



T-Mobile Zone on Player.pl kicks off - the effect of strategic partnership of T-Mobile Polska and TVN S.A.

Warsaw, December 2nd, 2014

T-Mobile Polska, one of the largest telecommunication providers on the Polish market and TVN S.A., a leading commercial, free-to-air television network in Poland, launch on TVN-owned VOD platform Player.pl a new Subscription Video on Demand (SVOD) service T-Mobile Zone dedicated to T-Mobile customers. The service will be available from December 3rd for all existing and new T-Mobile customers within three packages of choice. T-Mobile Zone on Player.pl is the effect of strategic partnership that both companies signed in October.

T-Mobile Polska and TVN S.A. entered into strategic partnership in response to growing interest of the Poles in the access to premium customized entertainment – wherever and whenever they need it. The combination of high-quality content provided by TVN and the infrastructure warranted by the best telecommunication network in Poland, owned by T-Mobile, enables a broad access to the world of mobile entertainment. T-Mobile Zone, launched as a result of partnership, will be accessible for mobile devices on Android, iOS and Windows Phone operating systems, as well as via web browser on personal computers.

T-Mobile Zone within Player features live streaming of signature TVN's programs (including 'Got talent!', 'MasterChef', 'Good morning TVN') and provides the opportunity to watch a selection of the most attractive Polish and foreign feature films - spanning from Hollywood blockbusters and TV series to award-winning Polish productions, as well as a selected number of popular live TV channels (i.a. TVN24, TVN Turbo and TVN Style). Owing to Multiscreening service customers will be able to enter the zone within just one account on all their mobile devices: laptops, tablets and smartphones.

The existing and new T-Mobile customers will have an option to choose from three packages: basic Start package, Kids package for the youngest users and Multi Package dedicated to the most demanding customers.



Grzegorz Bors, Chief Commercial Officer of Private Market at T-Mobile Polska

'T-Mobile accompanies its customers in all major life domains. Not only do we facilitate communication, but we assist them in managing their finance through our banking services or in fleet management as well. Now, in partnership with TVN, we open the doors to mobile entertainment any time and any place they wish and within the best offer available on the market' – said Grzegorz Bors, Chief Commercial Officer of Private Market at T-Mobile Polska. 'Since we attentively follow global trends, analyze signals indicative of changes in customers' habits and attentively listen to their needs, we are in a position to offer the best, innovative solutions. Combining the competencies of T-Mobile and TVN, i.e. the best network and an extensive content library, is an excellent response to the needs of the Polish consumers. The service will be available to everyone from December 3rd.' – Bors added.



Markus Tellenbach, President and CEO TVN S.A.

Markus Tellenbach, President and CEO TVN S.A. said: *'TVN is already the audience leader in television and now we are further strengthening our leading position in the booming video on demand market. Entering into the partnership with T-Mobile is a natural step in our mobile strategy that responds to rapid changes in consumers content consumption. This partnership combines T-Mobile's outstanding technology and customer service with TVN's excellence in news & entertainment content.'*

T-Mobile Zone on Player.pl is based on a monthly subscription model which enables the customers to purchase or unsubscribe the package at any time. T-Mobile customers can test the Multi package free of charge for a month.

Packages offering access to T-Mobile Zone

Start Package

The basic START package, to be activated by default to all new and renewing T-Mobile customers, will include 3 linear channels (TVN Biznes i Świat, TVN Style and TVN Turbo), 10 episodes of selected cartoons and the first episodes of selected TV series, as well as selected movies.

Kids Package

Alongside three linear channels (TVN Biznes i Świat, TVN Style and TVN Turbo), Kids Package will include over 400 episodes of the most popular and appreciated cartoons, such as 'Peppa', 'Little Pony', 'Shaun the Sheep', 'Lego Ninjago', 'Maya the Bee' or 'Chuck and Friends'. The kids content was carefully selected to make it eligible for the youngest viewers. Under Kids Package all content is available without advertising with adults fully confident about their children's safety. Kids package includes 5 hours of free transfer in T-Mobile. The package price is PLN 4.99 monthly.

Multi Package

Multi Package encompasses 16 linear channels including ones from TVN portfolio (TVN24, TVN Biznes i Świat, TVN Turbo, TVN Style), as well as AXN, KinoPolska and Filmbox channels with an extra library of over 130 blockbusters (such as 'Midnight in Paris', 'The King's Speech', 'The Curious Case of Benjamin Button' or 'The Dictator') with a selection of monthly box office premieres (starting with 'Begin Again', 'The Giver', 'Sin City 2: A dame to kill for', 'Magic in the Moonlight'). Each month the library will be extended by a minimum of 10 extra movies. The package offers access to the hottest TV series, e.g. 'House of Cards', 'Blacklist', 'Partners', 'The Bridge', 'Da Vinci Demons' or an Emmy-nominated 'The 100' available to Polish viewers for the first time ever. The package is soon to be topped up with further TV series, including all 'Walking Dead' seasons and by now contains evergreen TV series, e.g. 'Two and A Half Men' or 'Friends' as well as all TVN's own-produced series. T-Mobile Zone will include livestreams of signature TVN's shows ('MasterChef', 'Come Dine with Me', 'Kitchen Nightmares', 'Top Model', 'Got Talent!' etc.). For the first time in history the shows will be brought to smartphone users live, simultaneously with their television premieres.

Data transfer under the package is unlimited with a monthly fee at PLN 14.99.

For more information on T-Mobile Zone visit:

www.t-mobile.pl

www.player.pl/strefatmobile

The results of a research on mobile VOD and TV demand

A research performed by PBS with personal interviews method in November 2014 on a representative sample of 1000 Polish people aged 15+

The results for a group of 15 – 39 year old Internet users:

Half of respondents confirm they watch films, TV series and shows online more often than they used to in the past

65% of respondents want to have an opportunity to watch films, TV series and shows according to their individual preferences, independent of the television schedule

60% of the people surveyed want to have an opportunity to watch their favorite films, TV series and shows in high quality via Internet

48% of the people surveyed want to have an opportunity to watch their favorite films, TV series and shows on mobile devices, e.g. tablets or phones

65% of the people surveyed agree that one should usually pay for the online access to legal high-quality content

37% of the people surveyed declares readiness to pay for legal online access to high-quality TV series and films .

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About T-Mobile Polska

T-Mobile Polska is one of the largest mobile operators in Poland, serving nearly 15.7 million customers. We provide a full range of telecommunications services to both private and business customers. Thanks to the integration with GTS Poland started in 2014, we can now offer a full range of ICT services as part of our portfolio, in addition to mobile and fixed-line services. T-Mobile Polska has now grown from a mobile operator into an integrated operator. T-Mobile customers also have the option to take advantage of a full range of financial services as part of T-Mobile banking services – the most advanced and innovative example of synergy between a bank and a telecom company.

Thanks to the most modern, completely upgraded network infrastructure, T-Mobile Polska covers nearly 100% of Poland's population with its 3G network and more than half of the population with the 4G LTE network. Its high quality has been confirmed by an independent network quality study.

The company has over 4,500 employees and utilizes the best international practices for personnel management. That is why, in 2014, T-Mobile Polska was awarded the Top Employers distinction for the fifth time in a row.

The co-founder and currently the sole owner of T-Mobile is the Deutsche Telekom Group, a global telecommunications concern, which includes, among others: T-Mobile and T-Systems. Internationally, the group has nearly 230 thousand employees and is present in 50 countries around the world, serving nearly 200 million customers. Deutsche Telekom is one of the global leaders in the market of integrated telecommunications services. It has nearly 143 million mobile, 31 million terrestrial and more than 17 million broadband fixed-line Internet users.

About TVN

TVN is a leading television broadcaster in Poland, operating multiple TV channels: TVN, TVN 7, TTV, TVN24, TVN24 Biznes i Świat, TVN Meteo, TVN Style, TVN Turbo, iTVN, Telezakupy Mango and NTL Radomsko.

In a 2014 report by „Media & Marketing Polska” monthly TVN was named the Broadcaster of the Past Two Decades, while a report by the Media Monitoring Institute has shown TVN channel and TVN24 news channel to be the most authoritative television stations in Poland.

TVN provides an extensive range of online products, including Player.pl and Veedo.pl. Player.pl is a video-on-demand platform developed in response to changing landscape of TV consumption and enabling online access to extensive collection of TV series, shows and programs. The application is available on Android, iOS devices, TV sets of leading manufacturers, PlayStation consoles as well as decoders of selected operators. Veedo.pl is an entertainment video portal featuring outstanding talents, remarkable events and web’s best videos from all over the world. The website enables its users to upload their own short-form films and serves as a perfect platform for showcasing and promoting unique talents. It also includes the most attractive short-form videos from the Polish and international media.

TVN’s portfolio encompasses TVN Agency, offering the most extensive range of services in news production and distribution in Central and Eastern Europe, as well as TVN Media – the largest advertising brokerage office in Poland. TVN has formed a strategic partnership with Canal+ Group, the operator of nC+, the leading digital satellite platform in Poland, as well as with Ringier Axel Springer Media AG operating Onet.pl – a top Polish internet portal.

For more information, visit: <http://www.tvn.pl/>, <http://investor.tvn.pl/>.