

PPF Telecom Group launches Yettel brand

PPF Telecom Group B.V. today unveiled the new Yettel brand for its mobile operators in Bulgaria, Hungary, and Serbia, which up to now have been grouped under the Telenor name.

“Our business strategy centres on three key objectives. First, we want to provide our customers with the best service experience, second, operate state-of-the-art telecommunications networks, and third, achieve the highest levels of efficiency and profitability. A strong brand is crucial to meeting our vision,” said Marek Slacik, Executive Director of TMT CEE, PPF Telecom Group.

The name change, effective from 1 March 2022, rolls out today, and the aim is to complete the transition by the end of March.

“Through the new Yettel brand, we will embrace our customers’ evolving expectations and increase the company’s value,” Slacik added.

Yettel joins O2 and CETIN brands in PPF Telecom Group’s telecommunications portfolio.

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Notes for Editors

About PPF Telecom Group

PPF Telecom Group, as a leading telecoms provider, is active in five Central and South-Eastern Europe markets (Bulgaria, Czech Republic, Hungary, Serbia, and Slovakia), where it provides mobile, fixed-line, data, and internet television services. It has 18.3 million mobile customers, 12,000 employees and EUR 1.4bn EBITDA (FY2020).

PPF Telecom Group acquired Telenor CEE mobile operations in 2018.

www.ppftelcom.eu

About PPF

PPF Group operates in 25 countries, investing in multiple sectors, including financial services, telecommunications, media, biotechnology, real estate, and engineering. PPF Group's reach spans from Europe to North America and across Asia. The Group owns assets to the value of EUR 40.3 billion and employs 80,000 people globally (30 June 2021).

www.ppf.eu/en

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