



Cyfrowy Polsat IR Newsletter

17 – 23 May 2021



Wirtualnemedia.pl
17 May 2021

TV industry on WarnerMedia and Discovery merger: The streaming war will reach us in autumn

by Adrian Gąbka

In the opinion of the managers from the TV industry, the recently announced merger between WarnerMedia and Discovery channel may also affect Polish market.

They expect that the deal may lead to merging of such streaming platforms as Player, HBO Go, HBO Max or Discovery+ who will all become a part of one corporation following the merger. But the change will not be instantaneous since the rights sold to TV operators and other platforms must be first returned to the original owners. As the TV industry managers expect, the merger of WarnerMedia and Discovery will strengthen TVN Discovery Group in terms of its programming offer.

Parkiet
19 May 2021

Iliad is looking for savings and cash

by ZIU

Iliad Group informed of the results achieved by P4, the operator of Play network, in Q1 2021. The revenue generated by P4 amounted PLN 1.8 billion (+3.6% YoY). Active mobile subscriber base increased by 1 thousand during the quarter, reaching 8.932 million while the total number of SIM cards decreased by 29 thousand QoQ, down to 15.373 million. Average revenue per user (ARPU) was PLN 27.1 (+2.3% yoy).

The number of pay TV services was 149 thousand (+31 thousand QoQ), while fixed-line Internet access services were used by 13 thousand subscribers (+6 thousand QoQ).

Iliad assumes that P4 will achieve growth of free cash flow from operations.

Dziennik Gazeta Prawna
20 May 2021

The smartphone spring
by Elżbieta Rutkowska

The representatives of the telecom industry expect growth of the smartphone market in Poland as 5G networks develop. The first quarter of 2021 brought about growth of sales of smartphones worldwide by 27% YoY (acc. to Canalys analytical firm's data). Popularity of leading smartphone brands increased also in Poland, with higher interest in the mid-range devices (costing ca. PLN 1000) observed at the expense of the cheapest models.

The introduction of the reprographic fee may affect the pace of development of the smartphone market in Poland.

The draft amendments of the law, that the Ministry of Culture presented recently, assume that the list of devices that will be subject to such a fee, amounting from 2% to 4%, will be extended. At present the list of the devices does not include smartphones.

While justifying the amendments, the ministry pointed out that in most European countries smartphones are covered by the reprographic fee. At the same time, the ministry indicated that the issue of charging the reprographic fee to smartphones is a very sensitive one. That is why the proposal regarding the smartphones will be presented only once the opinions from social consultations are analyzed. The consultations will continue till June 2, 2021.

Wydarzenia.interia.pl
21 May 2021

Arena Gdansk. Polsat and Plus to be the titular sponsors of the stadium

Polsat and Plus – Polsat Group's two key brands – will be a part of the name of the Gdansk stadium. Thanks to the signed agreement, Gdansk stadium will be now called Polsat Plus Arena Gdansk. The agreement has been signed for a period of 6 years.

"We are a Polish company and the presence of our two main brands, Polsat and Plus, in the name of this beautiful, amber-colored Gdansk Stadium, which is recognizable all over Poland, is a fantastic way of promoting our brands. We offer the best entertainment and the possibility of accessing it at any time, in any place and from any device of your choice. We provide services and products to everyone and everywhere. Gdansk stadium perfectly fits in with our strategy of assuring best content, services and products to millions of viewers and customers – it offers the possibility of experiencing sports, music or other great events live at the stadium as well as over the Internet and on TV," says **Mirosław Błaszczyk**, the CEO of Cyfrowy Polsat and Polkomtel, the operator of Plus network.

Cyfrowy Polsat shares



Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2021-05-17	29.24	28.76	28.82	-0.62	6.55
2021-05-18	29.12	28.76	28.92	0.35	8.75
2021-05-19	29.02	28.74	28.90	-0.07	9.67
2021-05-20	29.80	28.72	29.68	2.70	16.99
2021-05-21	29.66	29.18	29.30	-1.28	6.76



Investor's calendar



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