

Press Release – One Operation Ltd.

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How a Global Tech Company Is Built in Switzerland

Zurich is one of Europe's leading technology hubs. Alphabet/Google operates its largest research and development center outside the United States here, employing around 5,000 people. Other global technology leaders—including Meta, Microsoft, Apple, Nvidia, Oracle Labs, and Amazon—also maintain significant operations in Zurich. Together, they attract highly skilled software and computer engineers from around the world, many of them graduates of ETH Zurich, one of the world's top-ranked technical universities.

This raises a fundamental question: Why has Switzerland produced so few technology companies with global reach and substantial market valuations? One possible answer is straightforward: too often, ideas are not pursued with sufficient consistency and execution.

This is precisely where **One Operation Ltd.** comes in. Founder and CEO Bruno Zanella has set a clear objective—to build a globally scalable technology company from Switzerland within five years. Ideas, expertise, and entrepreneurial drive only create value when they are executed with discipline. Or, as Zanella puts it: *Just do it.*

Bruno Zanella brings more than four decades of professional experience. In 1983, he graduated as part of Switzerland's first graduating class to earn a Bachelor's degree in Computer Science and began developing software for a financial services company in Zurich. During the 1980s, he worked at Texas Instruments, where computer systems for early artificial intelligence applications were already being developed and commercialized. Early entrepreneurial ventures—including setbacks—provided lasting and formative experience.

Over the past 15 years, Zanella served as Head of Human Resources at Zurich Airport Ltd., a publicly listed company. Even after reaching statutory retirement age, he remained operationally active. A lifelong endurance athlete, he now channels this energy deliberately into building One Operation.

Over the last 20 years, Zanella has developed numerous business concepts for internet-based applications, securing approximately 50 domain names at an early stage. These projects are now being systematically prioritized and executed. A single globally successful application is sufficient to form the foundation of an internationally relevant technology company.

The company is driven by the combination of 46 years of management and leadership experience, deep technology and marketing expertise, and a strong execution mindset. One Operation follows a clearly structured platform and portfolio strategy. Core success factors across all applications are measurable user value, intuitive usability, and a positive user experience. Only applications that are globally deployable and highly scalable are developed.

Operations officially commence on **January 1, 2026**. The defined objective is being pursued with focus and discipline—qualities Zanella has also demonstrated outside of business, including successfully completing 20 marathons.

One Operation GmbH offers a transparent and straightforward participation model, accessible to both professional and private investors. Details on the investment structure, execution approach, and product pipeline are available at www.oneoperation.com.