

PLAY

PLAY has been operating in the Polish market since 2007 and is now the largest and **fastest growing telecom provider in Poland** and one of the fastest growing providers in Europe.

In only 10 years of operation, **PLAY** has developed a network of more than **860 stores** and has created a customer base with more than **15,2 million subscribers**, representing a **28,8% market share**.

PLAY has followed an aggressive commercial policy since its founding and has succeeded in creating **the strongest brand in the field of telecommunications** and the fourth strongest brand in the Polish market in value and awareness. Over time, it launches innovative services and products creating new market trends. It has also received repeated honors for the quality of services offered to its customers.

PLAY has a state-of-the-art telecom network that it continually develops and through which it provides voice, messaging, data, TV, and other services. Efficient use of the network and other infrastructures makes the company highly competitive and adaptable to the changes that take place.

The combination of all of the above has led to impressive growth and improved profitability over time, reaching **€460 million Adjusted EBITDA** in 2016.

In **July 2017**, **PLAY** successfully completed its public listing on the Polish stock market attracting **€1 billion** and making it **one of the largest IPOs of all time in Poland**.

PLAY is **the largest Greek investment** ever made in the Polish market and has been recognised for its activity by the Greek-Polish Economic Forum.

TELECOMMUNICATIONS SUPERIORITY



**THE
BIGGEST
MOBILE OPERATOR
IN POLAND**

**860
STORES
IN 420 CITIES**

**15,2M
SUBSCRIBERS**

**28,8%
MOBILE MARKET SHARE**

**No1 brand
IN VALUE & CUSTOMER
EXPERIENCE**

FINANCIAL
RESULTS
2017

SALES
€1.599M

ADJUSTED EBITDA
€550,96M