

Press release

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Salt and WWF to launch a joint mobile offer **Salt's contribution to WWF will total** **over CHF 1'000.- for a typical customer**

Doing good for the planet and the wallet – this is possible thanks to “WWF Swiss”, the joint mobile offer by Salt and WWF. For every subscriber, Salt supports WWF Switzerland with a contribution of CHF 10.- per month. The cooperation with a company in the telecommunication industry is a premiere for WWF in Switzerland allowing consumers to support the organisation's environmental activities all while saving money.

In July, Salt and WWF announced their new partnership with the launch of the “WWF Swiss” offer. It consists of the Salt “Swiss” mobile subscription at the special tariff of CHF 39.95 instead of CHF 59.95. Most importantly, Salt supports WWF Switzerland with a contribution of CHF 10.- per month and customer, that is, CHF 240.- per contract initial term (24 months) and as long as the customer has subscribed to “WWF Swiss”. By subscribing to the offer, the consumer can therefore contribute to WWF's activities to protect the environment and at the same time make substantial savings. The more consumers adhere to the offer, the bigger Salt's contribution to WWF will be.

While benefitting from a permanent reduction of CHF 20.- on the regular monthly subscription fee, the customer can enjoy all advantages of the Salt “Swiss” price plan, which includes everything unlimited in Switzerland (Internet at 4G+ high-speed, calls and SMS/MMS), plus 500 MB and 60 call minutes per month and unlimited SMS/MMS in Europe and the USA.

This kind of partnership between an environmental organisation and a mobile telephony operator is a premiere for WWF in Switzerland. Rather than a traditional brand sponsorship, Salt is interested in a partnership where the company supports WWF in the financing of its environmental work worldwide and WWF advises Salt on how to improve its ecological footprint – thus creating a win-win situation for both partners.

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Salt has always taken its environmental obligations seriously and set up various sustainability initiatives – like the gas powered company car fleet (soon to be replaced by electrical vehicles), largely paperless business processes and extensive steps to increase the network's energy efficiency as well as environmentally oriented consumer products and services. The new partnership with WWF will allow Salt to leverage its large customer base and distribution footprint, to help further the cause of protecting the environment.

Pascal Grieder, CEO at Salt, comments: *“The WWF Swiss subscription allows our customers to contribute to WWF and to save money at the same time. Thanks to this outstanding partnership, over an average customer lifetime, Salt will donate more than CHF 1'000.- per subscriber to WWF. We count on all our customers to make this offer a success and we are looking forward to jointly helping protect our planet for future generations!”*

Thomas Vellacott, CEO at WWF Switzerland, adds: *„WWF is very pleased to launch this new kind of cooperation together with Salt for the benefit of WWF's environmental work. We are also glad to accompany and advise Salt in terms of corporate sustainability management.”*

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About Salt: Salt is a Swiss telecommunications provider which owns and operates an extensive, high-quality mobile telecommunications network. With Start, Basic, Swiss, Europe, World, Young and Surf, Salt offers a comprehensive portfolio of personal, straightforward and efficient mobile flat rate subscriptions. At up to 1 Gbps and no extra costs, Salt customers can surf on the fastest available internet connection (4G+) – without any speed limitation. Salt's ultra-fast 4G+ network covers over 55% of the Swiss population and its 4G network covers even 99%. Thanks to its ultrafast broadband solution called Salt Home, 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 Home can be combined in a gainful way with Salt's powerful mobile flat rate subscriptions.

Salt in figures: 1,257,100 postpaid customers (as of 31.03.2020), 103 Salt Stores and 4G coverage of 99% of Switzerland's population.