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APPLICABLE LAW**

PRESS RELEASE

PLAY TOPCO S.A. ANNOUNCES LAUNCH OF OFFERING OF SENIOR PIK TOGGLE NOTES

LUXEMBOURG – July 29, 2014

Play Topco S.A. (the “Issuer”), announced today that it has launched an offering of euro-denominated senior PIK toggle notes due 2020 in an aggregate principal amount of €415 million.

The proceeds from the offering, if completed, will be distributed to the shareholders of the Issuer, NTP Ltd and Tollerton Investments Limited, and following a subsequent use of the proceeds by NTP Ltd, the Issuer will become the indirect holding company for P4 Sp. z o.o., a consumer-focused mobile network operator in Poland. The remaining proceeds will be used for payment of fees, costs and expenses related to the offering.

Cautionary Statement

This press release is for information purposes only and does not constitute a prospectus or any offer to sell or the solicitation of an offer to buy any security in the United States of America or in any other jurisdiction. The Notes have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the “Securities Act”) and may not be offered or sold in the United States absent registration or an applicable exemption from registration requirements.

Forward Looking Statements

This press release may include “forward looking statements” within the meaning of Section 27A of the Securities Act and Section 21E of the Securities Exchange Act of 1934, as amended. In some cases, these forward-looking statements can be identified by the use of forward-looking terminology, including the words “assume,” “believe,” “could,” “estimate,” “anticipate,” “expect,” “intend,” “may,” “will,” “plan,” “continue,” “ongoing,” “potential,” “predict,” “project,” “risk,” “target,” “seek,” “should” or “would” and similar expressions or, in each case, their negative or other variations or comparable terminology or by discussions of strategies, plans, objectives, targets, goals, future events or intentions. These forward-looking statements include all matters that are not historical facts. They include statements regarding our intentions, beliefs or current expectations concerning, among other things, our results of operations, financial condition, liquidity, prospects, growth and strategies, our reserves and the industry in which we operate. By their nature, forward-looking statements involve known and unknown risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. Forward-looking statements are not guarantees of future performance. You should not place undue reliance on these forward-looking statements. Although we believe that the expectations reflected in such forward-looking statements are reasonable, we can give no assurance that such expectations will prove to be correct. Given these risks and uncertainties, you should not rely on forward-looking statements as a prediction of actual results.