

Press release nr 2

Renens, 20.03.2018

**The Salt Fiber Box:
imagined, created and designed in Zurich
by Alfredo Häberli**

At a launch event in Bern, Salt today unveiled its eagerly anticipated Salt Fiber Box available to all customers residing in Switzerland and whose home is connected with the optical fiber technology also known as fibre to the home (FTTH).

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 also drew the device's quick user guide, which will be a key reference document for Salt Fiber Box customers as they embark onto their fixed network journey with Salt and significantly contributed to the eco-friendliness of both its design and the logistical processes put in place for its packaging, shipment and product life cycle overall.

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: « We are convinced that an accomplished design contributes significantly to the broadband experience. Working together with Alfredo has been a true pleasure. He truly is an artist and the outcome is inspiring in many ways. »

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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. 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.