

Press release

Renens, 14.03.2019

An upgraded mobile portfolio, for Your Life.

In line with its strategy to offer customers excellent quality at the most attractive price on a world-class network, Salt is proud to present its full revamped mobile portfolio.

Mid-February the operator announced the very first “everything unlimited” package for and in the EU, USA and Canada on the Swiss market.

As of Monday March 18, Salt Europe is also available for “under-thirty” customers starting at CHF 79.95 per month and new customers as well as existing ones, which are renewing their subscriptions, will be able to choose among Salt’s upgraded mobile portfolio:

Start 19.95/month	Basic 34.95/month	Swiss 59.95/month	Europe 89.95/month	World 119.95/month
29.95 / month with mobile	44.95 / month with mobile	69.95 / month with mobile	99.95 / month with mobile	129.95 / month with mobile
Within Switzerland 1.5GB in 4G+ Unlimited Calls to Salt + 30 min. Unlimited Texts	Within Switzerland 5GB in 4G+ Unlimited Calls & Texts	Within Switzerland Unlimited Data in 4G+, Calls & Texts	Within Switzerland Unlimited Data in 4G+, Calls & Texts	Within Switzerland Unlimited Data in 4G+, Calls & Texts
	Under 30 y.o. 24.95 34.95 with mobile	Roaming in EU & USA 500 MB Data 60 min Calls & Unlimited Texts	Roaming in EU & USA Unlimited Data, Calls & Texts	Roaming in 160 countries Unlimited Data, Calls & Texts in EU & USA 1GB data, 100 min & Unlimited Texts in 120 countries
		Under 30 y.o. 49.95 59.95 with mobile	To EU & USA Unlimited Calls & Texts	To 160 countries Unlimited Calls & Texts to EU & USA 100 min & Unlimited Texts to 120 countries
			Under 30 y.o. 79.95 89.95 with mobile	

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Salt World – the first affordable “World” proposition in Switzerland

Starting at only CHF 119.95 per month, the new Salt world offer includes all advantages of Salt Europe.

In addition, the product includes 1GB data, unlimited text messages as well as 100 minutes calls from and to over 120 countries. With this, Salt World is not only suited for globetrotters but also for customers with relatives living outside the EU, the USA and Canada.

Salt Swiss – the best flat rate for Switzerland

Starting at CHF 49.95 for “under-thirty” customers, Salt Swiss offers the best value for money among flat rates for Switzerland. Abroad, within the EU, the USA and Canada clients now benefit from 500MB data roaming, 60 minutes calls as well as unlimited texts messages, making it an affordable option for occasional travellers in EU / USA.

Salt Basic – the best option for cost controllers

The new Salt Basic offer now starts at 34.95 and includes 5GB data and unlimited calls and text messages within Switzerland. It is the best option for customers who wish to control their costs while moderately using data within Switzerland.

Pascal Grieder, CEO at Salt, commented on the new portfolio: *“Earlier this year, we were the first in Switzerland to provide customers with a real European flat rate. Today, we are delighted and proud to once again deliver on our promise to provide best value for money and launch the very first affordable price plan for the World.”*

And he adds: “As we believe every customer deserves the best possible network quality at any time, every single mobile subscription at Salt benefits from 4G high-speed at no extra cost.”

In addition to providing all clients a worldclass network, the operator is committed to continue to provide its new and existing customers with attractive and affordable mobile phone deals.

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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 and straight forward portfolio.

Salt in figures: 1,236,000 postpaid customers (as of 31.12.2018), 100 Salt Stores and 4G coverage of 98% of Switzerland’s population.