



**Call for proposals in the competition for the naming rights sponsor
of a sports and entertainment arena in Cracow**

Dear Sir or Madam,

Arena Kraków S.A. has been proud to manage the largest sports hall in Poland for nine years now. During this time TAURON Arena Kraków became leader in the domestic market, among this type of facilities, both in terms of the number as well as the scale of events.

Over 2,000 events took place in the Arena since its opening in 2014 until the end of 2022. During this time, the facility hosted over 5,3 million people. Arena and the area around it, have become a space that combines sport, culture, entertainment and business and are one of the favorite places to spend free time by the residents of Cracow.

The economic significance of the Arena and its impact on Cracow's economy are confirmed by report prepared by the Field Research Center R. Meissner at the request of the Company, according to which economic impact generated by visitors from outside Cracow, since the creation of the facility until 2022 amounted to PLN 580 million.

The well-established position of the Arena on the domestic and international market means that our facility is chosen and appreciated by international music and sports stars, concert tour organizers, sports federations and MICE events organizers.

The high worldwide recognition of the Arena translates into a high value of its name and image, which are taken care of by Arena Kraków S.A. This is also confirmed by the value of advertising equivalent of materials published in the press, on the radio, on television and on the Internet, in the years 2015–2022, which according to reports of the Media Monitoring Institute amounted to over PLN 565 million.

We are convinced that the naming rights sponsorship of one of the largest and most important sports and entertainment facilities in Europe may become a huge added value for your company. It is one-of-a-kind way to build the company's image – an opportunity to increase the recognition of the brand of the sponsor.

We are addressing to you a call for proposals in the competition for the naming rights sponsor of the arena with the information that it will be possible to obtain this title from February 2024.

Please submit your proposals according to the attached instruction no later than 30 June 2023. In case of additional questions, our team will provide any necessary information (contact: Ewa Nowakowska, tel. +48 739 455 667 or e-mail konkurs@arenakrakow.pl).