

## Press release

Renens, 12.07.2022

## Salt Mobile Max – for customers looking for more

Now available: Salt Mobile Max Portfolio; super simple, maximum speeds including 5G for all, and total cost control.

In line with the operator's strategy to provide swiss consumers with excellent quality at the most attractive price on a world-class network, Salt launches today a further enhanced and simplified mobile portfolio for its residential customers.

### Salt Mobile Max

### MAXimale Geschwindigkeit zum besten Preis

	Start Max	Swiss Max	Europe Max	Travel Max
<b>In der Schweiz:</b> Anrufe, SMS	unlimitiert	unlimitiert	unlimitiert	unlimitiert
<b>In der Schweiz:</b> Internet	5GB <sup>(2)</sup> mit MAX-Geschwindigkeit	unlimitierte Daten mit MAX-Geschwindigkeit	unlimitierte Daten mit MAX-Geschwindigkeit	unlimitierte Daten mit MAX-Geschwindigkeit
<b>In Europa<sup>(1)</sup>:</b> Anrufe, SMS			unlimitiert <sup>(5)</sup>	unlimitiert <sup>(5)</sup>
<b>In Europa<sup>(1)</sup>:</b> Internet	<sup>(3)</sup>	1GB <sup>(4)</sup>	unlimitierte Daten <sup>(6)</sup>	unlimitierte Daten <sup>(6)</sup>
<b>Nach Europa<sup>(1)</sup>:</b> Anrufe, SMS				unlimitiert
<b>International &amp; Roaming</b> in der Travel-Zone (USA, Kroatien, Türkei, Thailand und 26 andere Länder) <sup>(7)</sup>				unlimitierte Daten <sup>(6)(7)</sup> 10 Stunden Anrufe <sup>(8)</sup>
	39.95/Mt.	69.95/Mt.	79.95/Mt.	99.95/Mt.

(1) Im Grossteil Europas, Länderliste auf salt.ch. (2) Sobald das Datenvolumen aufgebraucht ist, wird die Internetverbindung unterbrochen. Zusätzliche Datenpakete für die Schweiz können auf [costcontrol.salt.ch/status](https://costcontrol.salt.ch/status) aktiviert werden. (3) Die Internetverbindung ist standartmässig gesperrt. Um in Europa Internet zu nutzen, können Sie auf [costcontrol.salt.ch/roaming](https://costcontrol.salt.ch/roaming) Datenpakete aktivieren. (4) Sobald das Datenvolumen aufgebraucht ist, wird die Internetverbindung unterbrochen. Zusätzliche Datenpakete für Europa können auf [costcontrol.salt.ch/roaming](https://costcontrol.salt.ch/roaming) aktiviert werden. (5) SMS + Anrufe in die CH/innerhalb des besuchten Landes/eingehend. (6) Daten in der EUROPE-Zone bis maximal 40 GB pro Monat, danach Drosselung auf 256 kbits/s. Daten in der TRAVEL-Zone bis maximal 5 GB pro Monat, danach Drosselung auf 256 kbits/s. (7) Argentinien, Australien\*, Bangladesch, Brasilien, Bulgarien, Chile, China\*, Dominikanische Republik, Estland, Hongkong, Indien, Japan, Kanada, Katar, Kolumbien, Kroatien, Lettland, Litauen, Malaysia, Mexiko, Neuseeland\*, Peru, Republik Südafrika, Saudi-Arabien, Singapur, Slowenien, Taiwan, Thailand, Türkei, USA\* (inklusive Alaska und Hawaii), Vereinigte Arabische Emirate. \*Überseegebiete sind nicht inbegriffen. (8) SMS & 10-Stunden-Anrufe in die CH/innerhalb der TRAVEL-Zone/eingehend.

## Press release

### Simple: four straightforward offers

With Salt Mobile Max, Salt aims to offer all customers the best value for money in the market but also stands for uncomplicated offers. To make its offers even more straightforward, Salt has pruned its tariffs to four flagship price plans, which best reflect customer needs. Furthermore, Salt has removed the differentiation for “young” customers – at Salt everyone is “young” and deserves corresponding attractive prices.

### Fast: 5G and MAXimum speeds for all

With Salt Mobile Max, all customers benefit from the maximum available speed, including access to 5G technology, whenever available.

### Serene: full cost control

With Salt Mobile Max, data usage is blocked whenever customers reach the limit of what is included in their subscription or of their data package. Surfing can only be resumed by purchasing a package via the free [costcontrol.salt.ch](https://costcontrol.salt.ch) page or on the Salt self-service customer portal [myaccount](https://myaccount.salt.ch). With this adjustment, surprise bills in roaming are a thing of the past.

**Pascal Grieder, commented on the new Max portfolio Launch** *“We are delighted to once again deliver on our promise to provide customers the best price in the premium segment in the Swiss market. We believe that everyone deserves and should be able to afford the best possible network quality and speed. Every single mobile subscription at Salt benefits from high-speed mobile internet and the 5G technology at no extra cost whenever available. ”*

According to **Chief Marketing Officer, Atila Civelek**, Salt sees a real change in the needs and behaviours, in particular as far as roaming is concerned. *“Whereas a few years ago peace of mind when traveling to neighbouring countries was key, today more and more customers also would like to travel without worrying about their mobile connection beyond the classic European destinations. With the new Travel Max offer, we address this need and are able to offer this customer segment an affordable option.”*

To benefit from the full high-speed experience, Salt Mobile Max subscriptions can be combined with the ultrafast 10GBps technology Salt Home broadband offer, available for only CHF 39.95 per month\*.

As of July 12, new customers as well as existing ones, which are renewing their subscriptions, can choose among Salt’s further simplified mobile portfolio. To celebrate the new offers, a special promotion is available for new customers: up to -60% on Start Max, Swiss Max, Europe Max, and Travel Max. The subscription fee remains unchanged during the entire 24-months commitment period.

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\*Monthly charge with Start Max subscription: CHF 49.95. Activation fees: CHF 99.95

## Press release

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About Salt: Salt stands for innovation and the best price for premium products in the Swiss telecommunications market. An excellent mobile network, the country's best performing Internet connection (Nperf, 2021 Barometer of fixed internet connections in Switzerland), attractive prices and customer-focused service ensure an outstanding customer experience. Based in Renens (VD), Salt has two additional offices in Biel and Zurich and serves its private and business customers, online and in over 100 Salt Stores throughout Switzerland. The company employs around 1,000 employees across Switzerland.

Salt in figures: 1'394'300 postpaid customers (as of 31.03.2022), 103 Salt Stores and 4G coverage of 99.7% of Switzerland's population.