



Cyfrowy Polsat IR Newsletter

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Wirtualnemedia.pl
1 January 2021

Polsat TV channels stay in the offer Multimedia Polska as non-guaranteed channels. The company wants to retain customers by offering them promotions

by tw

At the end of November last year Multimedia Polska cable TV network informed its customers that Polsat TV's scrambled channels will disappear from its offer from the beginning of 2021. At the beginning of December 2020 the operator added that two Polsat channels which are covered by the must carry - must offer rule, i.e. Polsat and TV4, will continue to be available.

So far Polsat channels had the status of "guaranteed" channels in the offer of Multimedia Polska. The status of a "non-guaranteed" channel means that an operator broadcasting such a channel may remove it from the offer at any time without seeking its customers consent to doing so but by simply notifying customers of such an action.

The above-mentioned change of the offer gives the customers the possibility to terminate their contracts or request change of the terms of their contracts without having to pay any penalties. Customers have one month from the date of publication of the changes in the offer to make their decisions. During past several days many customers of Multimedia Polska decided to take such actions and as a result some of the operator's branch offices and the help line experienced heavy customer traffic.

Multimedia Polska has assured that for the time being Polsat TV's channels will continue to be available in its offer while the change of their status from 1 January 2021 does not mean that they will disappear. Should any changes occur in this area in the future, the operator will be informing customers of these changes relevantly in advance.

Change of the status from guaranteed channels to non-guaranteed channels concerned the following channels: Polsat 2, Polsat News, Polsat Sport, Superstacja, Polo TV, Eska TV, Super Polsat, Fokus TV and Nowa TV.

Multimedia Polska informed that it was carefully analyzing various scenarios so as to assure the broadest possible access to the offer of TV programs for its customers.

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2 January 2021

Streaming wars. SVOD services in 30 markets will overtake the pay TV offers

by Sebastian Kucharski

As has been stated in the "OTT Streaming Wars: Raise or Fold" report, developed by Capgemini, by the end of 2020 subscription-based streaming video services (SVOD) were expected to surpass pay TV offers, in terms of the number of users, in 30 countries worldwide (the survey did not include Poland).

Fast development of such services over the past 10 years has accelerated even more due to the pandemics during which OTT platforms saw record growth of the number of subscriptions.

Other factors which foster development of OTT or SVOD platforms include growing awareness of consumers as regards the value of the content and the preferences, convenience of use, flexibility, or use of highly advanced technologies (including artificial intelligence for suggesting content).

In the opinion of the report's authors, OTT services currently lead in the field of video content consumption not only among the young people but also in the "up-to-50" age group.

The survey shows that the enormous potential offered by OTT platforms has been noted by local providers and traditional media worldwide. As a result increasing range of on-demand media has emerged. What is important, these players exploit the weakness of the global giants, namely the aspect of lack of "localized" offers. By having better knowledge of local preferences in a given region, providers are better positioned to tailor their offers, the scope of the service, or the form of payment to local needs.

Omdia international research agency has estimated that as many as 4 million households in Poland pay for at least one video subscription service. In the opinion of a representative of Wavemaker, SVOD market in Poland has not reached its saturation yet, which is demonstrated, among others, by the results of regular surveys performed by Wavemaker. She noted, however, that on the developed markets, where most consumers already use at least one SVOD service, the demand for new paid services is no longer so high. What is observed now are more investments in the video-on-demand model financed by advertising (AVOD).

Parkiet
5 January 2021

Operators will not make extra money on Brexit

by ZIU

Even though the United Kingdom has formally ceased to be a European Union member from 1 January 2021, all the four biggest mobile operators in Poland have decided against changing the rates for roaming services offered in the UK.

In December 2020 the relevant declarations were made by Orange Polska and Polkomtel (a Cyfrowy Polsat Group company), and now such declarations have also come from P4 (the operator of Play network) and T-Mobile Polska.

The operators announced promotions which will maintain the "Roam like at home" principle.

Parkiet
5 January 2021

Plus's plans for 2021: reach as many as 11 million inhabitants of Poland with 5G services

by Urszula Zielińska

Polkomtel, the operator of Plus network, has started 2021 with over a thousand 5G base stations on air in all 16 voivodships of Poland. Thus the coverage of its 5G network operating in the 2600 MHz TDD bandwidth extends over an area inhabited by 7 million people.

For comparison, when launching their networks Orange Polska and T-Mobile Polska were announcing that they would cover an area inhabited by 6 million people (according to the information obtained from these operators' representatives, the current coverage is more or less at the stated level). Play's network's coverage is available to around 5 million people.

T-Mobile, Play and Orange offer 5G services in the 2100 MHz frequency band. In addition Play holds a permit for using 1800 MHz band for this purpose.

Plus, similarly as other operators, does not rule out the possibility of using also other frequency bands for the needs of 5G technology in the future.

Wirtualnemedia.pl
8 January 2021

Plus was the leader in number portability in 2020. Play was the biggest loser

by ps

According to a report published by the Office of Electronic Communications (UKE) a total of 377.1 thousand mobile numbers were ported between mobile networks in Q4 2020.

The best quarterly MNP balance was recorded by Orange (+14.1 thousand). The second and the third spot went to Cyfrowy Polsat Group companies: Premium Mobile (+13.3 thousand MSISDNs) and Polkomtel (+7.2 thousand MSISDNs). Play was on the other end of the scale, with -55.6 thousand MSISDNs.

1.4 million MSISDNs were ported between mobile operators during the entire 2020.

The best annual MNP balance was recorded by Polkomtel (a Cyfrowy Polsat Group company) (+72.9 thousand numbers). Orange was second (+ 46.5 thousand numbers). T-Mobile Polska was third with a negative MNP balance (-38.8 thousand), with Play coming fourth (-248.9 thousand numbers).

Press release
5 January 2021

Plus extends 5G coverage. Over 7 million of Poles within the 5G network coverage

At the beginning of 2021 there are over 1000 Plus base stations in 5G technology and over 7 million people within the network coverage across Poland. Thanks to adding subsequent transceivers, it is possible to use the fastest 5G network in all 16 provinces of Poland. According to the operator's plans, in 2021 the state-of-the-art 5G network in 2600 MHz TDD technology from Plus shall cover over 11 million of Poland's inhabitants.

"The total of over 1000 base stations supporting 5G is our small New Year's gift to the inhabitants of Poland. Last year, 5G network was a technological novelty. In 2021, along with the dynamic development of 5G in Plus, this modern technology will become a universally available standard. Already now over 7 million people in Poland is within the coverage of Plus 5G network and may use the state-of-the-art and fastest mobile Internet access", says **Jacek Felczykowski, Member of the Management Board of Cyfrowy Polsat and Polkomtel, the operator of Plus network.**

The current 5G network coverage in Plus can be checked at: <https://www.plus.pl/mapa-zasiegu>.

Equipment portfolio – first 5G smartphone in Poland at the price below PLN 1000

Plus offer includes over 20 smartphones and routers supporting 5G, including the cheapest 5G smartphone on the market - realme 7 5G. Thanks to a great selection of equipment in different price ranges, 5G may become the technology for anyone, universally available for daily use. At the end of 2020, the first 5G smartphone costing less than PLN 1000 was added to Plus offer on an exclusivity basis – realme 7 5G.

Planned 5G network roll-out in Plus – 11 million people and over 150 cities within 5G 2600 MHz TDD network coverage in 2021

In 2021, Plus plans to offer 5G on over 1700 base stations, in all current and former provincial capitals and several other towns.

This means that as many as 11 million people will be able to use the fastest 5G 2600 MHz TDD network in Poland.

5G in Plus is deployed on the state-of-the-art infrastructure delivered by Nokia and Ericsson.

Plus 5G – new quality of the Mobile Internet

The previous year clearly shown the importance of stable and fast Internet access. Growing data transfer, resulting from relocating many activities to the virtual space, has emphasized even more the importance of the development of the latest generation network for our economy and society. Plus is the only operator on the Polish market to dedicate a separate 2600 MHz band in TDD technology to 5G network, thus increasing the network capacity.

Along with the 5G network development, the currently used 2600 MHz band will ensure better coverage and higher network capacity than in the case of frequency bands within 3400-3800 MHz range and will enable us to maintain the advantage at subsequent stages of 5G network roll-out related to a possibility of combining different frequency bands.

Cyfrowy Polsat shares



Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2021-01-04	30.40	29.30	29.80	-1.59	10.50
2021-01-05	30.08	29.14	29.34	- 1.54	10.51
2021-01-06	-	-	-	-	-
2021-01-07	30.64	29.46	30.58	4.23	13.29
2021-01-08	30.72	30.14	30.44	- 0.46	13.10



Investor's calendar



11 January 2021	Dividend payout - 2nd tranche
20 – 21 January 2021	TOP PICKS 2021 by TRIGON (online)
25 – 26 January 2021	TOP PICKS 2021 by PKO BP (online)
28 January 2021	ERSTE GROUP Conviction Equity Investors Conference (online)
11 – 25 March 2021	Closed period prior to the publication of 2020 results
25 March 2021	Annual report and consolidated annual report for 2020
28 April – 12 May 2021	Closed period prior to the publication of Q1 2021 results
12 May 2021	Quarterly report for Q1 2021
18 – 19 May 2021	PKO BP's CEE Telecommunications, Media and IT conference (online)
4 – 18 August 2021	Closed period prior to the publication of H1 2021 results
18 August 2021	Consolidated semi-annual report for the 1st half of 2021
26 October – 9 November 2021	Closed period prior to the publication of Q3 2021 results
9 November 2021	Quarterly report for Q3 2021