

**PZU SA Management Board Report**  
on representation expenditures and  
expenditures for legal, marketing,  
public relations and public  
communication services and  
management consulting services for  
2019



Powszechny Zakład Ubezpieczeń Spółka Akcyjna presents below a breakdown of expenditures incurred in 2019:

| EXPENDITURES  | 2019 [in PLN million] |
|---|-----------------------|
| <b>REPRESENTATION EXPENDITURES</b><br>including the costs of sales support pertaining to the brokerage and agency network, meetings with business partners, shareholders; | 2.13                  |
| <b>LEGAL SERVICES</b><br>including in key M&A projects;   | 3.67                  |
| <b>MARKETING SERVICES</b><br>including costs of advertising in the media, CSR, promotion of the PZU brand marketing research, gimmicks and sponsoring;                    | 32.09                 |
| <b>PR AND COMMUNICATION SERVICES</b><br>including costs of the PZU Group media communication strategy, organizing press conferences and publication of results;           | 4.07                  |
| <b>CONSULTING SERVICES RELATED TO MANAGEMENT</b><br>including transaction, strategy and tax consulting, audits and services of the statutory auditor.                     | 11.51                 |

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This Management Board Report comprises 3 consecutively numbered pages.

*Signatures of PZU SA  
Management Board  
Members*

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Beata Kozłowska-Chyła - President of the Management  
Board

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Adam Brzozowski – Management Board Member

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Marcin Eckert – Management Board Member

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Elżbieta Häuser-Schöneich – Management Board Member

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Tomasz Kulik – Management Board Member

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Maciej Rapkiewicz – Management Board Member

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Małgorzata Sadurska – Management Board Member