

Press release

Renens, 15.09.2017

The new iPhone 8 for CHF 0.- with Plus Swiss starting at CHF 59.-/month

Following last Tuesday's keynote, Salt uncovers today its strapping deal celebrating the next iPhone generation in the anniversary year with the iPhone 8 (64 GB) available now for pre-order in all 87 Salt Stores and on salt.ch at an amazing price of CHF 0.-.

The special iPhone 8 offer is available to all new customers of a Plus Swiss, Plus Swiss Young or Plus Swiss Senior subscription when signing for a contract duration of 24 months. Existing Salt customers who want to renew their device also benefit from attractive tailor-made offers.



The new iPhone 8 is set to continue revolutionizing the smartphone experience with various innovations such as a 12 MP camera, wireless charging and a True Tone Retina HD display.

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Plus Swiss at CHF 69.- per month as well as Plus Swiss Young and Plus Swiss Senior at CHF 59.- per month are Salt's standard flat rate products with unlimited calls, SMS/MMS and 4G data in Switzerland, no volume or speed limitations on data transmission as well as a monthly stock of roaming units in the EU, the USA and Canada.

The launch of physical sales will start as Salt Stores open their doors on Friday, September 22. An official celebration will take place in Salt's Flagship Store in Zurich Bahnhofstrasse, which is opening early for the occasion.

A. Schönenberger, CEO Salt Mobile: «I am enthusiastic to offer the iPhone 8 at 0.- CHF for new Plus Swiss subscribers. Once again Salt leads the market with a terrific deal making the iPhone 8 accessible to everybody living a digital lifestyle with unlimited data included».

Salt's attractive products comprise personal, straightforward and efficient flat rate subscriptions such as Plus Swiss at CHF 69.- per month, Plus Europe at CHF 99.- as well as the company's Young and Senior offerings.

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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.