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## PRESS RELEASE

### **SAZKAmobil celebrates its first birthday. It has won record 150,000 customers.**

**It is exactly one year ago when SAZKA launched a new virtual SAZKAmobil operator. In a very short time and in the fully saturated market, it has won 150,000 customers, taking thus one of the leading places among the biggest virtual operators in the Czech Republic.**

*SAZKAmobil entered the market on 17 February 2014. 'The easy and transparent offer of services, good prices, bonuses for topping-up (cheap calls, FREE internet, ...) and SAZKAmobil Chance lottery launched at that time have appealed to the general public, and so we have become the fastest growing virtual operator in the Czech Republic,' said Jan Schmiedhammer, the director of SAZKAmobil.*

### **More than 50,000 customers won in the SAZKAmobil Chance**

SAZKAmobil is also the first operator who combines the world of telecommunications and lotteries. *'More than 50,000 customers who topped up their mobile phones and made a bet won in the SAZKAmobil Chance and no fewer than 5 lucky people won the jackpot. The total sum of winnings is close to CZK 4,000,000.*

### **Other records and interesting facts**

In addition to the number of customers, SAZKAmobil can also pride itself on other interesting figures. The best customer spent more than 268 hours on the phone, which is an equivalent of unbelievable 12 days. The list of records also includes a customer who sent a total of 14,185 text messages or the highest one-time top-up of CZK 3,600. Thanks to low prices of roaming services, people use SAZKAmobil all over the world, exotic destinations such as Tanzania or New Zealand are not the exception either.

SAZKAmobil is available at more than 7,000 points-of-sale all over the Czech Republic. You can find it wherever the Sazka terminal is or wherever you see posters or stickers with the Happy SIM card.



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About SAZKA sázková kancelář, a.s.

SAZKA sázková kancelář is the biggest and oldest lottery company in the Czech Republic with ca. 95% share in the market of lotteries and similar games. The main lottery products are numerical lotteries with Sportka as the best known game. In addition to numerical lotteries, the product offer includes scratch tickets, sports betting and fast-selling games. The second pillar consists in non-lottery products, where the crucial place is taken by mobile operator services of SAZKA mobil, the sale of tickets, the topping-up of mobile phones and arrangement of payments for services and goods. The company offers its own products via a unique distribution chain of almost 6,900 points-of-sale located all over the Czech Republic. SAZKA sázková kancelář, a.s., is a member of the multinational investment group KKCG operating in 11 countries on 4 continents. More at [www.sazka.cz](http://www.sazka.cz) and [www.kkcg.eu](http://www.kkcg.eu).