

Press release

## **PROFI CREDIT has become a major partner of UNICEF CZ**

**Prague 15.12. 2014 – The company PROFI CREDIT increasingly supports charitable projects and charities. This year has become a major partner of the Children's Fund of United Nations UNICEF in Czech Republic. It is the world leading organization working in 157 countries worldwide and is engaged in protecting and improving the living conditions of children and promoting their all-round development. PROFI CREDIT handed to UNICEF a cheque for a hundred thousand Czech crowns.**

*"Given that PROFI CREDIT operates in five countries, we decided to support the organization with global reach. UNICEF is our guarantee of the best assistance that leads to the most needy, namely the children,"* says Global Chief Marketing Officer of PROFI CREDIT Ondřej Lokvenc. Support of UNICEF is part of a new global CSR strategy PROFI CREDIT, whose key point is to support the children.

A hundred thousand crowns goes to the humanitarian collections for countries affected by Ebola virus. PROFI CREDIT also participated in a fundraising auction of dolls to support vaccination programs. Doll to the auction produced also Miss Czech Republic 1997 Terezie Dobrovolná, who is the life partner of shareholder of company PROFI CREDIT. Profit from the auction of dolls was almost 3 million CZK and saves the lives of nearly 5 000 children who will be able to be vaccinated against six deadly childhood diseases.

Cooperation with PROFI CREDIT also welcomed the director of UNICEF Czech Republic Pavla Gomba: *"We are very pleased that PROFI CREDIT decided to support UNICEF and became our main partner. I believe that our cooperation will help to improve or save the lives of many children around the world."*

According to an international survey realized by research agency Ipsos for PROFI CREDIT, helping children is currently the most common reason, why people give money to charity. This was stated by 70% of Czechs, more than three quarters of Slovaks and Bulgarians and two-thirds of Poles.



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**PROFI CREDIT** is a leading provider of non-banking loans. It is part of the credit division of multinational financial group Profireal Group, which operates in Czech Republic, Slovakia, Poland, Bulgaria and Russia. PROFI CREDIT belongs among the top five players in the market of non-banking loan providers.