

## **PRESS RELEASE**

### **Cinkciarz.pl launches franchise network**

**Cinkciarz.pl, the leading brand on the currency exchange market, launches the program of granting franchises to the new and already functioning currency exchange offices. The new formula of cooperation will be made available on July 1.**

The cooperation with Cinkciarz.pl allows the franchise subjects to the business know-how of the company and to carry out their activities under a strong, recognizable brand, which guarantees the highest standard and safety of the currency exchange.

All cooperating currency exchange offices under the franchise agreement will be branded as Cinkciarz.pl, offering the same standard and scope of the financial services. The facilities gain the possibility of extending their currency exchange offer with, among others, currency cards and money orders, which will raise their market attractiveness.

Under the franchise agreement Cinkciarz.pl provides the business support: the marketing and PR of the stationary network facilities. Partnership program has been announced and the currency exchange offices owners will also benefit from current marketing activities of Cinkciarz.pl (f.e. tickets for the Polish national football team).

The details of the franchise program will be announced soon at [www.cinkciarz.pl](http://www.cinkciarz.pl).

### **INFORMATION ABOUT THE BRAND**

Cinkciarz.pl is an online FX services technology company i.a. for individuals, entrepreneurs, travellers and those repaying loans in foreign currencies. Cinkciarz.pl offers the most favorable rates of all 25 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 forecast have been awarded world's first place for four consecutive quarters in Bloomberg's rank Best EMEA Currency Forecasters Q3 2013.

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MORE INFORMATION AT [www.cinkciarz.pl](http://www.cinkciarz.pl)

For additional information please contact:

Kamil Sahaj  
Marketing Manager  
[ks@cinkciarz.pl](mailto:ks@cinkciarz.pl)  
+48 726 666 633

C | Sienkiewicza 9 | 65-001 Zielona Góra

B | Jerozolimskie 123a | 00-965 Warszawa