



Cyfrowy Polsat IR Newsletter

1 – 7 February 2021



Rp.pl
1 February 2021

Tauron to move forward with its fiber-optic network in 1H 2021

by Urszula Zielińska

Tauron electrical power supply group, a member of Digital Poland Operational Programme who is rolling out fiber-optic networks while using EU subsidies for that purpose, intends to start providing telecommunication services using its network in Q2 2021.

According to a statement by Tauron's press spokesman, up until the end of 2020 the group built 2,604 kilometers of fiber-optic lines and 145 access nodes. In total it intends to build about 5.5 thousand kilometers of FTTH fiber-optic lines and 172 access nodes.

Tauron will be providing its telecommunication services in a wholesale model.

Wirtualnemedi.pl
3 February 2021

Advertising tax will be from 3 to 15 percent. Tax on advertising in the Internet will be paid only by global corporations

by TW

The Ministry of Finance published the draft act concerning tax on advertising revenue. Comments to the draft document can be submitted till 16 February 2021.

The draft provides that non-Internet media, such as TV and radio broadcasters, cinema and outdoor advertising operators will pay the tax only if advertising revenue in a calendar year exceeds PLN 1 million. In the case of press publishers the threshold is PLN 15 million.

The planned tax rates for non-Internet media other than the press are 7.5% on revenue of up to PLN 50 million (upon exceeding the PLN 1 million threshold) and 10% on the revenue above PLN 50 million. The tax rates will be higher in the case of "qualified" goods (i.e. medicines, food supplements, medical products and beverages with high sugar content) which have been indicated as a separate category. The respective rates will be 10% on revenue up to PLN 50 million (no entry threshold) and 15% on the revenue exceeding PLN 50 million.

The press will enjoy lower rates of the advertising tax: 2% on revenues of up to PLN 30 million (for the amounts exceeding the PLN 15 million threshold) and 6% on the revenue above PLN 30 million. The tax on the revenue obtained from advertising the qualified products will be 4% for the revenue of up to PLN 30 million and 12% for the revenue above PLN 30 million.

As regards the Internet, the tax on advertising revenue will apply to the companies which will have more than EUR 750 million of advertising revenue globally in the preceding calendar year and more than EUR 5 million of advertising revenue obtained in Poland (both of these conditions must be met jointly for the tax to apply). The tax rate will be 5% and will be charged only on the revenue from the ads displayed to Internet users in Poland.

The funds obtained from the new tax will go to the National Health Fund (50%), the Fund for the Support of Culture and National Heritage in the Area of the Media (35%) and to the National Historic Monuments Preservation Fund (15%).

The advertising tax will kick in from July 2021. The Ministry of Finance estimates the national budget's revenue on that account to be ca. PLN 800 million in 2022. As the Ministry noted in its press release, the purpose of the tax is to support the healthcare system and to respond to the trend of numerous areas of life moving to the Internet. The Ministry assured that "the amount of the contribution in Poland will not differ from the levels applied in other countries of our region (in Czechia and Hungary) and it will depend on the goods advertised, the type of advertising medium used and the size of the company publishing the ads). As has been noted, the draft does not require any consultations or arrangements with EU institutions.

Puls Biznesu 3 February 2021

Emitel is preparing a public offering

by Marcel Zatoński

Emitel, the biggest player on the Polish terrestrial TV and radio broadcasting market, additionally involved in the business of construction and lease of telecommunication towers and masts for mobile telephony operators, has submitted its prospectus to the Financial Supervision Commission (KNF).

As Andrzej Kozłowski, Emitel's CEO, informed, "Emitel regularly reviews its strategic options in the field of long-term development. One of the potential options is a debut on the Warsaw Stock Exchange. We confirm that the company has submitted a prospectus to the Financial Supervision Commission, however final decisions as regards the company's debut on the stock exchange have not been made yet and that is why any further comments regarding the issue would be premature at this point".

Wirtualnemedi.pl
4 February 2021

FTR and MTR rates to decrease soon. UKE announce lower rates for termination of voice calls in all networks in the EU
by PAP/bcz

The Office of Electronic Communications (UKE) informed in its press release that in the face of the delegated act adopted by the European Commission in December 2020 *“the rates for termination of voice calls (FTR/MTR) in all fixed-line and mobile networks in the EU will decrease still before the summer vacation season”*.

Upon adopting the delegated act, the European Parliament and Council will have two months for voicing potential objections. If no objections are voiced, the act will be published and will come into force on the day following the publication date, however its application will be postponed in time (vacatio legis) until the first day of the third month after the date on which the act comes in force.

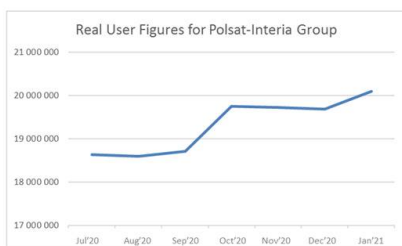
UKE informed that the maximum rate for termination of a call in a fixed-line network (FTR) that will be in effect from the start of application of the act until the end of 2021 will be 0.11 eurocents (half a grosz) and subsequently it will drop to 0.07 eurocents per minute of a call. The maximum rate for termination of a call in a mobile network (MTR) that will be in effect from the start of application of the act until the end of 2021 will be 0.7 eurocents per-minute of a voice call, 0.55 eurocents per minute in 2022, 0.4 eurocents per minute in 2023, and 0.2 eurocents per minute starting from 2024.

The amount of the FTR rate in Polish zloty for 2021 was determined by the European Commission in the delegated act, while the conversion of the MTR rate from euro to Polish zloty in 2021 will be made on the basis of the mean value of the EUR/PLN reference exchange rates published by the European Central Bank in the Official Journal of the European Union on January 1, February 1 and March 1 of 2021.

In further years the conversion from euro to Polish zloty will be made once a year (on January 1 each year) while taking into account the mean EUR/PLN reference exchange rates published by the European Central Bank in the Official Journal of the European Union on September 1, October 1 and November 1 of each year.

As a rule, the regulations exclude connections to toll-free and split charging service numbers as well as M2M connections.

Press release
5 February 2021



Source: own analyses based on Mediapanel



Interia with over 20 million users in January 2021

As has been indicated by a Mediapanel survey, Polsat-Interia Group's web services were accessed by 20.1 million real users in January 2021. The gaps to RASP Group and to Wirtualna Polska are now a mere 1.49 million and 1.64 million real users, respectively.

Only seven Internet players in Poland can boast of real user figures exceeding 20 million monthly. These are: Google, YouTube, RASP, Wirtualna Polska, Facebook, Allegro and, from this January, also Interia.

The number of Interia's real users has been growing each month. In Q4 2020 the average monthly number of real users was 19.7 million (1 million more than in Q3 2020), and it exceeded the 20 million mark in January 2021.

The result has been achieved thanks to the synergies coming from Interia being a member of Polsat Group as well as from the numerous actions that the portal has embarked on, including increase of the number of staff members in Sports, News and Pomponik editorial offices, launching of new, quality projects, including Zielona Interia (Green Interia) ecological project or Weekendowy Magazyn Tygodnik (the Weekend Weekly Magazine). All this changes have been supported by the biggest, in the portal's history, advertising campaign conducted under the slogan "Portal, który towarzyszy mi każdego dnia" ("The portal that keeps me company every day").

"The results of the survey are not a surprise to us but rather the expected consequence of the ownership changes and the right business decisions as well as the hard work and perseverance. We have been involved in shaping the Internet for more than two decades now, so we know what Polish Internet users expect from us and how to deliver it to them. Being a member of Polsat Group offers us an opportunity for tapping on this potential in even a better way," says **Artur Potocki, the CEO of Interia.pl Group.**

According to a Mediapanel survey from January 2021, the web pages and the applications of the entire Polsat Interia Group attracted 20.1 million real users who generated 17.1 billion page views.

Interia Group is a leading player on the Polish next generation media market. Every month nearly 20 million people use access to the latest news, interesting facts and entertainment as well as to the best way of communicating with the world. INTERIA portal offers access to a rich choice of top quality information, multimedia, social and communication services. Interia Group also includes theme services which attract users with diverse interests and needs. Since July 2020 Interia Group has been a member of Polsat Group, the biggest media-and-telecommunications group in Poland.

Cyfrowy Polsat shares



Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2021-02-01	30,78	29,76	30,14	- 1,31	9,31
2021-02-02	30,08	29,52	29,64	- 1,66	9,49
2021-02-03	29,46	28,38	28,78	- 2,90	32,33
2021-02-04	29,02	28,46	28,84	0,21	22,83
2021-02-05	29,18	28,68	28,92	0,28	12,46



Investor's calendar



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