

Company Presentation

freenet AG

2026



freenet

Key Figures 2025

2.4

EUR
billion

REVENUES

515.4

EUR
million

ADJ. EBITDA

296.0

EUR
million

ADJ. FREE CASH
FLOW

3,326

EMPLOYEES

8.241

million

POSTPAID CUSTOMERS

1.755

million

IPTV SUBSCRIBERS

We can be found all over Germany

3,326

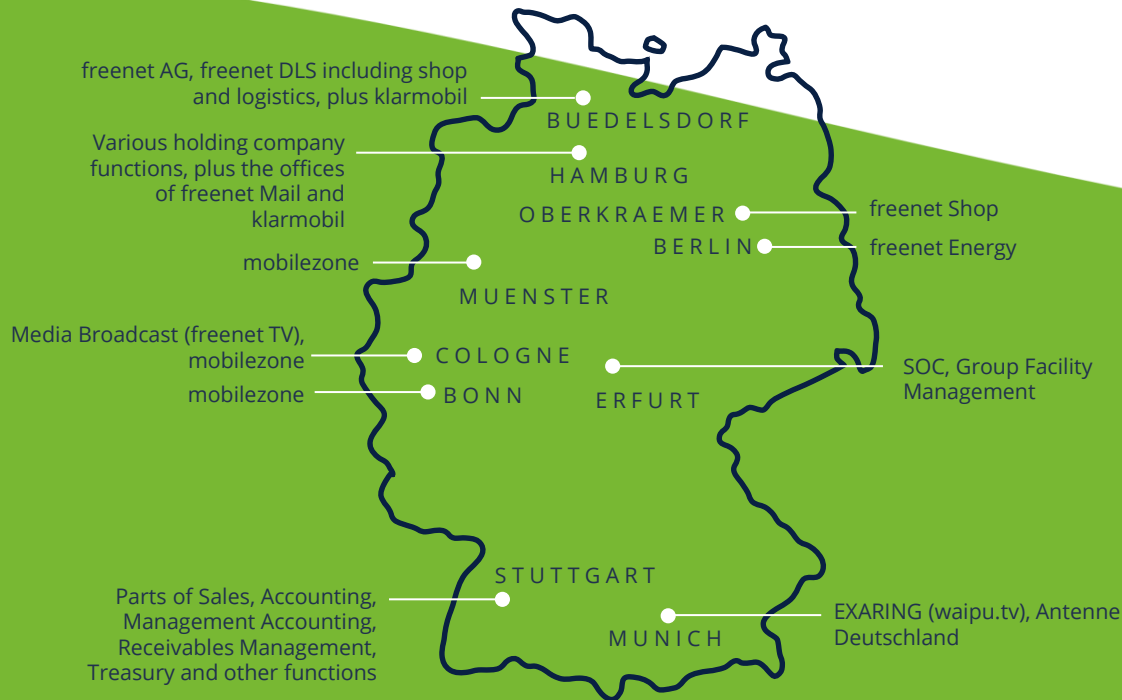
EMPLOYEES

>180

APPRENTICESHIPS

>50

NATIONALITIES



(Data as of 31 December 2025)

We are constantly evolving

2007

Merger of mobilcom AG and freenet.de AG to form **freenet AG**.

First listing on the Frankfurt Stock Exchange



2009 - 2011

freenet focuses on its core businesses of mobile communications and mobile internet by **divesting non-core businesses, including web hosting and DSL**



2016

Entry into the TV business with the acquisition of **Media Broadcast** (100%) and **EXARING** (end of 2025: 74.6%)



2008

Acquisition of **debitel Group** (100%) by freenet AG and formation of the **largest network-independent service provider** in Germany

2012

Acquisition of **Gravis** (100%)

We are constantly evolving

2018

Purchase of 9.1% interest in **CECONOMY AG**

Divestment of analogue FM radio business (Part of Media Broadcast)

Foundation of **Antenne Deutschland** (50% stake held by Media Broadcast)

2024

Closure of **Gravis**

2026

Acquisition of 100% of the shares in **EXARING AG**



2022

Brand transformation:
Mobile, Internet and TV entertainment united under the umbrella brand freenet



2025

Acquisition of **mobilezone Deutschland GmbH**

Sale of **The Cloud Networks GmbH**

(Data as of October 2026)

Executive Board

CEO



Robin Harries
CHIEF
EXECUTIVE
OFFICER

CFO



Ingo Arnold
CHIEF
FINANCIAL
OFFICER

Supervisory Board

SHAREHOLDER REPRESENTATIVES

Marc Tüngler (Chair) ^{1, 2, 4, 5}

Attorney-at-law and Managing Director of the Deutsche Schutzvereinigung für Wertpapierbesitz e.V. (DSW– German Association of Private Shareholders), Düsseldorf, Germany

Sabine Christiansen ^{2, 5}

Managing Partner at TV 21 GmbH, Berlin, Germany

Prof. Dr. Kerstin Lopatta ³

Professor of Accounting, Auditing and Sustainability at the University of Hamburg, Germany
Proven financial expert in accounting and auditing
Sustainability officer on the Supervisory Board

Miriam Wohlfarth ⁴

CEO of Banxware GmbH, Berlin, Germany

Johannes Robert Wendt

Independent Consultant, Berg, Germany

Robert Weidinger ^{3, 5}

Self-employed auditor, tax adviser and corporate finance consultant, Valley, Germany
Proven financial expert in accounting and auditing

EMPLOYEE REPRESENTATIVES

Knut Mackeprang (Deputy Chair) ^{1, 2, 4}

Senior Corporate Counsel, freenet AG, Buedelsdorf

Claudia Anderleit ²

Head of Human Resources, freenet AG, Hamburg
Sustainability officer on the Supervisory Board

Petra Winter ³

Head of Central Tasks, MEDIA BROADCAST GmbH, Berlin

Tobias Marx ⁴

Trade union secretary for the United Service Workers Union (ver.di) in Schleswig-Holstein, Kiel

Theo-Benneke Bretsch ¹

Head of Retail & Enterprise Content Management at freenet DLS GmbH, Buedelsdorf

Frank Suwald ³

Chairman of the Works Council, MEDIA BROADCAST GmbH, Cologne

Composition of committees:

- 1 Steering committee
- 2 Personnel committee

3 Audit committee

4 Mediation committee

5 Nomination committee

freenet is aware of its responsibility



freenet AG organises its business activities in such a way that they are environmentally responsible, socially responsible and economically profitable. People are always at the centre of our actions.

Balance of our own and additional sales channels

approx.

500

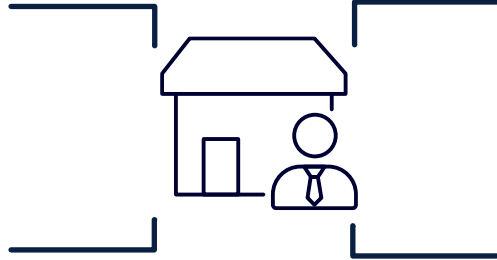
freenet shops

offer independent and competent service

approx.

400

Consumer electronics stores in Germany and **exclusive cooperation with Media Markt/Saturn**



Additional points of sale for mobile communications products in specialist stores

OMNICHANNEL STRATEGY

focusing on digital transformation and customer experience

(Data as of 31 December 2025)

balanced profile of sales channels

online & offline channels

own & franchise sales outlets

efficient category management

Diversified multichannel sales in mobile communications

Own Retail Shops

freenet

Own online shops, portals and apps

freenet.de
klarmobil.de
sparhandy.de
high-mobile.de

Specialist Retailer Distribution

SuperNova,
EURONICS, BCS-
Group, Clever
Group, Komsa,
Herweck,
mobilezone

Consumer electronics retailers

Media Markt,
Saturn, EURONICS
XXL, expert

Digital Partner / E-Commerce

price comparison
portal (check24), e-
tailers (Logitel, Motion
TM), Partnerships
(Amazon, Payback)
Affiliate Network
Vitrado (>3,000 affiliate
partners)

Selected examples only.

We address our customers with a tailor-made brand portfolio

Retail

MOBILE
COMMUNICATIONS



sparhandy

IPTV

waipu .tv

OTHER/HOLDING



Wholesale



Media
Broadcast



CARMADA
eine freenet Marke



performance
vitrado.de
Das Affiliate-Netzwerk der freenet Group

For a carefree, self-determined digital life



freenet is the Group's overarching brand and its premium mobile communications brand. As a provider independent of network operators and access technologies, freenet combines mobile communications, internet and TV entertainment with hardware from leading manufacturers as well as complementary product and energy offerings.

Its products and services are available online, in freenet's own retail stores, and through specialist and electronics retailers. freenet provides freedom of choice and tailored solutions for a wide range of customer needs. The focus is on independent advice, a strong customer experience and long-term customer relationships.

With telecommunications products available across all relevant German mobile networks, freenet serves millions of customers. The Mobile Communications segment generates the majority of the Group's EBITDA. In customer acquisition, direct customer relationships are prioritised where they contribute to higher profitability.





Great-value mobile plans on high-quality German networks



klarmobil is Germany's first full-service provider among mobile discount brands. Since its market launch in 2005, the brand has developed into one of the leading providers in Germany's discount segment.

With a broad portfolio of mobile plans, devices and services, klarmobil sets itself apart from traditional discount offerings. Its products are available online at klarmobil.de, via hotline and through retail stores.

klarmobil is a registered trademark of klarmobil GmbH, a wholly owned subsidiary of freenet DLS GmbH. The company operates as an independent profit centre.

Günstig in gut.

Leading German IPTV platform

waipu .tv

Munich-based EXARING AG develops waipu.tv, one of Germany's leading streaming services for IPTV. waipu.tv delivers high-quality television to households via their internet connection and represents a standalone strategic growth area for the freenet Group.

The service enables users to watch TV via Wi-Fi on TV sets, tablets, laptops and smartphones, including simultaneously in multiple rooms. It combines a broad range of TV channels and on-demand content with convenient features such as cloud recordings, restarting live programmes and AI-based personalised recommendations. This makes waipu.tv a modern alternative to cable and satellite TV, independent of network operators and access technologies. Digital innovation made in Germany.

"We are developing the best TV experience in the world."



100 years of radio and TV signal distribution



Media Broadcast is a freenet AG company and one of Germany's leading network operators for broadcasting and media. The company plans, builds and operates multimedia transmission platforms for television and radio based on modern transmitter, cable, fibre-optic and satellite networks.

As the market leader in terrestrial radio and television broadcasting via DAB+ and DVB-T2 HD, Media Broadcast stands for high network quality, reliability and technological expertise. The company markets freenet TV, holds a stake in Antenne Deutschland and operates 5G campus networks for companies and the public sector. In this way, Media Broadcast makes a stable and value-creating contribution to the freenet Group.



Thank you

freenet AG

Deelbögenkamp 4
22297 Hamburg
www.freenet.ag

Public Relations

Telephone: 040 / 513 06
777
Email: pr@freenet.ag

Investor Relations

Telephone: 040 / 513 06 779
Email: ir@freenet.ag



freenet