

Press release

Renens, 29.06.2020

Salt Home brings the best offer at the best price for more than 100'000 Swiss households

Only two years after its launch, Salt Home, Salt's fixed-line triple play offer, reached the 100'000 customer mark. In 203 municipalities, in total, Swiss consumers can enjoy 10 Gbit/s speed, a dedicated fibre optics link and the latest Wi-Fi technology. All this from CHF 39.95 per month – not as a promo, but permanently. Time to join!

In June 2020, only two years after its launch, Salt's broadband offer "Salt Home", hit the 100'000 customer milestone and celebrates its presence in 203 municipalities, in total, including major Swiss cities like Zürich, Geneva, Lausanne, Basel, Bern, Luzern, St. Gallen, Fribourg and Lugano.

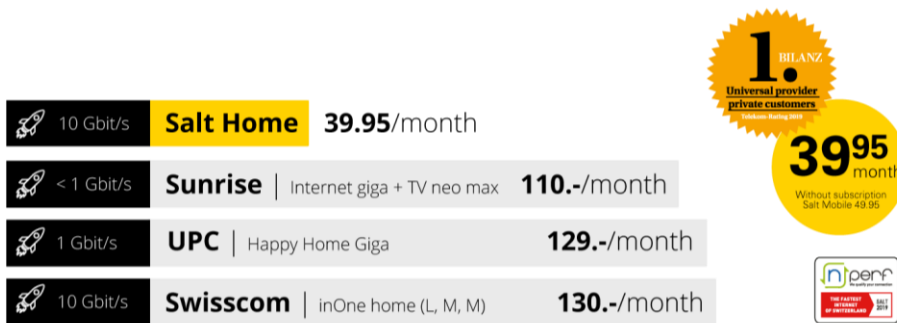
With Swiss Open Fiber – a strategic partnership with Sunrise to create a leading FTTH platform for ultrafast broadband connectivity services –, Salt Home will multiply its reach and gain access to an additional 1.5 million households in Switzerland.

Salt is firmly convinced that fibre optics technology is the endgame technology when it comes to fixed infrastructure. With its cutting-edge product, Salt brings innovation and unbeatable prices to the Swiss fixed-line market, thus making an important contribution to healthy competition.

The triple play offer including Internet, TV and fixed-line telephony delivers an entirely new consumer experience thanks to its persuasive characteristics: ultrafast 10 Gbit/s technology, included Apple TV 4K set-top box, three Salt TV primary packages (*Salt TV Français*, *Salt TV Deutsch* and *Salt TV Italiano*, each of them including 250 channels or more), several Premium TV packages in partnership with Canal+ and Sky, 7 international TV packages, video-on-demand (Salt Video) and kids program – all of which are available via the Salt TV application. In addition to the Apple TV, the Salt Home equipment contains a Salt Fiber Box modem, a remote control designed by Salt, plus a Wi-Fi Extender.

Press release

The market comparison clearly demonstrates the competitiveness of the Salt Home offer in terms of speed and price.



Swisscom inOne home (L Internet 1Gbit/s, M CHF 130/month), Sunrise Home Unlimited (internet giga 1 Gbit/s CHF 110/month), UPC HAPPY HOME Giga (1 Gbit/s; CHF 129/month; Promotion: 12/24 months CHF 79/month). Compared on the 18.06.2020.

*39.95 is the discounted price for Salt Mobile customers having one of the following subscriptions: Smart, Swiss, Swiss XXL, Europe 1 GB, Europe, World, DasAbo Swiss, DasAbo International.

Independent tests consistently rate Salt Home as one of the strongest products on the market, such as *nperf* (February 2020 and 2019), *Netflix ISP Speed Index* (February 2020 and July 2019), *connect broadband hotline test* (August 2019 and 2018) and *Bilanz Telekom Rating* (August 2019). All these awards are a proof to the quality of Salt Home.

Salt has good partnerships with the cantons and municipalities to sustain the optimal development of Salt Home. Subscribers not only benefit from an outstanding customer care service, repeatedly underlined by the connect hotline test, but they also have access to an exclusive concierge service, taking care of the whole on-boarding process as they join Salt Home. On top, they can get advice and counselling in over 100 Salt Stores throughout the country as well as online with Salt's Guuru Chat online service.

Pascal Grieder, CEO at Salt, comments: *"To this day, Salt Home remains a revolutionary product and is unequalled in terms of speed, innovation and pricing. It not only opens up to our customers an entirely new dimension of home entertainment, but it also provides them with a comprehensive and personalized care service. I am incredibly proud of the phenomenal development of this offer in such a short period of time."*

Press release

Salt press office:

+41 78 787 66 86

media@salt.ch, salt.ch, facebook.com/Saltmobile,
twitter.com/Saltmobile_DE (German) or twitter.com/Saltmobile_FR (French), youtube.com/saltswiss

About Salt: Salt is a Swiss telecommunications provider which owns and operates an extensive, high-quality mobile telecommunications network. With Start, Basic, Swiss, Europe, World, Young and Surf, Salt offers a comprehensive portfolio of personal, straightforward and efficient mobile flat rate subscriptions. At up to 1 Gbps and no extra costs, Salt customers can surf on the fastest available internet connection (4G+) – without any speed limitation. Salt's ultra-fast 4G+ network covers over 55% of the Swiss population and its 4G network covers even 99%. Thanks to its ultrafast broadband solution called Salt Home, 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 Home can be combined in a gainful way with Salt's powerful mobile flat rate subscriptions.

Salt in figures: 1,257,100 postpaid customers (as of 31.03.2020), 103 Salt Stores and 4G coverage of 99% of Switzerland's population.