

Press release

Renens, 05.07.2019

Salt celebrates 20 years of mobile communications

Twenty years ago, there was a breath of fresh air blowing through the Swiss mobile telecommunications market. Salt, formerly known as Orange Switzerland, entered the market and, until today, ensures with its innovations and unconventional ideas that customers have a real choice and can benefit from the best price in the premium segment.

Since its market entry in summer 1999, Salt has ensured more competition and innovation on the Swiss telecommunications market, always aimed to increase value for money to the customer and to improve the customer experience. Examples include:

- 2001: first provider in Switzerland to introduce a “Community Offer”; customers define a group of 5 persons (family, friends, etc.) and get a 25% discount on call charges to these numbers.
- 2002: first Swiss provider to transfer live videos to mobiles and PDAs.
- 2005: first mobile phone provider in Switzerland to launch the BlackBerry Internet Service.
- 2005: “Orange Music Store” launched as a Swiss premiere; it was the first true mobile music platform from which music could be loaded directly onto ones mobile.
- 2006: Orange introduced “three favorite numbers”; customers could choose three numbers on the Orange network or Swiss landline and call these as often and for as long as they wanted - for free.
- 2007: the company launched a mobile phone subscription with automatic cost control - unique in Switzerland.
- 2011: the CineHome product which enabled customers to benefit from a wide range of top films and TV series trough a set top box that worked with any broadband Internet connection of 2 Mbit/s or more was launched.
- 2018: Salt introduced Salt Fiber, a revolutionary triple play product based on FTTH (Fiber To The Home) technology and at an unrivalled price of 39,95 CHF. The product features an unseen 10Gbp/s upload and download speed and was ranked fastest broadband product on the Swiss market by nPerf, along with best service hotline, by Connect.
- 2019: After being among the first to introduce flat-rates for Switzerland at an affordable price in 2015 with its **Salt Swiss** product, the operator revamped its mobile portfolio, and launched the new **Salt Europe** product - the very first “everything unlimited” package for and in the EU, USA and Canada - as well as **Salt World** – the first affordable “World” proposition in Switzerland.

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Best value for money today still remains the operator's leitmotiv. Salt' mobile network now covers 99% of the population with 4G services. The operator today serves 1,228,000* postpaid as well as 596,000* prepaid customers. Salt operates over a hundred Salt Stores throughout Switzerland and has offices in Renens, Zurich and Biel, employing in total 770* full time employees.

Pascal Grieder, CEO, said: *" We aim to offer customers excellent quality at the most attractive price on our world-class network. With our continuous investments, we constantly contribute to making the Swiss telecommunication market more dynamic, while strengthening Switzerland's position as European leader in terms of network coverage to the benefit of Swiss consumers and enterprises."*

Special 20 years promo: 50 % off for 10 days:

To celebrate this special milestone, new customers will be able to benefit from an exclusive promo: **24 months 50% off on all SIM only mobile subscriptions** (including on Start, Basic, Swiss, Europe & World). This offer is available as of today for a limited period of 10 days. Personalized offers are available for existing customers, who wish to renew their subscription.

*Numbers as of 31.03.2019

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About Salt: Salt is a Swiss telecommunications provider which owns and operates an extensive, high-quality mobile telecommunications network. Thanks to its ultrafast broadband solution called Salt Fiber, Salt provides a unique triple play service, which for the first time in Switzerland takes full advantage of the optical fiber technology by means of symmetrical data transmission rates of up to 10 Gbit/s. Salt Fiber can be combined in an gainful way with Salt's powerful Plus flat rate subscriptions - a revolutionary and straight forward portfolio.

Salt in figures: 1,228,000 postpaid customers (as of 31.03.2019), 103 Salt Stores and 4G coverage of 99% of Switzerland's population.