

## Press release

Renens, 27.08.2018

### **Salt names Pascal Grieder as new CEO**

The Board of Directors of Salt has appointed Pascal Grieder, 41, as CEO as of 1 September 2018. He replaces Andreas Schönenberger, who will continue to be a member of the company's Board of Directors.

Pascal Grieder joins Salt from McKinsey where he was Managing Partner Digital McKinsey Switzerland. His mission at Salt will be to take advantage of the good position created in the last years and to further promote the company's customer orientation and growth in all areas. With more than ten years of experience as a successful consultant for international telecommunication providers and as the leader for the digital business at McKinsey in Switzerland, he is well positioned to achieve this. After completing his studies at ETH Zurich (dipl. El. Ing., Dr. sc. ETH) Pascal has held various positions at McKinsey with assignments in Switzerland and abroad since 2005.

Xavier Niel, Chairman of the Board of Directors of Salt commented on the appointment: "Pascal Grieder is an entrepreneurial leader with great expertise in the telecommunications sector and a proven track record of taking companies to the next level through digital transformation. This is exactly what we expect from him as our new CEO. Our objective is to accelerate the growth of Salt."

The Board of Directors thanks Andreas Schönenberger for his valuable contribution to the progress of the company. Under his leadership, Salt successfully completed its IT transformation and the change to a cost efficient telecommunication service provider in conjunction with NJJ. In March 2018 the company launched Salt Fiber, in partnership with Apple, a broadband offering that is revolutionary in terms of speed, usability and price.

#### **Salt press office:**

Viola Lebel  
PR & Communications Manager  
+41 78 787 68 60

[media@salt.ch](mailto:media@salt.ch), [salt.ch](http://salt.ch), [facebook.com/Saltmobile](https://facebook.com/Saltmobile),  
[twitter.com/Saltmobile\\_DE](https://twitter.com/Saltmobile_DE) (German) or [twitter.com/Saltmobile\\_FR](https://twitter.com/Saltmobile_FR) (French), [youtube.com/saltswiss](https://youtube.com/saltswiss)

About Salt: Salt is a Swiss telecommunications provider which owns and operates an extensive, high-quality mobile telecommunications network infrastructure. Thanks to its ultrafast broadband solution called Salt Fiber, 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 Fiber can be combined in a gainful way with Salt's powerful Plus flat rate subscriptions - a revolutionary and straight forward portfolio.

Salt in figures: 1,223,000 postpaid customers (as of 31/03/2018), 92 Salt Stores and 4G coverage of 98% of Switzerland's population.