

Summary

Renens, 20.03.2018

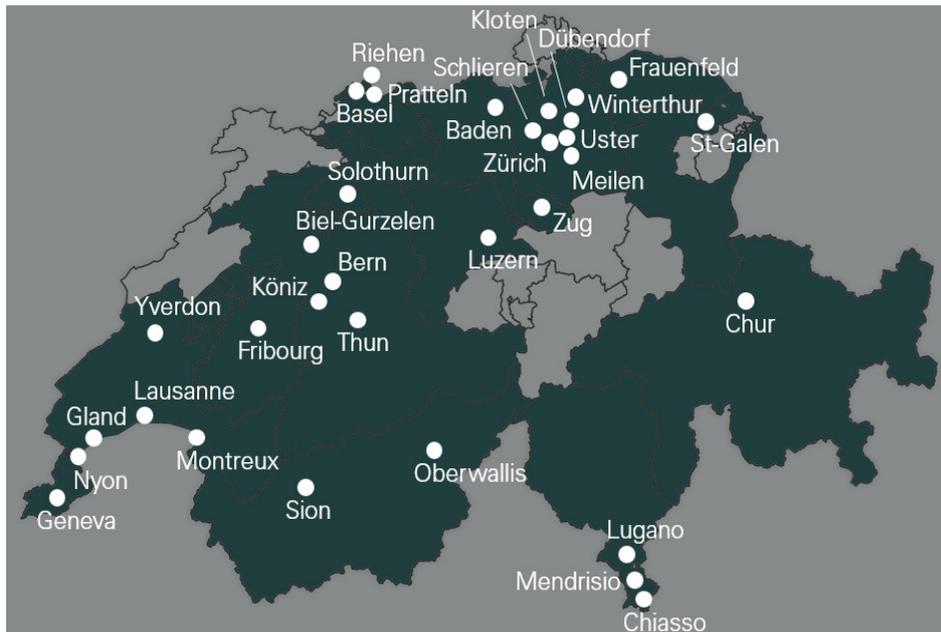
Salt ready to conquer the Swiss fixed net market with its revolutionary Fiber Box

- Salt enters the Swiss fixed net market: first worldwide offer with 10 Gbit/s technology;
- Ultrafast, broadband offer based on optical fiber thanks to collaboration with Swiss Fiber Net, various cities and municipalities and additional partners;
- Salt Fiber Box imagined, created and designed in Zurich by Swiss designer Alfredo Häberli and fully developed in Switzerland by Salt;
- Apple TV 4K as exclusive set-top box for Salt Fiber customers;
- Salt reinvents TV with its partners Zattoo & Hollystar;
- Two Salt apps on the Apple TV 4K: Salt.TV for Salt's live TV services and Salt.Video hosting Salt's video on-demand (VOD) service;
- More than 300 channels, of which 150 in HD quality and a few already in 4K, organised in several language packages;
- Canal+ delivers a multitude of premium channels, also in the basic offer;
- Salt's video on-demand service is powered by Hollystar and was developed in collaboration with Sky;
- Attractive price of 39.95.-/month for Salt mobile customers which corresponds to a special discount of 10.-;

Today, Salt is proud to reveal the next chapter of its commercial development and to announce its market entry in the Swiss fixed-line network. Thanks to dedicated partnerships with national and regional infrastructure suppliers, Salt is evolving from a mobile-only operator to offering the full suite of telecommunication services in Switzerland, including revolutionary triple-play based on ultra-fast broadband technology.

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Right from start, Salt's offer will cover the full Swiss fiber footprint by means of partnerships with Swiss Fiber Network (SFN), major cities and other agreements making all regions of the country eligible for it. Today, the fiber network is available for inhabitants of more than 30 cities and regions in Switzerland. Further geographical extensions are planned in the coming months and years.



Salt's triple-play offer will be available in more than 30 cities and regions right from launch.

Andreas Schönenberger, CEO Salt Mobile said: « Today is a great day for Swiss consumers. After several years of planning, development and technological tests, Salt is proud to bring to the market it's Fiber Box offer, which will revolutionarise the triple play and bundling market.»

Salt Fiber Box by Alfredo Häberli

Salt Fiber Box comes in a modular and fresh design – breaking with the industry's dull and emotionless past. It was imagined, created and designed in Zurich by famous Swiss industrial designer Alfredo Häberli, who was born in Buenos Aires, graduated from Zurich's Höhere Schule für Gestaltung in 1991 and whose brilliant career so far culminated in the award of the prestigious Swiss Grand Prix of Design from the Swiss Federal Office of Culture in 2014.

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Alfredo Häberli commented: « The collaboration with Salt is exemplary for the successful implementation of an idea as regards to content and form. Each detail has its purpose, still the Fiber Box's form has been kept unpretentious. »

Andreas Schönenberger, CEO Salt Mobile said: « Salt is the only Swiss operator which believes that design is a key element to ensuring that Swiss households' broadband experience is enjoyable. Accordingly, working together with Alfredo has been a true pleasure. He truly is a creative powerhouse and managed to energize both the creation process and its outcome. »



Salt's Fiber Box was imagined, created and designed by Alfredo Häberli and comes in a modular and fresh design – breaking with the industry's dull and emotionless past.

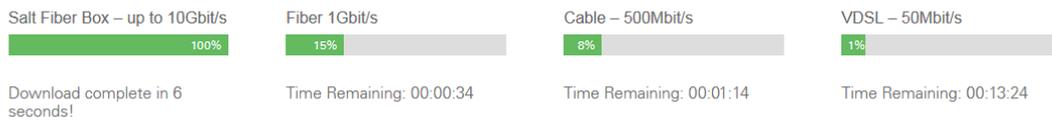
First introduction of 10 Gbit/s technology in Switzerland

Thanks to Salt's bold bet on optical fiber (FTTH) as a key infrastructure of the future, the CE-certified and eco-designed Salt Fiber Box fully developed by Salt's technical teams in Switzerland is literally pushing back the boundaries of data transmission in Switzerland and beyond. It delivers cutting-edge symmetrical 10 Gbit/s technology by means of a 10 Gbit LAN port - a total world novelty.

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Breathtaking speed with the 10 Gbit/s technology.

Check how long it takes to download a 5 GB movie.



Salt's Fiber Box allows for data transmission rates unheard of in Switzerland and more than 400 times faster than current market average at 21 Mbit/s.

To reach such bandwidth the Salt Fiber Box is equipped with the most powerful 5 GHz quad core processor. Salt's novel router also acts as a next generation media gateway thanks to super-fast DDR 32-bit memory, two USB 3.0 (5Gbit/s) ports, a 10 Gbit/s Ethernet interface and four independent Gigabit ports. The most advanced WLAN (WiFi) technology based on dual-band 2.4Ghz & 5Ghz and multiple antenna (MIMO 4X4) will catapult Salt customers into a whole new dimension in terms of WiFi speed, which can reach an astonishing 2,2 Gbit/s.

This unmistakably fast connection also allows for an efficient telephone service in HD voice quality. It can be used either with a paired or connected DECT telephone device or a traditional digital telephone in conjunction with the respective adaptor which is provided as an accessory.



Salt's Fiber Box comes with four Ethernet 1 GB ports, one Ethernet 10 GB port, two telephony ports as well as 2 USB 3.0 ports (not visible on the above picture).

The Salt Fiber Box can be installed either horizontally, vertically or through wall mounting and hence perfectly fits any living or other room designated for home entertainment. Further accessories comprise an optical fiber cable of a length of 5m as well as an Ethernet Gigabit cable of a length of 3m.

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The box remaining the property of Salt, it can be reused several times or recycled accurately thereby increasing the product's overall lifespan. Also, a smart power saving feature allows to reduce power consumption and save energy when not used. Hence and in spite of being one of the most powerful router of the market, the Salt Fiber Box is a more sustainable product.

Apple TV 4K as exclusive set-top box for Salt Fiber

Salt Fiber, Salt's revolutionary triple play offer that includes voice, Fiber Internet, and television service, will offer Apple TV 4K as its exclusive set-top box for customers signing up. Salt's triple play customers will be able to enjoy all of the incredible features of Apple TV 4K, which delivers a stunning cinematic experience at home.

Thanks to the automatic installation process of the Salt app, customers of Salt's new triple play offer can easily access Salt's entertainment offerings on Apple TV 4K. The full integration of Salt's TV and VOD services as dedicated Apple TV apps, alongside the thousands of apps in the Apple TV App Store, effectively frees customers from the need to buy, install and configure any additional devices, bringing the start of a simpler and smarter way of enjoying entertainment services in one's home.

Andreas Schönenberger, CEO of Salt Mobile, said: "We're very happy to exclusively offer Apple TV 4K as the set-top box for Salt Fiber customers. The capabilities of the Apple TV platform allows us to do things we could never do on traditional set-top boxes and maximizes the customer experience. I am really proud of the result of this cooperation."

More than 300 channels of which 150 in HD

In 2018, the way people watch TV has fundamentally changed. Smart functions but also the fact that content is now available on demand (VOD) and can be consumed literally anywhere has revolutionised customer's entertainment experience. In that context Salt has strengthened its existing partnership with Zattoo to invent the future of TV and integrate Apple TV 4K's smartest features in Salt's dedicated application: Salt TV.

Salt TV contains all of Salt's live television offer and will provide customers with access to more than 300 TV channels of which 150 in high definition (HD) and some channels already available with 4K definition. They will notably be organised in a German-speaking bundle with more than 30 TV channels for the entire family and a French-speaking bundle with 35 TV channels as well as access to Canal+'s myCanal application. Indeed, thanks to a key partnership with Canal+, a very high number of premium channels will be included in Salt's basic offer.

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Dr. Stefan Lietsch, Chief Technology and Product Officer at Zattoo commented: « Together with Salt and Apple, Zattoo is excited to help shaping the future of television in this project. By utilizing the well-established Zattoo platform and extending it with a vastly improved Apple TV app, we believe that Salt customers will experience TV in a whole new and delightful way. »

Salt's high quality video on demand (VOD) offer, available through Salt's second dedicated application on Apple TV 4k called Salt Video, is powered by Hollystar and was developed in collaboration with Sky. It essentially builds on the company's streaming services Sky Sport and Sky Show which provide access to a myriad of sport events as well as a video library of more than 10'000 films, documentaries and series, including exclusive US TV series available 48 hours after their initial broadcast. Viewed content adapts automatically to customer's devices and screens: TV, computer, tablet and smartphone and additional content will be added on a weekly basis.

For the launch of this collaboration with Sky, Salt will offer the first 3 months of Sky Sport and Sky Show for free as a discovery offer to any Salt Fiber customer not yet registered on sky.ch. Salt TV customers will also benefit from attractive Canal+ promotions such as the FAMILLE+ pack for free during the first 6 months and the ESSENTIAL CANAL pack at a preferred priced of CHF 19.-/month and with no engagement, a first-time offer in Switzerland.

Eric Grignon, CEO at Sky Switzerland commented: « We are proud to contribute to a major innovation on the Swiss market and provide Salt with our Movies and TV series catalogue via Salt Video, together with our services Sky Sport and Sky Show, all available on the same TV box. »

Brice Daumin, General Manager at Canal+ commented: « GROUPE CANAL+ is very proud to launch a strong and innovative partnership with Salt, where each Salt customer will see its TV offer enriched with TV by CANAL. Those customers will also have the opportunity to access their channels in the myCANAL app, which is included in their offer. IT is a first in Switzerland for GROUPE CANAL+ to provide such content, in addition to a large pay-TV range that will be available with Salt. »

Andreas Schönenberger, CEO Salt Mobile said: « I am immensely pleased to collaborate with Zattoo, Hollystar, Sky and Canal+ in Salt's bid to revolutionise the entertainment experience. Salt Fiber customers will benefit from an exceptionally broad array of entertainment opportunities. The user experience will be significantly simplified and truly changed. »

Summary

Attractive prices

Thanks to a single straightforward product formula, Salt Fiber is not only Switzerland's most technologically advanced triple play offer but also the most transparent and easy to understand telecommunications suite comprising voice, television and broadband Internet services.

As of today, Tuesday, 20 March 2018, Salt Fiber is available at an incredible price of CHF 49.95/month and after the payment of a one off activation fee of CHF 99.95.

Salt.Fiber			
	Very High-End	High-End	Low-End
	Fiber only Shortest latency Apple TV 4K 5 multiscreen	 <small>Swisscom Internet "L", TV "L", Telephony "M" Sunrise "Premium Package" UPC "Happy Home 500"</small>	 <small>Swisscom Internet "S", TV "S", Telephony "S" Sunrise "Base Package" UPC "Happy Home 50" no calls included</small>
Internet	10 Gbit/s technology	up to 1 Gbit/s	up to 40 Mbit/s
TV	300	avg. 240	avg. 160
Telephony	Unlimited in CH	Unlimited in CH	Landline connection
Monthly fee	49.95.-	140.- Save - 64%	70.- Save - 29%

As shown in the above comparison table, Salt Fiber is clearly the best offer in the market.

Andreas Schönenberger, CEO Salt Mobile said: « Salt Fiber is clearly the most attractive triple play product on offer in Switzerland. While giving access to a 10 Gbit/s technology and more than 300 TV channels, it is also by far the best price in the country. I am so proud that Salt is revolutionizing the market thanks to the best value for money offer for Swiss households. »

While Salt Fiber already comes with more than 300 TV channels of which 150 in high definition (HD) and some channels already available with 4K definition. Additional bundles and language packages as well as premium content from Canal+, Sky Sport and Sky Show can be purchased individually by means of supplementary monthly subscriptions. Additional options will also be available for telephony services, notably those with an international character.

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Last but not least, Salt's triple-play offer can at any time be combined with an existing or a new Plus Swiss, Smart Swiss, Plus Europe or Plus World mobile subscription from Salt to form an efficient and transparent quadruple-play suite. The price of Salt Fiber without an active Salt mobile subscription is CHF 49.95/month.

	Salt.Fiber Smart Swiss*			
	Fiber only Shortest latency Apple TV 4K 5 multiscreen	Swisscom <small>inOne with Internet "L", TV "L", Telephony "M", Mobile "M"</small>	Sunrise <small>"Sunrise One"</small>	UPC <small>"Happy Home 500" and "Mobile Europe 10,000 Flat"</small>
Internet	10 Gbit/s techno	up to 1 Gbit/s	100 Mbit/s copper up to 1 Gbit/s fiber	up to 0.5 Gbit/s
TV	300	300	270	145
Telephony	Unl. in CH	Unl. in CH	Unl. in CH	Unl. in CH
Mobile Voice	Unl. in CH	Unl. in CH 60 days EU	Unl. in CH	Unl. CH and EU
Mobile Data	Unl. in CH	Unl. in CH 60 days/3GB EU	Unl. in CH	10 GB Shared CH and EU
Monthly fee	64.90.- <small>* Current Smart Swiss promotion: 24.95.-</small>	210.- Save - 69%	139.- Save - 53%	159.- Save - 59%

Salt's quadruple play offer which combines Salt Fiber with mobile services is also extremely competitive in the Swiss market.

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About Salt: Salt is a Swiss telecommunications provider which owns and operates an extensive, high-quality mobile telecommunications network infrastructure. 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 a gainful way with Salt's powerful Plus flat rate subscriptions - a revolutionary portfolio which, thanks to its simplicity, has already convinced more than 95% of Salt's customer base.

Salt in figures: 1,223,000 postpaid customers (as of 31/12/2017), 88 Salt Stores and 4G coverage of 98% of Switzerland's population.