

## Press release

Renens, 25.09.2019

### **Salt ranked number one mobile telecommunication operator for SME**

On September 25, PME Magazine, a business magazine for small and medium-sized enterprises in the French-speaking part of Switzerland, published a customer feedback based study, which ranks the best telecom service providers for the segment. Salt was elected number one provider in Switzerland for SME mobile communication.

Over the past year, a particular focus was put on both B2B product and service level enhancement at Salt and the PME Magazine distinction is the fruit of the many improvements performed. The results reflect Salt's strategy to offer both business and private customers the best price in the premium segment.

In January 2019, the company elevated the B2B business unit to executive board level with the nomination of Christian Aveni. In the coming months, the focus will be on the introduction of an innovative mobile portfolio proposition, as well as the improvement of our customer self-help portal.

**Pascal Grieder, CEO at Salt** commented the ranking results: *" We are very happy about the excellent feedback coming from the small and medium-sized enterprises. We are glad to see our efforts bearing fruits."*

**Christian Aveni, Chief Business Officer** adds *" It is essential nowadays to be surrounded by solid partners to drive a business to success. We offer business solutions that are both flexible and attractive in terms of price, making Salt the best choice for business customers who are cost-conscious but do not want to compromise on quality."*

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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 Plus flat rate subscriptions - a revolutionary and straight forward portfolio.

Salt in figures: 1,229,000 postpaid customers (as of 30.06.2019), 103 Salt Stores and 4G coverage of 99% of Switzerland's population.