

**Notification of transactions as referred to  
in w Article 19(1) of the MAR**

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name/Full name of a natural person	<b>Holger Püchert</b>
<b>2</b>	<b>Reason for notification</b>	
a)	Position/status	<b>MEMBER OF THE MANAGEMENT BOARD OF P4 SP. Z O.O.</b>
b)	Initial notification/amendment	<b>INITIAL NOTIFICATION</b>
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	<b>PLAY COMMUNICATIONS S.A.</b>
b)	LEI Code	<b>222100EYB9HNJPI80514</b>
<b>4</b>	<b>Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; (iv) each place where transactions have been conducted</b>	
4.1	<b>SHARE</b>	
a)	Description of the financial instrument, type of instrument Identification Code	<b>LU1642887738</b>
b)	Type of transaction	<b>ALLOCATION OF AND SUBSCRIPTION FOR NEW "ORIGINAL" SHARES UNDER PLAY COMMUNICATIONS S.A. PERFORMANCE INCENTIVE PLAN</b>
c)	Price and volume	<b>Price</b>
		<b>Volume</b>
		<b>36,00 PLN</b>
		<b>256,451</b>
d)	Aggregated information	
	- Aggregated volume	<b>256,451</b>
	- Price	<b>9,232,236 PLN</b>
e)	Date of transaction	<b>2017-07-27</b>
f)	Place of transaction	<b>OUTSIDE OF A TRADING VENUE</b>

Date and signature \_\_\_\_\_  
Holger Püchert