

PPF launches Unity platform with Air Bank and O2

PPF Group announces the launch of Unity, a platform that enables selected consumer-focused Group companies to provide their joint offerings of services and products to existing and new customers. Unity is the result of a pilot project between two of the largest Czech consumer brands in PPF's portfolio, Air Bank and O2.

The range of partners involved in Unity will continue to expand. The basis for the creation of the Unity "ecosystem" is PPF Group's consumer-facing companies in the financial services, telecommunications, media, and e-commerce sectors. This will enable Unity to deepen its existing and to develop new, connected services and products for customers.

To date, about 300,000 customers of Air Bank and O2 have expressed interest in taking advantage of the benefits available only from Unity, which include simplified payments, exclusive offers, and regular monthly cashbacks.

For more information, please visit [Unity's home page](#) (in Czech only).

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About PPF

PPF Group operates in 25 countries, investing in financial services, telecommunications, media, e-commerce, and other sectors, including real estate, biotechnology and transportation. PPF Group's geographical reach spans Europe, North America, Asia and Africa. The Group owns assets valued at EUR 43.5 billion and employs 52,000 people globally (30 June 2023).