

**Investor Release****Magyar Telekom**

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**New Chief Officer at Magyar Telekom**

**Budapest – May 6, 2015 – Magyar Telekom (Reuters: MTEL.BU and Bloomberg: MTELEKOM HB), the leading Hungarian telecommunications service provider, hereby announces that its Board of Directors has today appointed András Gyenes to the position of Chief Commercial Officer Residential with effect from July 3, 2015. András will also become a member of Magyar Telekom’s Management Committee.**

The responsibilities of the Chief Commercial Officer Residential include the management of Magyar Telekom’s customer service, on-site services, consumer marketing, channel management, e-business and shop network management activities.

András Gyenes, 46, has more than ten years of senior management experience from his various positions at a multinational FMCG company. He worked at Unilever which is primarily focused on the consumer market. András was also responsible for several trend turning projects at Unilever, while he contributed to the significant improvement in the company’s market share and profitability across Hungary and in the region. He was leading the elaboration and implementation of advanced strategies and new operational models.

András Gyenes graduated from the Janus Pannonius University of Pécs where he studied economics. He began his career in 1993 at Unilever’s Hungarian subsidiary after which he worked as a senior auditor at the company’s headquarters in the Netherlands. From 1998, he gained managerial experience in various positions, including in the finance division based in Hungary, and then in general and marketing, sales management positions based in the Czech Republic, Slovakia and Adriatic countries. He was appointed CEO of Unilever Hungary in 2011, taking responsibility for the company’s operations in Hungary, Bosnia and Herzegovina, Slovenia and Croatia.

In his new position at Magyar Telekom, András Gyenes will be responsible for strengthening the company’s market-leading position and managing the transformation and simplification as it continues on its path to becoming a digital company whilst providing the best customer experience.

This investor news may contain forward-looking statements. Statements that are not historical facts, including statements about our beliefs and expectations, are forward-looking statements. These statements are based on current plans, estimates and projections, and therefore should not have undue reliance placed upon them. Forward-looking statements speak only as of the date they are made, and we undertake no obligation to update publicly any of them in light of new information or future events.

Forward-looking statements involve inherent risks and uncertainties. We caution you that a number of important factors could cause actual results to differ materially from those contained in any forward-looking statement. Such factors are described in, among other things, our Annual Reports for the year ended December 31, 2014 available on our website at <http://www.telekom.hu>.