



Cyfrowy Polsat IR Newsletter

8 – 14 February 2021



Dziennik Gazeta Prawna
8 February 2021

A big TV station will pay more than an Internet giant

by Elżbieta Rutkowska

According to "Dziennik Gazeta Prawna" daily, the draft act on the tax on advertising revenue, published by the Ministry of Finance, will hit the domestic media hardest, while Internet giants will be least affected.

As shown by the simulations, regardless of the turnover it will be such market segments as radio, TV, cinemas and outdoor advertising that will be most affected.

The Ministry of Finance estimates that the receipts from the new tax could reach ca. PLN 800 million in 2021. The amount is close to the loss that COVID-19 epidemics caused on the media market in 2020.

Wirtualnemedia.pl
9 February 2021

Netia has a proposal of digitization of workplaces for its clients

by JK

Netia (a Cyfrowy Polsat Group company) has extended its ICT solutions offer by adding the tools which facilitate the work with documents as well as streamline communications and access to knowledge within organizations.

The new solutions, which have been developed in cooperation with innovative Polish technology companies, are provided in the SaaS (Software as a Service) model. They include such services as Netia Automation (where part of repetitive actions are performed by software robots), Netia Intranet (a platform which streamlines internal communication and knowledge management in organizations) and Netia e-signature (a service which simplifies and shortens the process of signing of documents while using Autenti platform, a solution which meets the criteria that have to be fulfilled by declarations of will when made in a document form).

Wirtualnemedi.pl
10 February 2021

Marketing organizations call on the government to discontinue the work on the advertising tax

by BG

SAR Marketing Communication Association and IAA Poland International Advertising Association issued a joint statement in which they appeal to the authorities to discontinue the work on the new tax on advertising revenue.

The organizations have pointed out that adding new burdens to the economy will make recovery from the crisis more difficult. They also point out that investments in advertising generate constant and balanced growth of consumption while introduction of the new tax will hit the consumers. Moreover the new tax may result in restricting the competitiveness of smaller and medium-sized Polish firms who will not be able to afford to promote themselves.

The two organizations have in addition drawn attention to the fact that the media and advertising sectors were most affected last year – cinemas recorded revenue decrease of ca. 70% while outdoor advertising saw its revenue shrink by 39%.

The declaration also draws attention to the fact that the draft act favors Internet giants since the tax rate for the Internet advertising formats is planned to be 5% versus 7.5-15% for advertising in the press, radio and TV.

Wirtualnemedi.pl
11 February 2021

Ministry of Finance: From February 16 market players may submit comments regarding the advertising “levy”

by PAP/BCZ

The Ministry of Finance informed that from 16 February 2021 all interested market players could submit their comments to the draft act on the new levy on advertising revenue.

"The work on the draft act is at a preliminary stage. We have started its pre-consultations so as to offer market players an opportunity to have influence on the final form of the proposed solutions. No proposals have been adopted yet. We are above all guided by the principle of dialog. That is why in the timeframe from February 3 to February 16 market players can submit their comments and proposals of functional solutions," informs the ministry.

The communication from the ministry also indicated that the proposed media levy was a response to the challenges posed by the changes occurring on the market of Internet media.

"Big media corporations earn a lot of money in Poland. Some of them exploit the inability of the regulations to keep pace with the development of technology and they do not pay fair taxes in our country. Fair competition requires equal rules for all. The situation in which international giants do not have to pay relevant taxes in Poland while other media honestly pay their taxes is unacceptable " says the release from the Ministry.

PAP
11 February 2021

It is worth waiting a few more weeks before starting the 5G auction, according to UKE President

by pel/ana

Jacek Oko, the President of the Office of Electronic Communications (UKE), wrote in a an UKE blog that it would be worth waiting a few more weeks before starting the 5G auction since the auction is an element of a bigger puzzle and its date coincides with the work on the Electronic Communications Law and the National Security System Act.

UKE President noted that the terms of the previous auction, which was cancelled, were being created in a totally different reality, still before COVID-19 pandemics which had shown us how important the telecommunication services proved to be for the life in a *"new normality"*.

He also pointed that as regards the upcoming 5G auction for the spectrum from 3600 MHz band the new situation meant a fundamental change of coverage obligations, with more stress being put on greater geographical diversification and faster roll-out pace. Nonetheless, according to UKE President the new terms *"will not be a challenge beyond the operators' capabilities"*.

Moreover, the 5G spectrum auction coincides with the work on two other legal acts, so it is important that already at the stage of auction documentation consultations the picture of the new regulatory environment is as clear as possible.

Cyfrowy Polsat shares



Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2021-02-08	28.92	28.60	28.66	- 0.90	10.82
2021-02-09	28.70	28.26	28.52	- 0.49	24.99
2021-02-10	28.94	28.34	28.66	0.49	12.30
2021-02-11	29.28	28.64	29.00	1.19	16.30
2021-02-12	29.28	28.78	29.10	0.34	6.37



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