



Cyfrowy Polsat IR Newsletter

26 July – 2 August 2021



Telko.in
26 July 2021

Modifications in the Orange Love package offer

by Marek Jaślan

Orange introduced changes to its Orange Love package offer, including the increase of data pack size in mobile services and modification of the television offer.

Currently, the customers will be able to use the following data packs: 15 GB (increased from 10 GB) at the price of PLN 89,99 /month, 30 GB (increased from 10 GB) at the price of PLN 109,99 /month, 50 GB (increased from 20 GB) at the price of PLN 159,99 /month and 80 GB (increased from 40 GB) at the price of PLN 209,99 /month.

An additional 10 GB (for PLN 10) and 30 GB (for PLN 20) can be purchased extra for each of the above mentioned packages.

Customers of more expensive packages, using the television offer, will be able to select one of the following options: Love Standard (including 120 TV channels, with novelties: Polsat Sport HD, Polsat Sport News HD, Polsat Seriele HD and Superstacja HD), Love Extra (including 183 TV channels, with HBO and HBO GO as a part of the package) and Love Premium (nearly 200 channels).

Additionally, customers using television services via cable television will receive a free mobile access to Orange TV Go application. Changes also covered users of television in satellite technology (DTH), where the customers will be able to use 4K ULTRABOX + or TVBOX + from CANAL +.

PAP Biznes
28 July 2021

Orange Group published its results for Q2 2021

by *kuc/asa/*

In the Q2, 2021 Orange Polska generated PLN 756 million of EBITDA profit, after including leasing costs (+3.8% YoY). The result does not account for the proceeds from the sale of assets (PLN 7 million). According to information provided by the company, the growth of EBITDA year-on-year was due to good results achieved in core telecommunication services as well as IT and integration services. Net profit of Orange Polska amounted to PLN 116 million in Q2, as compared to PLN 52 million in the previous year. Revenues amounted to PLN 2.954 billion (+4.5% YoY) and organic cash flows reached the level of PLN 159 million (vs PLN 438 million in the previous year).

Orange has maintained the goal of the growth of EBITDA profit, including leasing costs, in 2021 at "low or medium" single-digit level. Furthermore, a goal of low, single-digit growth of revenue was maintained. Capital expenditures this year should be at the level of PLN 1.7-1.9 billion.

SIM card base reached the level of 16.05 million at the end of June 2021 (net growth by 247 thousand cards during the quarter, including the net growth by 175 thousand cards in the postpaid segment and by 72 thousand cards in pre-paid segment).

Wirtualnemedi.pl
29 July 2021

Polsat Box to replace Cyfrowy Polsat and Ipla brands

by tw

Polsat Plus Group (formerly Cyfrowy Polsat) revealed details regarding the Group's rebranding. Polsat Box, Polsat Box GO and Polsat GO will replace the to-date brands Cyfrowy Polsat, Cyfrowy Polsat GO and Ipla.

"Our key and basic brands are Plus, Polsat and Polsat Box. We offer to millions of our viewers and customers a package of various services from which everyone may choose what is best for him/her and what suits him/her best at the attractive price. Plus connects people – thanks to state-of-the-art telecommunication services and the best 5G Internet in Poland it enables everyone to communicate, work, learn, surf the Internet without limitations or develop their companies. Thanks to Polsat our viewers may enjoy content and experience emotions related to it. Polsat Box is a platform ensuring access to diverse content at any place, time and manner – whereas Polsat Box Go will provide access online on any device", **said Mirosław Błaszczuk, President of the Group.**

A new main slogan for brands of the Polsat Plus Group is "Choose your everything".

"In the new brand unifying our companies and brands: Choose your everything, the word "your" is the most important – showing that you can choose anything that suits you best and what is best for you. Our message in the advertising campaign to any inhabitant of Poland is: You rule – not a company or brand, but You – everyone makes his/her own decision. You rule, because you configure the way you want, you select what you like, freely combining elements, you activate and deactivate, set, change and modify. Because you have something best, you chose best and it is you that decides - You choose your everything", **commented Stanisław Janowski, President of TV Polsat.**

Earlier, in the middle of June, the Group informed about introduction of a new, consistent visual identification of its two main brands: Polsat and Plus.

In the opinion of brand design experts asked by Wirtualnemedi.pl the new graphic signs of both brands were made more modern, they are more universal now and supplement each other and have a big communication and image potential.

Interia Biznes
29 July 2021

Cyfrowy Polsat announced a forced buyout of Netia's shares

Cyfrowy Polsat announced a forced buyout from minority shareholders of all Netia shares at PLN 7 per share.

The subject of the forced buyout covers 7 302 957 shares, which corresponds to 2.18% of the total number of votes at the General Meeting.

Buyout date was set for 6 August 2021.

Wirtualnemedia.pl
30 July 2021

Polsat is the highest rated terrestrial television. Viewers would preferably get rid of Trwam and TVP Info channels
by jd

Wavemaker Media House published results of another cyclic survey of attitudes of pay TV and terrestrial TV viewers.

In the opinion of the authors, the survey did not show a decline of the importance of television among viewers despite the fact that television ceased to be the media of first choice for young people.

56% respondents declared that the free TV offer includes interesting channels, there are more channels than a few years ago (69%) and they could be watched in high quality (60%).

The most popular television content includes documental programs (33%) followed by Polish (30%) and foreign (30%) movies.

Polsat is the highest rated television (78%). The next places on a podium were taken by TVN (70%) and TV7 (70%).

Biznes PAP
30 July 2021

Iliad made a non-binding offer of purchase of UPC Polska for PLN 7.3 billion
By kuc/osz

Liberty Global informed that Iliad, the owner of Play network, made a non-binding offer for purchasing 100% of shares for PLN 7.3 billion, which equals 9.3 times the adjusted EBITDA forecasted in 2021.

The release claims that *"discussions are in progress and it is not yet certain whether the transaction will be finalized"*.

UPC Polska serves over 1.5 million customers, and over 3.5 million households are within the coverage of its network.

In 2020, Iliad acquired Play Communications, the operator of Play mobile network.

Biznes PAP
30 July 2021

P4 revenues increased in the first half of the year by 3.9 %, up to PLN 3.64 billion
By kuc/osz

In the first half of 2021, the revenues of P4, the owner of Play mobile network, were at the level of PLN 3.64 billion (+3.9% YoY) and EBITDAaL result was PLN 1.7 billion (+46.6% YoY).

The active customer base at the end of June 2021 was 12.31 million (net growth by 117 thousand since the beginning of the year). The company had 8.43 million postpaid customers (+37 thousand net), and 3.88 million prepaid customers (+80 thousand net), whereas 176 thousand customers use television services (+72 thousand net).

Recent events



Press release
29 July 2021

Choose everything for yourself – Polsat Plus Group starts changing its brands, Cyfrowy Polsat will evolve into a new Polsat Box brand

Change of Polsat Plus Group's logos, that was announced in June, has just commenced. Polsat and Plus brands will have new logos while Cyfrowy Polsat brand will change to the new Polsat Box brand. Ipla and Cyfrowy Polsat Go will evolve into a single service called Polsat Box Go. A new service called Polsat Go, offering Polsat TV content, will be created- All the main brand logos will be consistent so that customers and viewers will readily identify them as Polsat Plus Group's brands. What unites all the brands is the possibilities they offer to each and every customer and viewer, i.e. the possibility of choosing attractively priced services, products and content that match one's individual needs in any way one likes and at the time and place of one's convenience. Strategic harmonization of the brands is taking place in the visual and communication spheres. The changes will be implemented over the next few weeks so that customers and viewers can easily get accustomed to them.

Plus will have a new logo



Plus connects people thanks to offering access to the latest communication technologies and the best 5G Internet in Poland. Polsat, in turn, means biggest thrills, best content and productions – entertainment, sports, movies, TV series and shows. Polsat Box means the possibility of choosing content and the way of accessing it – everyone will be able to choose the desired content anywhere they are as well as to choose when, where, with whom and in what manner they wish to enjoy it. Polsat Box Go means access to content over the Internet – more than 100 TV channels, thousands of hours of films, TV series, sports and superb entertainment. Polsat Go is a service which will offer free online access to exclusive TV Polsat content.

Polsat will have a new logo



Polsat Box will replace
Cyfrowy Polsat brand



Strategic harmonization of the brands is taking place in the visual and communication spheres – all the logos come from the same family and are similar to each other. "Wybierz swoje wszystko" (Choose everything for yourself) slogan as well as the characteristic graphical themes used by respective brands are common to all brands and consistent.

Polsat Box Go will replace
Ipla and CP GO (Cyfrowy



Polsat Box is a new brand which will replace Cyfrowy Polsat brand. Polsat Box Go is a paid service and an online application which will replace Cyfrowy Polsat GO and Ipla. Polsat Go is a new free service and application offering TV Polsat content only.

Polsat Go will be a new
service offering access to
Polsat TV content



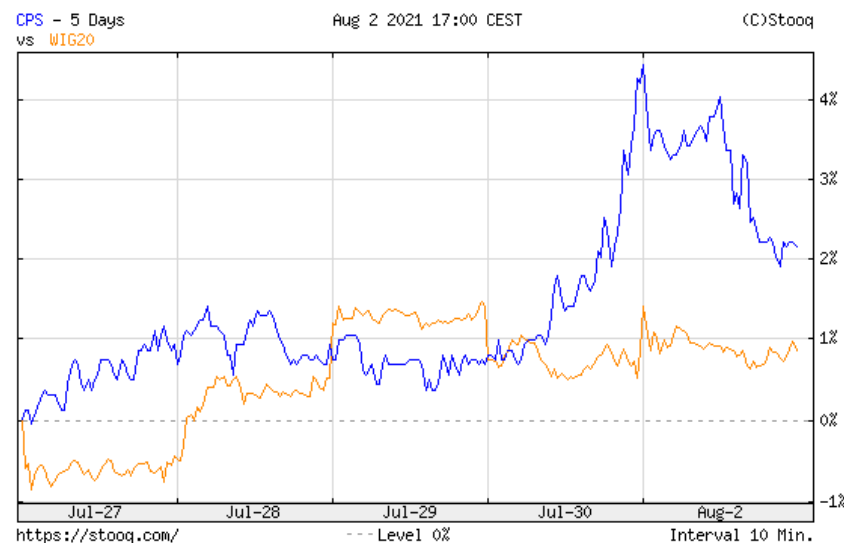
The whole process of change of brands and logos will take place during the next few weeks. We will be keeping our customers and viewers informed of the changes, their timing and their meaning.

Cyfrowy Polsat S.A. will continue to be the provider of the services offered by Polsat Box and Polsat Box Go, which will replace Cyfrowy Polsat, Ipla and CP GO brands. Plus is the brand of Polkomtel Sp. z o.o., while Polsat and Polsat Go are the brands of Telewizja Polsat Sp. z o.o.

Cyfrowy Polsat shares



Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2021-07-26	33.18	32.60	32.72	-0.97	10.53
2021-07-27	33.24	32.74	33.08	1.10	6.28
2021-07-28	33.28	32.90	33.08	0.00	3.91
2021-07-29	33.30	32.90	33.00	-0.24	9.08
2021-07-30	34.30	33.00	34.16	3.52	14.04
2021-08-02	34.30	33.40	33.48	-1.99	5.92



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
1 – 2 September 2021	Barclays Media and Telecom Conference, online
6 – 7 September 2021	18th Emerging Europe Investment Conference - Pekao, online
15 September 2021	Dividend day
28 September 2021	Dividend payout – 1st tranche
26 October – 9 November 2021	Closed period prior to the publication of Q3 2021 results
9 November 2021	Quarterly report for Q3 2021
10 December 2021	Dividend payout – 2nd tranche