

## Press release

Renens, February 24, 2023

### **Max Nunziata appointed as new Salt CEO**

Today, Salt announces the appointment of Massimiliano “Max” Nunziata as its new Chief Executive Officer. Max will replace Pascal Grieder who decided to resign for personal reasons after almost 5 years in the job. Until Max formally takes over on June 1, Franck Bernard, CFO, will lead the company ad interim. Pascal will work closely with Max and Franck to ensure a smooth transition in the months ahead.

Max Nunziata has held several challenging leadership positions in various industries and geographies in both B2C and B2B markets over the last 30 years. Most recently he served as CEO of BonusCard a leading provider of credit and prepaid cards at Cornèr Bank Group. He grew up in Geneva and studied Electrical Engineering with specialization in Telecommunications at the ETH Zurich. He began his career at the European Headquarters of Procter & Gamble in Brussels. He then joined GE Capital where, over a period of 18 years, he held positions in Internal Audit, M&A, Six Sigma, Operations and Sales before becoming CEO of the Italian Leasing and Fleet Management businesses. In 2013, he returned to Switzerland to join the Management Board of Sunrise as Chief Customer Experience Officer and then Chief Business Officer.

*“I am delighted to welcome Max Nunziata as our new CEO. He is an engaging and inclusive leader, with an impressive track record in various industries, including telecommunications, and an unabated passion for delivering great customer experience”* said Marc Furrer, Chairman of the Board of Directors.

Max Nunziata declared: *“I am honoured to take on this leadership role in a business with great momentum following the tremendous improvements realized over the past years. I look forward to continuing Salt’s growth path by delivering great solutions and world-class services to our customers together with a strong management team and all our dedicated employees.”*

Salt is stronger than ever. The company has set new standards in terms of value for money in both mobile communications and ultra-fast Internet in recent years and has recently also grown strongly in the B2B business. The major investments in the quality of the network and in customer service are paying off and are the basis for further growth in all business areas.

Marc Furrer further added: *“I would like to personally thank Pascal Grieder. Thanks to his strong leadership skills, personal commitment and focus on quality at all customer touch points, Pascal has been instrumental in shaping our company on its way to becoming the fastest growing premium telecommunications service provider”*.

Pascal Grieder concluded: *“It has been a privilege and a pleasure to lead a great company like Salt on its growth journey over the past years and I would like to thank all the employees, customers, partners for the trust they have placed in us. I am very confident in the future potential of Salt under its new leadership.”*

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### **About Salt**

Salt stands for innovation with attractive 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.

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