

Press release

Renens, 09.05.2023

Salt Home at same price for last five years (from CHF 39.95¹) and commitment to keep price unchanged until June 2026 at least

Salt's revolutionary ultra-fast broadband offer including internet, TV and fixed telephony celebrates its 5th anniversary – over 200,000 Swiss customers trust Salt Home

Salt celebrates the fifth anniversary of its revolutionary ultra-fast broadband offer Salt Home with an outstanding track record of providing a unique combination of speed, technology, and performance to over 200,000 satisfied customers in Switzerland. Since its inception, Salt has maintained an unprecedented price from CHF 39.95¹ per month. Despite the inflationary environment, Salt commits to no price increase for another three years.

Best performing fixed broadband internet access

Salt Home provides customers with access to ultrafast internet with 10Gbit/s technology via optical fiber, an Apple TV 4K set-top box with access to over 260 channels on Salt TV, and a fixed telephony solution that includes unlimited calls to mobile and fixed networks in Switzerland and Liechtenstein.

Salt's top-performing fixed broadband internet access has won numerous awards, including coming out on top in the nPerf barometer for the last three years. Salt Home was also selected as the best combi-package for TV fans by PCTipp in December 2021 due to its ease of use, speed, and TV offering. Salt has continuously developed and enhanced the product, with unique features such as a unique remote control compatible with Apple TV and the Salt Fiber Box X6 with Wi-Fi 6 technology.

Already available to over 1.7 million households

Salt Home is based on FTTH technology, and Salt has worked alongside various partners to continuously expand its footprint to over 1.7 million households today. By the end of 2025, close to three million Swiss households will be able to benefit from Salt's top fiber connection, reaching four million households by the end of 2030. In addition, Salt's fixed wireless access solution, Salt GigaBox, enables customers to enjoy Salt Home via 5G and 4G+ technology, providing Salt with further growth potential and enabling it to become a fully convergent national telecom provider.

¹CHF 49.95 for non-Salt customers

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Franck Bernard, CEO ad interim, stated, "With the launch of our triple play offer five years ago, Salt once again demonstrated its innovative strength and revolutionized the market. We are thrilled to celebrate our 5th year anniversary with the trust of more than 200,000 customers across Switzerland. We are eager to extend our fiber optic network so that even more customers have the opportunity to benefit from our unique Salt Home offer every day."

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 1,483,900 postpaid mobile and more than 200'000 broadband customers across Switzerland. Salt currently offers 99.9% population coverage.

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