

## Alexander Sperl Will Be Appointed Chief Commercial Officer (CCO) of A1 Telekom Austria as of August 2010

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The internationally successful manager Alexander Sperl - who has acted as the CEO of Vip mobile for the past three years – will, as of August 2010, become Chief Commercial Officer (CCO) of the new domestic subsidiary A1 Telekom Austria resulting from the merger of the former group's domestic operations. His appointment has been unanimously approved by the Supervisory Board at today's meeting. Alexander Sperl will, therefore, take over this position that is held until August by CEO Hannes Ametsreiter at A1 Telekom Austria. Alexander Sperl will complete the board team of Austria's telecommunications market leader led by Hannes Ametsreiter (CEO), which also encompasses Siegfried Mayerhofer (CFO), Walter Goldenits (CTO) and Dino Dogan (CIO). Hannes Ametsreiter remains CEO of A1 Telekom Austria and of the Telekom Austria Group.

"This position as CCO represents a great challenge for me and I am delighted to have the opportunity to contribute to the success of Austria's leading telecommunications provider and to the Telekom Austria Group as a whole, in a joint effort with the strong team of A1 Telekom Austria", commented Alexander Sperl confident of success. As CCO he will be responsible for Marketing, Sales, Wholesale and Customer Service.

Starting from December 2006, Alexander Sperl, in his capacity as CEO and CMO, had been assigned the task of setting up the Serbian greenfield company based in Belgrad as well as the company's regional branches and shops throughout the entire country. In July 2007 Vip mobile went on air in record time after an extremely short start-up period. Against the backdrop of a very challenging market environment, Alexander Sperl succeeded in positioning the newly founded enterprise as the Serbian mobile operator with the best service. At year-end 2009 Vip mobile had a market share of 12%. At present some 1.2 million customers place their trust in the strong Vip mobile brand. In autumn 2009 Alexander Sperl received the "Cyrill Award" from the Austrian Management Club. This prize is awarded every year to the most successful managers under 40 for special merits in effectively managing an Austrian company in Eastern- and South-Eastern Europe. In Serbia, Alexander Sperl was nominated among the 10 most successful foreign managers in two consecutive years. He was also included twice in the telecommunications ranking of the "Top 40 under 40" published by the international trade magazine 'Global Telecom Business'.

Alexander Sperl, born in 1971, graduated from the Vienna Business School - Commercial College of BFI and continued his education with an MBA in finance and an MBA in International Business Administration at the Hawaii Pacific University, USA. He started his career at Procter & Gamble in Austria and Switzerland and worked at Microsoft Germany and USA before joining mobilkom austria in 2000 as the Head of Advertising and Brand Management. In 2001, he took over the position of Marketing Communication Director. He also gained additional international experience as Marketing and Sales Director of Si.mobil in Slovenia starting from 2003 and acted as Marketing Director at mobilkom austria starting from July 2004 before going to Belgrade in 2006.

### Thanasis Katsiroubas will succeed Alexander Sperl

Thanasis Katsiroubas, a well-experienced mobile communications manager at international level, will succeed Alexander Sperl as the new CEO of Vip mobile. The native Greek executive has been working in the industry for the past 15 years, gaining extensive experience at several mobile operators in Eastern and South-Eastern Europe. Thanasis Katsiroubas was, among other things, CEO of Globul, the second largest mobile operator in Bulgaria. Thanasis Katsiroubas said about his appointment: "After Alexander Sperl and his team have successfully set up the company's business operations, I am committed to continuing along this path and further strengthening our position on the Serbian market. I'm looking forward to working with a highly motivated team and achieving further successes in a joint effort!" Thanasis Katsiroubas was raised and educated in the USA. He holds two technical degrees from the Northeastern University in Boston as well as an MBA.

### mobilkom austria Marketing Manager Petra Stangl: CMO of Vip mobile

At the end of April 2010, Petra Stangl, former Head of Marketing, was appointed CMO of Vip mobile and joined the board team of the successful Serbian mobile operator, which also encompasses the newly appointed CEO Thanasis Katsiroubas, Roland Haidner (CFO) and Darko Parun (CTO). Petra Stangl said about her new position: "My main goal is to co-shape the success of the company with customer-oriented services and innovative products such as smart phones as well as to win more

subscribers on the Serbia market and unlock customer brand loyalty.”

Petra Stangl studied business administration at the University of Regensburg and social and economic sciences at the University of Innsbruck. She started her career at mobilkom austria as senior CRM manager within the residential customer segment. Following numerous internal career steps, she became Head of Residential Marketing in 2007 and was responsible for the brands A1, BFREE and bob. Since the beginning of the year she had been acting as Deputy Marketing Director.

#### **About Telekom Austria Group:**

Telekom Austria Group is Austria's leading provider of telecommunications services. It was listed on the Vienna stock exchange in November 2000. The Group has two main business areas: the fixed net segment encompasses fixed line telephony, data, Internet, security and multimedia services and the mobile communications segment covers mobile communications. The Telekom Austria Group has international operations in Belarus, Bulgaria, Croatia, Liechtenstein, the Republic of Macedonia, the Republic of Serbia and Slovenia

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#### **Petra Stangl**

CMO Vip mobile

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#### **Thanasis Katsiroubas**

CEO Vip mobile (ab 01.08.2010)

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#### **Alexander Sperl**

Chief Commercial Officer (CCO) A1 Telekom Austria (ab 01.08.2010)

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