

## Jaroslava Hirschová becomes the new CFO of Fortuna

Amsterdam/Prague/Warsaw –Effective 1 December 2014, Jaroslava Hirschová became the new CFO of Fortuna Entertainment Group, the biggest provider of fixed odds sports betting in the CEE. She is joining the Company from Slovak Primabanky a.s., where she occupied position of CFO and member of the Board of Directors. She is replacing Michal Vepřek who will be leaving the Company at 31 December.

*„I am very pleased to join the management team of Fortuna and to have the opportunity to actively participate on the development of such a strong and stable company with a high expansion potential in the current and new business lines,“* said **Jaroslava Hirschová, CFO of Fortuna Entertainment Group.**

Jaroslava Hirschová has a 20-year professional experience in banking and financial services in the area of finance and controlling that she gained in the Czech Republic, the UK, Finland and Slovakia. She worked in top management positions in GE Capital Bank, Česká pojišťovna, ČSOB and Primabanka. In Primabanka, she occupied the position of CFO and member of the Board of Directors.

*„For the CFO post we managed to recruit a top professional with a numerous experience from top management positions in prestigious banking and financial institutions. Together with Jaroslava, we will jointly work on implementation of key processes and in the upcoming periods we would like to utilize all potentials for a further growth of the Company,“* added **Per Widerstrom, CEO of Fortuna Entertainment Group.**