

LETTER OF THE PRESIDENT OF THE MANAGEMENT BOARD

Dear Shareholders,

We had a good year. The EBITDA growth ring of Wirtualna Polska's tree is as thick as in the first two years of the currently expiring three-year term of this management board.

We are happy that our company, resilient to violent legislative winds, standing firm like a tree trunk, is in the place and in the condition which we aimed for.

The past 12 months proved the validity of our invariable mission to inform, deliver opinion-setting content and support Poles in their day-to-day decisions, especially their consumer decisions. This was a time when unconfirmed, and often simply untrue, propaganda news spread by social media were able to contribute to one of the oldest and the most mature democracies leaving the European Union, or the victory in the presidential elections in quite a big and highly developed country.

Never before has it been so easy as last year to see with the naked eye the social need for access to reliable sources of information. In the ocean of news flowing from anonymous sources, the reliable editorial staff of Wirtualna Polska has an ambition and duty to play the role of a media lighthouse. The editorial voice has never been so strong also in our organization. For the first time, the editor-in-chief has the rank of a vice-president.

In 2017, we will continue to pursue our "MoViBE" strategy – mobile, video, big data and e-commerce. Views on mobile devices, in line with our announcements from last year, exceeded 50% of total views. Our willingness to conclude transactions on smartphones has improved significantly and the revenue distance to stationary computers is shrinking. Acquisition and monetization of mobile device users remains a priority.

In the "video" area, in the past year, it became clear to us that following a period of quantitative growth, time has come for qualitative growth of this product that is so important for execution of television advertising budgets. Mobilization of the organization was ensured by the launch of our own terrestrial TV channel.

In 2017 we will still remain in the television kindergarten, but it is also bound to be the time when one is the quickest to acquire competencies, and we will use the gathered knowledge in the area that is the most important to us, i.e. in production of short video forms for the Internet.

Just like so far, our big data systems will play a crucial role in all publication, advertising and e-commerce areas, a significant competitive advantage held by Wirtualna Polska ensuing from the magnitude of its business and its e-mail account system. As of 2017, the area of big data file processing and development of advertising systems is developed by a dedicated vice-president.

The mission adopted 3 years ago also clearly points to advising in consumer decisions. Its consistent execution in the past authorizes us to expect that already in 2017 we will reach an important point on the way to transformation of our company's business model. We are planning that this year Wirtualna Polska's exposure to e-commerce will catch up with the advertising exposure.

At the same time, we are aware that this is just the beginning of bigger changes to be brought about by further popularization of purchase of goods and services via the Internet. The convenience, speed and efficiency of conclusion of transactions via the Internet means for many sectors of economy what the development of railways meant for stagecoaches in the 19th century. Wirtualna Polska wants to be the guide in the digitization of our consumer needs and a beneficiary of this change.

Respectfully,

Jacek Świdorski

President of the Management Board of Wirtualna Polska Holding S.A.