

Press release

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Lidl Switzerland enters mobile phone business with Salt

Lidl Switzerland joins forces with Salt to enter the Swiss mobile phone business and to launch Lidl Connect. Lidl Connect will include both a prepaid and postpaid offer and provide price sensitive customers who don't want to compromise on quality with best value for money.

As of today June 26th, Lidl Switzerland customers will be able to contract the new Lidl Connect Smart Abo as well as the Lidl Connect Smart Prepaid. Both products are fully digital products and available online on www.lidl-connect.ch.

Lidl Connect Smart Abo is available at CHF 19.95 per month without commitment and includes unlimited calls and SMS in Switzerland as well as 5GB data per month. As a special launch offer, any Lidl Connect Smart Abo contracted until September 15 2019 will benefit from 10GB data per month instead of 5GB during the first 6 months of their subscription.

Customers who choose Lidl Connect Smart Prepaid benefit from a free SIM card during the launch period. Calls on the Salt and Lidl network are free of charge.

Attractive data packages are available for both products starting at CHF 4.90 for Switzerland and for CHF 19.95 abroad. Packages are valid for a period of 30 days.

The Lidl brand is dedicated to price sensitive clients, which makes the Lidl Connect "Smart Abo" a great value for money option for customers who use to surf on a regular basis within Switzerland and wish to have a full control of their costs.

Pascal Grieder, CEO at Salt commented the launch "*We are committed to provide the Swiss customers with the best value for money on the market and so is Lidl Switzerland. We are enthusiastic about this new collaboration and are proud Lidl Switzerland chose our world class network for their mobile product offers.*"

Georg Kröll, CEO of Lidl Switzerland, is pleased with the new product range: "*After ten years of successful growth, we are today offering our customers something absolutely new: the first Swiss mobile phone subscription from the discount segment. We are proud to make this best value for money proposition available to Lidl customers*".

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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 a gainful way with Salt's powerful flat rate subscriptions - a revolutionary and straight forward portfolio.

Salt in figures: 1,228,000 postpaid customers (as of 31.03.2019), 102 Salt Stores and 4G coverage of 98% of Switzerland's population.

About Lidl Switzerland: Quality, freshness and Swissness distinguish the selected product range of Lidl Switzerland. Efficiency characterises the world of Lidl. This guarantees the best value for money and creates the basis for sustainability that benefits everyone.

Lidl Switzerland operates two distribution centres, one in Weinfelden (TG) and the other in Sévaz (FR). These serve the more than 120 stores throughout Switzerland. Further stores will be opened in the next few years. The company employs over 3,500 staff.