

PPF Telecom Group Appoints Igor Prerovsky as CEO of Yettel Hungary

PPF Telecom Group B.V. (or "PPF Telecom") today announced the appointment of Igor Prerovsky as the new CEO of Yettel Hungary. Starting in September 2023, Igor will oversee the company's business in the Hungarian market and join PPF's telecommunications leadership team.

Igor is returning to PPF after four years running fintech at Creative Dock Group, the leader in digital venture building and development across Europe and the Middle East, focusing on finance and telco projects. From 2006 through 2019 he held senior executive positions at Home Credit, PPF Group's global consumer finance franchise, running Home Credit's operations in the USA, Vietnam, and China. The appointment of Yettel Hungary CEO marks Igor's comeback to the telco business, having worked between 2000 and 2006 as Vice-President for Brand Strategy and Communications at Oskar Mobile, now Vodafone Czech Republic.

"I very much look forward to joining Yettel Hungary and taking on the challenge of driving one of Hungary's leading companies. It is also a great pleasure for me to reconnect with many of my PPF colleagues and draw on their joint expertise across various sectors, namely the juncture of telecommunications and digital mobile services. The opportunity to build and leverage Yettel's brand centered on innovation to continue to bolster the company as a leading customer-centric wireless service provider in Hungary is incredibly exciting," said Igor Prerovsky.

Igor will succeed Peter Gazik, who has led Yettel Hungary since 2021. After almost three years in Hungary, Peter Gazik is returning to Slovakia as the CEO of TV Markíza, the leading Slovak television and media group, part of Central European Media Enterprises (CME). PPF Group owns both Yettel and CME.

"First, I want to thank Peter Gazik for successfully turning Yettel Hungary into a full-fledged mobile service provider with the rollout of the largest 5G network in Hungary, the introduction of new home internet connectivity, and digital TV services. All that was achieved while successfully rebranding the company to Yettel last year. I congratulate Peter on his new appointment as the CEO of TV Markíza within the greater PPF family, upkeeping with the group's tradition of preferring to move and nurture our talent within," said Balesh Sharma, the CEO of PPF Telecom Group.

"We use Peter's movement as an opportunity to bring back Igor, who has had an illustrious career with PPF Group. This appointment will boost PPF Telecom Group's endeavors to bring our customers cutting-edge telco and online services

experience combined. I welcome Igor on board and wish Peter and Igor all the best in their new roles," added Balesh.

The outgoing CEO Peter Gazik said: "In the past three years, Yettel experienced an immense transformation. We have fully embarked on the journey of a mobile-centric operator and done so when facing pandemic-driven restrictions and later challenging macroeconomic environment headwinds. I am confident that Yettel has a clear direction to go forward and grow further under Igor's leadership."

Notes for Editors

About PPF Telecom Group

PPF Telecom Group, which includes the Yettel telecom operating companies and the CETIN telecom infrastructure companies, is a leading provider of telecommunication services in the CEE region, active in five markets (Czechia, Slovakia, Hungary, Bulgaria, and Serbia) providing mobile, fixed-line, data, and internet television services. It has 18 million mobile customers, 1.1 million fixed broadband customers, and more than 700 thousand PayTV subscribers. The Group has a total staff of 12,700.

About PPF

PPF Group operates in 25 countries, investing in multiple sectors, including financial services, telecommunications, media, e-commerce, and other sectors, including real estate, biotechnology and transportation. PPF Group's reach spans from Europe to North America and across Asia. The Group owns assets to the value of EUR 40 billion and employs 61,000 people globally (31 December 2022).

About Yettel Hungary

Yettel Hungary has been active in the Hungarian market since 1994, including 12 years under the Telenor brand. The transition to the Yettel brand took place in 2022. The company has more than 3.3 million customers in mobile and mobile-to-fix services. Yettel continuously develops the 5G network coverage and density in Hungary, allowing the company to offer a seamless fixed-like home service experience on its cellular network.

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