



Press Release

Management changes: Jiri Smejč appointed Chairman of the Board and CEO of Home Credit Group, Alexander Labak assumes advisory role

Amsterdam, 7 September 2012: Following the recently communicated changes in the shareholder structure of PPF Group, in which Jiri Smejč will become a direct shareholder and chairman in Home Credit Group through a swap of his ownership interest in PPF Group, Home Credit B. V. today announces that Alexander Labak is stepping down as Chairman of the Board of Directors and Chief Executive of Home Credit Group. With immediate effect Jiri Smejč is to assume the company leadership. Alexander Labak will continue working for Home Credit Group advising the company on strategy.

“Alex has been instrumental in building up Home Credit into one of the most successful emerging markets financial institutions and developing our brand across Russia, Europe and Asia. I would like to thank Alex for his high performance during his six years with the company and I am happy to see him continue advising our company”, said Petr Kellner, majority shareholder of PPF Group.

Jiri Smejč joined PPF Group in 2004 and became a shareholder in 2005. Among other positions, he has been a member of the Board of Directors of Generali PPF Holding B.V. since January 2008. He went into business in 1992 and in 1993 he became the Executive Officer and Director of PUPP Consulting s.r.o. In 1995 he served as Sales Director at Middle Europe Finance s.r.o., a securities trader focusing on acquisitions. He was a 34% owner of the TV NOVA group until the end of 2004. Jiri Smejč is a graduate of Charles University, Prague, Faculty of Mathematics and Physics, with a degree in Mathematical Economics.

Alexander Labak has lead Home Credit Group since 2006. Before joining the Home Credit Group, Mr. Labak held executive positions at leading financial services companies such as MasterCard Europe where he served as President, and Deutsche Bank where he was Chief Marketing Officer. Mr. Labak developed a strong consumer focus working for Johnson & Johnson and Henkel. Throughout his career he has held regional and global business responsibilities complemented by direct operating market experience (United States, Canada, Germany, Italy and Austria). Mr. Labak has an MBA from the Wharton Business School and a PhD from the Vienna University of Economics and Business Administration.

NOTES TO EDITORS

Home Credit Group (“Home Credit B.V. and its subsidiaries”) is a leading multi-channel consumer finance provider in Europe with strong foothold in Asia. The Home Credit Group’s database comprises more than 29 million clients which the Group has served so far in eight countries. In selected countries, Home Credit Group has been successfully developing retail banking services. This year Home Credit B.V. (a holding company that includes operations in Czech Republic, Slovakia, Russia and Belarus) acquired HC Asia N.V and thus started to consolidate also operations in Asia (China, India and Indonesia). This consolidation is part of the PPF Group shareholders’ strategic intention to include all Home Credit-branded companies operating in different geographies into a single holding entity. In addition, the Home Credit brand has been present in Kazakhstan since 2005, with Home Credit B.V. holding a minority interest in Home Credit Bank JSC.

More information available at www.homecredit.net

Home Credit B.V. is fully owned by **PPF Group N.V.** (“PPF”)*, one of the largest investment and finance groups in Central and Eastern Europe. With approximately EUR 14.4 billion assets under management (as at 31 December 2011), PPF’s activities range from banking and insurance to



Home Credit B.V., Strawinskylaan 933, Tower B Level 9, 1077 XX Amsterdam, Netherlands
Tel.: +31 (0) 208 813 120, Fax: +31 (0) 208 813 129, E-mail: info@homecredit.eu, Web: www.homecredit.eu
The company is incorporated in the trade register of the Chamber of Commerce for Amsterdam under the file number 34126597.

real estate, energy, mining and agriculture to Russia's largest consumer electronics retail chain. PPF's reach spans from Central and Eastern Europe to Russia and across Asia.

More information available at www.ppf.eu

** Home Credit Consumer Finance Company Co., Ltd. (China), and PPF Vietnam Finance Co. Ltd. (Home Credit Vietnam) are owned directly by PPF Group N.V., while the other companies operating under the Home Credit brand are owned by Home Credit B.V., a 100% subsidiary of PPF Group N.V. Home Credit B.V. also holds a minority stake (9.99%) in JSC Home Credit Bank, Kazakhstan.*

CONTACTS FOR JOURNALISTS

Home Credit B.V.

David Sahula
Group Communications Manager
Home Credit International, a.s.

Tel.: +420 2241 74485

E-mail: david.sahula@homecredit.eu