

# Talkpool AG Unveils Strategic Growth Plan

## "Vision 2030"

### PRESS RELEASE

April 10, 2025

Talkpool AG (ISIN CH0322161768, Nasdaq First North: TALK, Deutsche Börse: TLKP), a leading telecommunications network services provider, today announces its strategic growth plan "Vision 2030" designed to capitalize on market opportunities and technological advancements in the telecommunications sector.

### Executive Summary

"Vision 2030" outlines Talkpool's strategic initiatives to transform its business model, expand its service portfolio, and leverage cutting-edge technologies to drive sustainable growth and profitability. The strategy builds upon Talkpool's established market position while positioning the Company to capture high-growth opportunities in next-generation telecommunications services.

"Our strategic plan represents a transformative approach that balances our traditional strengths with forward-looking innovation," said Erik Strömstedt, executive Director of Talkpool AG. "We are evolving from a conventional telecommunications services provider to a technology-enabled solutions partner for our clients."

### Key Strategic Pillars

#### 1. Technology-Enhanced Service Delivery

Talkpool will implement a three-tiered delivery model:

- I. **Artificial Intelligence (AI) and Automation Integration:** Maximizing technological solutions in service delivery to improve efficiency and quality
- II. **Global Delivery Centers:** Leveraging 1,300+ employees in strategic offshore locations to optimize cost structure while maintaining service excellence
- III. **Strategic Local Presence:** Deploying specialized on-site resources for high-value customer engagement and quality assurance

#### 2. Dual Growth Engines

##### Core Business Expansion

- Network planning and optimization services for fibre, 5G (including indoor) and beyond
- Comprehensive network deployment capabilities targeting infrastructure investments
- Operations and maintenance services with enhanced Service Level Agreement performance

## Next-Generation Service Portfolio

- AI-driven network optimization and predictive maintenance solutions
- Remote network management and monitoring services
- Specialized consulting in telecommunications-adjacent technologies
- Enterprise solutions leveraging 5G network APIs and edge computing

## Market Opportunity and Positioning

The global telecommunications services market is projected to reach \$2 trillion by 2030, with particularly strong growth in:

- **5G infrastructure deployment and optimization:** Expected to grow at **35% CAGR**, reaching \$496 billion by 2030
- **Fiber network expansion in underserved markets:** Projected investment of **\$320 billion** between 2025-2030
- **Enterprise network solutions and private networks:** Anticipated to grow to \$109 billion by 2030, representing a **28% CAGR**
- **AI and automation in network management:** Market expected to reach \$58 billion by 2030, growing at **42% CAGR**

Talkpool is strategically positioned to address these opportunities through its established client relationships, technical expertise, and innovative service delivery model. The Company estimates that its total addressable market within these segments represents approximately €350 billion annually in its current operating regions. Talkpool's compound annual growth rate of 16.8% and EUR 40 million revenue target for 2030 seems achievable compared to the expected growth rates of 28%-42% in the markets listed above and the very large addressable market.

## Implementation Timeline

- **2025:** Launch of enhanced remote services capabilities and initial AI-driven solutions
- **2026-2027:** Expansion of technology-enabled service portfolio and strategic market entry
- **2028-2030:** Full-scale deployment of integrated telecommunications solutions and adjacent services

## About Talkpool AG

Talkpool AG is a leading telecommunications network services provider operating globally with extensive experience in network planning, fibre deployment, and innovative technology-enabled value-added services. Listed on Nasdaq First North (TALK) and Deutsche Börse (TLKP), the Company serves major telecommunications operators and enterprises across multiple continents.

### Contact Information:

...

[www.talkpool.com](http://www.talkpool.com)

This information is information that Talkpool AG is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 08:30 CET on April 10, 2025.