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PRESS RELEASE

SAZKAmobil presents the new Lucky Tariff 377

It's been more than a year since SAZKA launched its new virtual operator, SAZKAmobil. From the very outset, SAZKAmobil has set it as its objective to become no. 1 on the market.

And it has been doing very well so far to achieve the ambition. As on this date, it has reached 150,000 customers on the local, fully saturated telco market, confirming its position as the fastest growing Czech virtual operator. On 4 May, it launches a real deal – a tariff in the price range of CZK 299–400.

SAZKAmobil launched its services on 17 February 2014 and has been considered since for a dark horse among domestic virtual operators. *"It has proven to be true that what customers appreciate most are interesting rewards when they top up or the opportunity to join the number lottery SAZKAmobil šance (SAZKAmobil Chance) where participants stand a chance to win even a jackpot worth a minimum of a quarter of million crowns. We are proud to be the fastest growing virtual operator in the Czech Republic,"* says Jan Schmiedhammer, Director of SAZKAmobil, summing up the success.

Lucky Tariff with no commitments and new distribution points

"We want to continue offering new, more advantageous and more client-friendly services. With this in mind, we are currently working to increase the number of our selling points to include the Czech Post and the chain of Globus stores. Lucky Tariff is the most recent addition to our product novelties and ranks among the most advantageous Czech tariffs available in the price range of CZK 299–400," Jan Schmiedhammer says.

In comparison with the offer of all other operators (virtual or classic ones), SAZKAmobil's Lucky Tariff counts among the most advantageous Czech tariffs available*. At a price of CZK 377 per month, customers get **1,000 free minutes to all networks in the Czech Republic, internet on their mobile phone** and discounted prices of calls and text messages. Anyone who buys the pre-paid SAZKAmobil SIM card and tops it up to a minimum of CZK 400 is eligible to obtain the Lucky Tariff. All

SAZKA a.s., K Žižkovu 851, 190 93 Prague 9, phone: (+420) 266 12 12 12, info@sazkamobil.cz,
www.sazkamobil.cz

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



you need to do is ask for a transfer to tariff services, using the web form available at www.sazkamobil.cz or calling the *11 customer line.

*Tariffs compared – MNO and selected MVNO									
Tariff information			Calls		SMS			Data	
Operator	Name of the tariff	Price of the tariff	Call minutes to all networks	Price per min in excess of the tariff	Operator	Number of SMS to all networks	Price per SMS in excess of the tariff	Operator	Volume of data included
SAZKAmobil	LUCKY TARIFF	CZK 377	1,000	CZK 0.90	SAZKAmobil	0	CZK 0.90	SAZKAmobil	100 MB
Vodafone	SMART 100	CZK 349.00**	100	CZK 3.49	Vodafone	0	CZK 1.51	Vodafone	100 MB
O2	FREE O2 60	CZK 349.00**	60	CZK 3.50	O2	0	CZK 1.50	O2	0 MB
T-Mobile	WITH US IN NETWORKS	CZK 349.00**	0	CZK 3.50	T-Mobile	unlimited	CZK 0.00	T-Mobile	50 MB
Mobil.cz	MOBIL.CZ STANDARD	CZK 349.00	100	CZK 2.00	Mobil.cz	100	CZK 1.00	Mobil.cz	200 MB
Lama mobile	CHYTRÁ LAMA	CZK 349.00***	150	CZK 1.50	Lama mobile	50	CZK 1.50	Lama mobile	150 MB
Centropol	MORE	CZK 299.00	100	CZK 1.50	Centropol	30	CZK 1.50	Centropol	150 MB
Bleskmobil	DO NOT HAVE	DO NOT HAVE	0	CZK 2.50	Bleskmobil	0	CZK 1.50	Bleskmobil	0 MB

** Prices apply subject to a 24-month contract. If the customer wishes a contract with no commitment, they pay CZK 499/month.

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To us, a satisfied customer is a priority no. 1

Apart from calls, texts messages at fantastic prices and the game, also customer service is a matter of course with SAZKAmobil. Whenever a client needs advice or help, they can, unlike in the case of our competition (see the overview below), call 800 77 11 11 or our *11 customer line, 24/7 and for FREE.

Operator	Line type	Days	Hours
Bleskmobil	land line CZK 20/call	Mo–Fri	8am–6pm
Tesco Mobile	white line 841	Mo–Sun	8am–6pm
Mobil.cz	mobile number, CZK 20/call	Mo–Fri	8am–7pm
ČEZ Mobil	white line 840	Mo–Sun	0am–24pm
Lama mobile	blue line 848	Mo–Fri	8am–8pm
Centropol	white line 840	Mo–Fri	7am–8pm
SAZKAmobil	green line 800 – FREE	Mo–Sun	24/7

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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

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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 around the entire 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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