

Renens, 25 January 2016

Salt Board of Directors appoints Andreas Schönenberger as new CEO.

The Board of Salt Mobile SA is delighted to announce the appointment of Andreas Schönenberger as CEO starting 15 March 2016.

Andreas Schönenberger has a wide experience in top management functions (former General Manager of Google Switzerland) and multiple board memberships (Sanitas health insurance, Publigroupe, Zanox, Bisnode, etc.). Andreas will have a key role in solidifying the management team of Salt. As president of Smama (the swiss mobile association) and as a board member of mobilezone (which he will leave by 15 March 2016), he also has a comprehensive knowledge of the Swiss mobile market. Andreas is a pioneer of Swiss digitalization and this broad knowledge will be crucial for the further development of Salt. Andreas Schönenberger (1965, Swiss) has a PhD in theoretical physics from the University of Zurich/ETH and an MBA from the London Business School.

“I am very excited to take up this new challenge and to lead and support Salt and its team to the next level of growth. And I am thrilled to have an experienced and successful entrepreneur as shareholder with a long-term perspective”, says Andreas Schönenberger.

“Since NJJ acquired Salt, we have been working at re-engineering the company from the ground up. I am convinced that by appointing Andreas as CEO of Salt we have a strong management team to execute our strategy of profitable growth and innovation in Switzerland. At NJJ, we all welcome him into our Group”, adds Xavier Niel.

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About Salt Mobile SA: Salt is personal, simple, sincere and efficient. The magazine “Connect” rated Salt’s mobile network already for the second time as “very good”. With Plus, Salt offers the best flat rate subscription with full 4G+ speed in Switzerland. Salt customers can surf on the fastest available Internet connection, including 4G+, at up to 300 Mbit/s – with no surcharges. Salt Mobile SA in figures: 2.166 million customers (as at 31/12/2014) – more than 80 Salt Stores – 4G coverage of 94% of the population of Switzerland. Salt Mobile SA is fully owned by NJJ.