

PRESS RELEASE
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T-Systems Hungary awarded the Business Superbrands 2014 title

The Business Superbrands title, awarded on the seventh occasion this year, was granted to T-Systems Hungary. The Business Superbrands programme highlights the most important business sector participants, i.e. Hungarian companies and brands related primarily to enterprises and organisations rather than consumers.

“The Business Superbrands 2014 trademark is a considerable appreciation in the life of T-Systems Hungary”, said Tibor Rékasi, Chief Executive Officer of T-Systems Hungary. “It is a recognition of the consistent work that has made T-Systems Hungary the leading ICT service provider in the country and partner No. 1 for large corporations and the public sector in transformation.” Tibor Rékasi added: “The Business Superbrands title confirms our belief that as a result of the strategic company merger, which took several years and was closed a year and a half ago, and of the operational reform with an even higher emphasis on customers, we have managed to create a powerful brand in a Hungarian as well as a regional context.”

On the basis of the database maintained by Bisnode, and on recommendations by significant Hungarian professional organisations and associations, every year a 14-strong committee decides which of the prominent business players to allow the use of the Business Superbrands trademark. The purpose of this recognition is to set the trend for the market participants endeavouring to improve, and an example for the domestic brands in successful brand building. The panel comprises well-known experts of the sector, whose decision underpins the success and authenticity of the awarded parties. Nomination is made exclusively on professional criteria, and cannot be competed or applied for.

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About T-Systems Hungary:

Being a 100%-owned subsidiary of Magyar Telekom, T-Systems Hungary provides large corporations, the public sector and institutions with comprehensive telecommunication and IT infrastructure, as well as application development and system integration services that are indispensable for their day-to-day running. With more than 1800 employees and 1700 supplier partners, the new, integrated T-Systems Hungary Ltd., established on 1 October 2012, is Hungary's market leading ICT service provider. The expertise and experience amassed by the company has a history of several decades.

For further information, please visit the company's official site at www.t-systems.hu