

Press release

Renens, 30.09.2022

Salt the only premium provider to offer high-speed Internet, TV & fixed telephony, including replay without additional ads for less than CHF 50.– per month

Starting October 4, 2022, as part of a Swiss industry agreement, Swiss consumers will be shown commercials when watching recordings or TV in replay on certain private TV channels. With the Salt "7 days Replay Max" option, customers who have subscribed to the "7 days Replay" option and do not wish to see these commercials will be able to skip them for an additional CHF 6.– per month only. Salt Home remains the market's most attractive Triple Play (3P) 10-Gbit/s technology broadband internet, television, and telephony offer.

As part of an industry agreement, mandatory ads will be shown on 19 German-speaking private channels when users watch time-shifted TV (replay and recordings) as of October 2022. According to the agreement, ads will be displayed when fast forwarding in the same place as the usual commercial breaks ("fast forward ads"), when pausing a programme ("pause ads"), and when starting a programme ("start ads").

Mandatory ads in replays and recordings on certain channels as of October 4

Salt TV customers with the current "7 days Replay" option for CHF 3.95 per month benefit from 7 days of replay on 260+ basic channels. As of October 4, 2022, the mandatory ads will be displayed on 19* Swiss and German private TV channels in replays and in recordings. On all other 240+ channels, the replay and recording experience remains unchanged.

Skip all ads with the "7 days Replay Max" option

To allow customers to keep enjoying a seamless replay experience without additional advertising on these 19* German-speaking channels, Salt offers the "7 days Replay Max" option. "7 days Replay Max" allows users to skip the new ads on these 19* channels. The option is available for an additional CHF 6.– per month only for customers who already have subscribed to the "7 days Replay" option.

High-speed Internet, TV & fixed telephony, including replay without additional ads for less than CHF 50.– per month

Salt is committed to offering as many Swiss households as possible a first-class Internet and TV service at the best price. Therefore, Salt keeps its monthly Salt Home basic package price unchanged – CHF 39.95** per month – and gives customers the possibility to upgrade their TV service by choosing from two replay options. The Salt Home offer is thus available with "7 days Replay" for CHF 43.90** or with "7 days Replay Max" for CHF 49.90** per month. It remains the most attractive 3P offer among the leading 3P providers in Switzerland, offering consumers an outstanding high-speed Internet, TV & fixed telephony experience for less than CHF 50.– per month**.

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	3P without replay <small>(10 Gbit/s, TV, unlimited telephony in CH)</small>	3P with replay <small>(with additional ads)</small>	3P with replay <small>(without additional ads)</small>
Salt	Salt Home: CHF 49.95 <small>(CHF 39.95 for mobile customers)</small>	Salt Home + 7 days Replay option: CHF 53.90 <small>(CHF 43.90 for mobile customers)</small>	Salt Home + 7 days Replay Max option: CHF 59.90 <small>(CHF 49.90 for mobile customers)</small>
Quickline	Internet XL + TV S + Festnetz Flat CH: CHF 104.-	Internet XL + TV M + Festnetz Flat CH: CHF 114.-	Internet XL + TV M + Festnetz Flat CH + Replay Premium option: CHF 119.-
Sunrise	- <small>(no TV offer without 7 days of replay)</small>	Up Internet XL + TV M + Phone L: CHF 124.-	Up Internet XL + TV M + Phone L + Skip Ads option: CHF 131.90
Swisscom	- <small>(no TV offer without 7 days of replay)</small>	blue Internet L + TV M + Telephony M: CHF 129.80	blue Internet L + TV M + Telephony M + Replay Comfort option: CHF 136.70
Wingo	- <small>(no TV offer without 7 days of replay)</small>	Internet Max + Wingo TV + Fix option: Min. CHF 94.-	Internet Max + Wingo TV Fix option + Replay Max option: Min. CHF 100.90

Price comparison of Swiss service providers offering 10-Gbit/s technology internet, unlimited fixed line telephony and TV with 7-day replay function with or without the option of skipping commercials on 19 German-speaking private channels. Promotions were not considered. Promotions can alter the results at a given time. Providers without fixed telephony offer, such as Yallo (Internet & TV offer at CHF 99.– and CHF 106.–) were not considered. Wingo does not offer unlimited telephony. It is an on-demand service, hence the "minimum" tariff in the comparison.

About GT12 (Common Tariff 12) and the industry agreement:

In accordance with applicable copyright law, all TV broadcasters are required to pay TV channels for the right to provide time-shifted viewing of their content. The relevant tariff is negotiated between the industry associations (Suissedigital and Swissstream) and the collecting agencies (ProLitteris, SSA Société Suisse des Auteurs, SUISA, SUISSIMAGE and SWISSPERFORM). Back in June 2020, the collecting agencies and the broadcasting associations agreed on a higher tariff (Common Tariff 12) to regulate time-shifted television in Switzerland in compliance with copyright law.

The industry agreement is an agreement between broadcasters and channels to ensure that time-shifted television in Switzerland can continue to be offered in its current form. At the end of 2018, the National Council committed the broadcasters and channels to finding a mutually agreeable solution. The new ad forms are intended to compensate for any financial losses suffered by the channels – resulting from people skipping advertising on Replay TV.

*3+, 4+, 5+, 6+, 7+ Family / NICK Schweiz, Kabel Eins, NITRO, ProSieben, ProSieben MAXX, Puls 8, RTL, RTLZWEI, S1, SAT.1, SAT.1 GOLD, SIXX, TV24, TV25, VOX.

** CHF 39.95 (no replay), CHF 43.90 (with 7 days Replay), CHF 49.90 (with 7 days Replay Max) for Salt Mobile customers. CHF 49.95 (no replay), CHF 53.90 (with 7 days Replay), CHF 59.90 (with 7 days Replay Max) for Salt PrePay and Start Max customers as well as non-Salt Mobile customers.

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About Salt: Salt stands for innovation and the best price for premium products in the Swiss telecommunications market. An excellent mobile network, the country's best performing Internet connection (Nperf,2021 Barometer of fixed internet connections in Switzerland), attractive prices and customer-focused service ensure an outstanding customer experience. Based in Renens (VD), Salt has two additional offices in Biel and Zurich and serves its private and business customers, online and in over 100 Salt Stores throughout Switzerland. The company employs around 1,000 employees across Switzerland.

Salt in figures: 1'419'000 postpaid customers (as of 30.06.2022), 103 Salt Stores and 4G coverage of 99.7% of Switzerland's population.