

PLAY Full Year 2015 results

Press release

February 23, 2016

PLAY reached 25.2% market share (an increase by 3.8pp y-o-y) with further expansion of revenues and EBITDA.

Full Year 2015 Highlights:

- **Total customer base reached 14.15m (+15.2% y-o-y), while share of contract subscribers increased to 50.0%, from 47.3% as of end of 2014**
- **Total operating revenue amounted to PLN 5,363m, increasing by 22.1% year over year**
- **Usage revenue amounted to PLN 4,102m, increasing by 16.4% year over year**
- **Adjusted EBITDA amounted to PLN 1,544m, up by 44.0% versus end of 2014**
- **Subscriber net additions amounted to 1,863k, increasing by 6.0% compared to growth rate in 2014**
- **Further roll-out of 4G LTE network increased coverage of 4G LTE service to 78.0% of population as of December 31, 2015.**

In 2015, PLAY continued building up its subscriber base which was accompanied by growth of blended ARPU, both led to further revenue and EBITDA expansion. The share of contract subscribers in total subscriber base increased to 50.0% in Q4 2015, compared to 49.6% in Q3 2015 and 47.3% in Q4 2014.

Adjusted EBITDA growth in 2015 resulted from continued contract subscribers acquisition, with net contract subscriber base growth by 1,259k in 2015.

“In FY 2015, Play recorded strong growth in the customer base to a new total of 14.15 million. The Polish market is now unique with four almost equal sized operators and Play holding a 25,2% market share of customers. Combined with an increase of blended ARPU, this led to expansion of the financial results at a very satisfactory level.

In Q4 2015, the president of UKE, the national regulator, announced Play as one of the winners of additional LTE spectrum allocating to Play one block of 800 Mhz spectrum and 4 blocks of 2600 Mhz

P4 Sp. z o.o.

Address for notices:
P4 Sp. z o.o.
7 Tasmowa St.
02-677 Warsaw
Poland

ir@play.pl
Phone: +48 22 319 43 19
Phone: +48 22 319 40 00

spectrum. This allows Play to continue the development and expansion of data centric offers for the years to come. The spectrum has been paid in February 2016.

Conclusively 2015 was a strong year for Play. In 2016, we will stay focused on enhancing our offers and service to the individual consumers and SOHO/SMEs.”

Jørgen Bang-Jensen, the CEO of PLAY

Results of PLAY for Q4 and Full Year 2015:

	Unit	Q4 2014	Q4 2015	Change YoY	Q3 2015	Q4 2015	Change QoQ	FY 2014	FY 2015	Change YoY
Operating revenue		1 206	1 470	22%	1 367	1 470	8%	4 392	5 363	22%
Service revenue	<i>PLN in millions</i>	1 130	1 308	16%	1 293	1 308	1%	4 161	4 982	20%
Usage revenue		944	1 065	13%	1 070	1 065	-1%	3 524	4 102	16%
Adjusted EBITDA		289	425	47%	422	425	1%	1 072	1 544	44%
% Margin	%	23.9%	28.9%		30.9%	28.9%		24.4%	28.8%	
Total Subscribers	<i>Thousands subscribers</i>	12 287	14 150	15%	13 548	14 150	4%	12 287	14 150	15%
Contract Subscribers		5 810	7 070	22%	6 717	7 070	5%	5 810	7 070	22%
% share of contract subscribers	%	47.3%	50.0%		49.6%	50.0%		47.3%	50.0%	

P4 Sp. z o.o.

Address for notices:
P4 Sp. z o.o.
7 Tasmowa St.
02-677 Warsaw
Poland

ir@play.pl
Phone: +48 22 319 43 19
Phone: +48 22 319 40 00

About Play:

P4 Sp. z o. o., trading as Play, is a consumer-focused mobile network operator in Poland with over 14.15m subscribers as of December 31, 2015. Play provides mobile voice, messaging and data offerings and services to consumers and businesses (in particular to small office/home office subscribers and small/medium enterprises) on a contract and prepaid basis under our umbrella brand “PLAY”. Play provides these services, available to 99% of the population, via an extensive, modern and cost-efficient 2G/3G/4G LTE telecommunications network complemented by long-term national roaming/network sharing agreements with the other three major Polish mobile network operators.

Cautionary Statement:

This press release contains forward-looking statements. You should not place undue reliance on such statements because they are subject to numerous risks and uncertainties relating to Play Holdings 2 S. à r. l. 's and its subsidiaries (together the “Company”) operations and business environment, all of which are difficult to predict and many are beyond the Company’s control. Forward-looking statements include information concerning the Company’s possible or assumed future results of operations, including descriptions of its business strategy. These statements often include words such as “may,” “might,” “will,” “could,” “would,” “should,” “expect,” “plan,” “anticipate,” “intend,” “seek,” “believe,” “estimate,” “predict,” “potential,” “continue,” “contemplate,” “possible” or similar expressions. The forward-looking statements contained in this press release are based on our current expectations and estimates of future events and trends, which affect or may affect our businesses and operations. You should understand that these statements are not guarantees of performance or results. They involve known and unknown risks, uncertainties and assumptions. Although the Company believes that these forward-looking statements are based on reasonable assumptions, you should be aware that many factors could affect its actual financial results or results of operations and could cause actual results to differ materially from those in these forward-looking statements.

P4 Sp. z o.o.

Address for notices:
P4 Sp. z o.o.
7 Tasmowa St.
02-677 Warsaw
Poland

ir@play.pl
Phone: +48 22 319 43 19
Phone: +48 22 319 40 00