

## Cinkciarz.pl is an official guest of the prestigious Leaders Meet Innovation

Leaders Meet Innovation is a meeting for the largest corporations and the most efficient companies of international reach. The representatives of the most recognized brands discuss most recent trends and innovations in sports and business. This group of renowned brands has just been joined by Cinkciarz.pl.

The event is organized by the NBA, SAP and Cisco.

**”** *We gathered the most prominent minds of technology, sports, marketing, entertainment and business to join the meeting regarding innovation. The invited guests are the most outstanding representatives of the most innovative brands, top agencies and leading representatives from the world of sports. They were chosen among hundreds of companies which stand out as innovative. These are 250 of the brightest minds of the visionaries, thinkers, strategists and pioneers, who can inspire mutual actions*

- emphasize the event's organizers.

Apart from Cinkciarz.pl, the guest list also includes the representatives of Yahoo, Red Bull Media House, Williams F1, NBCUniversal, City Football Group, McDonald's Europe, UNICEF, Heathrow Express, Universal Music Group and 2K.

This year the event is being held at the British Academy of Film and Television Arts in London. It takes place under a slogan 'Leaders Meet Innovation'. The meeting of the representatives of sports and business started today (January 14, 2016) before the Toronto Raptors - Orlando Magic game, which is a part of the NBA Global Games London.

**”** *Leaders promote excellence. Such events are attended by the top speakers, delivering most interesting content. This is a tremendous opportunity to meet and exchange ideas by the most prominent figures of business and sports. For Cinkciarz.pl it is the environment of people with whom it cooperates. This is why being there is not only an honour, but also a natural consequence of our actions taken so far*

- said Piotr Kicinski, Vice President of Cinkciarz.pl.

The business activity of Cinkciarz.pl is being noticed and praised by the largest media entities in the world. The currency exchange company won in the prestigious rank of the 'Forbes' magazine and received the title of the Player of the Year 2016.

The CEO of Cinkciarz.pl, Marcin Pioro, was awarded the Best Manager 2015 by Bloomberg Businessweek Poland. Moreover, Reuters described the company as dominant on the Polish currency exchange market. The event that gathered the most attention of the media was the signing of the sponsorship contract with the NBA team Chicago Bulls. The contract is valid for 7 years.

## INFORMATION ABOUT THE BRAND

Cinkciarz.pl provides online FX services, using state-of-the-art FX technology for everybody, including individuals, entrepreneurs, travelers and those repaying loans in foreign currencies.

Cinkciarz.pl presents the most favorable rates of all the 24 currencies in its offer. Categories of services offered are: online currency exchange (in three transaction models) and currency cards. The transactions can be concluded via internet transfers from any bank account 24/7. Cinkciarz.pl is the first FX company in Poland to join the SWIFT organization which includes only the largest banks and financial institutions.

The company is also amongst Bloomberg data and analysis suppliers. Cinkciarz.pl EUR/PLN forecasts have been awarded first place in the world for four consecutive quarters in Bloomberg's rank Best EMEA Currency Forecasters Q3 2013 and the first place for the CZK/EUR and ZAR/USD forecasts for the first three quarters of 2014. The forecasts of Cinkciarz.pl's analysts for the currency pair CZK/EUR have also been awarded the first place in the world for 2015 Q1.

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