



MOBILETM
WORLDCONGRESS

Barcelona | 25 – 28 February 2013

PLAY

PLAY an OUTLIER*

Strong performance in challenging times

2012 Summary



In statistics, **an outlier is an observation that is numerically distant from the rest of the data.*

PLAY



PLAY launched in March 2007

investors:

Tollerton 50.3%, Novator 49.7%

Polish market was divided almost equally among
three players:



PLAY



Poland: 6th biggest country in EU

**312,679 square kilometers
population over 38.5 million
140.8% mobile penetration
(2012)
EUR/PLN 4.15**



PLAY



**2012
Let's PLAY
again!**



PLAY



PLAY story 2012

**Clear limbo
communication**

A large, semi-transparent image of a woman's face, likely a Playmate, is positioned on the left side of the slide, appearing as if it's on a screen or a large poster.

PLAY

Pani Magdalena
również przeszła
do Play :)



PLAY story 2012

Most effective communication

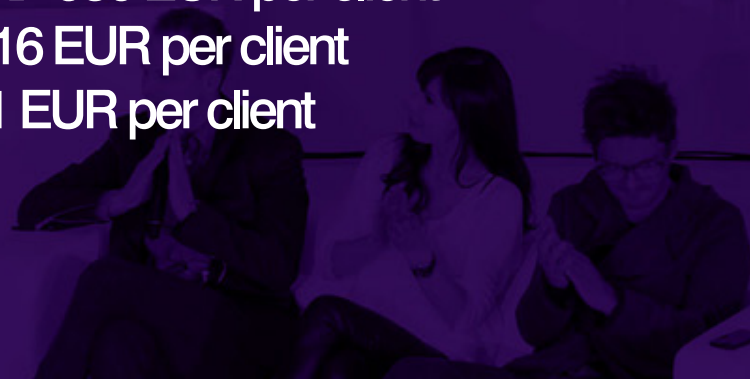
Average cost of customer acquisition:

ORANGE → 1100 EUR per client

T-MOBILE → 930 EUR per client

PLUS → 716 EUR per client

PLAY → 91 EUR per client



A group of people are shown at a social gathering, possibly a party or event. The image is heavily overlaid with a solid purple color. In the center, a man is wearing a headband with two small, light-colored, rounded objects on top. He is smiling and looking towards the right. To his left, two women are laughing and looking at him. To his right, another man is visible, also smiling. The background is dark and indistinct. In the bottom left corner, there is a small, stylized graphic of a person's head with a purple and white striped pattern.

PLAY



PLAY story 2012

**7 out of 10
ported
numbers
were moved
to PLAY**

PLAY



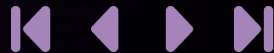
PLAY story 2012

FORMUŁA 4.0

Real Unlimited Plans

- at competitive prices

PLAY



PLAY story 2012
iPhone
we are **#1** seller
in Poland

PLAY



PLAY story 2012

**Highest
brand value
1.4B PLN**

(Rzeczpospolita Daily)



PLAY



PLAY story 2012

Awards & Distinctions

Telecom Operator of the Year

The Best Offer for Business

The Best Pre-Paid Offer

Blog of the Year

Top Employer 2012

Gold Standard 2012

- Customer Satisfaction Award

Quality of Customer Service Rank
and more

PLAY



PLAY story 2012

WOŚP most popular Polish charity organization



PLAY



PLAY story 2012

Customer Care - Best in Class

38% NPS (Poland 5% avg)





PLAY



PLAY story 2012

Top selling smartphones

Samsung Galaxy Gio

Samsung Galaxy Ace

Nokia 500





PLAY

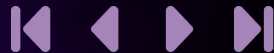


PLAY story 2012

Highest data usage on the market per user

36% market share

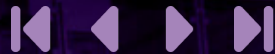
PLAY



**Let's PLAY
some
numbers!**



PLAY



**PLAY development
2009-2011**

Customer base

'09 → 3.45M

'10 → 5.16M

'11 → 7.08M



PLAY



**2012
customer
base → 8.7M**

45% post-paid

2012 vs 2011

+ 23%

PLAY



**2012
Business
Clients
→ 1.1M**

2012 vs 2011

+ 107%



PLAY



**PLAY development
2009-2011**

Revenues

'09 → 1.35B

'10 → 2.00B

'11 → 2.67B



PLAY



**2012
Revenues
→ 3.44B**

28% interconnect

2011 - 2.67B

34% interconnect

2012 vs 2011

+ 29%

PLAY



**2012
EBITDA
→ 1.23B**

2011 874M

2012 vs 2011

+ 40%

The PLAY logo is displayed in white capital letters on a dark purple rectangular background in the top left corner.

PLAY

The background is a purple-tinted photograph of a man with glasses and a beard, wearing a white t-shirt with a graphic, holding a microphone. To his right is a large screen displaying financial data. The text 'In 2012 PLAY further deleveraged its balance sheet net debt decreased by 20M EUR' is overlaid in white on the right side of the image.

In 2012 PLAY further
deleveraged
its balance sheet
**net debt
decreased
by 20M EUR**

PRZEJDŹ DO **PLAY**



PLAY



Future

PLAY just won 2x15 MHz LTE

We see 1800 MHz as
the “work-horse” for LTE

PLAY



Innovative network sharing solution

- unique offer
with 4 networks



PLAY



Open-billing Platform for VAS

Startups more
than welcome



PLAY



**We look
forward
to your
questions...**

