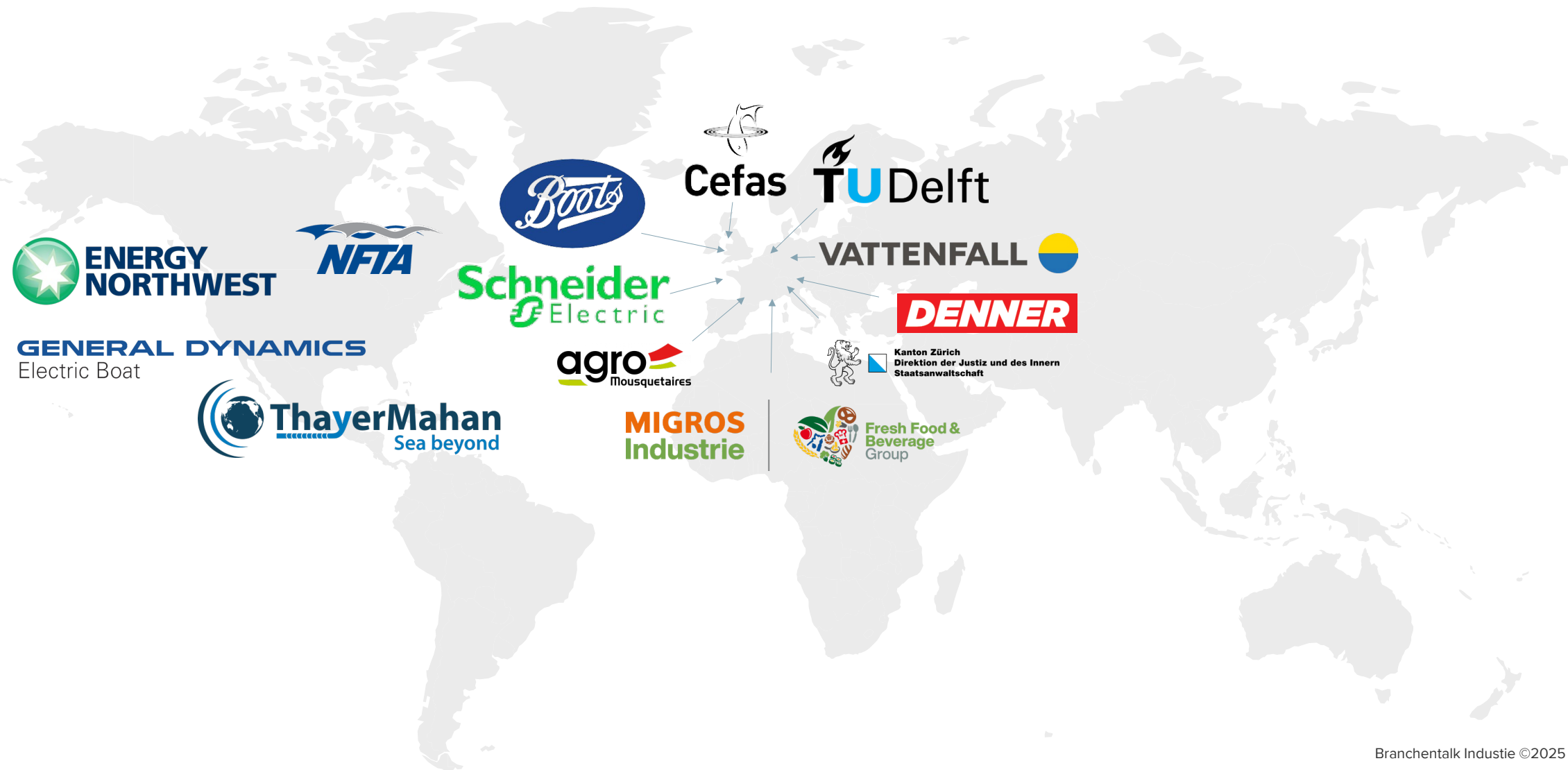


# Customers in Healthcare





# Customers in Enterprise





# Ascom Strategy in Execution

# Key enabling platform in Healthcare and Enterprise

*Ascom's vision / mission: bringing data to life and delivering better outcomes*

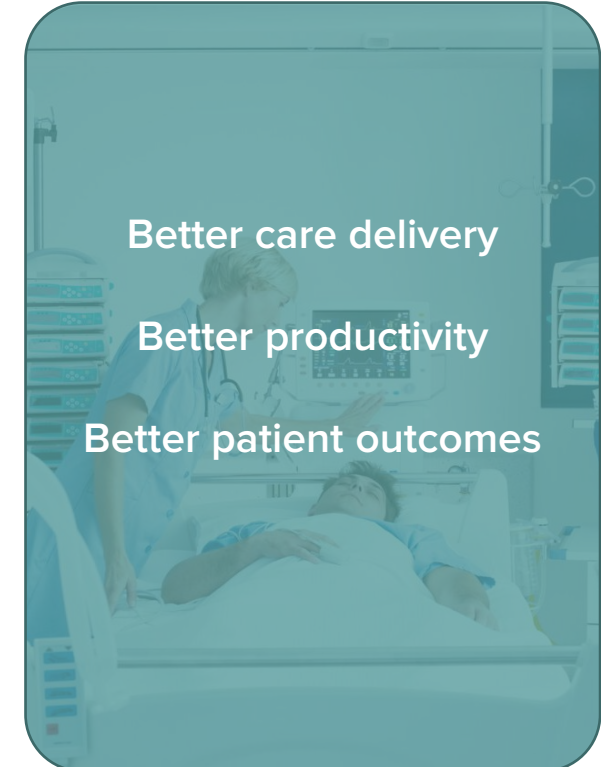
## Vision / mission



## Ascom enables

- 1 **Mobile (digital) way of working**
- 2 **Alarm management & orchestration**
  - Alerts
  - Alarms
  - Personal Safety
- 3 **Patient-centric care**
  - Nurse Call
  - Sensors (SmartSense, 3rd party)
  - MDI
  - Clinical Surveillance
  - PDMS
- 4 **Operational and logistical workflows**

## Solving key customer needs



# Secular positive market trends

## Demographic Change

Aging population with increasing demand for care



## Staff Shortages

Leading to disruptions in care activities



## Consumer Patient

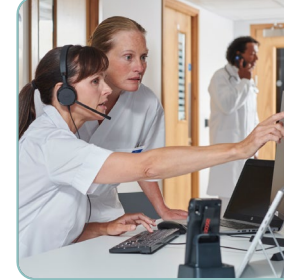
Patients actively research, compare, and choose healthcare



## Healthcare megatrends

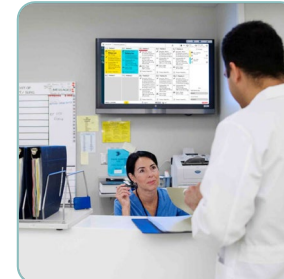
## Care anywhere

Care delivery anywhere and at any time



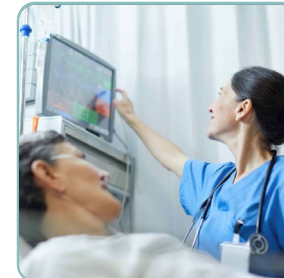
## Healthcare digitalization

Data capture, integration and utilization



## Regulatory demands

Increasing regulatory conditions



# Innovative platform setting new industry standards

Drive **value for healthcare customers** through:

- Better patient outcomes
- Higher clinical efficiency
- Lower costs
- Digitalization & workflow automation

Drive **value for enterprise customers** through:

- Enhanced operational efficiency
- Increased worker safety
- Improved customer experience
- Digitalization & workflow automation



# Strategy Execution

## Done in 2024

### Simplified Portfolio



- Good progress on platform integration and product simplification

### Cloud Enabled Solutions



- Launch of first cloud-based solution: SaaS Staff Safety for Enterprise segment
- Increase of cloud capabilities

### GTM & Sales Journey



- Improved digital customer journey

### Operational Excellence



- Implementation of comprehensive cost improvement plan
- Simplified & enhanced installations

## Focus in 2025

- Completion of portfolio integration / simplification



- Scale-up new solutions in Enterprise
- Roll-out in Acute Care & Long-Term Care



- Efficiency in Service & Operations and commercial tool landscape



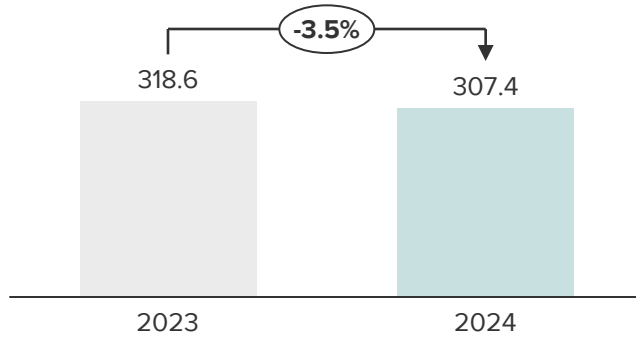
- Align / simplify our organization further
- Drive additional process & cost efficiencies



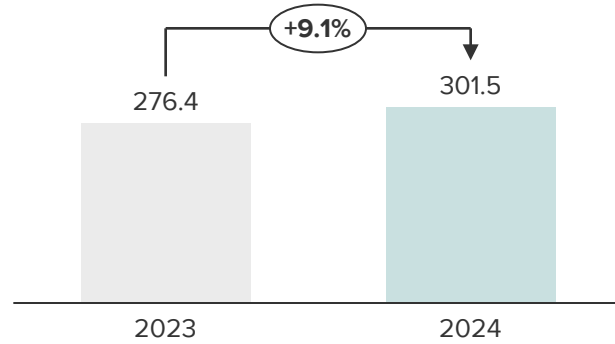
# Financials 2024 and Outlook 2025

# 2024 Key Figures (in CHFm)

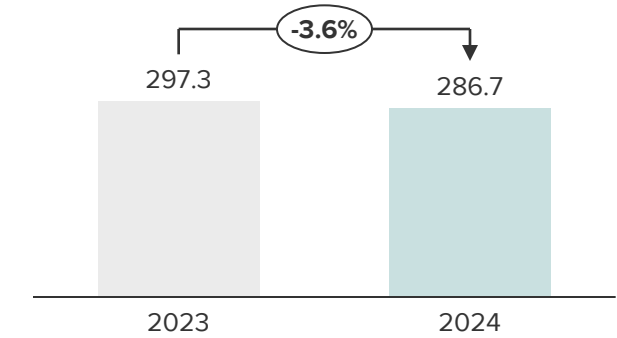
## Incoming Orders



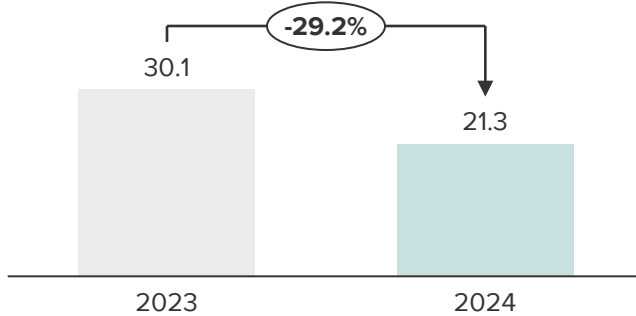
## Order Backlog <sup>(1)</sup>



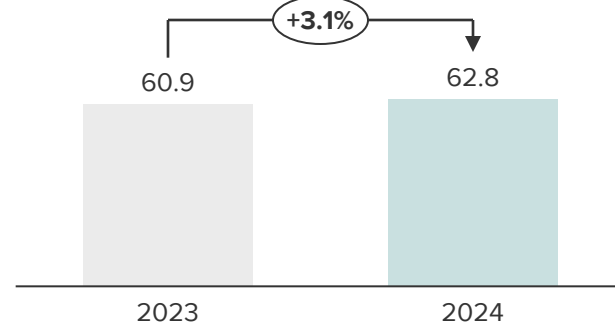
## Net Revenue



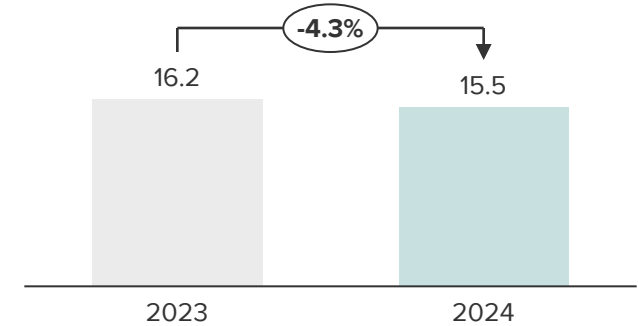
## EBITDA



## Net Working Capital <sup>(1) (2)</sup>



## Capital Expenditure <sup>(3)</sup>



**Notes:** All values in CHFm

(1) At 31 December

(2) Net working capital is calculated by subtracting the sum of trade payables and liabilities from work in progress and other current liabilities (including other current liabilities, current provisions, deferred income and accrued expenses) from the sum of trade receivables, inventories, work in progress and other current assets (including other current receivables, compensation claims from work in progress and accrued income and deferred expenses).

(3) Capital expenditure is calculated as the sum of investments in tangible and intangible assets and excludes proceeds from disposals



# Implications from US tariffs

*At present, there is no significant effect on Ascom products in the US market.*



## Mobile phones

Smartphone Myco 4

- Manufactured in China
- Exempted from tariffs

DECT phones

- Manufactured in China
- Currently 10% tariff + 20% extra tariff for China products



## Nurse Call

- Manufactured in Mexico
- Currently exempted from tariffs



## Paging

- Manufactured in Poland
- Currently 10% tariff for US market

# Guidance

*Ascom targets profitable growth for 2025*

Ascom is confident to continue to develop the company successfully, benefiting also from the investments of the last years and is committed to delivering sustainable revenue growth.

## **Guidance 2025\*:**

For the fiscal year 2025, Ascom targets

- a **low single digit revenue growth** at constant currencies
- an **EBITDA margin of 9-10%**

## **Mid-term Guidance:**

No mid-term guidance is given at this point of time given the macro-economic uncertainties.

\*Ascom's 2025 guidance is based on the current market and economic environment, current visibility and at constant currencies



Thank you for your attention

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# 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.

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