

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

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| 1 | Details of the person discharging managerial responsibilities/person closely associated | |
| a) | Name/Full name of a natural person | Jacek Niewęłowski |
| 2 | Reason for notification | |
| a) | Position/status | MEMBER OF THE MANAGEMENT BOARD OF P4 SP. Z O.O. |
| b) | Initial notification/amendment | INITIAL NOTIFICATION |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | |
| a) | Name | PLAY COMMUNICATIONS S.A. |
| b) | LEI Code | 222100EYB9HNJPI80514 |
| 4 | 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 | |
| 4.1 | SHARE | |
| a) | Description of the financial instrument, type of instrument Identification Code | LU1642887738 |
| b) | Type of transaction | ALLOCATION OF AND SUBSCRIPTION FOR NEW "ORIGINAL" SHARES UNDER PLAY COMMUNICATIONS S.A. PERFORMANCE INCENTIVE PLAN |
| c) | Price and volume | Price |
| | | Volume |
| | | 36,00 PLN |
| | | 475,299 |
| d) | Aggregated information | |
| | - Aggregated volume | 475,299 |
| | - Price | 17,110,764 PLN |
| e) | Date of transaction | 2017-07-27 |
| f) | Place of transaction | OUTSIDE OF A TRADING VENUE |

Date and signature _____
Jacek Niewęłowski