

## Cinkciarz.pl is the Forbes' Player of the Year 2016

The online currency exchange service won in a prestigious rank of the Forbes magazine. As it was emphasized by the magazine's editorial staff, Cinkciarz.pl turned out to be a favourite of the jury in financial category.

The Players of the Year 2016 were selected by the jury consisting of entrepreneurs, representatives of strategical advisory companies, and managers of private equity. They were people who cooperated with the companies from the moment of inventing their technology, throughout their development, until the return of the capital invested in them.

In the financial category Cinkciarz.pl achieved the first place, by gathering 23 points. It overtook such companies and institutions as Vivus (20 points), Kruk (19 points), Alior Bank (18 points) and PKO BP (14 points).

*” The Forbes' rank of the Players is usually won by the companies whose position is enforcing, and due to this they begin to take away the market from the weakening foreign companies. Changes in the financial sector make the greatest impression. Over the years banks were the most important players. This year, they were defeated by the young companies from the fintech sector (finance stimulated by technology). The jury appreciated the most the online currency exchange company Cinkciarz.pl, and Vivus [...]. Even Alior Bank, the previous favourite from the financial sector, did not manage to achieve such a pace of development*

– say the ranking's authors.

The Forbes' editorial staff emphasized that until now the bankers were always victorious in financial category. This year however, two top places are occupied by new players, who are active on the field of finances and technology.

*” The winner is Cinkciarz.pl, a company founded by Marcin Pioro. [...] Pioro created a competition for such serious companies as Western Union. In order to make the company's services more popular among the Poles living in the United States, he decided to sign a sponsorship contract with the Chicago Bulls basketball club*

– emphasized the editorial staff.

*” We would like to thank for this token of appreciation, which was given to us by the experts from the financial market. Their positive opinion regarding our services, the perspective of their development, and the trust of our customers, are constantly motivating us to take challenges, and perform more and more daring plans*

– said Piotr Kicinski, Cinkciarz.pl Vice-president of the Board.

In other categories the winners were: products for the companies (B2B) - Nowy Styl, new technologies - LiveChat, brands - CCC, services - Uber, infrastructure and construction – Budimex. The last year's winner in financial category of the Player of the Year, was mBank. Two years ago the rank has been won by Bank Zachodni WBK.

A victory in the Forbes' ranking is company's another success. Last week the editorial staff of Bloomberg Businessweek Polska revealed the best managers of 2015. Among the prize winners was Marcin Piorek, the CEO of Cinkciarz.pl.

Popular models of smartwatches, e.g. Motorola, Sony or LG, are available on the biggest online shops. Watches and many other interesting applications are also available at Google Play.

Cinkciarz.pl is also set to launch its app for the Apple Watch. It will allow the wearable intelligence users to track currency rates at all times. The device will also send alerts when a currency reaches a selected rate. The online currency exchange company was also one of the first in the world to develop the finance app for Google Glass™.

## 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.

### FOR ADDITIONAL INFORMATION CONTACT:

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

**Kalina Stawiarz**  
PR Specialist  
[kst@cinkciarz.pl](mailto: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](http://www.cinkciarz.pl)