

**PRESS RELEASE**

DATE March 27, 2017

Magyar Telekom appoints new Chief Human Resources Officer

Magyar Telekom announces the appointment of Zsuzsanna Friedl as Chief Human Resources Officer (“CHRO”) with effect from May 15, 2017. Zsuzsanna Friedl will also become a member of Magyar Telekom’s Management Committee.

Zsuzsanna Friedl (40) graduated from the College of Foreign Trade, Budapest with a B.Sc. in Business Management. She then embarked upon her professional career by joining General Electric within HR, gaining valuable experience from a wide range of assignments including operations, compensation, management of unions, recruitment and selection, M&A and eHR.

From 2007 she worked at UPC Telecommunication as HR Director. Among a number of her major achievements here was the design and launch of a performance driven culture (along with the development of a new compensation structure with a strong focus on employee engagement), the design and leadership of a program created to identify and develop internal talent, alignment of the employer brand with the consumer brand and transformation of the HR team into what is effectively a business partnership model.

In 2014, she joined Microsoft as HR leader for Hungary, where she successfully implemented the new performance and development approach that was adopted globally; in addition, she was responsible for both the design and execution of the mid-term strategic plan’s people agenda, along with promoting and driving company transformation through culture and attitude change and managing effective succession planning for a variety of leadership roles.

MAGYAR TELEKOM TELECOMMUNICATIONS PUBLIC LIMITED COMPANY

Registered office: H-1013 Budapest, Krisztina krt. 55.

Commercial register: The Company was registered on number 01-10-041928 by the Budapest Metropolitan Court as Companies Registry

