

Press release

# Salt.

Renens, 16.05.2024

## Salt Opens First Flagship Store «Home of Salt» on Zürich's Bahnhofstrasse

Salt is delighted to announce the opening of its first flagship store, Home of Salt, in the heart of the prestigious Bahnhofstrasse in Zürich yesterday. This marks Salt's 109th store in Switzerland and its seventh in the city of Zürich. This opening emphasizes the importance of retail in Salt's business model, allowing it to offer service and advice in a welcoming and inspiring setting. Salt will continue to expand and upgrade its retail network to increase market proximity and grow its market share across Switzerland.



Home of Salt, Picture Copyright: Fiona Murtaaj

Strategically located in the heart of Zürich's central shopping mile, the flagship store is a mere 3-minute walk from the Zürich train station. This prime location, among premium brands, makes it an easily accessible destination for Salt subscribers and passers-by. Salt's latest establishment with large front windows spans 117 square meters, offering a refreshing and spacious shopping experience.

Home of Salt introduces a new store layout and design, featuring personalized service and advice that reflects Salt's commitment to enhancing a premium customer experience. Housed in an 1860s building, the location is a perfect blend of historic charm and modern architecture. This ambitious move to open its largest flagship store in Zürich is a significant step in Salt's history, and a clear sign of its dedication to providing high-quality products and services to its subscribers.

Max Nunziata, CEO of Salt, commented on the opening: *“Launching our flagship store in one of the most valuable streets in the world emphasizes the importance of brick-and-mortar retail alongside our online channels, catering to customers who expect a high-quality and personalized service. This is why we will continue to strengthen our retail network, particularly in the German part of the country.”*

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

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