



# Cyfrowy Polsat IR Newsletter

25 – 31 January 2021



Telko.in  
22 January 2021

## **EBRD buys P4 bonds again**

by Tomasz Świderek

The European Bank for Reconstruction and Development bought 7-year bonds issued by P4, the operator of Play network, worth PLN 100 million (EUR 22 million).

At the end of 2020, P4 announced the plan to issue bonds worth PLN 500 million while informing that the purpose of the bond issue “has not been defined yet.” EBRD, in its press release, indicated that the funds will be used for 5G-related investments.

*“The coronavirus pandemic has dramatically demonstrated the need to accelerate the digitalization of the economy. Play’s investment in 5G, the latest mobile communications technology, is an important step for Poland’s progress with this transformation,”* said **Dirk Werner, director and head of telecommunications, media and technology at the EBRD.**

Earlier investments by EBRD in the Polish telecommunications sector included taking up 1/5th of Cyfrowy Polsat’s green bonds issue, worth PLN 1 billion in total, at the beginning of 2020, acquisition of 1/7th of P4’s bond issue, worth PLN 750 million in total, in December 2019, or acquisition of Cyfrowy Polsat’s PLN 1 billion bonds issue in spring 2019.

Wirtualnemedi.pl  
25 January 2021

## **Play promotion for new customers: selected services offered for free for up to half a year**

by KM

Play has launched new promotions addressed to new individual and business customers.

The customers who will decide to port their phone numbers into Play’s network will be exempt from the fees for services and from payment of the installments for the mobile device during the first six months of the contract.

According to UKE’s (Office of Electronic Communications) report for 2020, last year Play recorded negative net MNP balance, losing 249 thousand MSISDNs. During the same period Polkomtel (a Cyfrowy Polsat Group company) achieved a positive MNP balance of +72.9 thousand MSISDNs, surpassing its competitors, with Orange recording a positive balance of +46.5 thousand MSISDNs and T-Mobile losing 38.8 thousand MSISDNs.

Wirtualnemedi.pl  
26 January 2021

## Polsat establishes Polsat Talenty (Polsat Talents)

by NB

TV Polsat (a Cyfrowy Polsat Group company) has established Polsat Talenty, a company which will be responsible for the cooperation with artists and the TV station's anchors while also searching for new talents.

*"We wish to develop our relations with the current or future stars while exploiting the entire potential of the Group to this end. The purpose is to build a model of long-term and maximally broad cooperation which will not be only limited to the presence of an artist or a journalist in a given show,"* comments **Stanisław Janowski, the CEO of TV Polsat.**

Polsat Talenty will be cooperating with TV Polsat, IPLA web TV, Interia, Polsat Media advertising office. Czysta Polska (Clean Poland) Program Association and Polsat Foundation will also be the partners.

Wirtualnemedi.pl  
27 January 2021

## Interia web portal launches a new ecology-related service - Zielona Interia (Green Interia)

by NB

Interia (a Cyfrowy Polsat Group company), one of the three biggest horizontal portals in Poland, has launched a new service called 'Zielona.interia.pl'.

The new service is fully devoted to ecology and natural environment conservation.

The readers will find interesting facts from the world of nature as well as advice on how to live in a nature-friendly way.

Additional widgets will be available soon which will allow the readers follow the situation in their neighborhood. These will include tools showing air quality or a carbon footprint calculator.

**Wirtualnemedia.pl**  
28 January 2021

## **Canal+ and Eleven Sports will be broadcasting the Spanish LaLiga matches until 2026**

*by TW*

Canal+ Polska and Eleven Sports (a Cyfrowy Polsat Group company) have acquired the exclusive rights to broadcasting of the Spanish LaLiga matches during the next five years, i.e. till the end of the 2025/26 season.

The broadcasting rights were purchased by Canal+ Polska, who granted sub-licenses to Eleven Sports.

Both broadcasters will be showing five matches from each round live. The division of the matches that respective stations will be showing will be determined on the basis of the right of first choice that will be applied alternately each round.

The matches between Real Madrid and FC Barcelona will, in turn, be shown by both stations.

The broadcasters will be also showing some selected matches of the Spanish second division.

**Telko.in**  
29 January 2021

## **T-Mobile adds a fiber-optic access offer to its voice offer. Massively discounted mobile price plans**

*by Łukasz Dec*

T-Mobile has launched a promotion for broadband Internet access offered on the basis of the infrastructure operated by wholesale partner networks (Orange, Nexera, Inea).

The service will be offered free of charge to the existing and new users of mobile price plans till the end of 2021. Today's prices, i.e. PLN 59, PLN 69 or PLN 89 for data speeds of up to 300 Mbps, 600 Mbps or 900 Mbps, respectively, will apply from 2022 (until the end of the 24-month loyalty contract).

Moreover, T-Mobile has introduced a new offer for those porting in their numbers from other mobile networks. At present the monthly access fees in respective mobile plans are PLN 35, PLN 45, PLN 55 and PLN 75. Apart from unlimited voice calls and SMSs, these plans include mobile data transmission bundles of 3 GB and 8 GB, respectively, for the first two options, and unlimited access for the two more expensive price plans (offering maximum data speeds for usage levels up to 15 GB and 70 GB).

To-date offer of T-Mobile for customers porting-in their mobile numbers included price plans with monthly access fees of PLN 55, PLN 75, and PLN 95, offered with data bundles of, respectively, 3 GB, 8 GB and unlimited access.

Press release  
28 January 2021

## LaLiga Santander to be broadcast on Eleven Sports and Canal+ for the next five years

Football fans in Poland will continue to enjoy Spanish football on ELEVEN SPORTS and CANAL+. The broadcasters have acquired exclusive rights to broadcast LaLiga Santander matches for the seasons 2021/22 – 2025/26

ELEVEN SPORTS and CANAL+ will continue to exclusively broadcast five live matches per round on each network, sharing the first pick of the matches alternately. The exception to this rule will be the clashes between Real Madrid and FC Barcelona, the famous ElClásico, which will be broadcast simultaneously on both stations. The new agreement will also allow ELEVEN SPORTS and CANAL+ to broadcast one match per round from LaLiga SmartBank, second professional competition in Spain, while also showing additional programming focused on LaLiga.

The broadcasting rights to LaLiga were acquired from LaLiga by ELEVEN SPORTS which sublicensed them to CANAL+.

"LaLiga has been a very important part of ELEVEN's programming offer since the network started to operate. We are delighted to be able to guarantee fans this top European league on our channels for the next five seasons", said Krzysztof Świergiel, CEO and a member of the Board at ELEVEN SPORTS. "Viewers of ELEVEN will be offered not only live games, but also special programming dedicated to the Spanish competition as well as live pre-game studio shows before the most exciting matches. Furthermore, a long-term agreement with LaLiga enables us to continue building a strong relationship with this organisation and to promote the competition through joint projects."

"The sports rights market is becoming more and more demanding every year, so we are pleased to announce the extension and securing of these important rights for fans for as the next five years. Importantly, CANAL+ customers will still be able to conveniently follow all LaLiga Santander matches on one platform through satellite TV or CANAL+ television via the internet. In addition to great live matches, there will also be interesting magazine shows dedicated to Spanish football, where every football fan will find something for themselves." said Edyta Sadowska, President of the Management Board and Managing Director of CANAL+ Polska.

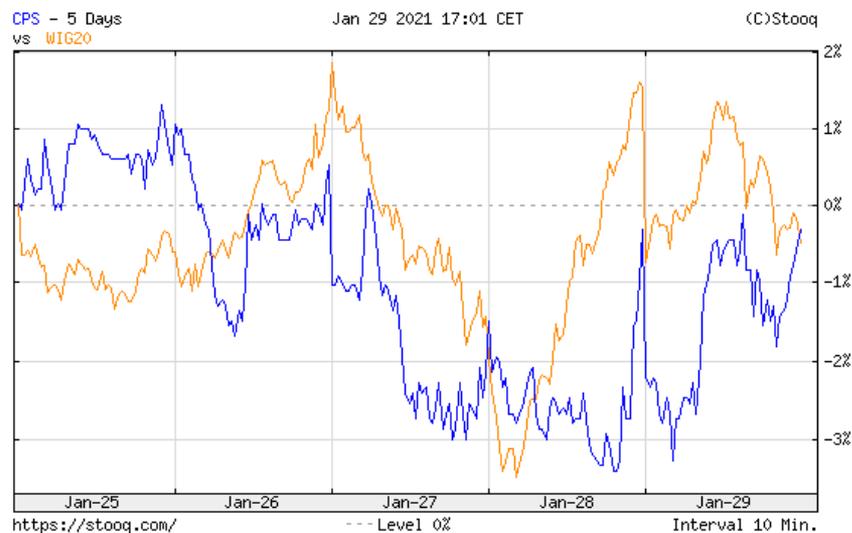
ELEVEN SPORTS channels are available on DTH, IPTV and cable platforms as well as through online services, including ELEVEN SPORTS' own service (elevensports.pl), in the IPLA's offer and in the SPORT package in the CANAL+ television via Internet service.

[More>>](#)

# Cyfrowy Polsat shares



Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2021-01-25	31.04	30.52	30.80	- 0.06	10.46
2021-01-26	31.18	30.12	30.80	0.00	8.34
2021-01-27	30.88	29.66	29.98	- 2.66	12.47
2021-01-28	30.56	29.54	30.46	1.60	15.13
2021-01-29	30.64	29.64	30.54	0.26	21.75



# Investor's calendar



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