

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

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name/Full name of a natural person	Hans Cronberg
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 _____
Hans Cronberg