

Renens, 27.09.2023

Salt voted preferred among the national mobile operators for SMEs, according to PME Magazine

In 2023, Salt Business maintains its strong growth momentum and achieves top ranks in a survey with small and medium enterprises conducted by PME Magazine. Salt affirms its leading position among Switzerland's three main network operators for the third time in a row.

On Wednesday, September 27, the business magazine for small and medium-sized enterprises, PME Magazine, published a customer feedback-based study, ranking best telecom service providers for the segment. The PME magazine, along with the consulting company Mepadvice, collected feedback from companies throughout Switzerland, considering four test categories: mobile communications, corporate network & internet service providers, fixed-line telephony, and cloud services & data centres.

Salt achieved a prominent position in mobile communication, coming fourth in the overall ranking ahead of Sunrise and Swisscom lagging behind at respectively 7th and 8th position. Salt was also recognized among the top five Corporate Network and Internet Service Providers. The PME Magazine test results reflect a clear conclusion and confirm once more the past years' trend; SME prefer telecom providers with a human scale, and personal exchange as well as advice are central to their concerns. With its hands-on approach, Salt ensures that all subscribers are assigned a dedicated business advisor or key account manager to foster a proximate and tailored service as part of its commitment to providing excellent service.

Salt paves the way for Swiss SME's growth and success. Just last year in summer 2022, Salt unveiled the Salt Business Pro Office offer, supported by its 10 Gbits/s fiber technology. It is designed to meet the evolving digital needs of self-employed and small companies, reliable ultra-fast internet, cloud usage, video conferencing, mobility and high-speed data exchange, as well as fixed telephony solutions for businesses.

Confirmed by the trade magazine's Bilanz survey of 2023, in which Salt was recognised as best universal provider with excellent results, Salt Business offers, with their tailored customer approach, captivates not only SMEs, but also an increasing number of large companies choosing Salt Business for their professional needs.

Christian Hammelmann, IT Infrastructure Lead at 3M and Salt Business subscriber, confirms a successful partnership with Salt: *"As 3M, we're delighted to commend Salt, our mobile business partner of over a decade, for their exceptional services. Salt's unwavering reliability, commitment to innovative solutions, dedicated personal assistance, and cost-effective strategies have greatly improved our connectivity needs. We look forward to continuing this successful partnership with Salt and anticipate even more achievements together."*

Max Nunziata, CEO at Salt, comments on the PME test results: *"The consistent positive feedback from small and medium-sized enterprises is proof of credibility that we have established in the quality of our service. Salt is the optimal partner, offering an excellent value-for-money proposition with Salt Business. We will continue to uphold our commitment to being the smart choice for companies who want premium quality without compromising on attractive prices."*



Press release

Christian Aveni, Chief Business Officer at Salt, asserts: *"At Salt Business, our subscribers' needs are our main focus, whether they are large companies or SMEs. Swiss companies appreciate our portfolio of tailored services, be it in mobile, fixed-network and data solutions. Our Salt Business experts are committed to continuously supporting customers and providing valuable advice for their growth and objectives."*

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 universal provider for large companies and residential customers (Bilanz, 2023), best broadband offer (connect, 2023) very good mobile network (connect, 2023), best performing internet connection (nPerf, 2022), winner regional fixed-network providers with "outstanding" rating (connect, 2023), best broadband tariff (SIQT, 2022) and 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 1,543,200 postpaid mobile and more than 200,000 broadband customers across Switzerland. Salt currently offers 99.9% population mobile coverage.

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