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PRESS RELEASE

WebTop100: Gold and silver goes to SAZKAmobil

The virtual operator SAZKAmobil won the first place in the prestigious WebTop100 contest in the Digital Advertising Campaign category, with their pre-Christmas challenge "Roast Your Operator". SAZKAmobil further ended up second in the Business Website – Telecommunications category, just on the heels of the absolute winner of the contest.

The already 14th WebTop100, the annual awards for quality and professionalism of websites and marketing projects of Czech businesses, took place on Wednesday 11 November 2015. There were 225 project submitted to the contest, assessed by a panel of 58 digital marketing experts.



The virtual operator SAZKAmobil dominated the Digital Advertising Campaign category with their inventive pre-Christmas campaign. *"The Roast Your Operator challenge stood out by its originality in the first place. At the centre of the campaign were Christmas gingerbread biscuits, baked for us by a professional baker Ms. Hana Jansiková of the Gingerbread Museum. The campaign included also gingerbread banners and newsletters. Visitors were also offered the opportunity to view the "baking-of" video describing the unusual process of the development of the page. Also the developers got a slice of the action, as a little Christmas surprise was waiting for them right in the code of the microsite,"* says Jan Schmiehammer, the Director at SAZKAmobil.

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Company ID (IČ): 26493993, TIN (DIČ): CZ699003312, the company is registered with the Metropolitan Court in Prague, incorporated on 28 November 2001, Section B, Insert no. 7424



And further awards travel to Sazka as well. The second place was taken by SAZKAmobil, too, this time in the Business Website – Telecommunications category where the jury appreciated most the functionality and the clear and intelligible design of the website. Sazka also conquered the third place in the Digital Advertising Campaign category, for their "Henri the Billionaire" project. The complete results of the contest are available for viewing [here](#).

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About SAZKA a.s.

SAZKA a.s. is the largest and oldest lottery company in the Czech Republic, with an approx. 95% share on the market of lotteries and other similar games. Its main lottery products include number lottery games, with Sportka being the best known one. In addition to number lotteries, the product portfolio includes also scratch tickets, sports fixed-odds betting and fast turnover games. Non-lottery products comprise the second pillar of the business. The key services here include the mobile operator SAZKAmobil, ticket sales, mobile phone top-up services and the facilitating of payments for services and goods. SAZKA a.s. provides its products primarily through a unique network of almost 6,900 selling points located across Czech Republic. SAZKA a.s. is a member of KKCG, a multinational investment group which operates in 11 countries across 4 continents. For more information visit www.sazka.cz and www.kkcg.eu.

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