

Press release

Renens, 30.03.2017

Salt and Melectronics seal a distribution partnership

Today, Salt and Melectronics, the electronics specialty market of Migros, are officially launching a distribution partnership for Salt's mobile telecommunication products. The agreement will add more than 100 points of sale to Salt's retail distribution network. This connection will pay off in many ways: a larger reach of Salt products all over Switzerland, even more proximity with our clients and professional advice at everyone's doorstep.

With the exception of special offers and dedicated promotions, Melectronics will carry the same product lines as those available in Salt's own stores and combine Salt's product and service quality with a broad and long-lasting electronic goods expertise and with the spirit of Migros – fairness in price and neutrality in technical advice.

Until April 24, new and existing customers will have access to attractive offers in Melectronics shops. Upon conclusion or renewal of a 24 months subscription for our Plus Swiss offering, customers can acquire a Samsung Galaxy S7 Edge at the price of CHF 149.-. On top of this, new customers subscribing to this deal will receive a 20% discount on their monthly subscription fee.

A. Schönenberger, CEO Salt Mobile SA: "I am very happy to officialise this partnership with a trusted brand in the Swiss electronic goods distribution landscape today. Our joining forces will allow both our entities to achieve sales growth and cross-benefit from each other's brand awareness."

R. Rossetti, Head of division at Melectronics is also happy about the cooperation with Salt: "We are convinced that our clients will appreciate the extended subscription offer in our branch stores."

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.-.

More information:

media@salt.ch, salt.ch, facebook.com/Saltmobile,
twitter.com/Saltmobile_DE (in German), youtube.com/saltswiss

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 and customer care have both been rated as "very good" by Connect magazine. 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 postpay customers (as of 31/12/2016), 87 Salt Stores and 4G coverage of 96% of Switzerland's population. Salt Mobile SA is fully owned by NJJ.