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## Jacek Dziecielak appointed new CEO of Media Impact Polska

Zürich (ots) -

- Cross-reference: Picture is available at  
<http://www.presseportal.de/galerie.htx?type=obs> -

As of December 1, 2013 Jacek Dziecielak (44) will take over as Chief Executive Officer of Media Impact Polska. Grupa Onet.pl SA and Ringier Axel Springer Poland has joined their sales forces and created the advertising-sales organization called Media Impact Polska in Poland. The new entity will be launched in Q4 2013.

Jacek Dziecielak is a highly experienced media and communication specialist. In 2001 Dziecielak joined HAVAS Group, one of the leading media groups in Poland, where he was responsible for the development of media contacts. From 2003 he managed the media house Havas Media and Havas Media Group in Poland, which includes Arena Media Communications and Havas Sports & Entertainment. Prior to this he worked in marketing and sales since 1996 for Kostrzyn Paper SA (now Arctic Paper SA).

Jacek Dziecielak is a graduate of Maritime University in Szczecin. He studied General Management at CEDEP/INSEAD in France and holds an MBA from University of Calgary.

Media Impact Polska, the new 50/50 Joint Venture between Grupa Onet.pl SA and Ringier Axel Springer Poland, which combines the broad portfolio of strong brands from both companies, will be even more client-focused. Special sales teams with experts from both companies will offer individually customized services such as 360-degree solutions.

Grupa Onet is the top content destination in Poland with an online reach of monthly over 14.3 million users and 2.2 billion page views in total, leading video inventory, leading mobile platform, as well as multiple context and audience based customized solutions for clients. Ringier Axel Springer Poland is a leading media company with strong online- and print brands like Fakt, Przegląd Sportowy, Newsweek and Forbes. Its websites reach together over 6 million users and 100 million page views per month. 1)

Ringier Axel Springer Media AG holds 75% of the shares in the leading Polish online portal Onet.pl.

1) Megapanel, July 2013

About Ringier Axel Springer Media AG:

Ringier Axel Springer Media AG was founded in 2010 by the Swiss Ringier AG and the German Axel Springer AG and bundles the two shareholders' activities in Central and Eastern Europe. The company operates in the four growth markets of Poland, the Czech Republic, Slovakia and Serbia with a broad media portfolio made up of more than 130 online and print services. The company has its headquarters in Zurich and employs a total of around 3,100 people.

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