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PRESS RELEASE

SAZKA mobil is catching up to the competition, also thanks to the jackpot that fell on Monday

In just 9 months since entering the market, SAZKA mobil has become one of the top 4 virtual mobile operators in the Czech Republic. Offering a combination of cheap calls and a lottery, it has acquired more than 100,000 customers.

The jackpot fell, there are two winners

On Monday, November 17, 2014, the jackpot fell for already the third time this year in the SAZKA mobil Šance lottery. This time, the lucky winner took home CZK 250,000. SAZKA mobil has already paid out prizes to more than 37,000 customers who either made a bet when topping up or made a bet separately in this lottery.

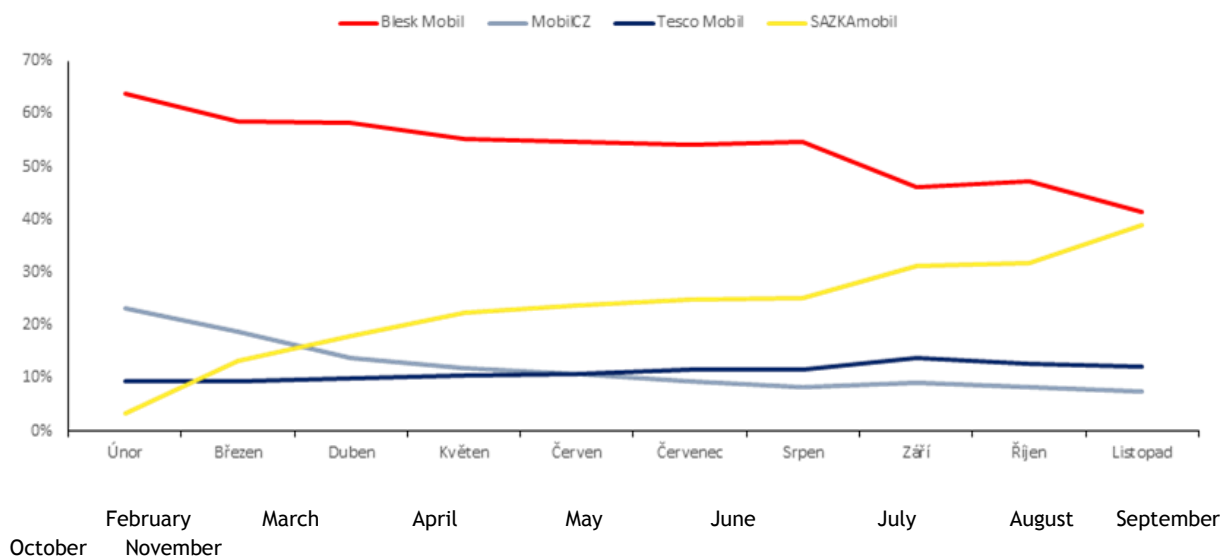
Topping up at Sazka terminals

SAZKA mobil uses Sazka's network for selling, topping up and placing bets. This network is one of the largest retail networks in the Czech Republic and is also used by the other operators for topping up. *"Of course we are interested in how the competition is doing. The number of active customers is important, not total sales, which the operators often present. In reality, an operator may have tens or even hundreds of thousands fewer active customers than the operator declares in a reporting period,"* says Jan Schmiedhammer, the Director of SAZKA mobil.

One sign of customer activity is the topping up of credit. *"We are proud of the fact that in just 9 months we became one of the four largest virtual operators on the Czech market. In terms of money used for topping up, we reached a share of 40% of this top four. This week, we were actually number one in terms of money used for topping up, as on average SAZKA mobil's customers top up amounts that are 15% higher than customers of the other virtual operators,"* adds Schmiedhammer.



Graph: Development of the % distribution of the total number of top ups in February - November 2014 among the four largest virtual mobile operators at Sazka terminals



Sweet Christmas for CZK 1

SAZKA mobil has prepared a special surprise for its existing and new customers. From November 1, 2014, until January 31, 2015, they can choose a “Cheap calls and SMS for CZK 1” reward for topping up. Customers who top up at least CZK 300 can call and write SMS for CZK 1 to all networks in the CR the whole month.

More information on www.sazkamobil.cz or www.facebook.com/SAZKA mobil.

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