

Salt.

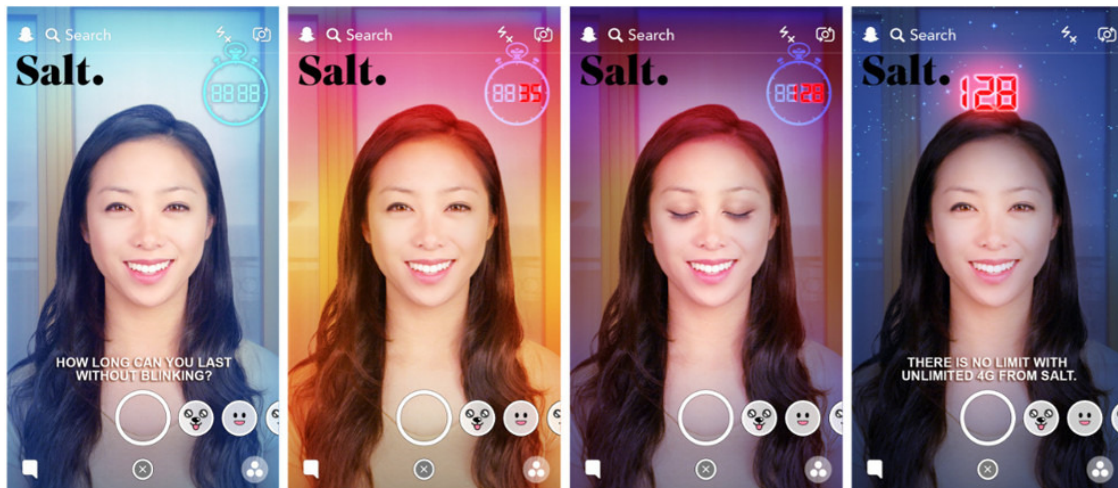
Press release

Renens, 15.12.2017

Salt continues to stand out through Snapchat

On Saturday, December 16, Snapchat users will be able to use a unique “filter” during 24 hours that has been configured by Salt especially for the occasion. The filters of this social network are known to significantly animate interaction within the Snapchat community.

Salt has already been present on this platform and is eager to repeat last year’s experience in order to promote the current offers, for example, Plus Swiss at half price for CHF 29.50/month instead of CHF 59.-. Snapchat continues to offer a great opportunity for brand communication and we intend to seize it.



The different stages of Salt's "do not blink challenge" on Snapchat.

This year we are committed to making our mark with a contest using Snapchat's facial recognition technology. The most daring users of the community can give it a try and participate in our “do not blink challenge”!



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Follow the campaign closely, play the game and share the experience with your loved ones!

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

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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- & post-paid 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 post-paid customers (as of 31/12/2016), 88 Salt Stores and 4G coverage of 97% of Switzerland's population. Salt Mobile SA is fully owned by NJJ.