

TOP OF THE POLISH TELECOM SECTOR



THE
LARGEST
MOBILE OPERATOR
IN POLAND

784
STORES
IN 420 CITIES

15M
SUBSCRIBERS

28%
MOBILE MARKET SHARE

No1 brand
IN VALUE & CUSTOMER
EXPERIENCE

2018

SALES
€1.605M

EBITDA
€507M

PLAY

The **PLAY** mobile telephony company has been active in the Polish market since 2007 and is currently the largest mobile telephony provider in Poland.

PLAY has the most state-of-the-art mobile telephony network in Poland and has maintained excellent growth rates in the largest market in Eastern Europe, with significant operating and financial results. With a network of 784 mobile telephony shops and an aggressive commercial policy, it did an exemplary job in competing with global giants and creating a very strong brand.

The company is distinguished for its excellent services, the very competitive packages it offers its customers, and the fact that the **PLAY** brand name is the number-one choice of Polish consumers. As a result, its market share reaches 28% and it has a client base of over 15 million subscribers.

2017 was a landmark year for **PLAY**, as it was listed on the Warsaw Stock Exchange, carrying out an Initial Public Offering (IPO) which was the largest ever of any private company in Poland and the largest in Europe since 2012.

Development and expansion of the network is a process spread over several years. In 2018 **PLAY** built as many as 1.257 transmitters, i.e. currently, according to the plan, it has over 7.000, and by the end of 2021 it will have 9.500 operating stations. This will make it possible to switch off domestic roaming and thus become independent from other operators.