

Ownership changes significantly strengthen One-2-One Group

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The shareholding structure of the public listed Company One-2-One was strengthened by new investors connected with the mobile and marketing industry. The company expects support in creating and executing its development strategy, especially from Piotr Majchrzak, who is the author of significant successes of companies operating for many years in the mobile services segment. The second investor is the Poznan-based company, Media Service Group.

Due to the recent transactions, 12% shares changed ownership. One of the parties to the transaction was the fund MCI PrivateVentures managed by MCI Management SA. It is the realization of the strategy declared in 2009, to exit from One-2-One as one of the most senior portfolio investments. In this transaction, MCI sold shares comprising 7.5% of the company's capital at the price 4.15 PLN per share.

"The mobile services sector in Poland, including mobile value-added services is developing dynamically. The market position of One-2-One and its product portfolio create great growth prospects for the Company. We are glad we were able to find a serious investor for O2O – Piotr Majchrzak. The sale of shares follows the previously announced strategy to the exit from O2O within the next twelve months. It is one of the oldest investments in MCI's portfolio. Acquiring a shareholder with experience and competence gained in the mobile services industry will enable the Board of the Company to successfully pursue the strategy of building value for their shareholders." says Sylwester Janik, Venture Partner of MCI Management SA, supervising One-2-One in the fund's portfolio.

Piotr Majchrzak, who acquired 7.5% shares in One-2-One, has been involved in the mobile services industry for many years. Until December 2009, he was the president of MINI SA, a public listed company from this sector. He led the company to significantly increase revenues and achieve profitability. The capitalization of MINI grew to over 400

mil. PLN in the period when it was managed by Piotr Majchrzak.

“One-2-One is a promising group operating in a developing market. The company has a stable financial situation and good growth perspectives. I believe it will strengthen its position in the years to come. I intend to support the board with my experience to develop the group’s strategy.” commented Piotr Majchrzak. “My commitment in One-2-One is a long-term investment. I do not preclude increasing my shareholding, believing in development of this market and especially the companies of One-2-One Group.”

“The Company expects Piotr Majchrzak, as a new shareholder, to strengthen the position of the company and support further development of the strategy of the whole One-2-One Group. We expect his close cooperation with the board.” adds Tomasz Długiewicz, President of One-2-One.

The second new investor is the Poznan-based company Media Service Group, to which Tomasz Długiewicz, President of One-2-One, sold a small part of his shares. The MSG shareholders have good experience in the marketing services industry and they consider their engagement in One-2-One as a private long-term investment. Media Service Group acquired a package comprising 4.5% share capital at the price 4.30 PLN per share.

After the transaction, T. Długiewicz holds 14.14% shares in the Company and plans to remain a significant shareholder of the Group.

I agreed to this transaction believing that acquiring new shareholders would allow strengthening the company significantly and giving it perspectives to systematically increase its value.” explained Długiewicz.

Concurrently, the Board of One-2-One initiated the process to increase the Company’s share capital by 6% of its current value. The issued shares will be intended for the new shareholders; Piotr Majchrzak and MSG company.

PIOTR MAJCHRZAK

He is 42. He graduated Economics at Wyższa Szkoła Ekonomiczna in Warsaw. He also studied at the Warsaw School of Economics (Foreign Trade Department) and Université de Bruxelles in Brussels (Economics). From the beginning of his career he was associated with finance and for over 15 years he held managerial and advisory functions in many Polish and foreign companies, where his responsibilities included organization, restructuring and development of their operations on the Polish market.

As Managing Director of Societe Generale Bank, President of Societe Generale Securities and Director of Barclays Bank Plc., he was concerned with developing the activities of banks in the area of investment banking. He also held the position of President of TDA – Towarzystwo Funduszy Emerytalnych SA. Before, he was President of MINI SA, MINI Mobile, Director of Economics Department of PLL LOT SA, Director in charge of restructuring of HORTEX SA, Advisor to the President and Director of Capital Operation Department of Bank Handlowy in Warsaw, where he handled defining and fulfilling investment strategies and Head of Capital Investments Division of INTERBANK SA.