Investor Presentation

November 2018

Integrate. Orchestrate. Enable.
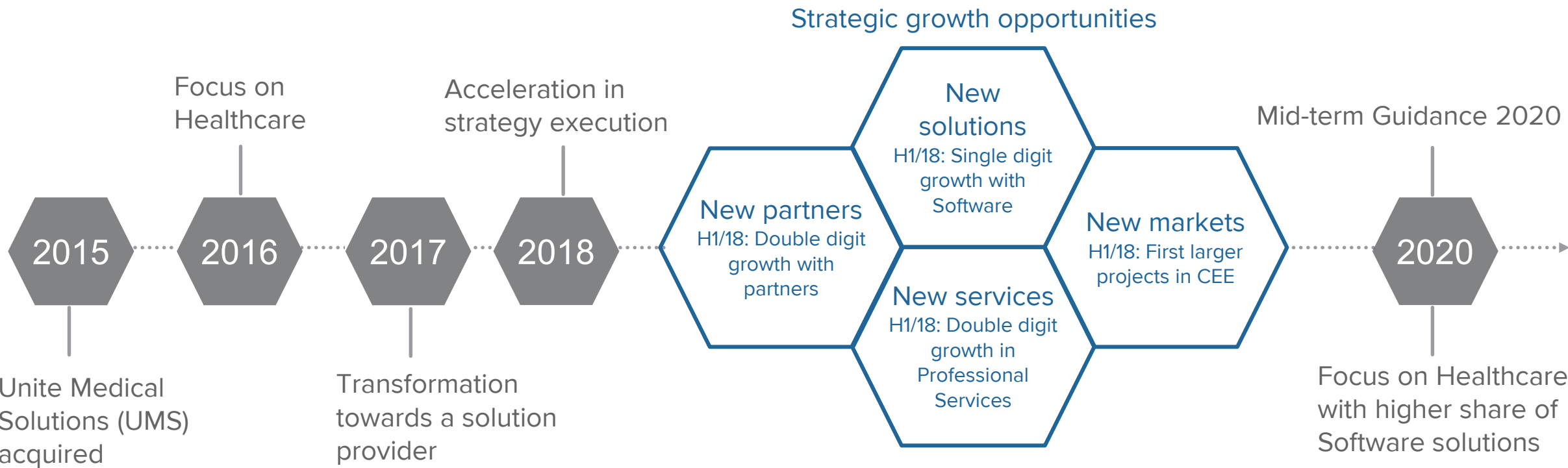
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Ascom closes digital information gaps allowing for the best possible decisions anytime and anywhere

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Strategic pathway to become a best-in-class Healthcare ICT and mobile workflow solutions provider

Strategic growth opportunities

Focus on Healthcare

Acceleration in strategy execution

Mid-term Guidance 2020

2015 ⋯⋯ **2016** ⋯⋯ **2017** ⋯⋯ **2018** ⋯⋯ **2020** ⋯⋯⋯→

New partners
H1/18: Double digit growth with partners

New solutions
H1/18: Single digit growth with Software

New markets
H1/18: First larger projects in CEE

New services
H1/18: Double digit growth in Professional Services

Unite Medical Solutions (UMS) acquired

Transformation towards a solution provider

Focus on Healthcare with higher share of Software solutions
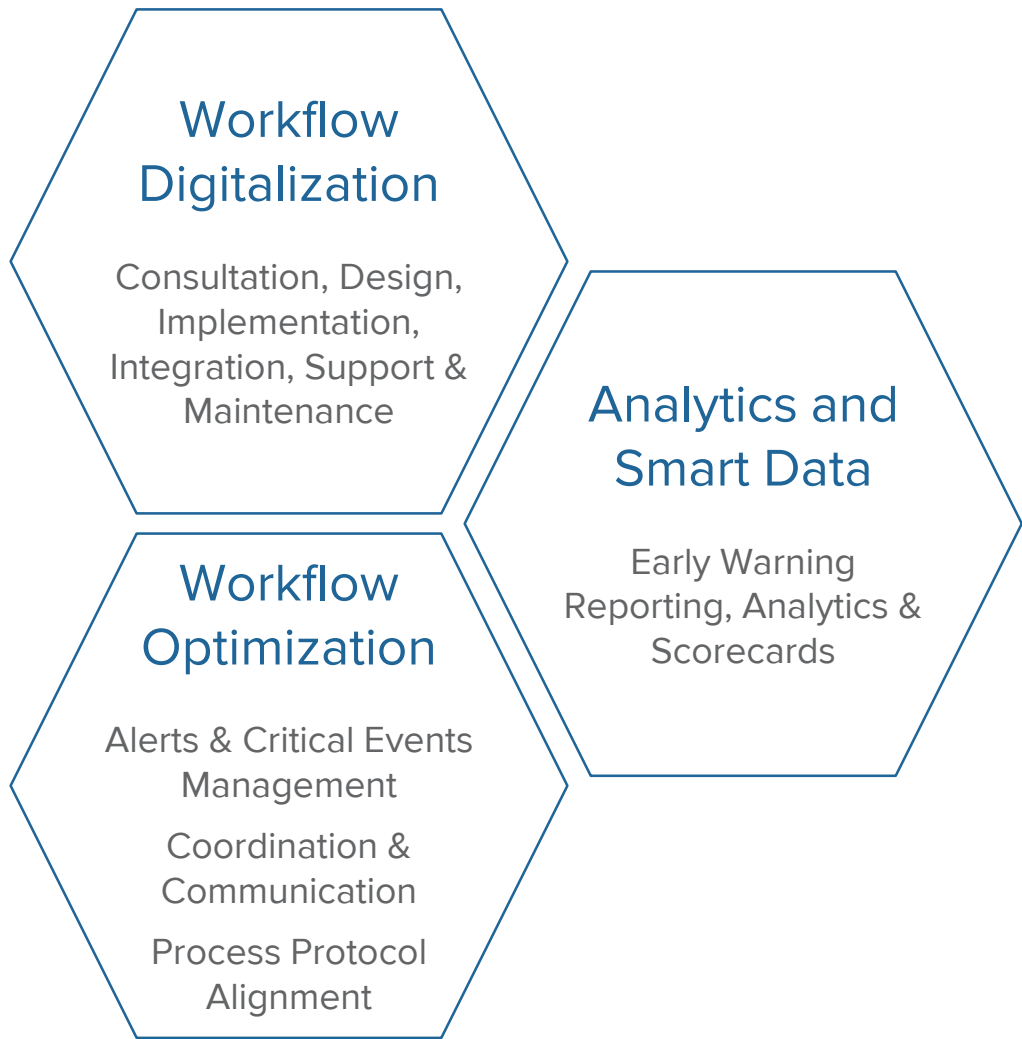
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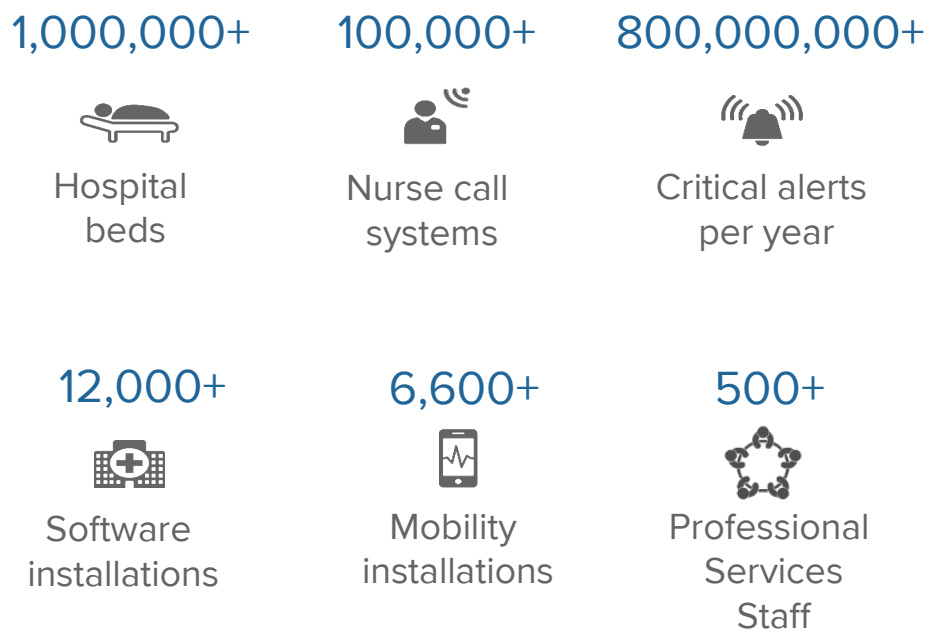
The Ascom Healthcare Platform

Integrate. Orchestrate. Enable.

Ascom increases workflow productivity in Healthcare and in the Enterprise Sector

Workflow productivity in Healthcare and Enterprise

Workflow Digitalization

Consultation, Design, Implementation, Integration, Support & Maintenance

Analytics and Smart Data

Early Warning Reporting, Analytics & Scorecards

Workflow Optimization

Alerts & Critical Events Management

Coordination & Communication

Process Protocol Alignment

Ascom Key Figures – Healthcare Example

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

500+

Professional Services Staff

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Clinical care has grown more complex...

...impacting decisions, coordination and workflow.

2K

The number of data points a single ICU patient can generate in a day

35%

The percentage of daily working time that clinical care nurses spend on documentation

Creates environments that are susceptible to:

Fatigue

1.2 million alarms
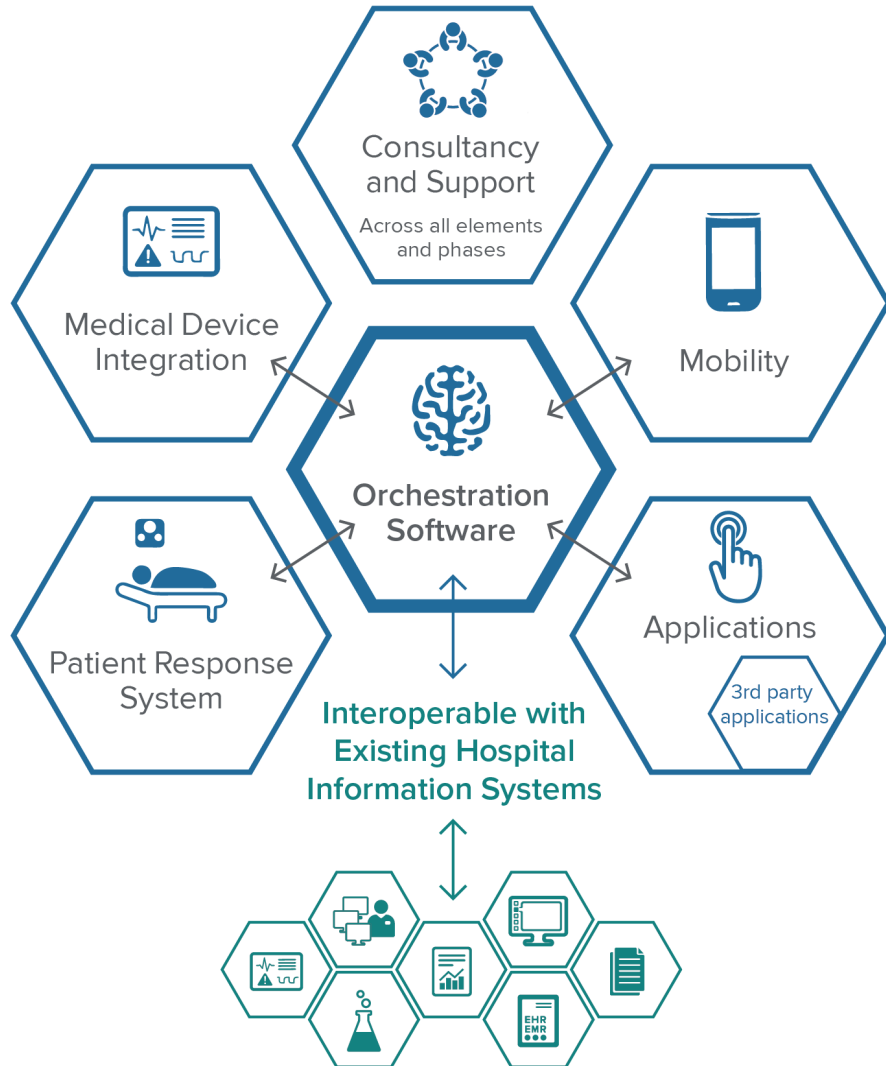# recorded in 30 days at one major US hospital

Miscommunication

80%
of serious medical errors

Overload

36%
nurses who "had to leave necessary tasks undone" because of workloads, in one UK study

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An unmatched platform to let clinical information flow across systems, devices and points of care implemented

Consultancy and Support
Across all elements and phases

Medical Device Integration

Mobility

Orchestration Software

Patient Response System

Applications

3rd party applications

Interoperable with Existing Hospital Information Systems

The Ascom Healthcare Platform

Integrate. Orchestrate. Enable.

- Patient information is digitalizing...
- But data is uncoordinated and held in siloes
- Hence workflows remain analogue
- Ascom integrates digital information, orchestrates resources and enables mobile workflows
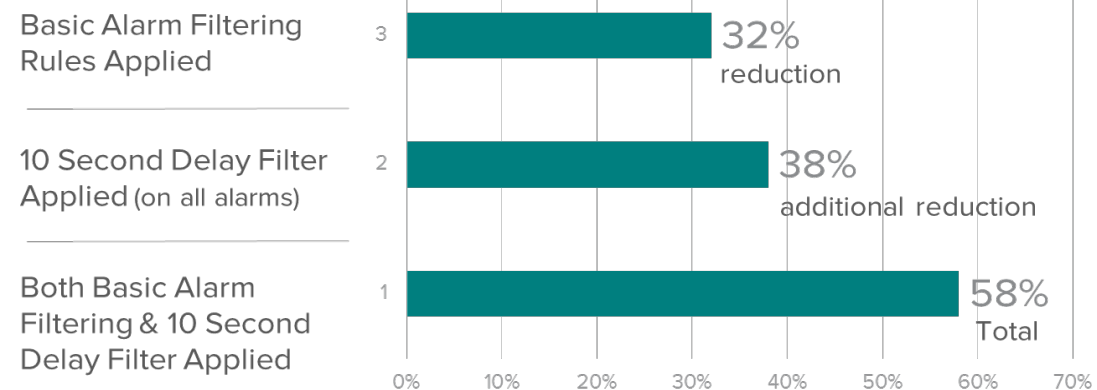
One vendor – one answer!

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The Ascom Healthcare Platform benefits are quantified through a number of case studies and customer advocacy

Mission Health, USA: Myco + Unite Context

Caregiver Satisfaction & Perspectives on Communication

My satisfaction with the ability to locate and speak with a registered nurse on my unit
- Pre-Pilot: 31%
- Post-Pilot: 79%
- (+48pp)

We currently have a rapid and reliable means of communication within our unit staff
- Pre-Pilot: 37%
- Post-Pilot: 77%
- (+40pp)

Communication is currently a barrier to successful patient care
- Pre-Pilot: 66%
- Post-Pilot: 46%
- (−20pp)

I feel the Ascom mobile device has reduced the number of steps I take in a day
- Post-Pilot: 63%

Overhead paging has been drastically reduced due to the Ascom mobile device
- Post-Pilot: 43%

Major IDN Hospital, USA: Unite

- **Basic Alarm Filtering Rules Applied** (3): 32% reduction
- **10 Second Delay Filter Applied** (on all alarms) (2): 38% additional reduction
- **Both Basic Alarm Filtering & 10 Second Delay Filter Applied** (1): 58% Total

(axis: 0% 10% 20% 30% 40% 50% 60% 70%)

AUSL Piacenza Hospital, Italy: Digistat Acute Care

"The Digistat solution allows us to have, for each patient, information on data, parameters and events constantly updated, to share and manage it throughout the whole process that the patient performs within the hospital."
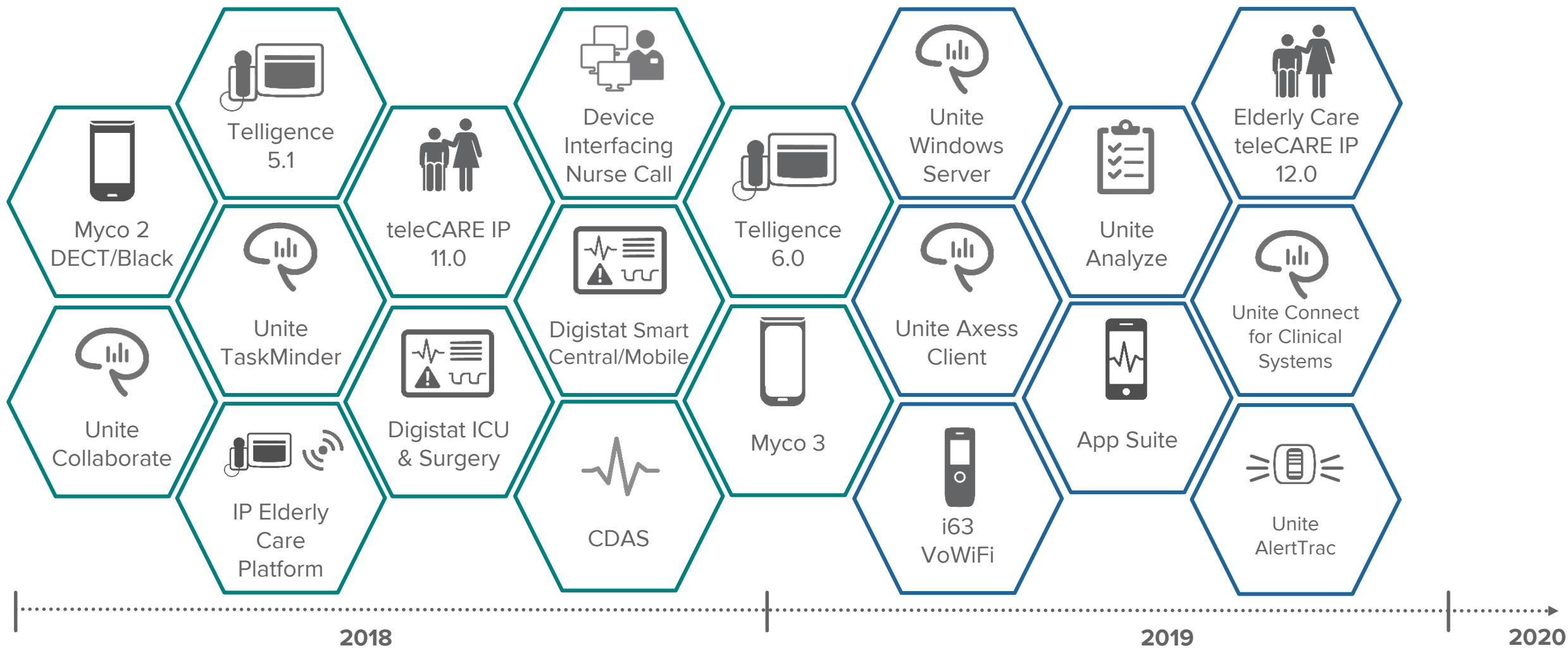
Dott. Massimo NOLLI - Director ICU and Anesthesia department AUSL Piacenza

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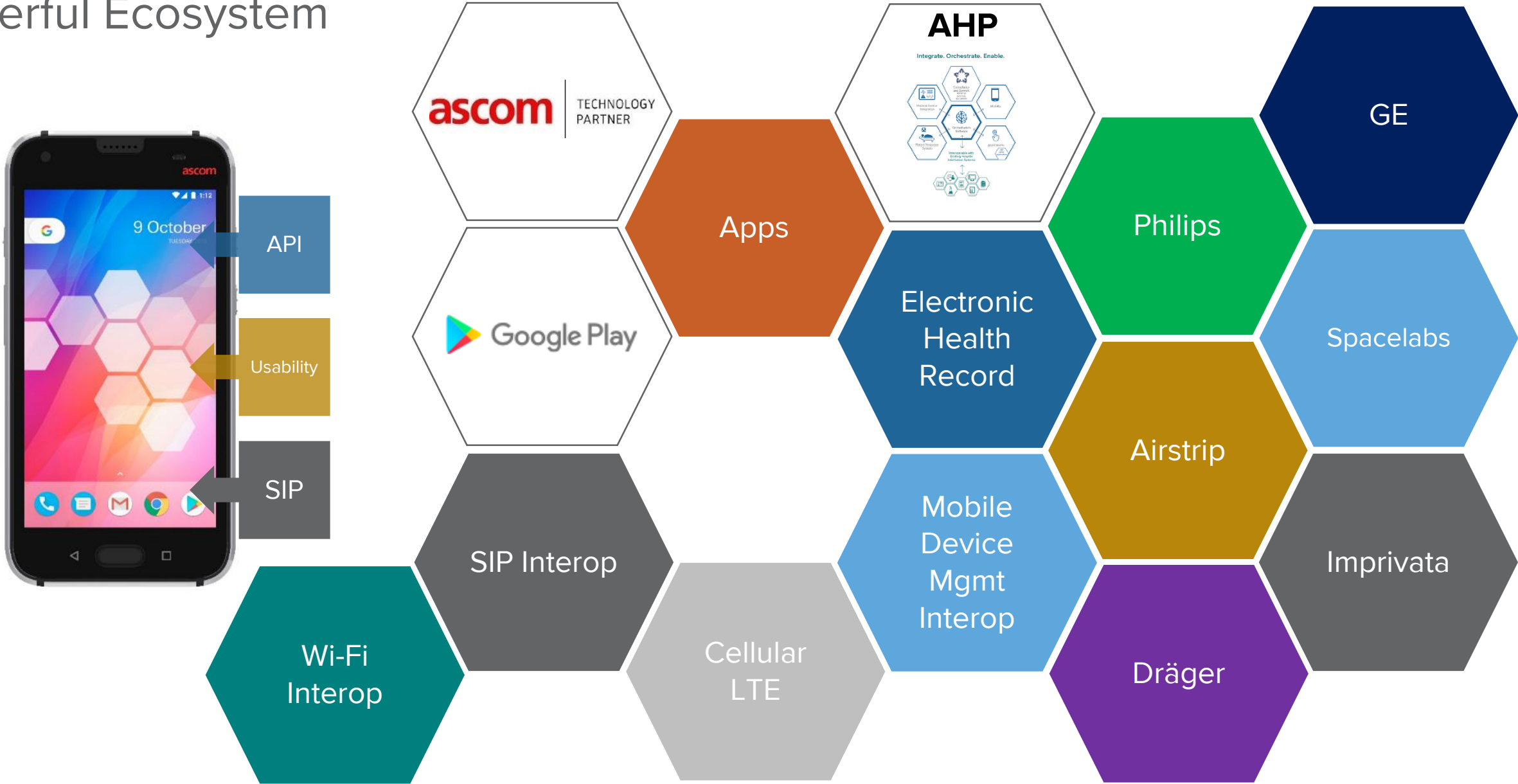# We have a strong pipeline of innovative products to set new industry standards

Myco 2 DECT/Black

Telligence 5.1

teleCARE IP 11.0

Device Interfacing Nurse Call

Telligence 6.0

Unite Windows Server

Unite Analyze

Elderly Care teleCARE IP 12.0

Unite TaskMinder

Digistat Smart Central/Mobile

Unite Axess Client

Unite Connect for Clinical Systems

Unite Collaborate

Digistat ICU & Surgery

Myco 3

App Suite

IP Elderly Care Platform

CDAS

i63 VoWiFi

Unite AlertTrac

2018

2019

2020

*Position above may not reflect actual release dates

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Ascom Myco 3
An enterprise-grade smartphone designed for professionals

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Ascom Mobility – A unique complete portfolio

Value add

Apps

Smart-phone

Apps

Alerts
Telephony
Messaging
Apps

Alerts
Telephony
Messaging

Alerts

Myco 3

Myco 2

DECT WiFi

Pager

Price

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Powerful Ecosystem

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Why consumer phones aren't a good fit for your enterprise[1]

- A survey among 2,000 IT decision makers globally in 2017, showed that more than 1/3 of all employees use a smartphone in their daily work
  - More than 30% of the organizations allowed workers to use their private phones

- According to the survey, usage of private consumer phones can impede security and business performance and be more costly because:

1. They are not built for constant use in a harsh working environment

2. They don't perform well with poor network quality and coverage

3. They can't support complex management needs

[1]Ref. A Frost & Sullivan White Paper 2018

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Key Ascom 2018 innovations
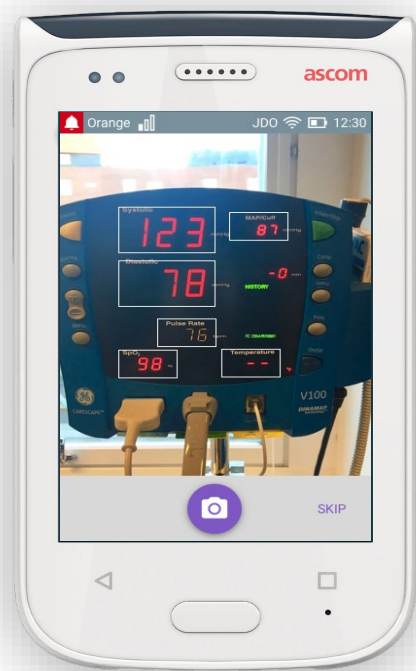
IP Elderly Care Platform

CDAS
(Distributed Alarm System w/Confirmation)

Digistat Vitals OCR

Ascom Myco 2 – with DECT

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Smart Sensoring Technology – Realtime Information

Room

Call modules

Motion

Unite SmartSense

Resident Transceiver

Location

Bed exit

Camera

Myco 2

Myco 3

d63

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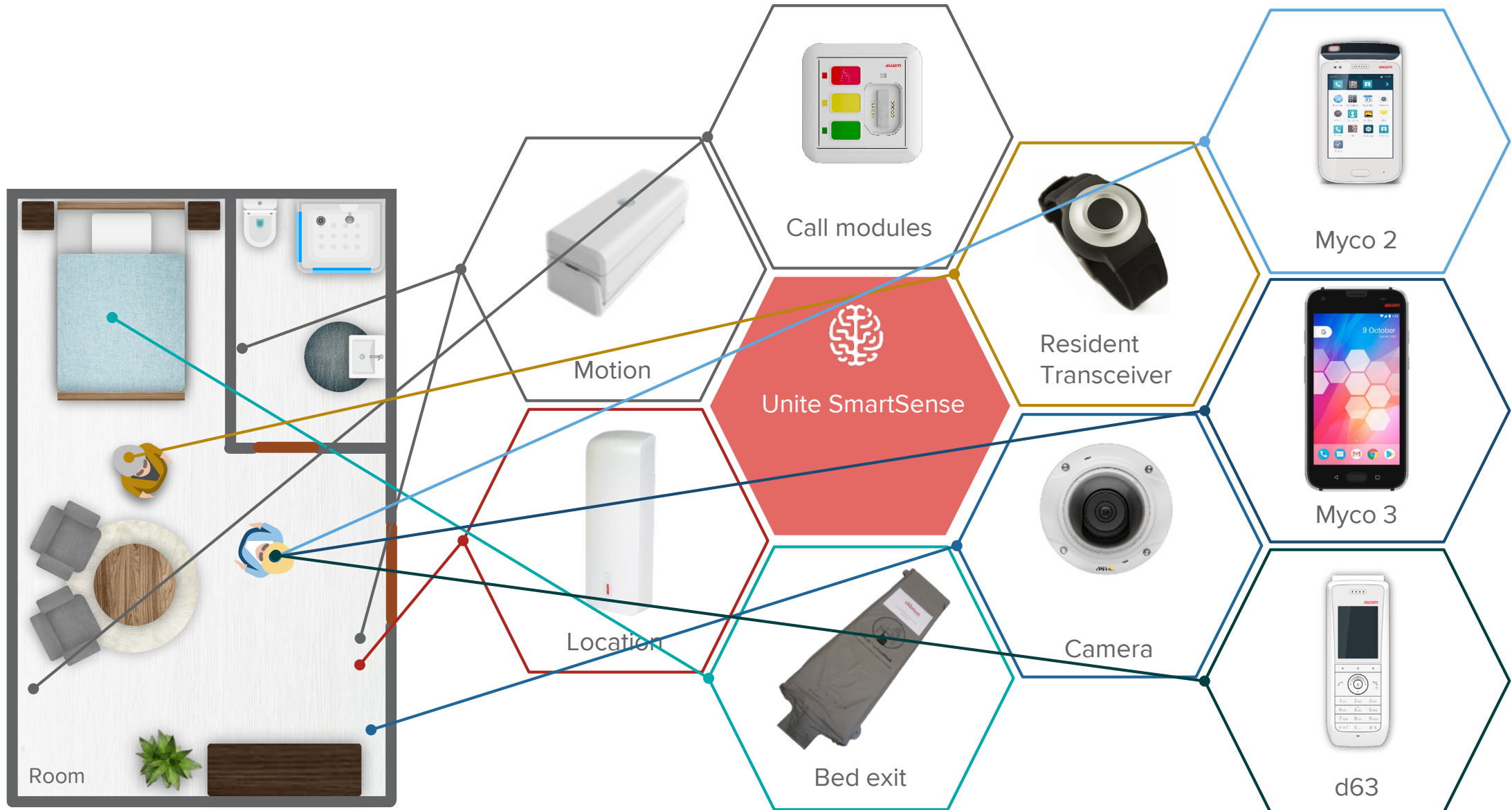
Elderly Care Platform
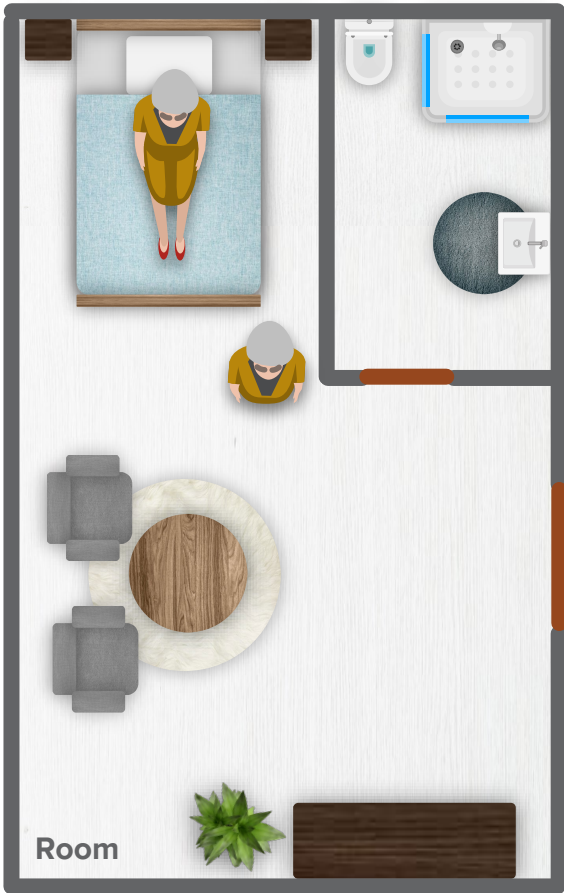
Clients Overview

My Clients (7)   🔍 Search client

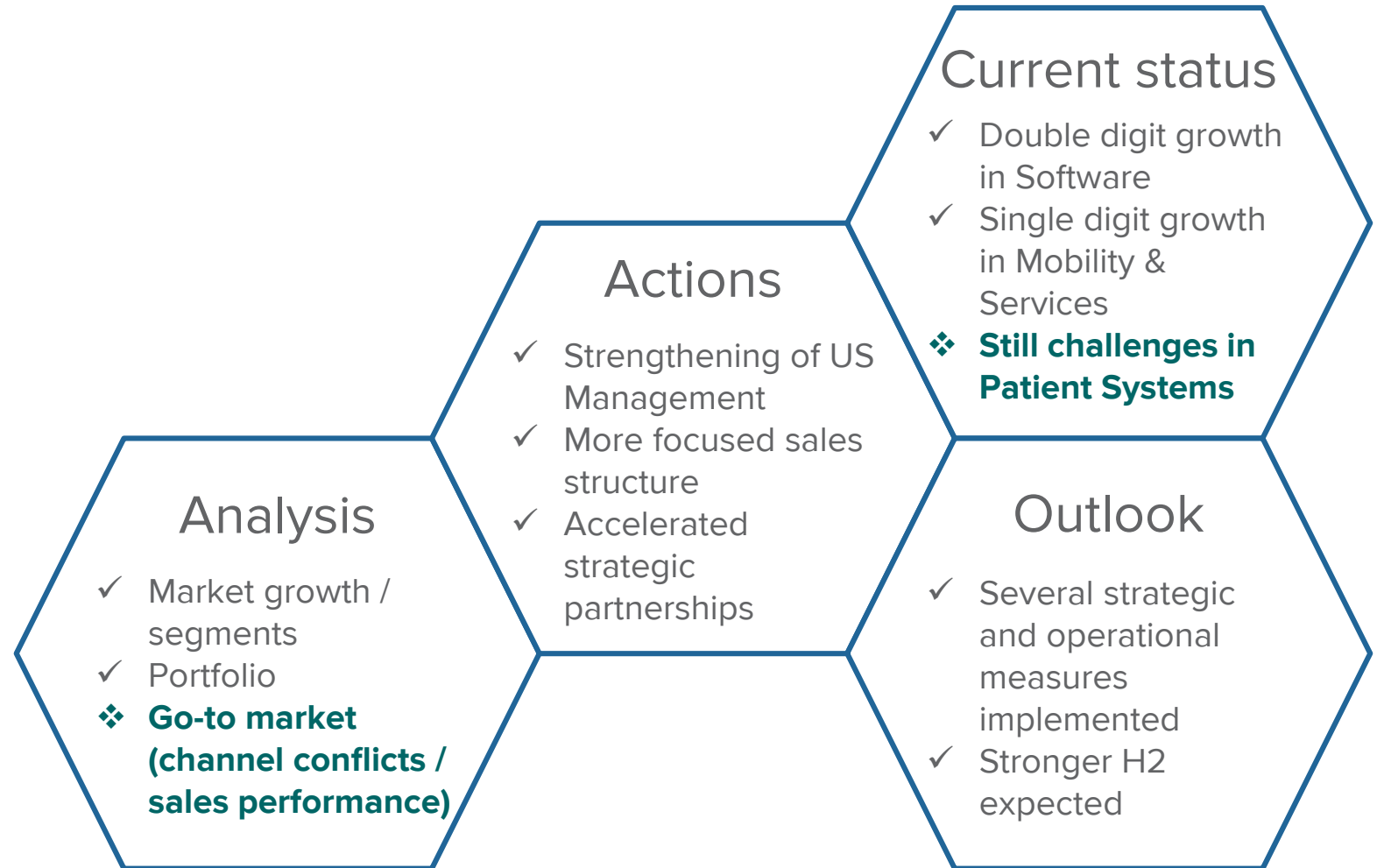| ROOM ⇕	CLIENT ⇕	STATUS ⇕		CLIENT PROFILE
🔔 B1F1C1 B1F1C1R11	DAVID JOHNSON	↪ Out of bed	5m	⚙
🕐 B1F1C1 B1F1C1R16	WILLIAM BROWN	⛺ Out of room	1h 20m	⚙
B1F1C1 B1F1C1R15	DANIELA THOMPSON	🛖 In room	1m	⚙
B1F1C1 B1F1C1R12	EMMA SMITH	🛏 In bed *Visitor detected*	6h 55m 15m	⚙
B1F1C1 B1F1C1R17	FRED WILSON	🛖 In room	3h 25m	⚙
B1F1C1 B1F1C1R18	FRANK WILSON	🚫 Status OFF	6d 10h	⚙
B1F1C1 B1F1C1R19	JULIA DAVIS	⊘ Not available		

Room

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Ascom Healthcare Platform successfully implemented in Erasmus MC

- Erasmus MC, Rotterdam, is the largest University medical center in the Netherlands

- Customer vision to create a "silent hospital" leveraging technology to drive workflows

- Integration of the entire hospital onto the Ascom Healthcare Platform connected to Ascom Myco 2 smart devices

- Encouraging customer feedback as goals were reached in a demanding project

Recap from Half-Year Results Presentation: North America stabilizing

Current status
- ✓ Double digit growth in Software
- ✓ Single digit growth in Mobility & Services
- ❖ **Still challenges in Patient Systems**

Actions
- ✓ Strengthening of US Management
- ✓ More focused sales structure
- ✓ Accelerated strategic partnerships

Analysis
- ✓ Market growth / segments
- ✓ Portfolio
- ❖ **Go-to market (channel conflicts / sales performance)**

Outlook
- ✓ Several strategic and operational measures implemented
- ✓ Stronger H2 expected

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The Fighting Spirit is Back!

- The American Go-to-Market strategy and organization has been strengthened throughout 2018

- Full city by city, state by state review of Ascom's market potential

- Created and have executed on new Go-to-Market strategy

- New hires, new partners, new customer wins

Go-to-market: Changed from single path to multi-channel approach

Indirect	Direct	Inside Sales	Strategic Alliances	IDN`s
▪ New VP ▪ Channel revision and expansion	▪ New org. ▪ New VP ▪ Healthcare ▪ Enterprise	▪ New org. ▪ New Head ▪ Drives further penetration	▪ Dedicated team ▪ GE ▪ Stryker ▪ Spacelabs ▪ Dräger ▪ ...and more	▪ Dedicated team ▪ Growth continues with new IDN wins

...led by the America`s MD to drive close co-ordination and fuller market coverage

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The Two Drivers of U.S. Growth:
Coverage and Competence

- Excellent coverage in the two largest markets in the USA: New York, Los Angeles

- Decent coverage in multiple states and «Whitespots» in multiple key metropolitan areas

Hence:

- Acceleration of new geographical coverage in a targeted manner:
  - New Partners secured and signed in mid-Atlantic, East Coast, Midwest and Florida
  - Partner Tiering implemented
  - Partner exits where required

The Two Drivers of U.S. Growth: Coverage and **Competence**

- Ascom's rapid portfolio growth had outstripped the competency of many partners

Hence:

- Double digit number of digitally competent new partners secured
  - Selling the Ascom Healthcare Platform
  - Driving penetration of Patient Systems
- Partner tiering drives partner investments into their own training
- Significant increase into partner training with new program rolling out through 2019

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The prognosis is promising for 2018 and beyond

- New go-to-market strategy

- New sales leadership on board

- New sales executives on board

- New and highly competent channel partners secured

- Geographic footprint further developed

- H1 progress was strong
  - Software
  - Mobility

- H2 progress on track with strong start to Q4
  - Software and Mobility solid
  - Nurse Call recovering
  - Signed new IDN`s

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Ascom and Dräger showcasing clinical alarm management in East Asia

Improving quality of care

Better visibility of healthcare data from multiple sources

Streamlining clinical workflows

Less time-consuming care coordination

Enhanced patient safety
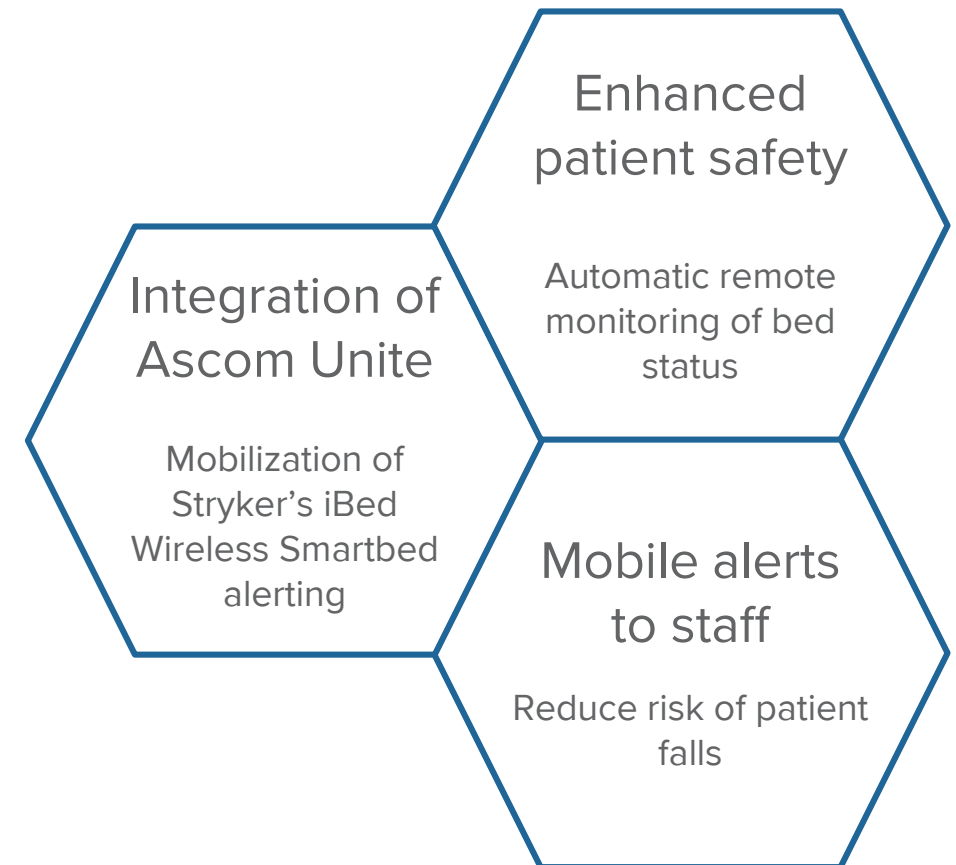
Care staff can dedicate more time to the patients

Integrate Orchestrate Enable

Dräger solutions and Ascom Healthcare Platform

Ascom and Stryker enter partnership in North America to increase patient safety
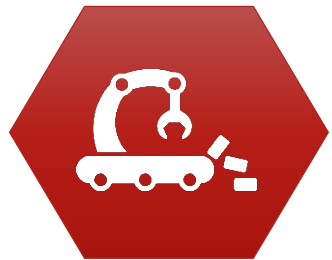
stryker®

Enhanced patient safety

Automatic remote monitoring of bed status

Integration of Ascom Unite

Mobilization of Stryker's iBed Wireless Smartbed alerting

Mobile alerts to staff

Reduce risk of patient falls

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Enterprise Solutions

Industry, Security, Retail, Hospitality

(Some) Challenges in the enterprise segments

- **Operational Downtime**

- **Customer satisfaction**

- **Ineffective communication tools**

- **Personal Safety**

Correct information to the right person in time
Ascom software analyzes and channels alerts to the right person at the right time, enabling quicker response times reducing machine downtime

Brings content rich information
Ascom software integrates with service order systems, reducing response time to customer requests, such as food dispatch service and tray pickup

Effective collaborative tools
Ascom handsets enable effective communication and coordination across teams - voice, messaging, task assignment and more
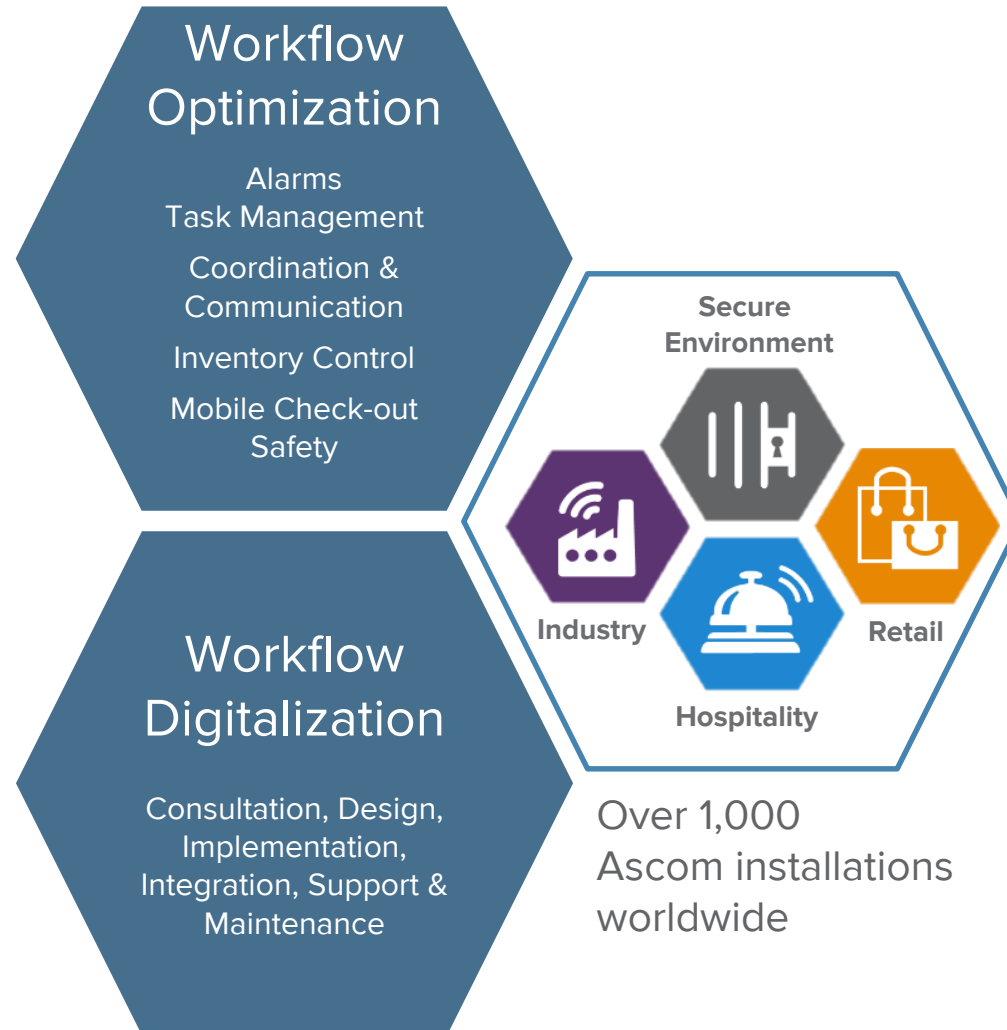
Alarm options
Ascom solutions offer both manual and automatic alarm options and together with location solutions, Ascom makes staff feel safe and secure

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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 global Solutions Consultants and Lifecycle Engineers

Workflow Optimization

Alarms
Task Management

Coordination & Communication

Inventory Control

Mobile Check-out Safety

Workflow Digitalization

Consultation, Design, Implementation, Integration, Support & Maintenance

Secure Environment

Industry

Hospitality

Retail

Over 1,000 Ascom installations worldwide

Telecare for enterprise solutions

Nurse Call workflow solution embedded into airport infrastructure

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Key benefits from the Ascom solution platform

Improved productivity

Enhanced safety

Customer satisfaction

- Ascom solutions enable staff and systems to react quickly when unplanned actions occur. The right message goes to the right person at the right time, minimizing production down time

- For decades Ascom has developed safety and security solutions for staff in hazardous workplaces. Making staff feel safe and secure knowing help is just seconds away

- With Ascom's communication solutions the front-end customer will get adequate help and correct information in time, giving them a better customer experience

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Ascom in Industry 4.0

- Close digital information gaps to workers on the shop floor or maintenance personnel

- Make information available to mobile workers

- Coordinate and prioritize manual intervention for machines and robots

- Prevent unnecessary tours through the factory

- Leverage our long-term experience in industry projects

- Increase the OEE (Overall Equipment Effectivity)

A x **P** x **Q** = **OEE**

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Guidance 2018

- Revenue growth expected at 3–6% for full-year 2018*

- EBITDA margin 2018 expected to be in line with prior year, up to around 15%*

* at constant currencies and given a stable economic development

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