



## Press release

Renens, 14.05.2024

# Salt TV now also available on Smart TVs Just in Time for an exciting Summer Sports Season

Salt, the fastest growing provider of internet and TV in Switzerland, announces the launch of the Salt TV App for Smart TVs, enhancing the viewing experience for subscribers ahead of an action-packed summer sports season. Starting today, Salt Home subscribers can elevate their entertainment experience by streaming their favorite programs on multiple TV screens at home or in secondary residences throughout Switzerland, all without the need for an additional TV box.

The all-new Salt TV app is now available on the latest Samsung and LG Smart TVs, with expansion to Sony and Philips devices planned for the coming months. With Salt's broad TV offering, TV lovers can now access their favourite shows even more easily. For just CHF 4.95 per month, Smart TV users get a cost-effective way to live the Salt TV experience on a big screen, with no extra Salt TV box.

To mark the launch of the Salt TV App for Smart TVs, Salt TV subscribers can get the Salt TV experience on Smart TVs at no cost for the first two months until July, 15<sup>th</sup> 2024.

Key features of Salt TV streaming on Smart TVs for CHF 4.95 per month:

- Seamless access to Salt TV directly on compatible Smart TVs
- No additional Salt TV box needed
- Easy navigation with the TV remote control
- Live TV channels and replay
- Ability to access and schedule recording of favorite content
- Quick content discovery with the interactive TV Guide

Max Nunziata, CEO of Salt, says: *"Salt is constantly striving to enrich and expand the Salt TV experience. With the all-new Salt TV app for smart TVs, we offer our subscribers flexibility and convenience. For our renowned and award-winning Salt Home broadband offering, we reiterate our commitment to providing our best price and no price increase until at least June 2026."*

## 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



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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 1,603,000 postpaid mobile and more than 223,000 broadband customers across Switzerland. Salt currently offers 99.9% population mobile coverage.

### **Salt Press Office**

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