

# **Jacek Czynajtis is the new President of Telecom Media. TM to acquire 31% shares in Optizen Labs**

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On August 1, Jacek Czynajtis, connected with the media industry for over 20 years, assumed the position of president in Telecom Media SA. At the same time, Telecom Media will assume 31% of shares in the company Optizen Labs, specializing in delivering solutions in mobile marketing and digital publishing.

Jacek Czynajtis has seen many years of extensive professional experience, which he gained during his cooperation with, among others, AGORA S.A., Polskapresse, Mediatak, Murator S.A., TIME S.A., and with 11 years' experience as a board member, directly responsible for managing sales.

"Telecom Media is a company with a strong position on the market of mobile advertising and mobile marketing. My goal - as president - is to realize the strategy of further growth of the company in the above segments and to introduce new services, particularly in the areas of the rising and mobile applications." - said Jacek Czynajtis.

Telecom Media will acquire 31% of shares in the company Optizen Labs, founded by Łukasz Kawęcki and Jacek Czynajtis, and managed by Kawęcki, specializing in mobile marketing and digital publishing solutions.

"We are glad that Jacek Czynajtis has joined the team of Telecom Media. We are certain that his experience and knowledge of the media market will make them successful in further development of the company. Furthermore, through the strategic and capital alliance between Telecom Media and Optizen Labs we gain synergies that will enable us to better utilize the competences of each of the companies offering comprehensive solutions in marketing and mobile advertising." says Sylwester Janik, Partner at MCI Management SA, who manages the TechVentures fund, which has Telecom Media in its portfolio.

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Telecom Media S.A. is the leading player on the Polish market of mobile advertising. The company is the author of many pioneering solutions, among others, SpotlerMoNet – the largest Polish mobile media network, and Juup.com – a portal with mobile applications. The companies concerned with innovative endeavors in new generation mobile communications. In 2010, the campaign of Telecom Media was voted best in the category Mobile Marketing and won the “Golden Arrow” competition award.

Optizen Labs specializes in developing applications and mobile websites, delivering advanced statistical tools and SEO/SEM for mobile websites. The company is the only distributor in Poland of Adobe Digital Publishing Suite, which enables publishers, marketers and advertising agencies to make their content tablet-friendly with ease.

MCI.TechVentures is a fund managed by MCI management SA. It invests in innovative companies of Central Eastern Europe at growth stage and operating in the segments: e-commerce, mobile Internet, TMT and digital media.

MCI Management SA is a leading PE/VC group in Central Eastern Europe. It is a pioneer of venture capital investments in technology companies on the Polish market. The value of assets under management of MCI is currently around 777 million PLN.