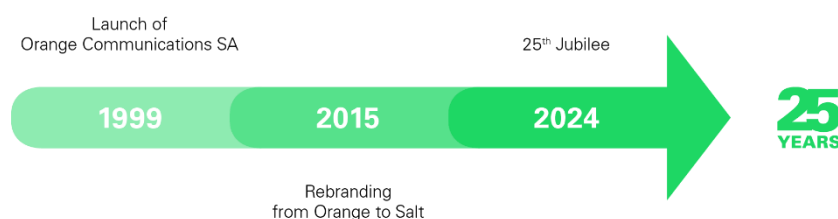


Renens, 01.07.2024

Salt Celebrates 25th Jubilee

Renens, Switzerland – July 1st, 2024 – Salt, leading telecommunications provider in Switzerland, proudly celebrates its 25th anniversary. This milestone marks a quarter-century of innovation, exceptional customer service, and significant contributions to the telecommunications market in Switzerland.

Salt, originally launched as Orange Communications SA, has been at the forefront of mobile communication in Switzerland. The company evolved with groundbreaking services and customer-centric offers, expanding its 4P-offerings to include mobile telephony, landline, mobile internet, and digital TV. Over the years, Salt has achieved numerous [significant milestones](#).



A Journey of Milestones and Achievements

- 1999: June 29, Orange Communications SA launched its network, achieving 95% population coverage with **2G technology**. **First stores opened** in Basel, Lausanne, and Zürich.
- 2002: To celebrate its third anniversary, Orange offered free calls for 24 hours and became the first Swiss provider to enable live video transfers to mobiles and Personal Digital Assistants (PDAs).
- 2003: Orange enabled all customers to send and receive **MMS**, demonstrating its commitment to technological advancement.
- 2005: Became the first mobile phone provider in Switzerland to launch the **BlackBerry Internet Service**
- 2006: Introduced the "three favourite numbers" feature, allowing customers to call three selected numbers on the Orange network or Swiss landlines for free.
- 2008: Exclusively introduced the **iPhone 3G** in Switzerland
- 2011: Reached **1 million** postpaid mobile subscribers
- 2015: Rebranding from Orange to Salt on April 23rd. In the same year, it launched **Wi-Fi calling** and introduced one of the first unlimited offers for Switzerland.
- 2018: Introduced the **innovative Salt Fiber offer** (now known as Salt Home) utilizing FTTH technology, becoming the **world's first operator** to offer **10 Gbit/s** upload and download speeds at a competitive price of CHF 39.95 (or CHF 49.95 without a Salt mobile subscription).
- 2019: Introduced Salt Europe and Salt World, the **first "everything unlimited"** roaming packages covering the Salt Europe Zone & an affordable World plan and appointed new Chief Business Officer (CBO) in the management board to reflect renewed focus on the B2B market
- 2020: Achieved the award for **fastest internet in the world** for the second half of 2020, according to Ookla, and in the same year, Salt Home reached the **100,000** customers mark.
- 2021: Launched Salt Business' Pro Mobile, a first-class service and network solution for business customers at affordable rates. In the same year, Salt Business reached **100,000** business customers.
- 2022: Launched the Pro Office internet/fixed-network solution, catering to small and micro-businesses.
- 2023: Reached **99.9%** mobile population coverage with 3G/4G/5G, received the highest possible ranking "**Outstanding**" by Connect Magazine. Signed as the first European Network Operator an agreement with **SpaceX** to provide continuous coverage through satellite technology.

Press release



2024 Looking Ahead

Salt announced several major developments in the first half of its jubilee year. The company launched a strategic partnership with Swiss Post, introducing the Post Mobile offering. Additionally, Salt rolled out the MySalt app to enhance the customer experience and unveiled a brand-new Android-based Salt TV box to complement its Salt Home fiber-based service, allowing subscribers to choose their preferred ecosystem, whether Apple or Android. Building on the Smart TV option, Salt Home subscribers can now enjoy their favourite programs on additional large screens using common Smart TVs such as Samsung, LG TV and Android-based TV's like Sony and Philips. Salt also opened its first flagship store, the "Home of Salt," on Zürich's Bahnhofstrasse, with plans to expand and upgrade its retail network to increase market proximity and grow its market share across Switzerland.

Salt Celebrates Summer with Special Offers for Private Customers and 25% Discount on Business Subscriptions

This summer, private customers can enjoy attractive Summer Sales offers, making it a season of celebration. To mark 25 years of service, new Salt Business (SoHo) customers will be able to benefit from an exclusive limited-time promo: 25% discount on the Salt Business subscription (without devices) for the first 12 months. To take advantage of this opportunity to experience Salt Business's quality and reliability, companies can subscribe on [Salt's website](#) or at one of the 109 Salt stores.

Max Nunziata, CEO of Salt, comments: *"As we celebrate 25 years of transforming Swiss mobile and fixed telecommunications, I am proud of our innovation and resilience. Our success is primarily driven by the dedication of our teams and we are grateful to our constantly increasing customer base for their loyalty. We will remain the smart choice for telecommunications needs, consistently delivering exceptional service at competitive prices. Looking ahead, we are excited to continue our journey with renewed energy and commitment."*

About Salt

Salt stands for offering innovation and premium products at attractive prices in the Swiss telecommunications market. An outstanding mobile network (Connect, 2024), the country's best performing internet connection (Nperf, 2023) and customer-centric service ensure an outstanding experience for its business and residential subscribers. The company's services as well as its fixed and mobile networks have received repeated awards : best universal provider for large companies and residential customers (Bilanz, 2023), best broadband offer (Connect, 2023), outstanding mobile network (Connect, 2024), best performing internet connection (Nperf, 2023), winner regional fixed-network providers with "outstanding" rating (Connect, 2023), test winner overall test rating mobile service provider postpaid (SIQT 2024), 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 more than 1,600,000 postpaid mobile and more than 220,000 broadband customers across Switzerland. Salt currently offers 99.9% population mobile coverage.

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