

Press release

Dollar more expensive than euro? Even up to 4.50 PLN

Poland's most popular online currency exchange company Cinkciarz.pl and Polkomtel, a mobile network provider for Plus, which belongs to the biggest telecommunicaton and media group Cyfrowy Polsat, signed a contract. Clients will be able to exchange currency at even more competitive rates. It's easy - all it takes is a signed contract with the network and a mobile device running on the Android operating system.

Cinkciarz.pl is Poland's largest website enabling the exchange of 24 currencies. The offer is suited for private, individual customers, as well as entrepreneurs. The latest advertisement reads: the only rescue for the franc.

Now, the FX portal is even more user-friendly and comfortable, enabling money to be transferred via smartphone or tablet. The devices running on Android OS, offered for Plus' clients, will have the popular mobile Cinkciarz.pl app pre-installed.

- Our customers are eager to use mobile devices. However, they tend to be less excited to look into the leaflets attached to packaging. We decided to take a step in their direction. We offer discounts, which are already included in the app. All it takes is initiation of a transaction, and the discount will lower the cost of the first transaction. The client doesn't have to do anything else. In a few words: we give our clients better exchange rates - emphasized Kamil Sahaj, Cinkciarz.pl Marketing Manager. He added: *- The final total of the discount will depend on the amount of the transaction. The more the client exchanges, the more profitable the transactions will be.* The joint promotion of Plus and Cinkciarz.pl will last for at least a year.

The mobile network provider for Plus, apart from supplying telecommunication infrastructure, also offers its clients other services, such as banking, providing energy and television.

- Our goal is for our clients to take more and more advantage of various spheres. Currency exchange is one of those spheres. Thanks to this cooperation the clients who sign a contract including a device with Plus, will be able to buy currency in a simple and comfortable way. Additionally, their first transaction will be granted with a discount - said Michal Kot from Plus' Strategy Department.

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Cinkciarz.pl was the first FX company in Poland to join the SWIFT organisation, 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 first place for the CZK/EUR and ZAR/USD forecasts for the first three quarters of 2014.

INFORMATION ABOUT THE BRAND

Cinkciarz.pl provides online FX services, using state-of-the-art FX technology for everybody, including individuals, entrepreneurs, travellers 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.

For additional information contact:

Kamil Sahaj
Marketing Manager
ks@cinkciarz.pl
+48 726 666 633

Kalina Stawiarz
PR Specialist
kst@cinkciarz.pl
+48 726 666 644

Cinkciarz.pl Sp. z o. o.
C | Sienkiewicza 9 | 65-001 Zielona Góra
B | Jerozolimskie 123a | 00-965 Warszawa
press: www.cinkciarz.pl