



Cyfrowy Polsat IR Newsletter

3 – 15 August 2021



Rp.pl
4 August 2021

Streaming war for Polish viewers

by Urszula Zielińska

Viaplay sports and entertainment web platform launched its operations in Poland. The platform is owned by the Swedish NENT group.

The new player intends to acquire viewers thanks to the three pillars that it will rely on, namely Robert Lewandowski, Bundesliga and women in sports. It has also announced development of local productions, including TV series.

The platform has not disclosed how many viewers it plans to acquire. Its programs are distributed by Vectra and UPC Polska cable networks. Monthly access to the platform costs PLN 34.

Market entry by the new player coincides with the announcement of a joint offer by Canal+ Polska and Netflix. By buying access to Canal Plus Online one can select the option with access to Netflix for PLN 40 in the first month and PLN 65 per month afterwards.

At the same time rebranding of Polsat Plus Group (formerly Cyfrowy Polsat Group) is in progress. Rebranding will also cover Ipla streaming platform which from September 1 will operate under the Polsat Box Go brand, both as a paid and open to all service, regardless of whether one is a subscriber to the services offered by Cyfrowy Polsat or Polkomtel, the owner of Plus brand, or not. In addition access to Polsat Plus Group's proprietary content will be offered in Polsat Go service for free, i.e. in return for watching ads.

Parkiet
11 August 2021

Telecom operators are refreshing their company stores

by Urszula Zielińska

The number of company stores of the four biggest Polish telecom operators has been shrinking for several years now, however the pace at which the stores are disappearing has slowed down (-149 stores in 2019, - 84 in 2020, -30 during the first half of 2021).

The corona virus epidemics was the factor behind slower pace of reduction of the number of stores. During the epidemics the operators observed lower customer traffic at points of customer service and now they are trying to rebuild their sales. Withdrawal of Tesco from Polish market could be yet another factor which led to the decrease of the number of points of sale as the POSs located in Tesco shopping centers were being closed.

At the same time the operators are not abandoning their remote sales channels which are cheaper to operate. Operators also contemplate the options of employing self-service solutions in their stores for these elements of their offer which do not require involvement of customer service reps.

In the opinion of Tomasz Basiński, the Vice-President of Eurotel, i.e. the company which operates points of sale for Play and T-Mobile, the self-service model could be implemented in the case of some basic services, such as sale of prepaid SIMs, sale of handset accessories or sale of handsets without activations, thus enabling customers to have access to such services on 24/7 basis.

Telko.in
12 August 2021 r.

Cyfrowy Polsat has completed Netia squeeze-out
by Tomasz Świderek

Cyfrowy Polsat has just completed Netia squeeze-out procedure.

At the request of Cyfrowy Polsat, on 8 September 2021 Netia will convene an extraordinary general meeting which will deal with delisting of Netia shares from the Warsaw Stock Exchange.

Wirtualnemedi.pl
13 August 2021

T-Mobile with lower revenue and higher number of customers in Q2 2021
by jd

At the end of June 2021 T-Mobile Polska had 11.29 million customers (+269 thousand yoy).

In Q2 2021 the operator's revenues reached PLN 1.58 billion (-2.3% yoy). However, had the "negative effect of moving the low-margin revenues from international transit services to dedicated structures within the DT Group" been excluded, the company's revenues would have grown organically by 1.2% yoy.

EBITDA AL for Q2 2021 was PLN 453 million (+4.1% yoy). The operator intends to generate stable EBITDA growth during the entire 2021.

T-Mobile continues the process of phasing out of 3G technology while using the released frequencies for activating LTE network services. The operator informed of adding more than 120 5G stations each week.

Recent events



Current report 18/2021
4 August 2021

Notification of a transaction on financial instruments issued by Cyfrowy Polsat S.A. received under article 19 of the MAR Regulation

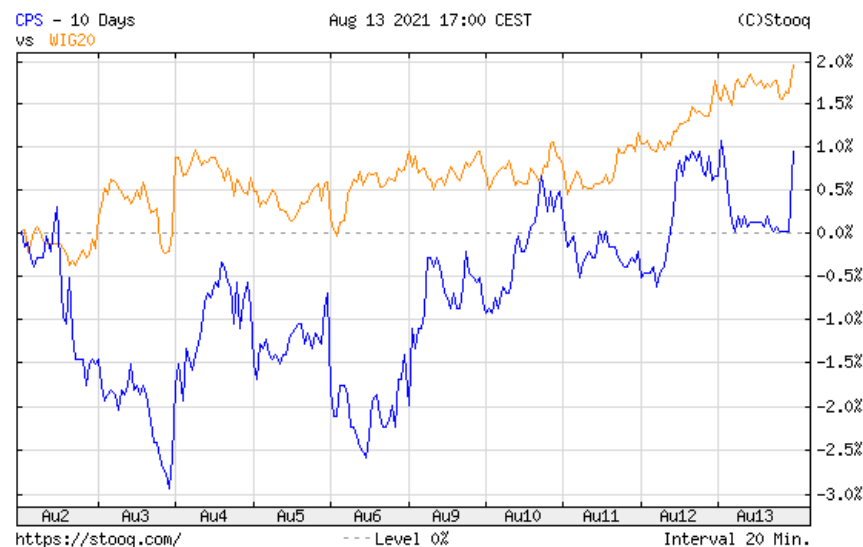
The Management Board of Cyfrowy Polsat S.A. (the "Company") hereby informs that on August 4, 2021 it received a notification under article 19 of the MAR Regulation from Titeca Consulting Limited seated in Limassol, Cyprus, a person closely associated with a person discharging managerial responsibilities at the Company, regarding a transaction on financial instruments issued by the Company. The received notification is attached hitherto.

Attachment: [Titeca Consulting Limited Notification of a transaction](#)

Cyfrowy Polsat shares



Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2021-08-03	33.74	32.98	33.12	- 1.08	6.65
2021-08-04	33.94	33.12	33.70	1.75	6.79
2021-08-05	33.94	33.30	33.76	0.18	3.86
2021-08-06	33.58	33.10	33.52	- 0.71	7.04
2021-08-09	34.02	33.16	33.72	0.60	6.26
2021-08-10	34.26	33.66	34.16	1.30	4.57
2021-08-11	34.16	33.78	33.92	- 0.70	6.02
2021-08-12	34.36	33.78	34.22	0.88	4.83
2021-08-13	34.42	33.92	34.32	0.29	7.73



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