



Press release

Renens, 01.11.2017

Salt links up Switzerland's world heritage to visitors from near and far

Today, Salt proudly announces its multiannual partnership with Switzerland Tourism in the context of their yearly winter campaigns advertising Switzerland as a leisure and business destination to visitors from near and far. Salt will extend the country's famed hospitality into the mobile realm – providing a first class mobile customer experience while on the go and promoting Switzerland's world heritage by facilitating seamless mobile communications between visitors, their Swiss interlocutors and with their community back home.

Salt will start acting as «presenting partner» throughout the entire winter season 2017/2018 the details of which will be presented on November 7 during a media conference held by Switzerland Tourism in Zurich. The exclusive collaboration underlines Salt's commitment to strengthening Switzerland's attractiveness as a tourism hotspot.



Salt will act as presenting partner of Switzerland Tourism's winter campaigns.

Switzerland Tourism.



Salt.

Press release

The partnership will also allow Salt to foster its relationships with key players of the Swiss tourism industry, reach customers through dedicated communication activities and at targeted events and also grants the company access to the 'Switzerland Tourism Council', a cross-industry platform which focuses on networking, know-how transfer and VIP events.

J. Schmid, CEO of Switzerland Tourism, speaks gladly about the cooperation with Salt: «Switzerland Tourism is looking very much forward to this new partnership. Salt's communicative and digital excellence suits our mission to promote Switzerland as a destination».

A. Schönenberger, CEO Salt Mobile SA: «I am very happy to join forces with Switzerland Tourism and help to promote mobile entrepreneurship and a digital lifestyle among both its members as well as visitors to Switzerland, thereby supporting the positive image of our country in the world».

Salt's attractive products comprise, among others, our personal, straightforward and efficient flat rate subscriptions such as Plus Swiss at CHF 59.- per month and Plus Europe at CHF 89.- as well as our Prepaid offering – a straightforward, carefree and no-ties mobile connection for Switzerland.

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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.