

Press release

Salt.
Internet.TV. Mobile.

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Salt Opens Flagship Store In Basel's Historic Marktplatz

Salt proudly unveils its third flagship store, Home of Salt, right in the heart of Basel at Marktplatz 5. Following the successful openings in Zurich and Geneva, this latest flagship reaffirms Salt's commitment to delivering best-in-class customer experience across Switzerland's cultural and urban hubs.



Home of Salt, Photo Copyright: Livia Bass

On April 16, 2025, Salt celebrated the opening of its third flagship store in Basel. Located at Marktplatz 5—right in the heart of the historic city center—the new Home of Salt offers a premium customer experience in one of Basel's most prominent locations. Just steps from the city's iconic medieval landmark, the Basel Town Hall, the store blends historical charm with sleek, modern design. This move marks the relocation of Salt's previous store at Marktplatz 32 to a more central address, reflecting the company's ongoing commitment to accessible, customer-focused retail spaces across its six locations in the canton of Basel.

Visitors can enjoy expert advice from Salt's team, try live demos of the latest devices, and relax in a welcoming setting with coffee and a waiting area. The 216-square-meter store also includes a space for Salt Business customers and an Eco Corner with access to the device buyback program. Guests can discover the latest smartphones, tablets, accessories, and telecom services — including Salt Home, the 10 Gbit/s fiber technology internet and TV service available on Apple TV or Android — from just CHF 39.95/month. A wide range of Salt mobile plans is also available in-store, offering unlimited data and calls across the Salt Europe zone — complemented by exclusive promotional offers.

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As part of its nationwide expansion, Salt is proud to offer both fixed and mobile services at attractive prices—delivering premium service and affordable connectivity for everyone. To mark the opening, a Salt-branded tram featuring a bold design and Basel's iconic basilisk now circulates through the city, symbolizing Salt's growing presence and connection to the community.

Max Nunziata, CEO at Salt, commented: *"It was just a matter of time before we brought the «Home of Salt» concept to Basel with this third flagship store opening. With our commitment to providing our subscribers with high-quality products and premium services at attractive prices, we are excited to introduce a new, beautifully designed retail space where we can deliver an exceptional Salt customer experience."*

About Salt

Salt stands for offering innovation and premium products at attractive prices in the Swiss telecommunications market. An outstanding mobile network (Connect, 2025), Switzerland's fastest fixed internet (Ookla® Speedtest Intelligence® Q3-Q4 2024) 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 small and medium-sized companies and residential customers (Bilanz, 2024), outstanding mobile network (Connect, 2025), best performing internet connection (Nperf, 2023), winner regional fixed-network providers with "outstanding" rating (Connect, 2024), and best broadband tariff (SIQT, 2024). 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 1,700,000 postpaid mobile and more than 260,000 broadband customers across Switzerland. Salt currently offers 99.9% population mobile coverage.

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