

Press release

Renens, 21.03.2019

Salt Fiber turns one

One year after launch, Salt Fiber confirmed as fastest internet product on the market and as happiest broadband customers in Switzerland.

Just one year ago, Salt launched its revolutionary and disruptive triple play offer; Salt Fiber. Along with a 10Gb/s high-speed internet connection, customers are provided with an Apple TV 4K as unique set top box with access to over 370 channels on Salt TV as well as a fixed telephony solution that includes unlimited calls to mobile and fixed networks in Switzerland.

The fastest internet

In 2018, among all providers, all technologies combined, Salt offered the best down and upload speed as well as the lowest latency score according the nPerf annual Barometer of fixed internet connections for Switzerland.

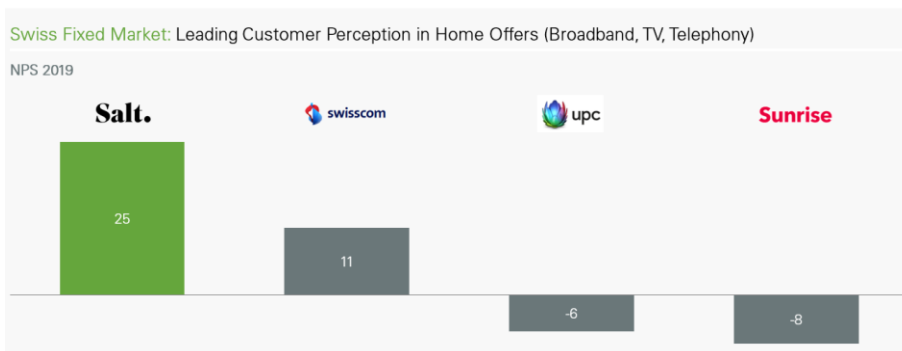
The cheapest offer

While offering the greatest speed to customers, the Salt Fiber offer also has the most attractive price on the market. Starting at 39.95 for Salt mobile post-paid clients, the product is available at about a third of the price of comparable competition products.

The happiest clients

Less than six months after the launch, Salt Fiber customer service was rated the “Best Support Hotline” among broadband providers in the DACH area by German magazine Connect.

Moreover, a recent study published by Exane BNP Paribas Research confirms Salt Fiber clients are the happiest among Swiss broadband customers. With a Net Promoter Score (NPS) of +25, which evaluates customer satisfaction and loyalty, Salt Fiber demonstrates the highest score among Swiss providers for Broadband, TV and Telephony for 2019.



Source: STAMP 2019: Brandemonium by Exane BNP Paribas Research (7 March 2019)

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Pascal Grieder, CEO at Salt commented the study results *" We are proud of our achievements in just one year. These results reflect our relentless efforts on service proposition improvement and our determination to offer the best value for money on the market to our customers. "*

Growing customer satisfaction thanks to continuous product enhancements

In just one year, the operator was able to significantly improve the product both on content and service level. Salt Fiber operating processes were continuously improved and self-service solutions implemented. Features such as TV series recording were added and WIFI improved through firmware updates.

Significant upgrades were made on TV by Canal and 50 new international channels including 4K HD channels as well as Portuguese, Spanish, Russian, Serbian, Albanian, Bosnian and Turkish premium packages were added. By the end of 2019, 450 channels will be available.

In order to enhance the television and user experience, the provider is preparing the release of the 2.0 version of its Salt TV app, which will combine both current programs: Salt TV and Salt Video. The new app will be available this summer. Furthermore, the operator is currently working on improving the content hierarchy as well as the program guide.

Additionally, in order to meet a recurring customer demand, the provider will offer the possibility to acquire an alternative remote control as of June 2019.

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About Salt: Salt is a Swiss telecommunications provider which owns and operates an extensive, high-quality mobile telecommunications network infrastructure. Thanks to its ultrafast broadband solution called Salt Fiber, Salt provides a unique triple play service, which for the first time in Switzerland takes full advantage of the optical fiber technology by means of symmetrical data transmission rates of up to 10 Gbit/s. Salt Fiber can be combined in a gainful way with Salt's powerful Plus flat rate subscriptions - a revolutionary and straight forward portfolio.

Salt in figures: 1,236,000 postpaid customers (as of 31.12.2018), 100 Salt Stores and 4G coverage of 98% of Switzerland's population.