

Press release

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July network update **memorable festival experiences**

In Switzerland, July rhymes with Paléo, Gurten, St.Gallen OpenAir, Frauenfeld, Montreux Jazz and many more. While the weather might not always have shown its best side, Salt put a lot of efforts to make sure its clients were able to share unforgettable moments with friends and family – both live and as memorable souvenirs.

In today's era of live-streaming and mass sharing, ensuring a seamless mobile customer experience for festival-goers is more than ever an engineering tour de force. Not only do festivals gather impressive crowds of smartphone-equipped visitors, their evolving data consumption habits and ensuing connection and transmission peaks also require innovative network solutions – both in terms of hardware and operations. New records are broken every year.

During peak hours of the festival, our antenna site at Paléo, for example, is by far the most performing one in the whole country. It generates about three times as much voice traffic and double the amount of data as its runner-up antenna sites at neuralgic urban spots in Zurich or Geneva. In fact, if Paléo were a city, it would be Switzerland's second-biggest in terms of connection requests, the seventh with regards to data upload and the tenth in terms of voice traffic. Indeed, Paléo generates more traffic than say Lugano or Fribourg.

A. Schönenberger, CEO Salt Mobile: "The engineering prowess put forward by our network specialists during this summer's festival season is impressive. I am proud to say that Salt helped customers to share unforgettable moments."

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Salt also upgraded several existing antenna sites with 4G technology. In July, antenna upgrades took place in Bubendorf, Splügen, Zermatt and Neuchâtel where our clients can perceive a technology upgrade.

Salt's attractive products comprise, among others, our personal, straightforward and efficient flat rate subscriptions such as Plus Swiss at CHF 59.- per month, Plus Europe at CHF 89.- as well as our Young offering: Plus Basic Young at CHF 25.- and Plus Swiss Young at CHF 49.-.

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About Salt Mobile SA: With Plus (Start, Basic, Swiss, Europe, World), Young and Surf, Salt offers personal, straightforward and efficient flat rate subscriptions for everyone. Salt's mobile network has been rated "very good" by Connect magazine and in a study performed by SIQT in 2017, its customer service was given the mention "best customer care" for both the pre- & postpaid category. At up to 300 Mbps and no extra costs, Salt customers can surf on the fastest available internet connection (4G+) – without any speed or volume limitations. Salt Mobile SA in figures: 1.203 million postpaid customers (as of 31/12/2016), 87 Salt Stores and 4G coverage of 97% of Switzerland's population. Salt Mobile SA is fully owned by NJJ.