

ZAGREBAČKA BURZA d.d.
Ivana Lučića 2a
10000 ZAGREB, Hrvatska

OPTE-R-A

ISIN: HROPTERA0001

Optima Telekom introduced the O2 and O3 packages

ZAGREB, 04 October, 2011 – the new O2 and O3 Optima Telekom packages offer an optimal household combination for reasonable use of telephone services, fast surfing the Internet and viewing more than 75 interesting television broadcasts.

In following the trends in the telecommunications market and constantly adapting its offer, Optima Telekom has introduced the latest generation of telecommunications packages intended for private users, available throughout Croatia.

The newly introduced **O2** (2-play) and **O3** (3-play) packages are simple and give the user an easy selection of the optimal household combination for reasonable use of telephone services, fast surfing the Internet and viewing more than 75 interesting television broadcasts. The simplicity, reasonable price and possibility to choose from various combination of services are the main features of Optima's customer approach, and the new O2 and O3 packages make the latest telecommunications services more accessible than ever before.

All the people who decide to use the newest benefits offered by Optima Telekom and apply for one of the offered "O" packages by the end of the year will have a 50% discount on the monthly fee and up to 750 minutes of telephone conversations at a rate of HRK 0,00 / min for the first 3 months, and if they select a package that includes OptiTV, they will have the chance to enjoy 75 channels in the basic as well as the additional HBO package for a mere HRK 1,00 a month.

"We are satisfied because the preliminary sales results indicate that our simple, yet various offer of O2 and O3 packages is very well accepted. We wish to confirm our position as the second carrier in size and different carrier in customer approach. Different in approach for us means having an offer fit to meet the needs of every present and future end user of our services, by means of simple and understandable communication without hidden messages and terms, become closer to end users and to ensure high quality level of customer care". said the executive sales and marketing director of Optima Telekom – Sanjin Škrtić.

Optima Telekom now has **268.000 users**, which ranks it as the **second telecom carrier in Croatia**, right behind T-HT. The business results of Optima Telekom in 2011 are keeping pace with the dynamic market presentation and show a continuous growth despite the less than favourable market surroundings and the stagnation of the telecom sector. The total income in July of 2011 has thus increased by 4,9% compared to July of 2010, while in August it increased by 4,6% compared to the income of the same period of the previous year. EBITDA has improved by 26,3% compared to July of 2010, while the data for August is even better, by as much as 59,1% compared to the previous year.

Media contact: Irfana Bašić, public relations coordinator
Tel. + 385 1 5492 216; Mob. + 385 91 4392 216; Fax. + 385 1 5492 019
e-mail: irfana.basic@optima-telekom.hr; press@optima-telekom.hr

Investors contact: Morana Čulo Jovičić, Tel: + 385 1 5492 012
e-mail: morana.culo@optima-telekom.hr; investitori@optima-telekom.hr