

PZU SA Management Board Report

on representation expenditures and
expenditures for legal, marketing, public
relations and public communication
services and management consulting
services for 2017



Powszechny Zakład Ubezpieczeń Spółka Akcyjna presents below a breakdown of expenditures incurred in 2017:

EXPENDITURES	2017 [in PLN m]
REPRESENTATION EXPENDITURES including the costs of sales support pertaining to the brokerage and agency network, meetings with business partners, shareholders;	1.89
LEGAL SERVICES including in key M&A projects;	2.85
MARKETING SERVICES including costs of advertising in the media, CSR, promotion of the PZU brand marketing research, gimmicks and sponsoring;	32.23
PR AND COMMUNICATION SERVICES including costs of the PZU Group media communication strategy, organizing press conferences and publication of results;	3.10
CONSULTING SERVICES RELATED TO MANAGEMENT including transaction, strategy and tax consulting, audits and services of the statutory auditor.	32.65

This Management Board Report comprises 3 consecutively numbered pages.

*Signatures of PZU
SA Management
Board Members*

Paweł Surówka – President of the
Management Board

Roger Hodgkiss – Management Board
Member

Małgorzata Sadurska – Management Board
Member

Tomasz Kulik – Management Board
Member

Maciej Rapkiewicz – Management Board
Member