HRVATSKI TELEKOM CAPITAL MARKETS DAY

ZAGREB, 11 NOVEMBER 2015



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CAPITAL MARKETS DAY 2015 AGENDA

HT Capital Markets Day Broker	11 Nov 2015 Erste	
Agenda	11.00-12.30	Presentation
	12.30-13.00	Wrap up & Q&A session
	13.00-14.00	Informal lunch
Presentation	Davor Tomašković, CEO	Strong and leading HT Group position
	Kai-Ulrich Deissner, CFO	Financial turnaround
	Thorsten Albers, CTIO	Technology leadership
	Davor Tomašković, CEO	Outlook 2015
		Wrap up

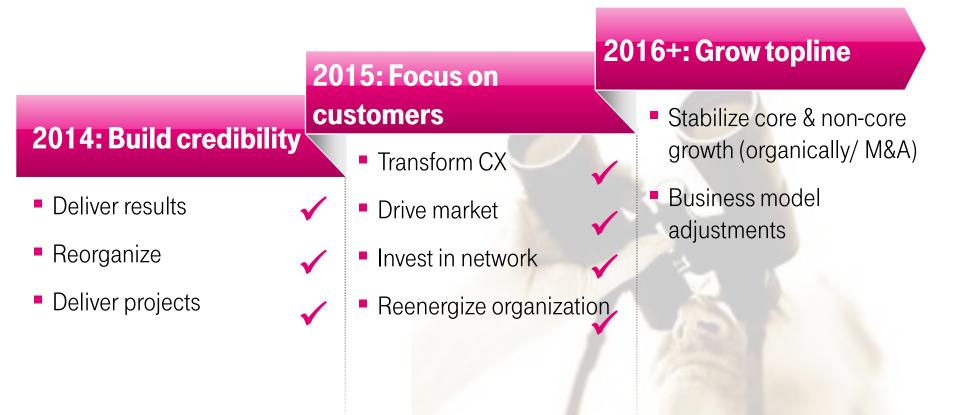
Davor Tomašković, CEO

HT GROUP'S STRONG MARKET LEADING POSITION



OVERALL POSITIONING

WE ARE ON GOOD TRACK TO BUILD A CREDIBLE, AGILE AND INNOVATIVE REGIONAL LEADER



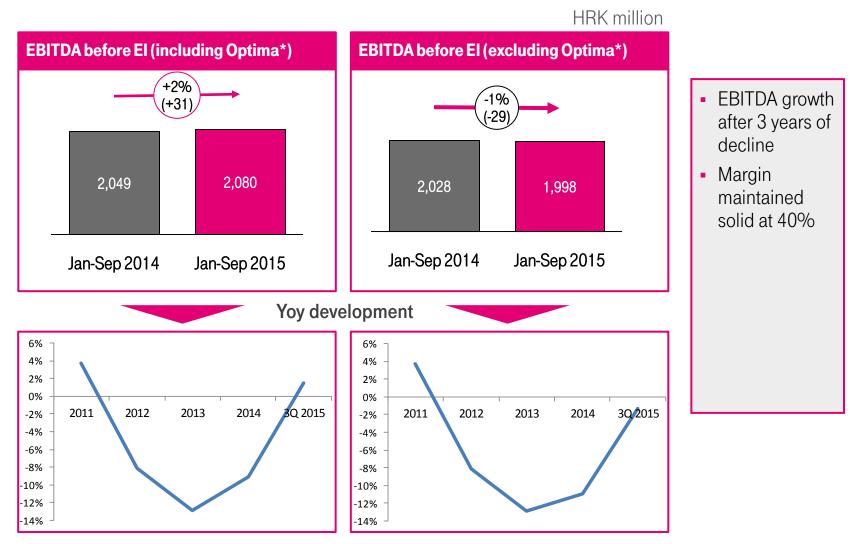
ACHIEVEMENTS

WE HAVE SUCCESSFULLY INSTIGATED AND IMPLEMENTED A NUMBER OF TRANSFORMATION INITIATIVES

Area	Initiative
) Customer experience	 Empowering employees to provide front line service Building customer relationships based on trust Promoting eCare adoption
) Market	 We have protected further market value erosion on both mobile and fixed Initiated regulatory procedure on ULL and NBSA prices increase in wholesale Transformation project named "Horizont"
Network	 Large investments in FTTH and LTE ALL IP transformation almost completed Maintaining overall lead in technology development
) Organizational changes	 31% cut in management positions Headcount restructuring programme Outsourcing of none core activities
Cost efficiency	 Collective agreement Number of indirect opex measures Process improvements: eBill, Portal, etc

ACHIEVEMENTS – FINANCIALS

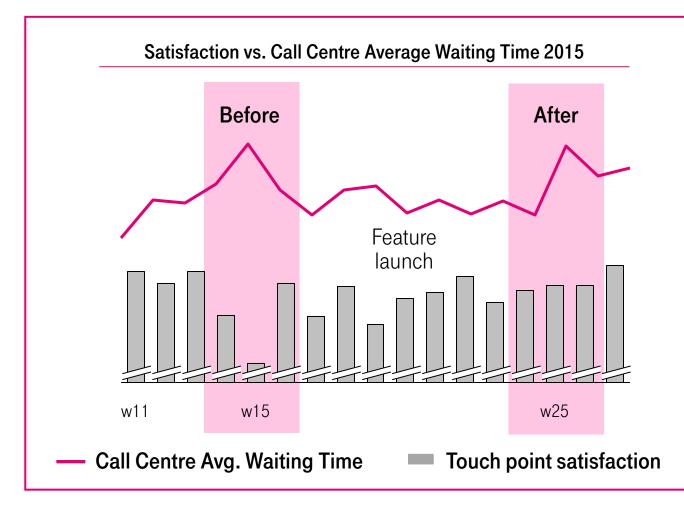
WE HAVE CHANGED EBITDA TRENDS



*Reported EBITDA includes HRK 21 million of Optima Telekom contribution in Jan-Sep 2014 vs. HRK 78 million in Jan-Sep 2015.

ACHIEVEMENTS – CUSTOMER EXPERIENCE

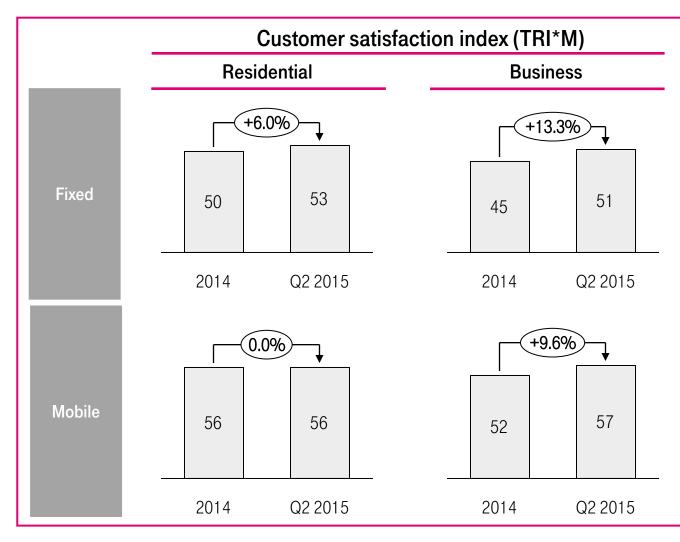
WE HAVE SIGNIFICANTLY IMPROVED PERCEPTION OF THE CALL CENTRE SERVICES



- Within the programme we focused on customers' voice and needs
- Call back feature was introduced to reduce the perception of waiting during peak times when waiting time is longer

ACHIEVEMENTS – CUSTOMER EXPERIENCE

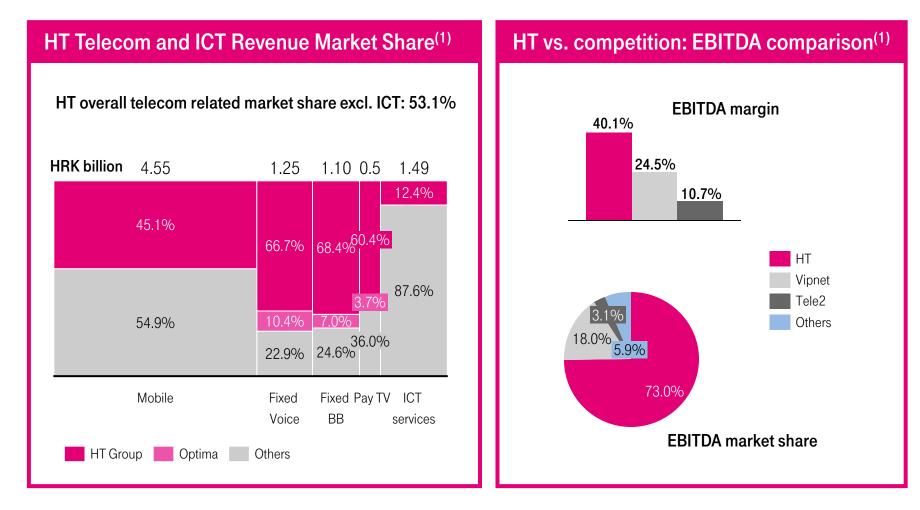
PROGRESS IN OVERALL CUSTOMER SATISFATION CREATES SOLID PLATFORM FOR TAKE UP OF NEW SERVICES



- Overall improvements are already recognized by our customers
- In addition, number of complaints fell by 23.9% in Aug 2015 vs. Aug 2014
- HT will continue with strong focus on customer experience in period to come

ACHIEVEMENTS – OVERALL MARKETRESULTS

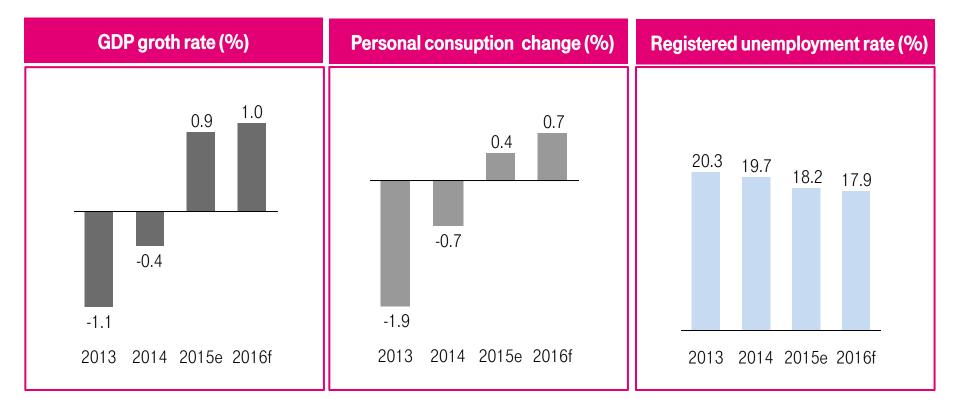
WE SUCCESSFULLY MAINTAINED LEADING MARKET POSITION ACROSS ALL SEGMENTS



(1) Source : Official competitors reports, HAKOM, IDC Adriatic and HT Group estimations for Jan-Sep 2015. EBITDA before exceptional items for Jan-Sep 2015.

GOING FORWARD - ECONOMIC ENVIRONMENT

LONG-AWAITED ECONOMIC RECOVERY APPEARS BUT NOT YET SUFFICIENT TO BOOST SPENDING

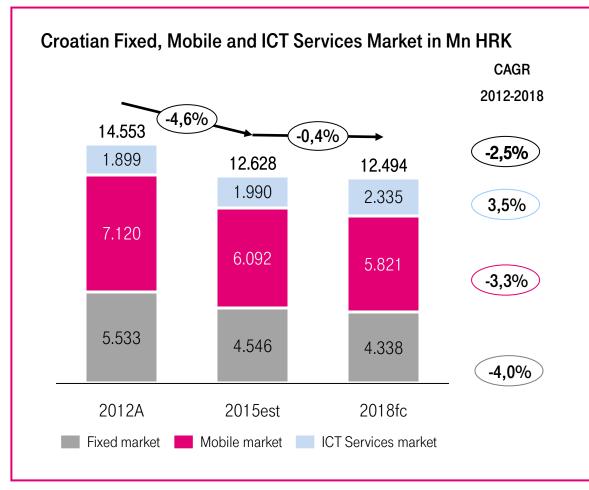


- The Croatian economy is expected to grow in 2015 for the first time in six years

Sources: Central Bureau of Statistics, recent macroeconomic forecasts by Raifeissen Research, Splitska and Hypo banks and European Commission

GOING FORWARD – CROATIAN TELEKOM AND ICT MARKET

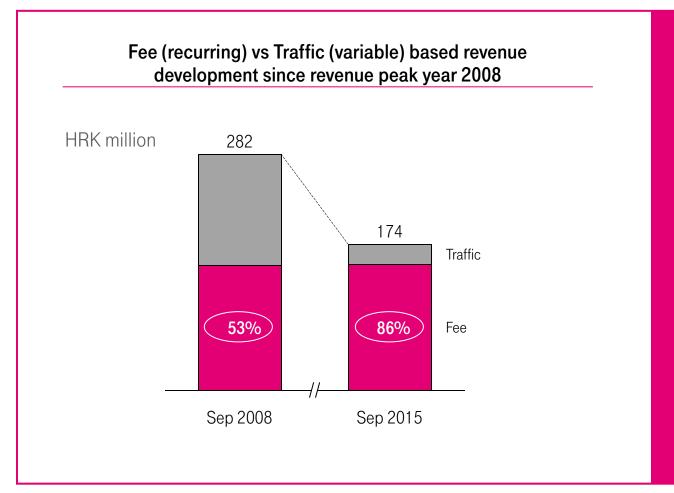
MARKET VALUE CONTINUES TO DECLINE, BUT AT CONSIDERABLY LOWER RATE IN COMING YEARS



- During 2012-2015 sharp decline in fixed and mobile market
- A decline in traditional and growth in new services shape Croatian market trends
- Market stabilization forecast in period 2015-2018 due to:
 - certain economic recovery and
 - strong uptake of:
 - Mobile data and Fixed BB
 - Pay TV
 - ICT services

HT KEY OPERATIONAL TRENDS - FIXED

MAJOR TRANSFORMATION CYCLE IN HT FIXED SERVICES, SHIFT FROM VARIABLE TO RECURRING REVENUES, ALMOST COMPLETED



- Major part of fixed voice traffic and data traffic over time converted into recurring revenue
- Exposure to historically declining traffic based revenue currently very low; 86% of revenue is fee based revenue now
- New services and features all coming in "flat" offers thus securing base revenues further

HT KEY OPERATIONAL TRENDS - FIXED

HT IS IDENTIFYING AND ADDRESSING CLIENTS' EVOLVING NEEDS AND REQUIREMENTS IN FIXED...

Other key trends in fixed

- Broadband connectivity is now standard
- Increasing demand for high speeds
- Security becomes priority for many business clients
- Demand for convergent solutions just emerging

HT's positioning

- Maintain our positioning as the largest and the best quality network operator in Croatia
- Largest Fix / Mobile / ICT portfolio including Security to be further leveraged
- Largest new product pipeline

Croatian telecom is the best positioned operator in Croatia to thrive in this emerging environment where converged services and high-speed secured networks take centre stage in customer demand

HT KEY OPERATIONAL TRENDS - MOBILE

...AND IN MOBILE

Key trends in mobile

- Data explosion (HT CAGR 2012-2015: 51.7%)
- Handsets still major decision driver
- Demand for converged offers just emerging

HT's positioning

- HT is determined to keep outperforming competition in building superfast mobile networks
- Strong focus on data monetisation features in all new tariffs
- Continuation of best handset deals
- Multibrand approach

With multiple mobile brands (T, Simpa, Bonbon), best network quality and best mobile handsets selection, HT is the only provider that can successfully compete in both low and high end consumer segments

HT STRONG MARKET LEADER DESPITE GROWTH IN LOW-END PAY TV SEGMENT BASED ON TERRESTRIAL TV CONCESSION

Low-end DVB-T segment is taking majority of new growth in PayTV	HT strong position on PayTV market well protected	
Customers CAGR: H1 2013 - H1 2015 90.9%	 Superior content offer with best sports packages on the market – clear differentiator 	
6.2% 1.7%	 Strong synergies with high-end PayTV market due to compelling, exclusive movie content (Pick Box) 	
Total PayTV DVB-T HT total Pay market segment TV customers	 Existing fixed line customer base as natural target for low end PayTV 	
747,000 53,000 387,000	products	
Number of customers H1 2015	 Multibrand approach on content acqusition 	

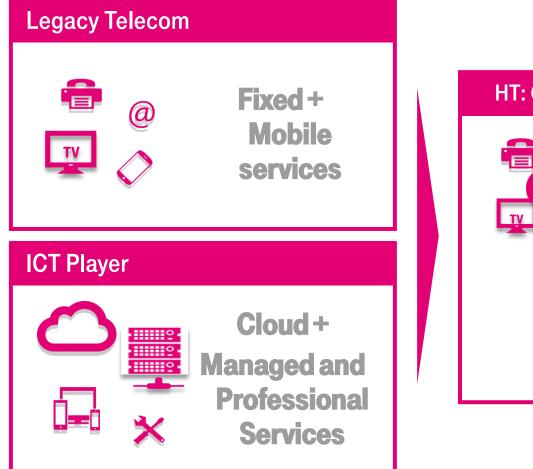
HT KEY OPERATIONAL TRENDS - ICT

HT STRONGLY OVERPERFORMED CROATIAN ICT MARKET 2012-2014; EXPECTS SIMILAR TREND TO CONTINUE

CAGR 2012-2014	KEY MARKET TRENDS	HT's POSITIONING
18.0% 2.8% Croatian HT ICT ICT Market	 Demand for convergent offer blurs Telco and ICT boundaries ICT market highly fragmented New emerging trend is shifting core business operations to Cloud (SaaS, IaaS) 	 Three key competitive advantages: Largest ICT portfolio in HR Strong ICT pipeline via DT group Superior in-house expertise Only 4% of HT's business customer base using ICT: large growth potential Possible participation in market consolidation

CONCLUSION – FMCC TREND

HT TO EXPLOIT ITS UNIQUE MARKET POSITION: CONVERGED OFFER AND PREMIUM QUALITY



HT: CONVERGED SERVICE PROVIDER



Fixed Mobile Cloud Convergence + Outsourcing

Kai-Ulrich Deissner, CFO

FINANCIAL TURNAROUND



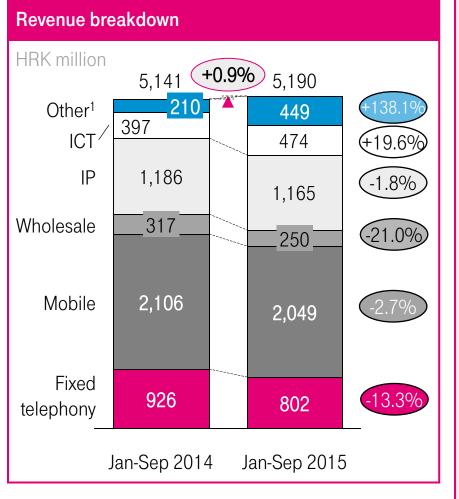
HT GROUP BUSINESS HIGHLIGHTS RECAP OF HIGHLIGHTS OF THE FIRST NINE MONTHS OF 2015

Financial

- Further positive revenue and EBITDA development
 - Revenue up 0.9%
 - Excl. Optima Telekom, revenue down 2.0% vs 3.6% decline in 2014
 - Third quarter revenue, excl. Optima Telekom, up 2.0%; strong contribution from ICT
 - EBITDA before exceptional items up 1.5%, even after increase in new regulatory driven costs
 - Excl. Optima Telekom, EBITDA before exceptional items down 1.3% vs 8.4% decline in 2014
 - EBITDA before exceptional items margin 40.1% vs 39.9% in 2014
- Transformation initiatives ongoing with focus on running costs and long term market positioning
 - Strategic program HORIZONT is developing according to plan and is delivering tangible results
 - Further cost efficiency achieved: total operating expenses lower, even after full nine monhts 2015 with Optima Telekom consolidation and new regulatory driven costs

HT GROUP FINANCIAL PERFORMANCE

REVENUE UP 0.9%, SUPPORTED BY OPTIMA TELEKOM CONSOLIDATION AND GROWTH IN ICT

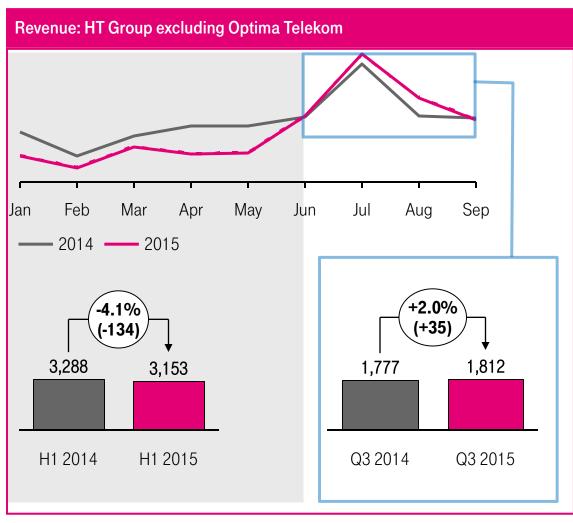


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- Fixed telephony down due to fall in mainlines, traffic and ARPA
- Mobile revenue decline of 2.7%; some positive momentum diminished as customers selected lower value tariffs and lower end handsets
- Wholesale revenue decrease mainly due to wholesale revenues from Optima now considered internal transactions so not recognised (around HRK 33 million quarterly); in addition, general prices and traffic declined, offset by de-regulation of certain non EU termination rates effective from 1 April 2015
- 19.6% growth in ICT with "catch up" effect in Q3; growth recorded mainly in IP communications and ICT solutions as well as in cloud and managed services
- Net revenue impact of Optima consolidation² totals HRK 225 million (Jan-Sep 2014: HRK 77 million): Optima gross contribution to Other revenues of HRK 323 million minus above mentioned negative impact on Group wholesale revenues. Excluding Optima, Group revenue decline of 2.0% (vs Jan-Sep 2014 decline of 3.6%)

REVENUE DEVELOPMENT

HT RECORDING YOY GROWTH EVEN EXCLUDING OPTIMA TELEKOM



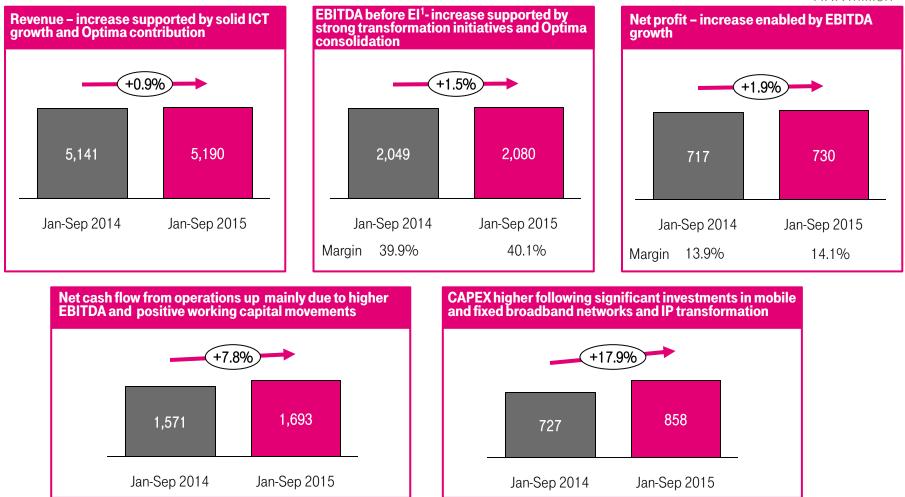
HRK million

- Strong revenue performance in Q3 driven primarily by solid ICT growth
- Yoy growth also supported by reduced decline in mobile revenues and further increase of wholesale revenue as a result of deregulation effect

MAIN FINANCIAL KPIs

GROWTH IN ALL MAIN FINANCIAL INDICATORS; EBITDA MARGIN AT SOLID 40%

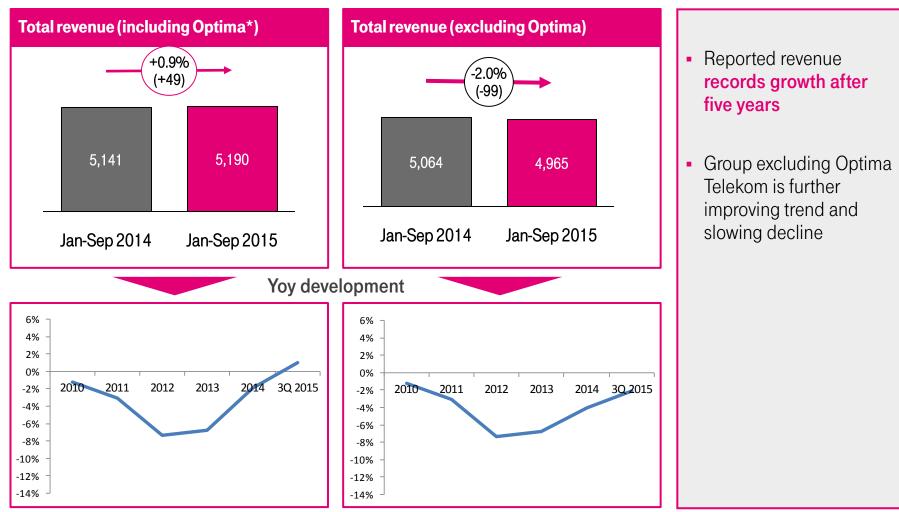
HRK million



¹ Exceptional items refer to redundancy costs totaling HRK 87 million in Jan-Sep 2015 and HRK 115 million in Jan-Sep 2014.

REVENUE DEVELOPMENT

REVENUE TREND REVERSED

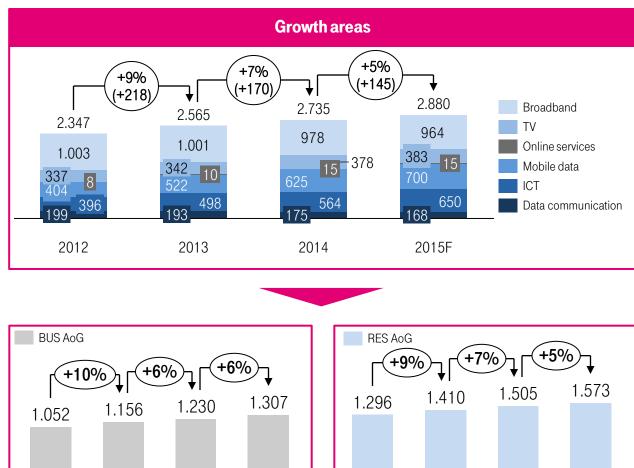


HRK million

*Reported total revenue includes HRK 77 million of Optima Telekom contribution in Jan-Sep 2014 vs. HRK 225 million in Jan-Sep 2015.

AREAS OF GROWTH

REVENUE DRIVEN BY KEY GROWTH AREAS



2012

2013

2014

2015F

HRK million

- Future growth in Broadband and TV planned through customer base boost enabled by increase in network capacities and by reducing churn with Fiber and premium content
- Focus will remain on increasing ICT profitability by changing the revenue structure and focusing on core portfolio with higher margins (Cloud, Non-Cloud standard and Managed services)
- Launched new post-paid tariffs to increase data monetisation

2013

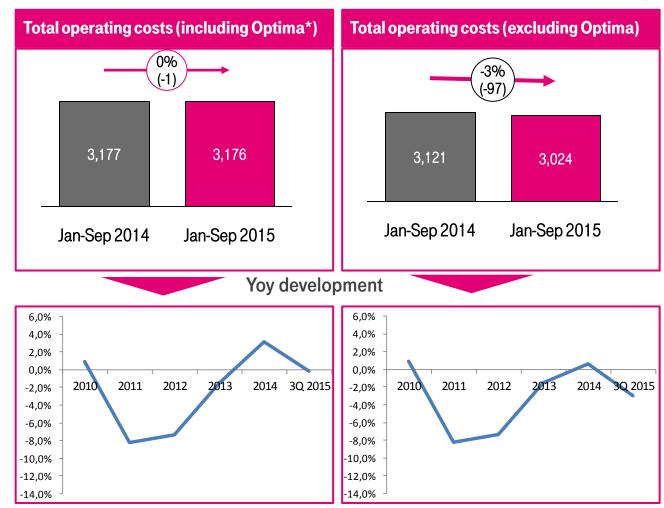
2014

2015F

2012

COST MANAGEMENT

TOTAL OPERATING COST LOWER DESPITE FULL NINE MONTHS 2015 OPTIMA TELEKOM CONSOLIDATION



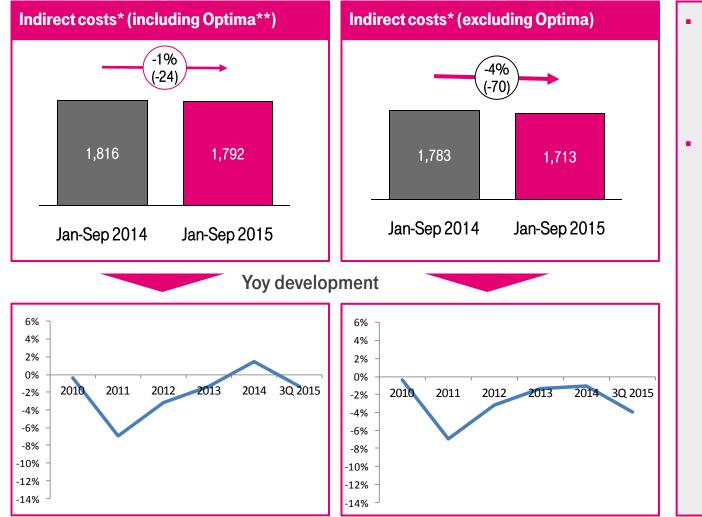
- New regulatory driven costs (new spectrum fee, rights of way) raised opex from 2014 onwards (mainly started from Q3 2014)
- However, focus on costs yields considerable yoy improvements on like for like basis.

*Reported total costs include HRK 56 million of Optima Telekom cost contribution in Jan-Sep 2014 vs. HRK 146 million in Jan-Sep 2015.

COST MANAGEMENT

INDIRECT COST-IMPERATIVE OF SUBSTANTIAL REDUCTION





- Continuous efforts to decrease indirect and total workforce costs in order to reduce erosion of profitability
- Strategic projects in 2015 initiated with a goal of focusing full attention on reducing indirect costs

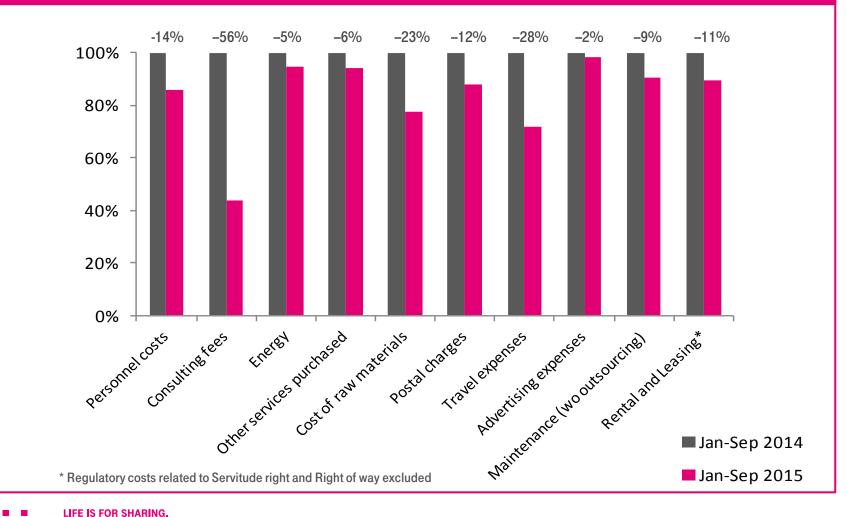
* Including Personnel costs

**Reported indirect costs include HRK 33 million of Optima Telekom cost contribution in Jan-Sep 2014 vs. HRK 79 million in Jan-Sep 2015.

COST MANAGEMENT

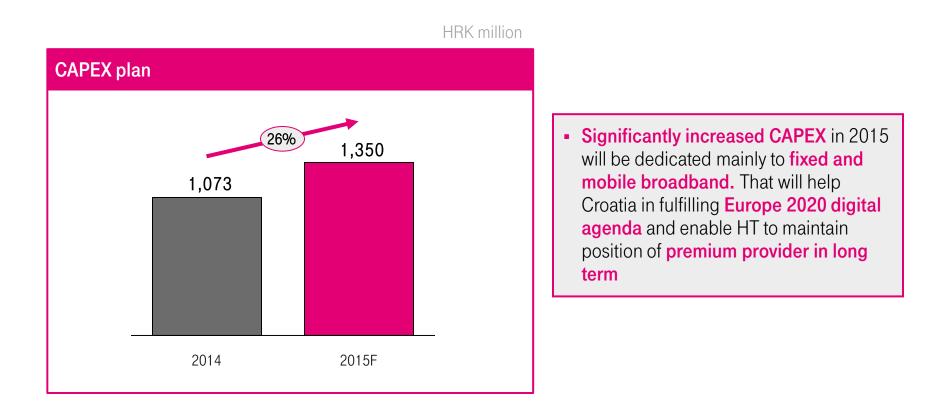
COST REDUCTIONS ACHIEVED ACROSS ALL COST CATEGORIES

Significant YOY improvements – saving contribution from almost all large cost categories



CAPEX

PLANNED INVESTMENTS WILL HELP ENHANCE OVERALL LONG TERM POSITIONING OF HT



Thorsten Albers, CTIO

HT TECHNOLOGY LEADERSHIP



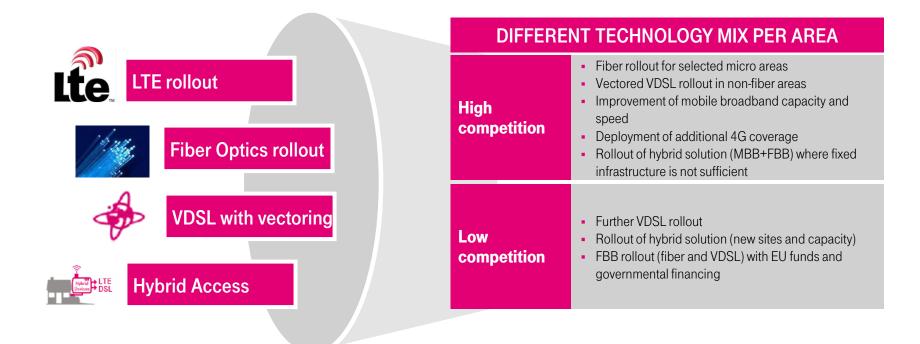
NETWORK STRATEGY

LEAN AND CLOUDIFIED APPROACH BASED ON INTEGRATED IP NETWORK DRIVES TECNOLOGY LEADERSHIP

INTEGRATED NETWORK STRATEGY	ALL-IP TRANSFORMATION	PAN-EUROPEAN NETWORK
LTE FIBER VDSL/VECTORING	PSTN MIGRATION	PAN-IP
HYBRID ACCESS	enables plug and play	centralisation and virtualisation of the production platforms using new technologies

ACCESS NETWORK STRATEGY

WE APPLY TECHNOLOGY MIX TO MAXIMIZE UTILISATION AND OPTIMISE INVESTMENTS BY INTEGRATED ACCESS STRATEGY



HT exploits synergy effects of mobile and fixed network. HT differentiated as premium provider with premium network.

MOBILE BROADBAND

CONTINUOUS MOBILE BROADBAND DEPLOYMENT ENABLES SUPERIOR COVERAGE AND PERFORMANCE

End of 2015 4G coverage



- LTE population coverage increased by almost 50% from EOY 2014
- Competitors lagging behind HT by coverage, but competing aggressively on speed



Hrvatski Telekom (HT) achieved the highest data score and the highest rating for its service of all the networks in Croatia in the tests run by independent company "P3 Communications". HT was awarded the P3 "Best in Test" certificate, on internationally accepted proof of best in market network quality.

59% population indoor coverage in September 2015; download throughput of up to 225 Mbps

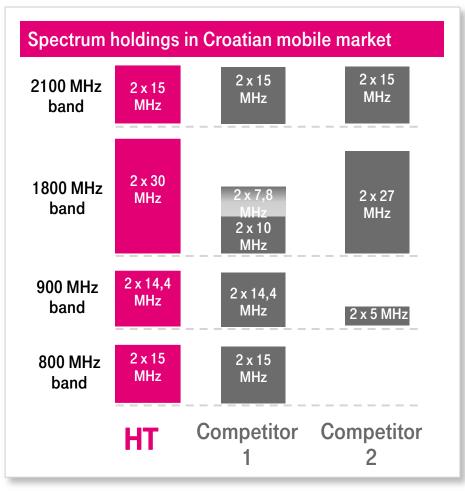
77% of population indoor coverage (outdoor: 98%) in September 2015; download throughput of up to 42 Mbps

4G

3**G**

MOBILE SPECTRUM OVERVIEW

WE ENSURED BEST SPECTRUM POSITION ENABLING LTE COMPETITIVE ADVANTAGE



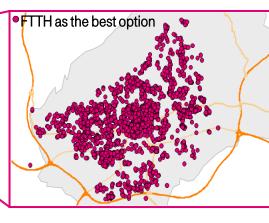
- Spectrum acquisitions in 2012, 2013 and 2014 in 800 and 1800 MHz bands are basis for long term competitive advantage in LTE top speeds and performance
- Highest amount of technology neutral spectrum directly relates to capacity and speed
- Highest amount of continuous 1800 MHz spectrum enables CAPEX efficient deployment of capacity and speed increase technologies
- All spectrum licenses are valid until 2024
- Full spectrum potential will be exploited by spectrum re-use - from 2G and 3G to more efficient 4G – in midterm period

FIXED BROADBAND

WE ARE INCREASING NGA COVERAGE BY SMART FIBER ROLLOUT AND BY ENHANCING COPPER PERFOMANCE

NGA goal of around 50% EOY 2015	 End of 2015 all network nodes will be equipped with VDSL 50% of households will be within availability of Next Generation Access data throughput (>30Mbps)
FTTH FTTC	 Fiber optic access network rollout is driven by protection of customer base, improvement of network capabilities, reduction of faults and increased performance for customer End of 2015 >10% of households are within FTTH/B coverage and can receive speeds up to 1G Broadband capabilities of copper network will be enhanced by reconstruction, modernization and shortening of local loop (FTTC topology)



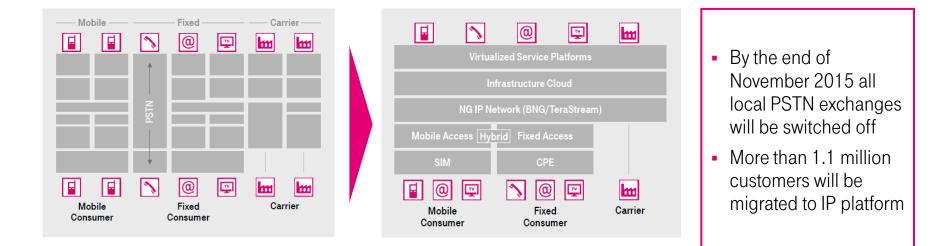


We chose a smart technology investment model for each microarea down to individual buildings to optimize our cost and maximize customer benefits

We work on the regulatory and legislative framework to enable faster and more efficient rollout of new technologies (microtrenching, FTTB, G.Fast, hybrid, ...)

ALL IP

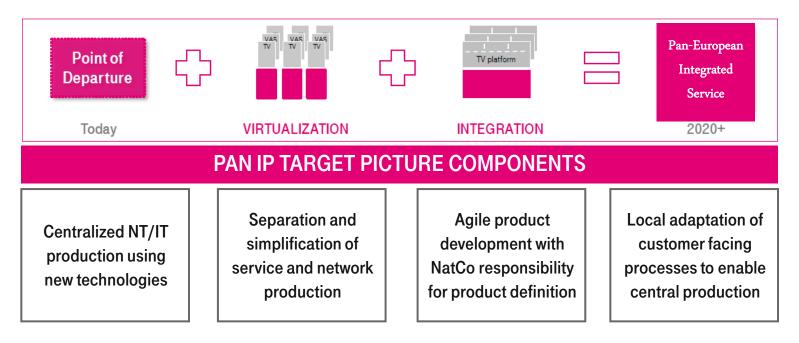
ALL IP MIGRATION ENABLES CREATION OF SIMPLIFIED AND STANDARDIZED NETWORK



- The implementation of the all-IP service platform is a strategic priority for business transformation
- Migration enables decrease of network complexity, reduction of number of network nodes and simplifies service related processes and operations
- Supports new cost structure for broadband oriented services (fault repair simplification, single-technology experts, fewer vendors, reduction of operational costs)

PAN IP

HT TO PARTICIPATE IN PAN-EUROPEAN SERVICES PRODUCTION MODEL OR PAN IP



HT AS A FRONTRUNNER



Davor Tomašković, CEO

OUTLOOK 2015 & DIVIDEND POLICY ADDITION



HT GROUP OUTLOOK 2015

HT TO DELIVER 2015 OUTLOOK

	2014 Results	Outlook 2015 vs 2014	
Revenue	HRK 6,908 million	Revenue stabilisation (Jan-Sep 2015: +0.9%)	
EBITDA before exceptional items	Margin of 40.3%	Margin of around 40% (<i>Jan-Sep 2015: 40.1%</i>)	
CAPEX	HRK 1,073 million	Around HRK 1,350 million (or +25.8% yoy) (<i>Jan-Sep 2015: HRK 858 million or +17.9% yoy)</i>	
Regional expansion 2015	HT is monitoring and evaluating potential M&A opportunities		

DIVIDEND POLICY

Current Dividend Policy, Prospectus 2007

"The future dividend policy....

shall range from 50% to 100% of the Company's distributable profits....

and shall depend on the overall financial position of the Company and its working capital needs

and other factors ..."

Dividend Policy Addition

HT will in the future, at the beginning of the year, announce a minimum target dividend for each year, within the policy range, to honour investors' long term perspective

– In Feb 2016 expected minimum dividend from full year 2016 profit to be announced

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Davor Tomašković, CEO

WRAP UP



WRAP UP

HT IS HIGHLY PROFITABLE MARKET LEADER WITH EXCELLENT PROSPECTS

MARKET	Strong leading position maintained; going forward, HT to leverage on FMCC
CUSTOMERS	HT will keep providing premium services in long run, based on its network capabilities and expertise
FINANCIALS	HT set to further outperform domestic competition and deliver industry-leading margins in European telecom sector
SHAREHOLDERS	Benefit from all the above and decent dividend payments





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CONSOLIDATED INCOME STATEMENT

HRK million

in HRK million (IFRS)	Jan-Sep 2014	Jan-Sep 2015	% of change A15/A14
Mobile	2,106	2,049	-2.7%
Fixed telephony	926	802	-13.3%
Wholesale	317	250	-21.0%
IP Revenue	1,186	1,165	-1.8%
Data	63	62	-1.2%
ICT	397	474	19.6%
Miscellaneous	138	345	150.0%
Energy	5	34	628.2%
Other non telco services	4	8	87.3%
Revenue	5,141	5,190	0.9%
Other operating income	85	63	-26.2%
Total operating revenue	5,226	5,252	0.5%
Operating expenses	3,292	3,260	-1.0%
Material expenses	1,439	1,462	1.6%
Employee benefits expenses	914	774	-15.3%
Other expenses	940	1,021	8.6%
Work performed by the Group and capitalised	-67	-54	19.2%
Write down of assets	67	57	-14.0%
EBITDA	1,934	1,992	3.0%
Depreciation and amortization	1,012	1,075	6.1%
EBIT	922	918	-0.4%
Financial income	23	41	77.1%
Income/loss from investment in joint ventures	12	11	-3.3%
Financial expenses	64	76	18.3%
Profit before taxes	892	894	0.2%
Taxation	178	177	-0.5%
Net profit	714	717	0.4%
Non controlling interests	-2	-13	-478.4%
Net profit after non controlling interests	717	730	1.9%
Exceptional items ¹⁾	115	87	-23.9%
EBITDA before exceptional items	2,049	2,080	1.5%

¹⁾ Related to redundancy restructuring costs

CONSOLIDATED BALANCE SHEET

HRK million

in HRK million (IFRS)	At 31 Dec 2014	At 30 Sep 2015	% of change A15/A14
Intangible assets	1,716	1,545	-10.0%
Property, plant and equipment	5,577	5,530	-0.8%
Non-current financial assets	735	964	31.2%
Receivables	121	102	-15.3%
Deferred tax asset	51	45	-11.8%
Total non-current assets	8,200	8,186	-0.2%
Inventories	115	124	7.3%
Receivables	1,525	1,302	-14.6%
Current financial assets	1,539	960	-37.6%
Cash and cash equivalents	2,192	2,715	23.9%
Prepayments and accrued income	264	112	-57.7%
Total current assets	5,635	5,212	-7.5%
TOTAL ASSETS	13,835	13,399	-3.2%
Subscribed share capital	8,883	9,823	10.6%
Reserves	409	444	8.6%
Revaluation reserves	2	5	146.7%
Retained earnings	673	268	-60.2%
Net profit for the period	1,142	730	-36.1%
Non controlling interests	125	114	-8.5%
Total issued capital and reserves	11,235	11,385	1.3%
Provisions	71	69	-3.1%
Non-current liabilities	590	480	-18.6%
Deferred tax liability	50	46	-8.2%
Total non-current liabilities	711	595	-16.3%
Current liabilities	1,742	1,306	-25.0%
Deferred income	111	105	-5.5%
Provisions for redundancy	35	8	-77.6%
Total current liabilities	1,889	1,419	-24.9%
Total liabilities	2,600	2,014	-22.5%
TOTAL EQUITY AND LIABILITIES	13,835	13,399	-3.2%

CONSOLIDATED CASH FLOW STATEMENT

HRK million

in HRK million (IFRS)	Jan-Sep 2014	Jan-Sep 2015	% of change A15/A14
Profit before tax	892	894	0.2%
Depreciation and amortization	1,012	1,075	6.1%
Increase / decrease of current liabilities	-74	-99	-33.8%
Increase / decrease of current receivables	119	71	-40.5%
Increase / decrease of inventories	-27	-8	69.2%
Other cash flow increases / decreases	-352	-239	32.1%
Net cash inflow/outflow from operating activities	1,571	1,693	7.8%
Proceeds from sale of non-current assets	3	9	221.2%
Proceeds from sale of non-current financial assets	2	1	-41.7%
Interest received	15	15	4.7%
Other cash inflows from investing activities	1,444	1,872	29.7%
Total increase of cash flow from investing activities	1,463	1,898	29.7%
Purchase of non-current assets	-760	-833	-9.6%
Purchase of non-current financial assets	-76	-305	-299.0%
Other cash outflows from investing activities	-338	-1,193	-253.4%
Total decrease of cash flow from investing activities	-1,174	-2,331	-98.5%
Net cash inflow/outflow from investing activities	289	-433	-250.0%
Total increase of cash flow from financing activities	0	0	-
Repayment of loans and bonds	-2	-23	
Dividends paid	-736	-573	22.1%
Repayment of finance lease	-3	-3	-6.1%
Other cash outflows from financing activities	-117	-146	-25.1%
Total decrease in cash flow from financing activities	-857	-745	13.1%
Net cash inflow/outflow from financing activities	-857	-745	13.1%
Exchange gains/losses on cash and cash equivalents	3	8	167.7%
Cash and cash equivalents at the beginning of period	2,039	2,192	7.5%
Net cash (outflow) / inflow	1,005	523	-48.0%
Cash and cash equivalents at the end of period	3,045	2,715	-10.8%

Note: 2014 Cash flow restated, changes were made in order to separately present cash outflows for content contract and regulatory licences purchases within cash flows from financial activities and due to changes in cash flow methodology with regards to purchases of non-current assets

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