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## e& PPF Telecom Group senior management change

### **CETIN International, N.V. announces new CEO appointment**

CETIN International, N.V. (“CETIN International”) today announced that Jason King, current Chief Executive Officer of Yettel Bulgaria, will be appointed Chief Executive Officer of CETIN International, effective 1 May 2026.

Jason King succeeds Juraj Šedivý, who will, following a long-term succession plan, step down from his executive role and continue as Chairman of the Board of CETIN International and CETIN in the Czech Republic. Juraj Šedivý has held senior leadership positions across the CETIN organizations since 2019, overseeing major developments in infrastructure capabilities, network leadership, and operational resilience across CETIN’s footprint in Central and Eastern Europe.

Balesh Sharma, Chief Executive Officer of e& PPF Telecom Group, the majority shareholder of CETIN International, said: “Juraj has been instrumental in CETIN’s development and will continue to guide the company’s strategic direction as Chairman of the Board of CETIN International. Jason’s appointment marks an important next step as CETIN International continues to strengthen its ICT focus and support growth across Central and Eastern Europe.”

Jason King has served as Chief Executive Officer of Yettel Bulgaria since 2018 and previously held senior roles at VEON, UPC Czech Republic (Liberty Global), and Deutsche Telekom. In addition to leading CETIN International, he will drive the development of ICT initiatives across the Group’s international markets in Hungary, Serbia, Bulgaria, and Slovakia, in coordination with the respective boards and management teams.

For more information, contact:

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**CETIN International** and its companies in Hungary, Serbia, Bulgaria, and Slovakia are providers of advanced fixed and mobile telecommunications infrastructure. CETIN International is building the digital backbone of tomorrow. From nationwide mobile network modernisations to large-scale fiber deployments and cybersecurity solutions, our projects showcase how advanced infrastructure, innovation, and collaboration enable better, faster, and more inclusive digital experiences.

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## Press Release

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### **About e& PPF Telecom Group**

e& PPF Telecom Group is a major telecom provider in Central and South-eastern Europe, driving digital transformation and improving connectivity through innovation and strategic investments. e& PPF Telecom Group focuses on high quality networks and superior customer experience and was formed in 2024, benefiting from the global scale of e&, the majority shareholder, and the know-how and experience that PPF has in the region.

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