

## Press release

Renens, 02.02.2023

### **Salt achieves 99.9% network coverage throughout Switzerland**

Salt's network coverage in Switzerland approaches 100%, as a result of ongoing substantial investments in its mobile network infrastructure. After exceeding the 99.7% earlier last year and 99.8% in autumn of 2022, this is a major milestone in the companies' journey towards network excellence.

As of now, all Salt customers profit from a network coverage of 99.9% throughout Switzerland, based on aggregate 3G, 4G and 5G signals. This enables the Swiss population to use Salt's products almost anytime and anywhere in Switzerland, while benefiting from internet speeds of up to 750\* Mbps. *"The 99.9% coverage of Salt represents another important milestone in positioning the company as the premium broadband and mobile provider offering the most attractive prices for private and business customers,"* says Pascal Grieder, CEO of Salt.

Salt is highlighting the historically strong network coverage throughout the country in a major nationwide campaign, that was launched on 30 January 2023 and will run for three weeks. Under the slogan "Almost too good.", the campaign appears on various TV channels, radio and online media. *"The aim of this widespread campaign is to show both private and business customers that there are no limits to Salt's network coverage in Switzerland and that Salt can offer everyone a suitable product according to their individual needs,"* says Grieder.

Salt is constantly improving and optimising its services and products to ensure its premium quality at a competitive price. This is proven by the excellent results of the latest Connect mobile phone test, in which Salt was once again awarded for its mobile network. This reputable test analyses, among other things, network coverage, data transmission and voice quality. With a score of 945 out of a maximum of 1000, Salt achieved the rating "Very Good" and increased its performance by 100pts over the past 5 years, while the results of other operators have declined.

Discover Salt's new brand campaign:

FR <https://www.youtube.com/watch?v=ZFKlsu0pDB0>

DE <https://www.youtube.com/watch?v=jC2vTAiFpnE>



## Press release

### 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, 2022), attractive prices and customer-focused service ensure an outstanding experience for its business and residential customers. The company's services as well as its fixed and mobile networks are repeatedly awarded: very good mobile network (connect, 2023), best performing internet connection (nPerf, 2022), best broadband tariff (SIQT 2022), best universal provider for SME and residential customers (Bilanz, 2022), number one B-to-B mobile provider (SIQT, 2022).

Based in Renens (VD), Salt has two additional offices in Biel and Zurich. The company employs more than 1,000 employees and serves 1,448,900 postpaid mobile and 150,000 broadband customers online in 103 Salt Stores across Switzerland. Salt currently offers 99.9% population coverage.

### Salt press office:

Christelle Perret  
PR & Communications Manager  
+41 78 787 43 84  
[media@salt.ch](mailto:media@salt.ch)

[salt.ch](http://salt.ch), [facebook.com/Saltmobile](https://facebook.com/Saltmobile), [instagram.com/saltmobile](https://instagram.com/saltmobile)  
[twitter.com/Saltmobile\\_DE](https://twitter.com/Saltmobile_DE) (German) or [twitter.com/Saltmobile\\_FR](https://twitter.com/Saltmobile_FR) (French), [youtube.com/saltswiss](https://youtube.com/saltswiss)

