

## Press release

Renens, 27.10.2017

### **The new iPhone X for CHF 389.- with Plus Europe starting at CHF 99.-/month**

The long wait is finally over. The new iPhone X (64 GB) is available now for pre-order in both space grey and silver in all 87 Salt Stores and on salt.ch at an attractive price of CHF 389.-.

The special iPhone X offer is available to all new customers of a Plus Europe 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 launch of physical sales will start as Salt Stores open their doors on Friday, November 3.



*The new iPhone X is setting new benchmarks in many ways: wireless charging, a 14,7cm Super Retina display, Face ID, an all-glass front and back, a TrueDepth camera with Portrait mode and Portrait Lightning for beautiful selfies and enabling Animojis and much more.*

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Plus Europe at CHF 99.- per month is Salt's standard flat rate product for Europe and North America with unlimited calls, SMS and MMS Switzerland, the EU, the USA and Canada, unlimited 4G data in Switzerland, a monthly stock of 1 GB data roaming in the EU, the USA and Canada and data transmission without any volume or data limitations.

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

### More information:

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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.