



# Cyfrowy Polsat IR Newsletter

7 – 13 June 2021



Telko.in  
7 June 2021

## Investing in Renewable Energy Sources is a necessity

by Łukasz Dec

Orange Polska has officially inaugurated the operations of the two wind farms from which it intends to obtain electricity for its own needs on the basis of an exclusive contract for electricity supply. During the 10-year term of the PPC contract (power purchase contract) the operator will obtain 500 GWh of electrical power.

Earlier Cyfrowy Polsat informed that it intended to buy 68 GWh of electrical power annually from ZE-PAK Group's photovoltaic farm.

Orange also intends to use solar panels as a source of energy and plans to install such panels in several hundred mobile network sites as well as in the data centers.

Orange estimates that the share of electricity produced from renewable sources will be 5%-6% of the total energy mix in 2021, and it will increase to 50% by 2025.

*"Around 90% of the "carbon footprint" left by a typical telecom comes from use of electrical power. Leaving aside the issue of the increasingly universal awareness of climate changes, that we should all work to prevent, there is also a purely economic factor. The trends in the area of electricity pricing clearly indicate that electrical power generated from renewable sources is becoming cheaper, while electricity from conventional sources is becoming more expensive. Today it may not be so obvious yet as to what is cheaper and what is more expensive, but several years from now it will be obvious. Migration with power consumption to renewable sources is not only a responsible move but it is also justified economically,"* said **Witold Drożdż, a Management Board Member of Orange responsible for strategy.**

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## Orange has added solar power to its offer

by Marek Jaślan

Orange Polska has extended its offer by adding sale of photovoltaic systems. The offer is addressed to all customers and includes financing of PV installations in the amount of up to 100% by offering bank loans which do not require any upfront contribution from a customer.

PV systems are already offered by Cyfrowy Polsat Group company.

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## **T-Mobile Polska will start using RES from 2022**

*by Marek Jaślan*

T-Mobile Polska signed a two-year contract with Respect Energy which offers it access to electricity generated from RES (Renewable Energy Sources) starting from 1 January 2022.

The operator has announced that the zero-emission (net) target for indirect and direct emission will be achieved over the next five years, while the target related to the entire delivery chain will be achieved by 2040

Rzeczpospolita  
9 June 2021

## **Play will not stop providing national roaming**

*by Urszula Zielińska*

Play and Orange Polska mobile networks have extended the national roaming agreement until the end of 2025. On the basis of the agreement Play customers who are not within the home network coverage area will be able to use the services in 2G, 3G and 4G technologies via Orange's network. Contract value is PLN 300 million.

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## **UOKiK gives a go ahead for take-over of Polkomtel's telecom masts by Cellnex**

*by Marek Jaślan*

Office of Competition and Consumer Protection (UOKiK) has given a go-ahead for take-over by Cellnex Poland of control over Polkomtel Infrastruktura (a Cyfrowy Polsat Group company) which is a company managing the entire telecommunication infrastructure of Polkomtel's mobile network, except the core network.

As a result of the proceedings, UOKiK concluded that the resulting concentration would not restrict market competition even though more than 50% of telecommunication masts used by mobile networks in Poland will be owned by Cellnex Poland after the transaction. Similar opinion was presented by the President of the national telecommunication regulator, i.e. UKE (Office of Electronic Communications).

Earlier, in March 2021, Cellnex group assumed control over TowerCo, a company which owns and operates the passive telecom infrastructure (towers and masts) of Play network.

*“In the anti-trust law there is a presumption that an entrepreneur has a dominant market position if its share in a given market exceeds 40 percent. However, each situation should be analyzed on case-by-case basis. As regards Cellnex Poland – Polkomtel Infrastruktura case, the concentration will not restrict competition even in spite of the 40-percent threshold being significantly exceeded. What is more, entry to the market of a party which is not linked to any mobile network, and which offers access to the infrastructure on arm’s length basis, should have positive influence on competition among operators,”* **said Tomasz Chróstny, the President of UOKiK.**

Press release  
9 June 2021

## Jarosław Grzesiak joins Zygmunt Solorz Group

Jarosław Grzesiak, who has been with Greenberg Traurig since 1991, being their first Polish lawyer, and who has been a managing partner since 1999, will now join Zygmunt Solorz, one of the best known Polish entrepreneurs and a long-term client of the law firm. Atty. Grzesiak will be responsible for the issues associated with ownership supervision of the capital group by Zygmunt Solorz.

Jarosław Grzesiak and Greenberg Traurig have been assisting and counselling me and my Group's companies for many years in numerous investments and transactions. Jarosław knows my Group very well and I am glad that he has agreed to join me and will be working directly with me while, among others, being involved in ownership supervision," said Zygmunt Solorz.

Greenberg Traurig was involved in such transactions as floating Cyfrowy Polsat and ZE PAK shares on the Warsaw Stock Exchange, acquisition of TV Polsat by Cyfrowy Polsat. The law firm also participated in acquisition of Polkomtel, the operator of the Plus network, as well as Netia, Eleven Sports, TV channels from ZPR Group, Asseco Poland, Interia Group, or the most recent major transaction involving the sale of shares of Polkomtel Infrastruktura telecom infrastructure operating company to Cellnex Telecom. Greenberg Traurig also advised Cyfrowy Polsat Group in the process of concluding the facility agreements with a consortium of more than 20 Polish and foreign financial institutions for the term loans in the amount of up to PLN 11.5 bn as well as the revolving loans in the amount PLN 1 bn. The term facility has been the biggest corporate loan taken out in Polish currency to-date.

Jarosław Grzesiak will remain in close relations with the law firm that he established and which has become one of market leaders under his management, as well as with the team that he has built. He will be supporting the law firm while confirming the reputation it has gained.

Press release  
10 June 2021

## Plus and Polsat are changing logotypes

*'At the beginning we had one satellite channel called PolSat. We were the first commercial TV channel. A while later Plus enabled mobile telephone connections. And that is how freedom of using telecommunication services began. Now, almost 20 years later, we offer millions of our viewers and customers a bundle of many services under the Plus and Polsat brands. We enable people to communicate with their families and friends, to work, study and surf the net without limits, where they can enjoy, e.g. entertainment, sports or information and also develop their businesses. They can enjoy the content and emotions that we provide. All this is available anywhere, anytime and on any device,'* **says Zygmunt Solorz, founder and major shareholder of Polsat Plus Group.**

*'Plus is a brand that offers telecommunication services of the highest quality, including the best 5G in Poland, while Polsat is the most attractive content. Thanks to the integration of telecommunication and content products we provide services 'For Everyone. Everywhere.' Each of our services individually constitutes an attractive offer under a strong, solid brand. However, we realize our full potential as a Group by offering bundled services at beneficial prices. And today is an important day – we are opening a new chapter in the Group's history – we are presenting new logotypes of our most important brands: Plus and Polsat. The new logotypes have been designed in such a way to ensure their clarity and ease of reception by our viewers and customers: on the one hand, making sure that they are visually associated with the Group, and on the other - that they retain their individual values. Plus is telecommunication and Polsat is content. Also, in our corporate communication we will be using a new name of the Group, a name that underscores this relationship and cooperation – Polsat Plus Group,'* **adds Zygmunt Solorz.**

## Polsat Plus Group – 'For Everyone. Everywhere'

Today, Polsat Plus Group and its services are present in almost every other household in Poland, Poles use over 18 million internet and telephony services, while its programs are viewed by almost 10 million people daily. These are bundles of the highest quality products and services in the telecommunications segment – under the Plus brand – and the production and distribution of attractive content – under the Polsat brand. For Everyone. Everywhere. And at an attractive price.

*'We are inspired by our customers and their satisfaction. We are inspired by creating and constant development. Already today Plus is developing the network of the future – 5G, the widest and fastest in Poland. A little over a year ago, we have begun the construction of our 5G network and today already 12 million people in Poland can use the new 5G technology that offer transmission speed of up to 600 Mb/s via wireless. We give our customers*

*the freedom to use this fast internet wherever they are. What is more, we will continue to dynamically develop the 5G network and its immense possibilities for our customers. Polsat today is almost 40 television channels offering content in every significant audience group, including the information channel Polsat news or the group of Polsat Sport and Eleven Sports channels. We broadcast over 200 thousand hours of content annually. We have almost 9 million users of our TV services provided through our digital platform, internet television (IPTV, OTT Stream) and applications with on demand content (VOD/Ipla). We provide our content via the internet on any device and at any time – ‘For Everyone. Everywhere,’ says Miroslaw Błaszczyk, President of Cyfrowy Polsat and Polkomtel, Plus network operator.*

## **New logotypes from Plus and Polsat reflect a clear vision of the brands**

The new branding was designed in such a way to describe clearly the services and products offered by Polsat Plus Group. The new logotypes of the key strategic brands Plus (representing “connectivity”) and Polsat (representing “content”) identify them in a coherent way with the group. They were designed with clarity and the future in mind and they are based on an individual typography, a characteristic graphic element and colors especially designed for the Group. The green color of plus represent, among others, innovation, development and care for the environment and a better life. The yellow color of Polsat is energy, joy and optimism that come from the sun – inseparably linked with Polsat. Thanks to this the brands will be associated in a simple and clear manner with the Group retaining at the same time their unique character and message.

*‘The new, coherent logotypes of Plus and Polsat open the path to a better communication of our services and an easier association by customers of those services with us. We aim to expose the value of our brands in a way that is simple and transparent yet expressive, so that viewers and customers know that this is a brand from Polsat Plus Group, that it answers their individual needs, that it is a service of the highest quality and that using it, especially in a bundle, comes at an attractive price. Which is exactly our key, strategic motto: ‘For everyone. Everywhere,’ says Piotr Gawel, Member of the Management Board of Polkomtel, Plus network operator.*

The presented new logotypes initiate evolutionary changes in the portfolio of brands of the Group and the strategy of their communication. This change is going to be gradual and is planned and scheduled to take place in several phases. We will inform of subsequent stages of this project in due course.

See video on [Polsat Plus Group](#)

# Cyfrowy Polsat shares



Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2021-06-07	30.96	30.52	30.70	-0.07	6.04
2021-06-08	31.00	30.42	30.80	0.33	16.82
2021-06-09	30.94	29.98	29.98	-2.66	10.11
2021-06-10	30.70	30.02	30.56	1.93	7.02
2021-06-11	30.70	30.12	30.14	-1.37	9.22





# Investor's calendar



22 June 2021	Santander's 2021 TMT 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
1 – 2 September 2021	Barclays Media and Telecom Conference, online
6 – 7 September 2021	18th Emerging Europe Investment Conference - Pekao, online
26 October – 9 November 2021	Closed period prior to the publication of Q3 2021 results
9 November 2021	Quarterly report for Q3 2021