

# Press release

Renens, 18.07.2023

## Salt adjusts its mobile price plans to reflect inflation

Over the past years, Salt has continuously expanded its service, performance and network coverage, while the prices for its mobile subscriptions have continuously been reduced. Due to the significant increase in input costs over the last 18 months, Salt has now decided to adjust the prices for some of its mobile subscriptions as of September 2023. PrePay offers, device bundles, options and large B-to-B accounts are not affected by the price adjustment. Salt is committed to keeping prices unchanged thereafter until 2025 and will not additionally pass on the upcoming VAT increase to customers. Salt remains steadfast in its dedication to delivering very attractive prices in the market and is determined to implement further enhancements across its products and services going forward.

As many other service providers in Switzerland, Salt is facing a significant increase in operating costs specifically in energy and labour. Therefore, Salt has decided to adjust the list prices for some of its mobile subscription by around 3% as of September 2023. These changes mark the first increase in tariffs since the launch of mobile subscriptions under the Salt brand in 2015. The rate changes do not apply to PrePay offers, device bundles, subscription options and large B-to-B contracts. All affected customers will be contacted individually over the next few days.

Beyond these changes, Salt is committed to keeping the list prices of the mobile subscriptions unchanged until 2025. Particularly, Salt will absorb the upcoming VAT increase and not pass it on to customers. As Salt previously announced, it has committed to keeping prices unchanged on its well-recognized and prize-winning Salt Home broadband offering until at least June 2026.

**Max Nunziata, CEO at Salt,** commented: *“We will stay true to our strong commitment to offering Swiss consumers our best possible mobile and broadband deals. Over the coming years, we will persistently invest in our network and services in order to continue to be the provider of choice for customers seeking quality at the best value-for-money.”*

### About Salt

Salt stands for innovation offering attractive prices 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: best broadband offer (connect, 2023) 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 1,516,400 postpaid mobile and more than 200'000 broadband customers across Switzerland. Salt currently offers 99.9% mobile population coverage.

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