## Equity story Strategy 2023+

Investor presentation

March 2023





### **Disclaimer**

This presentation may include forward-looking statements, understood as all statements (other than statements of historical facts) regarding our financial results, business strategy, plans and objectives pertaining to our future operations (including development plans related to our products and services). Such forward-looking statements do not constitute a guarantee of future performance and involve risks and uncertainties which may affect the fulfilment of these expectations, as by their nature they are subject to many factors, risks and uncertainties. The actual results may be materially different from those expressed or implied by such forward-looking statements. Even if our financial results, business strategy, plans and objectives pertaining to our future operations are consistent with the forward-looking statements included herein, this does not necessarily mean that these statements will be true for subsequent periods. These forward-looking statements express our position only as at the date of this presentation.

We expressly disclaim any obligation or undertaking to publish any updates or revisions to any forward-looking statements contained herein in order to reflect any change in our expectations, change of circumstances on which any such statement is based or any event that occurred after the date of this presentation.



### **Agenda**

- 1. Who we are
- 2. Our Strategy 2023+
- 3. Strong track record
- 4. Appendix



### **Mission of Polsat Plus Group**

### Who we are

We are a Polish company and we offer high quality commodities for a reasonable price to the inhabitants of Poland. For everyone. Everywhere.

We believe that **high-speed and reliable Internet** within easy reach means freedom for everyone and everywhere. We believe in **locally produced**, **unique content** available wherever, whenever and on whatever device you want. We believe that the transition towards **clean and affordable energy**, in particular energy produced from renewable sources, is what our country needs and that it creates **new development opportunities for our Group**.

### Who we want to be

We want to create and deliver high quality commodities: high-speed and reliable connectivity, the most attractive and unique content and entertainment, clean and affordable energy and other services and commodities for the home and for individual and business customers. We want to use state-of-the-art technologies to provide top quality services that meet the changing needs and expectations of our customers, so as to maintain the highest possible level of their satisfaction. In line with the concept of ESG, we want to create the value of our Group in a sustainable manner taking into account and addressing environmental and social issues, and conducting our business responsibly and transparently, to the benefit of local society and all our Stakeholders.



### Who we are

**Our TMT business** 



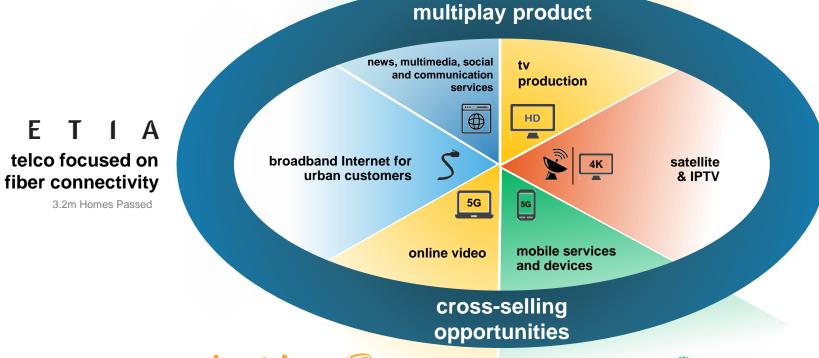
### **Our TMT assets**





own content production and broadcasting

39 internally produced TV channels





#1 Polish pay-TV platform

32% m/s built on DTH with growing IPTV

polsat box @ go<sup>(1)</sup>

well-positioned for online video opportunities

>130 TV channels & VOD incl. sports live



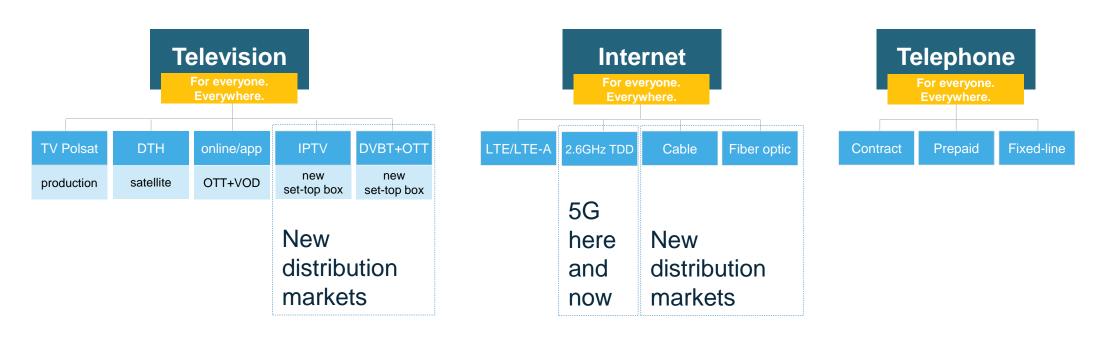
first-to-market 5G provider

26% m/s in contracted SIMs





### Our TMT services – For everyone. Everywhere.





















### Our content – emotions for everyone





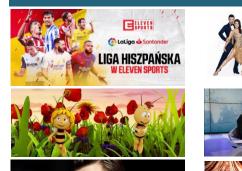
### Multiplay strategy: combining a wide portfolio of services with content, i.e. emotions

### SERVICES = CONVENIENCE /COMMODITIES/



 Providing stable services against a flat, monthly access fee while ensuring high quality

### CONTENT = EMOTIONS /ENTERTAINMENT/









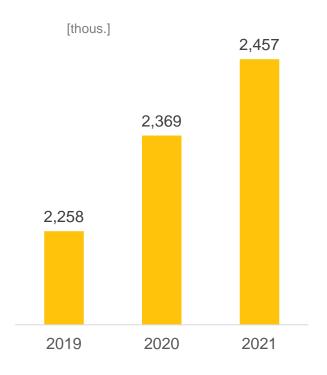
- Addressing all important audience segments
- Fresh content every day
- On all distribution platforms

MULTIPLAY PACKAGES = VALUE FOR MONEY OFFER

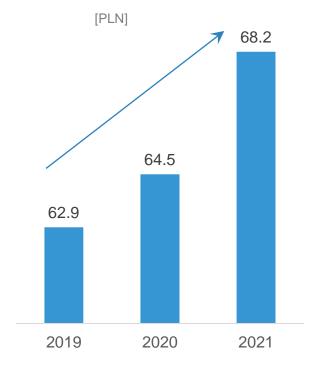


## Our multiplay strategy results in dynamic ARPU growth and strong customer loyalty

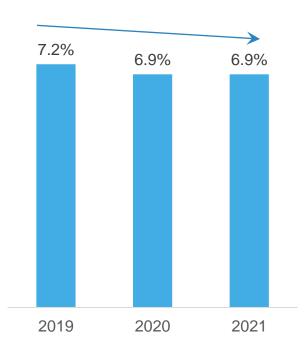




### ARPU per contracted B2C customer sharply up

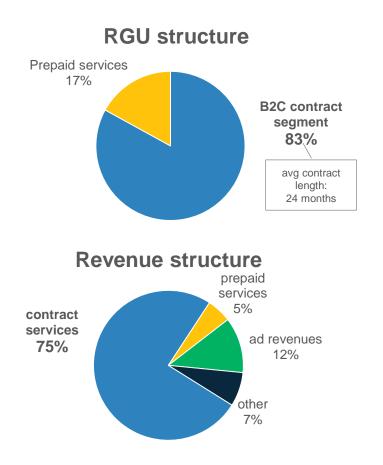


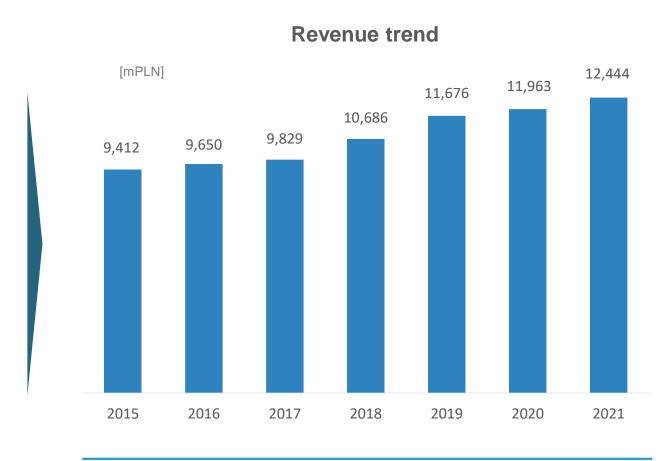
### **Consistently low churn**





## Focus on contracted services and customer loyalty provides a stable business model



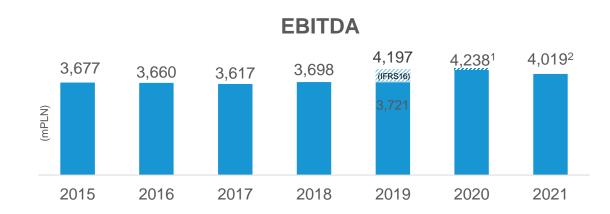




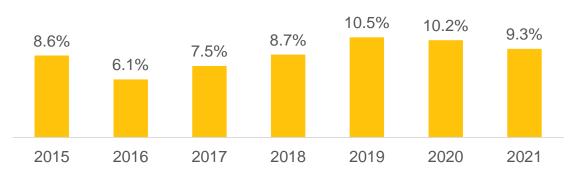
Source: Company data, 2015-2016 pro forma for Aero2 acquisition; since 2018 incl. Netia Group's results

## Stable EBITDA combined with low CAPEX intensity yields strong recurring FCF

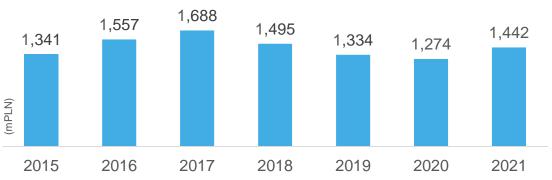




### **CAPEX** intensity









Note: (1) Adjusted 2020 EBITDA excl. one-off costs related to COVID-19 (incl. donations) in the amount of PLN 45.9m

(2) Adjusted EBITDA 2021 excl. one-off gain on the disposal of NetCo in the amount of PLN 3.681m



## Our strategy 2023+

**Core information** 



## Our aspirations go well beyond TMT by expanding into clean, green energy production

# Connectivity Content Energy 5G

Business growth driven organically, generating strong recurring cash flows financing stable dividends for our shareholders

Planned investments will translate into
PLN 500-600 million<sup>(1)</sup> of
incremental recurring EBITDA
in 2026



### Our strategic goals and investments



### **Connectivity**

### Goals

To develop our multiplay strategy
To build customer value
To maintain customer loyalty

### **Strategic projects**

Construction of the 5G network with Cellnex

Development of the fiber-optic network

### **Financing of investments**

Within the current cash flow



### Content

#### Goals

To produce attractive content
To acquire attractive rights
To maintain our TV market position
To develop online business around Interia.pl

### **Strategic projects**

Organic growth of pay TV services
Content monetization

### **Financing of investments**

Within the current cash flow



### **Energy**

### Goals

To produce cheap and clean energy
~1000 MW of installed capacity
>2TWh of production capacity
To reduce CO<sub>2</sub> emissions by >2m tons per year

### **Strategic projects**

Investment in green assets of ZE PAK Additional clean energy projects

### **Investments**

PLN 0.8 bn to purchase 67% of green assets

~PLN 5 bn in 5 years in green energy

PLN 0.5 bn in 5 years in green hydrogen

Attractive debt financing for even 75% of the investment



## Goal #1: We want to become a leading producer of clean, green energy

biomass	solar	wind on-shore	thermal waste treatment	wind off-shore	nuclear
Goal: 100 MW	Goal: 600 MW	Goal: 250 MW	Goal: 2 installations	Goal: support	Goal: support
				<b>Orsted</b> Let's create a world that runs entirely an green energy	Source: GE Hitachi Nuclear Energy
100 MW in operation	70 MW in operation 12.4 MW under construction	200 MW under construction	Initiated	Initiated	In analysis phase

~PLN 5 billion worth of investments in 5 years (2022-2026)

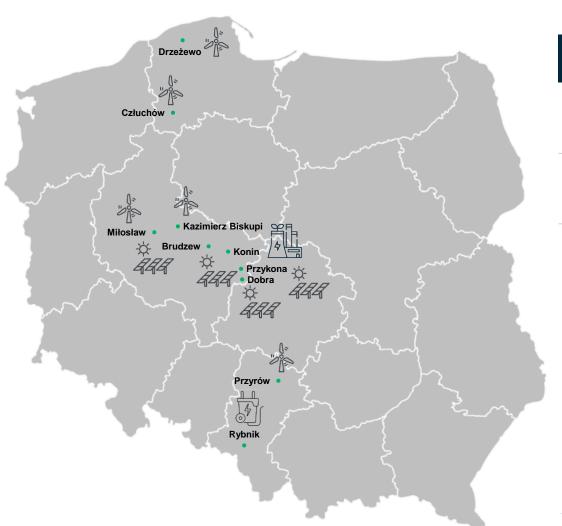
~1000 MW of installed capacity to produce clean, green energy

>2 TWh of production capacity

>2 million tons of CO<sub>2</sub> emissions reduction per year



## We are well advanced in implementing our strategic initiatives related to the production of clean, green energy





### BIOMASS 100 MW

→ turbine #1 capacity: 50 MW

### operational

→ turbine #2 capacity: 50 MW

operational



### SOLAR 280 MW

→ Brudzew capacity: 70 MWp

operational

#### → Cambria/Brudzew

capacity: 12.4 MWp launch: Q3'23

→ Przykona

capacity: 180-200 MWp

launching: 15 months from obtaining permits



### WIND ON-SHORE 200 MW

→ Kazimierz Biskupi

capacity: 17.5 MW launch: Q3'23

→ Miłosław

capacity: **9.6 MW** launch: **Q3'23** 

→ Człuchów

capacity: **72.6 MW** launch: **Q2'24** 

→ Przyrów

capacity: **50.4 MW** launch: **Q3'24** 

→ Drzeżewo

capacity: 50.6 MW

launch: Q3'24

→ Dobra

capacity: **7.8 MW** launch: **TBD** 



### THERMAL WASTE TREATMENT

→ Rybnik

Letter of intent signed launch: 2026

mid-term strategic goal: 1000mw

## Goal #2: We want to become a leading producer of green hydrogen

production of distribution of storage and end-user products end-user products green energy green hydrogen transportation green hydrogen Goal: Goal: Goal: Goal: Goal: Solar energy Electrolysis plant **100 MW** Storage and transportation Construction of a chain of Production of Polish Popularization of the Wind energy use of hydrogen cars in using cylinder manifolds green hydrogen refueling hydrogen buses **Biomass energy Poland** stations Production of 100 cars in own fleet 40t of green H<sub>2</sub> per day >100 buses yearly 40t H<sub>2</sub> per day 30 refueling stations First public H<sub>2</sub> station in NesoBus selected in Warsaw under tender for municipal Additional The first 2.5MW 1 H<sub>2</sub> trailer 371 kg transportation in Rybnik construction In operation electrolyser during and 2 H<sub>2</sub> trailers 50 hydrogen Subsidy from NFOŚiGW Manufacturing plant under 1024 kg in use cars ordered installation for the construction of H<sub>2</sub> construction with financial stations in 5 cities support from NFOŚiGW

Hydrogen is the fuel of the future – a strategic project for Poland and Europe



Investment of ca. PLN 0.5 billion in 5 years phased in line with the pace of market creation for green hydrogen

## We want to develop our business while contributing to a better quality of life for Poles



Reduction of CO<sub>2</sub>, SO<sub>2</sub> and harmful particle emissions Accelerated transformation of Polish energy sector

Green hydrogen as Poland's and Europe's strategic target

for the environment



Better health

Better quality of life

Less worries

for the society



Development of relations with our B2B and B2C customers

for our business

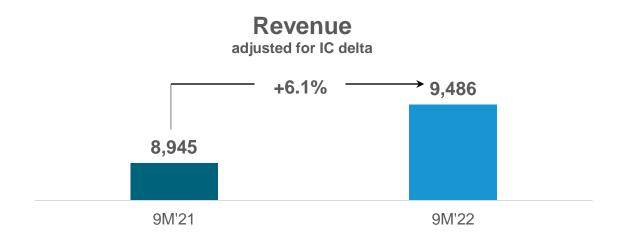
We have actively supported the Polish society for many years and we take responsibility for important social and environmental matters. We develop our business in a sustainable manner to the benefit of all our stakeholders.



## 9M'22 financial performance



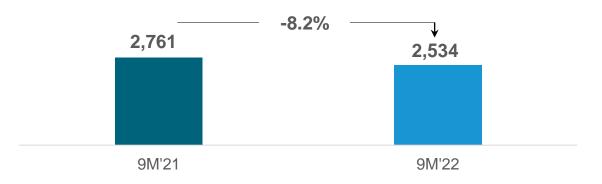
### **Results of the Group in 9M'22**



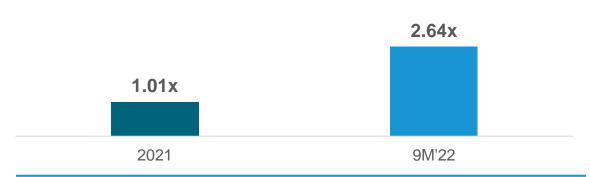




### Adjusted EBITDA<sup>1</sup>



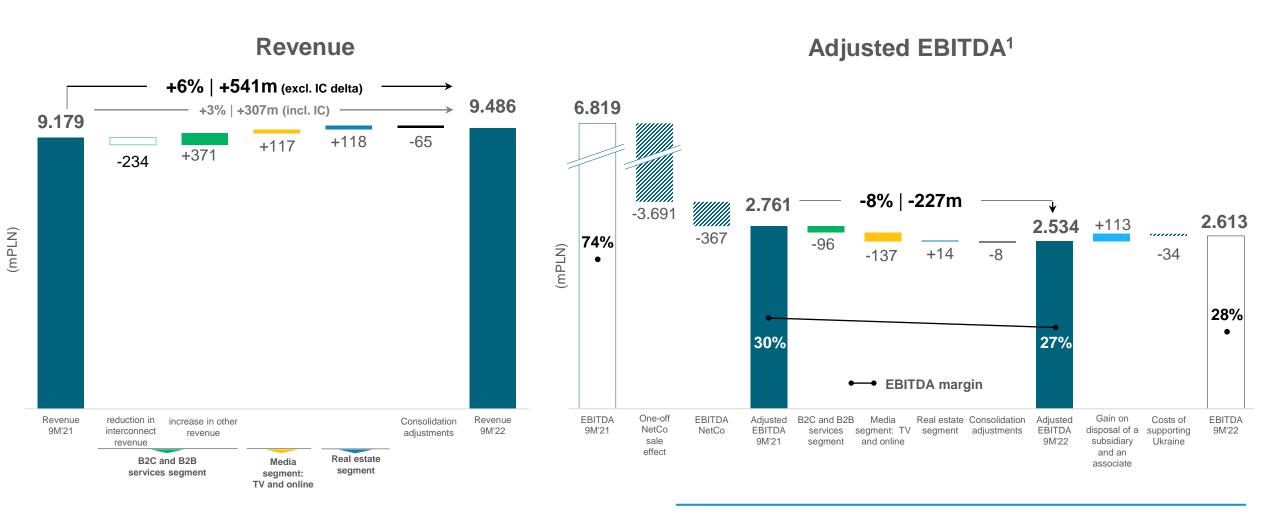
### **Net debt/EBITDA LTM**



Source: Consolidated financial statements for the 9-month period ended 30 September 2022 and internal analyses

(1) EBITDA excl. gain on disposal of a subsidiary and an associate (PLN 3,690.8m in 9M'21 and PLN 113.4m in 9M'22), EBITDA of NetCo (PLN 366.9 m) in 9M'21 and costs of supporting Ukraine (PLN 34.1m) in 9M'22

### **Revenue and EBITDA – change drivers**



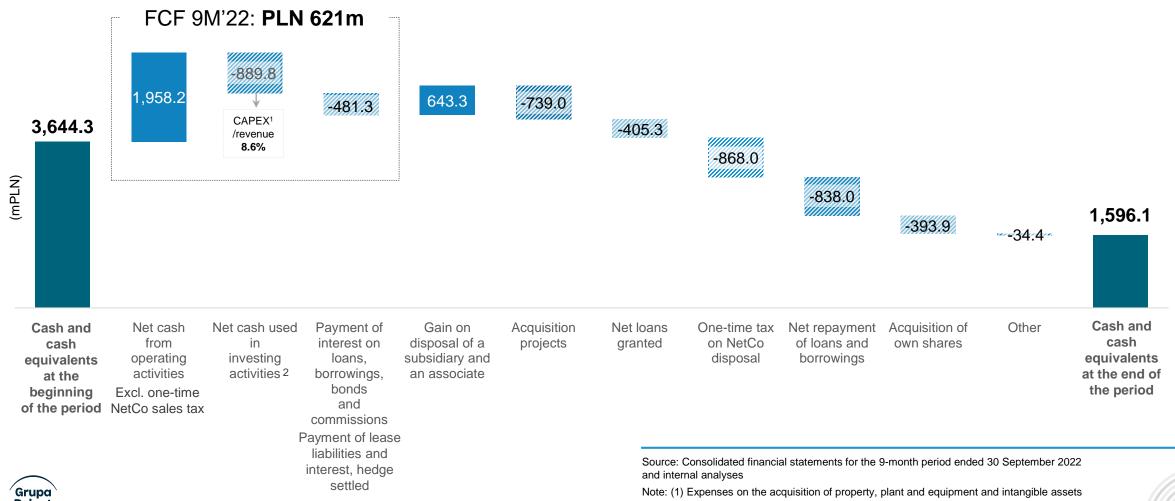


Source: Consolidated financial statements for the 9-month period ended 30 September 2022 and internal analyses  $\frac{1}{2}$ 

(1) EBITDA excl. gain on disposal of a subsidiary and an associate (PLN 3,690.8m in 9M'21 and PLN 113.4m in 9M'22), EBITDA NetCo (PLN 366.9m in 9M'21) and costs of supporting Ukraine (PLN 34.1 in 9M'22)



## CF reflects the prioritization of our investments and the preparation of cash resources for further investments



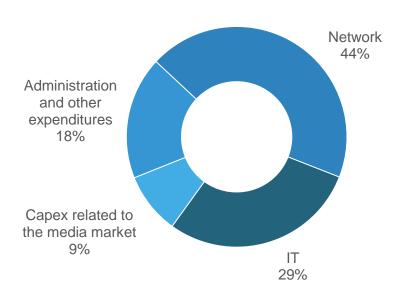


(2) Excl. one-off concession payments, acquisition projects and loans granted

## Capex intensity of the TMT business to decline as we converted to a capex light business model

#### **Cash CAPEX and guidance** (mPLN) 1.232 1.218 1.159 c.7% 928 811 of revenue 739 690 598 2014 2015 2016 2017 2018 2019 2020 2021 2022 guidance Frequencies related payments (mPLN) 352 847 22 c.300 2014 2015 2023 2016 2017 2018 2019 2020 2022 ■ UMTS annual fee ■ 2.6GHz purchase ■ 1.8GHz renewal ■ 410 MHz renewal ■ 1.8GHz renewal: 2.1GHz renewal Grupa **Polsat** □ 900 MHz renewal

### **CAPEX decomposition in 2021**



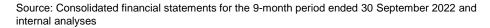
Source: 2014-2016 pro forma with Aero2

### The Group's debt

mPLN	Carrying amount as at 30 Sep. 2022
SFA (Tranche A and B)	8,201
Revolving Credit Facility (RCF)	-
Bonds	2,070
Leasing and other	525
Gross debt	10,796
Cash and cash equivalents	(1,586)
Net debt	9,210
EBITDA LTM	3,494
Total net debt / EBITDA LTM	2.64x
Weighted average interest cost <sup>1</sup>	8.4%

<sup>&</sup>lt;sup>1</sup> Prospective average weighted interest cost of the SFA (including the Revolving Credit Facility) and the Series B and Series C Bonds, excluding hedging instruments, as at September 30, 2022 assuming WIBOR 1M of 7.07% and WIBOR 6M of 7.41%.

### **Debt structure** by instrument type by currency Bonds 20% Banking debt PLN 80% 100% **Debt maturing profile** As at 30 Sept. 2022 6,208 CATALYST 1,000 1,000 1,000 800 200 2022 2023 2024 2025 2026 2027 ■ SFA Tranche A SFA Tranche B Series B Bonds ■ Series C Bonds





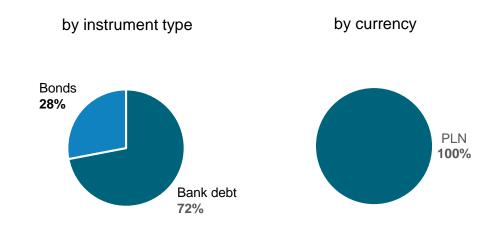
### In 2023 we issued sustainability-linked bonds worth PLN 2.67 billion

### **Debt maturing profile**

As at 11 Jan 2023



### **Debt structure**





## Main assumptions of the dividend policy for the years 2022-2024

### dividend per share

### year of payment

PLN 1.20	2022	
at least PLN 1.00	2023	
at least PLN 1.00	2024	

- Each time the Management Board assesses net profit, financial standing and liquidity of the Group, existing and future liabilities, the Group's perspectives, development plans, unexpected factors and binding law regulations
- Each time the proposals of the Management Board are subject to evaluation and acceptance by the General Meeting of Shareholders
- According to our financing documentation dividend payout is contigent on the level of net leverage remaining below the level of 3.5x



paid

## Strong track record



### Successful decade of Polsat Plus Group



Market cap<sup>1</sup>

Revenue

**EBITDA** 

2022

PLN 11.1 bn

PLN 12.4 bn

PLN **4.0** bn

3.3x

11x

11x

2008 IPO

PLN **3.4** bn

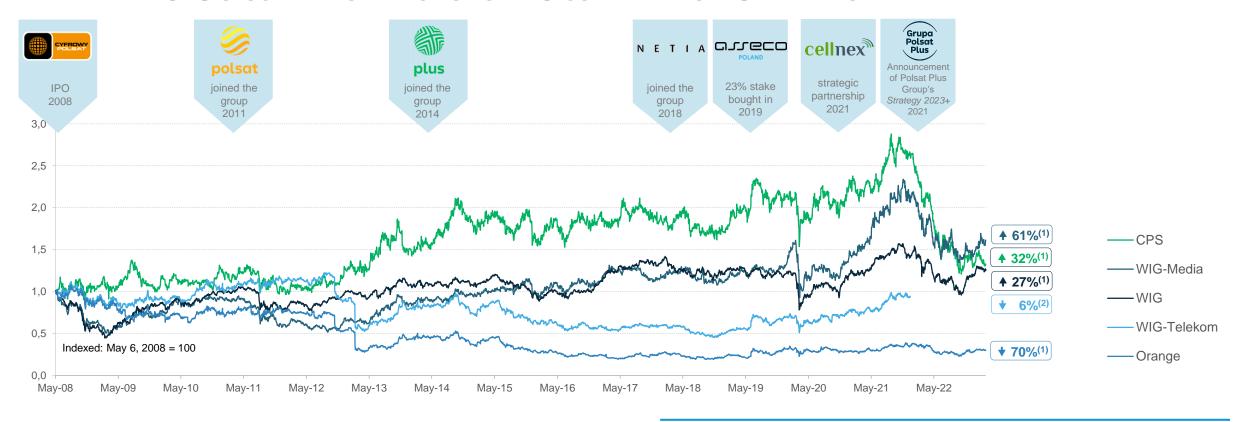
PLN 1.1 bn

PLN **348** m



## Our strategic investments positively impacted the value of Polsat Plus Group

### CPS STOCK PERFORMANCE SINCE IPO COMPARED TO WSE INDEXES

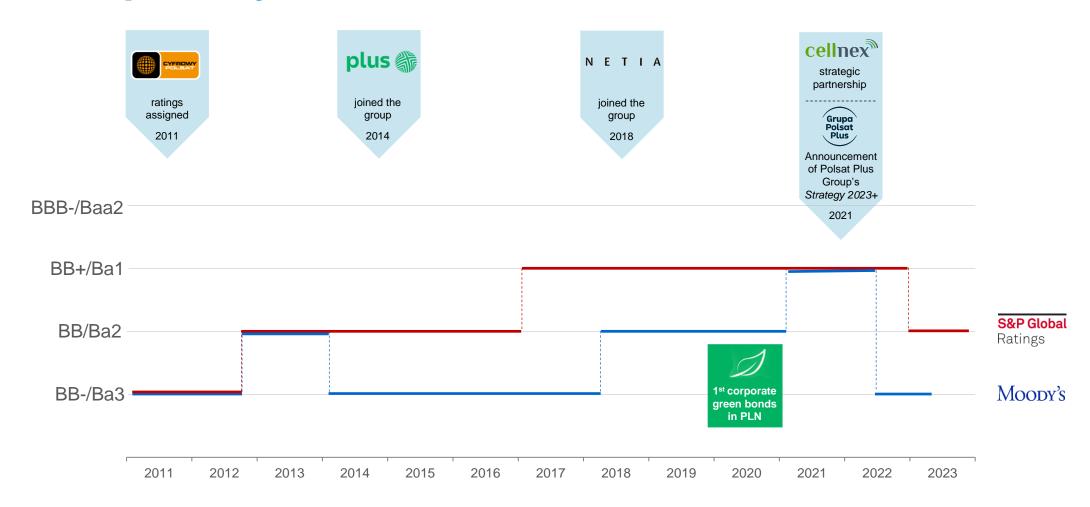




Note: (1) Dynamics between May 6, 2008 and March 3, 2023 (2) Dynamic between May 6 2008 and December 17, 2021,

(2) Dynamic between May 6 2008 and December 17, 2021, index published until December 17, 2021

## Long-term cooperation with global rating agencies provides transparency and comfort to our lenders





### We have set tangible ESG related targets



- New investments by producing over 2 TWh
  of green energy per year we will contribute to
  reducing CO<sub>2</sub> emissions in Poland by more than
  2 million tons yearly.
- Renewable energy sources by 2023 we will use energy solely from low- and zero-emission sources<sup>1</sup>.
- Fleet we steadily increase the share of lowemission cars in Polsat Plus Group's fleet (at present over 6%).
- Circular economy set-top boxes used by our customers are reintroduced to the market after they are returned and refurbished while other equipment is being recycled.



- Counteracting digital divide we dynamically develop the reach of modern, fast 5G Internet.
- Polsat Foundation we are the key partner for the Foundation that helped to finance medical treatment and rehabilitation for 40 thousand suffering children over the last 25 years.
- Responsible employer we provide a friendly and safe workplace as well as equality and diversity to all our employees.
- Protection and safety of children we are committed to the safety of children and young people using media (safety in the Internet and in TV).



We develop our business in a transparent and sustainable manner to the benefit of all our stakeholders

- Codes of business ethics codes of business conduct as well as internal systems and procedures implemented by us guarantee the highest standard of integrity.
- Transparency we ensure high quality financial and ESG reporting in combination with regular, transparent and direct communication with all our stakeholders.
- Cybersecurity we are aware of challenges in this area and we aim at the best possible data security and protection for our customers and employees (ISO 27001 certificate).
- Experience, trust and reputation our companies' Management Boards are served by individuals with many years of work experience in the Group.



## We plan to base our future financing on specific, measurable, long-term environmental goals

	2025	2030	
KPI 1			
Reduction of absolute Scope 1 and 2 Greenhouse Gas (GHG) emissions (CO2 equiv. tons/year)	Reduction by 75%	Reduction by 80%	
KPI 2			
Energy production from Renewable Energy Sources (RES) (GWh/year)	800 GWh/year	1,600 GWh/year	
KPI 3			
Production of green hydrogen (tons/year)	1,500 tons/year	3,000 tons/year	
KPI 4			
Share of zero-emission energy in the energy mix used by GPP (%)	25%	50%	

### **Sustainability strategy**

ESG approach is deeply embedded in Polsat's DNA. Polsat has actively supported the Polish society for many years and takes responsibility for important social and environmental matters. Polsat develops its business in a sustainable manner to the benefit of all the stakeholders of the Group.





## Our managing team is composed of long-distance runners



### Mirosław Błaszczyk

President of the Management Board

29 years



### Maciej Stec

Vice-President

- Strategy
- New business

20 years



### Katarzyna Ostap-Tomann

**CFO** 

Finance



activity in Polsat Plus Group



### Jacek Felczykowski

**Board Member** 

- Network
- Technology

15 years

Dlug Croup



### Aneta Jaskólska

**Board Member** 

- Customer care
- Cybersecurity

16 years



### Agnieszka Odorowicz

**Board Member** 

• Movie production

**7** years

avg track record in the organization: 17 years



### We communicate transparently

### Open dialogue with investors and brokers

11 brokers actively covering Polsat Plus Group

















B(\$)\$ DOM MAKLERSKI





2014-Q3'22 avg variance of the previews consensus vs actuals:

revenue: 1.1%EBITDA: 2.2%

### Management Board and IR team welcome interactions with investors

Our IR activities in numbers:

- ca. 15 national & international conferences and roadshows annually
- meetings with ca. 200 investors annually
- regular visits to London, NY, Boston, Paris, Frankfurt, Prague, Stockholm, etc.<sup>(1)</sup>
- quarterly result calls conducted in English

(1) pre-COVID

### We were frequently awarded for our communication



Listed Company of the Year Top Investor Relations

CEE Capital Markets Awards
"Distinguishing top public companies listed in Central Eastern Europe"

Best IR dept of a listed company – Poland



- Best overall investor relations (mid-cap)
- · Best investor relations officer (small to mid-cap)
- Best in sector: communications



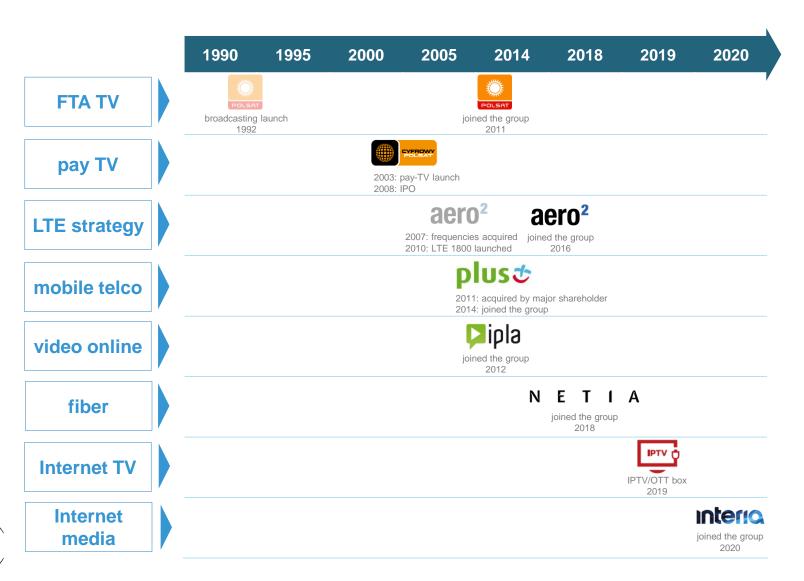
## Appendix



Our TMT background and competitive position



#### We have created a fully convergent media and telco operator









## Unique convergent offer among media and telco providers

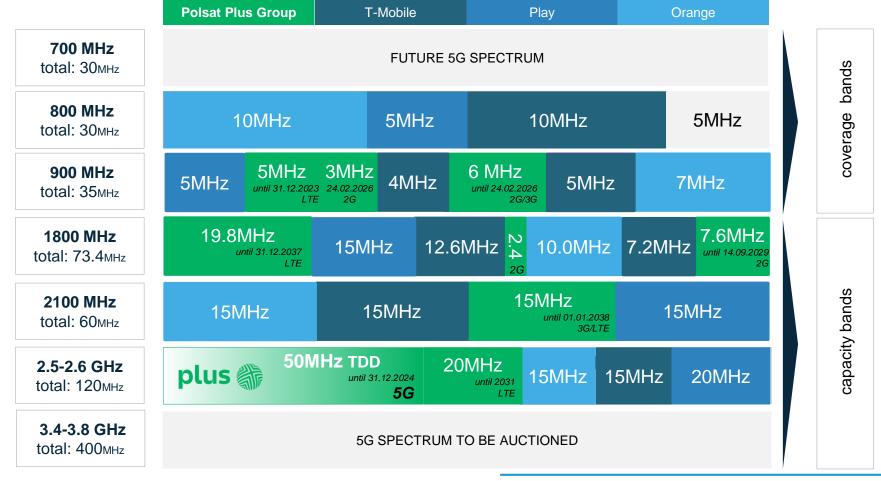




Source: web pages of operators, UKE.

Note: (1) In 2019 T-Mobile started providing fixed BB based on third party infrastructure.

# Unique frequencies allow for first-to-market real 5G deployment





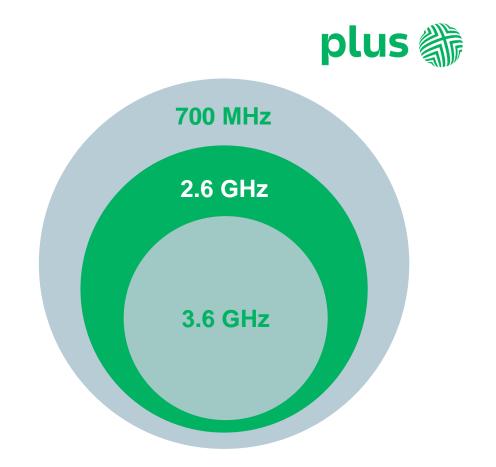
Source: UKE, own expertise

Only main frequencies are presented (excluding: Polkomtel's 2.5MHz 420MHz, each of the 4 biggest

MNO's 5MHz 2100MHz TDD)

# 2.6 GHz frequency provides an optimal ratio of efficient coverage to transfer speed

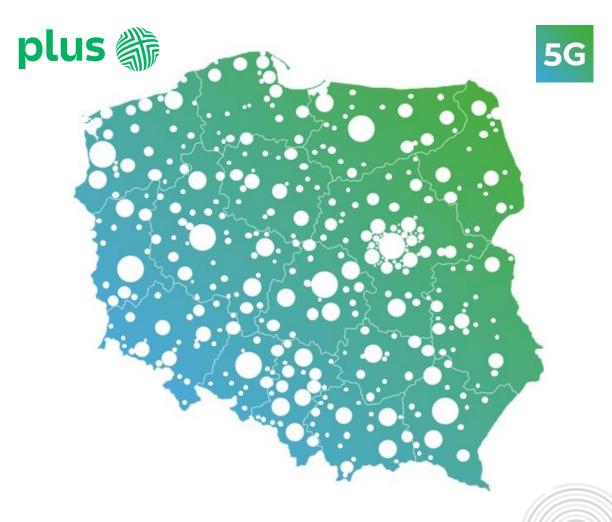
- In May 2020 Plus launched the first commercial 5G network in Poland, providing transmission speed of up to 600 Mbps
- The 2.6 GHz band enables transmission of higher volumes of data at higher speeds while covering a larger area within every cell
- Hence, the 2.6 GHz band provides an opportunity for a cost-efficient roll-out of urban 5G
- Ultimately, Plus 5G network will be rolled out using all the available frequency bands





# Thanks to this window of opportunity we are the clear 5G leader in Poland

- >19 million Poles within our 5G network coverage
- >3K BTS in 800 towns and cities and we are still rolling-out
- We offer the fastest, the widest and the best 5G in Poland
- Real mobile broadband highway: up to 600
   Mbps, stable connections, low latency
- No spectrum sharing just pure 5G!



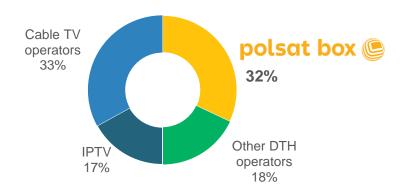


# Our market position on individual TMT markets

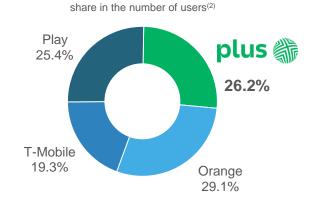


## **Competitive environment**

#### Pay-TV market in Poland<sup>1</sup>

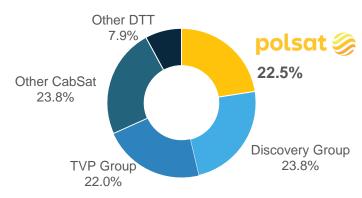


#### Mobile market in Poland



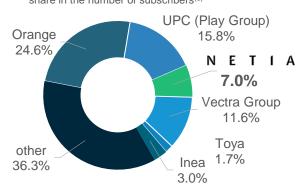
#### Grupa Polsat Plus

#### TV audience share



#### Fixed broadband market in Poland

share in the number of subscribers(3)

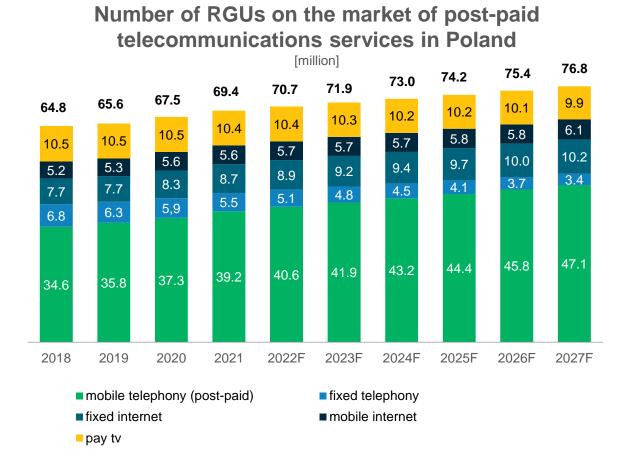


Source: NAM, All 16-49, all day, SHR%, 2022, incl. Live+2 and the TV audience out of home (OOH - out of home viewing), internal analysis internal analysis

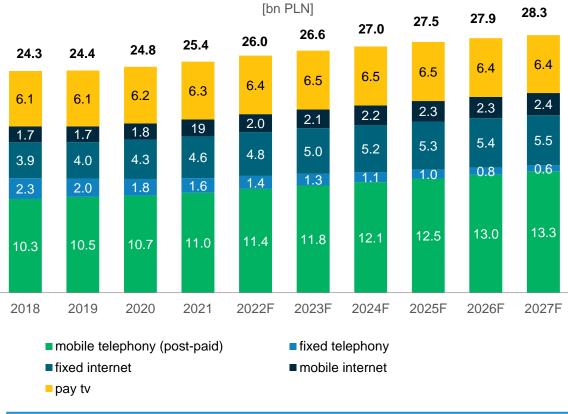
Note: (1) As at 2021, based on own estimates, sector data and PMR estimates

- (2) As at 2021, own estimates based on data published by operators, excluding M2M SIMs
- (3) UKE, as at 2021 ("Report on the telecommunications market in Poland in 2021")

#### Market development and forecasts







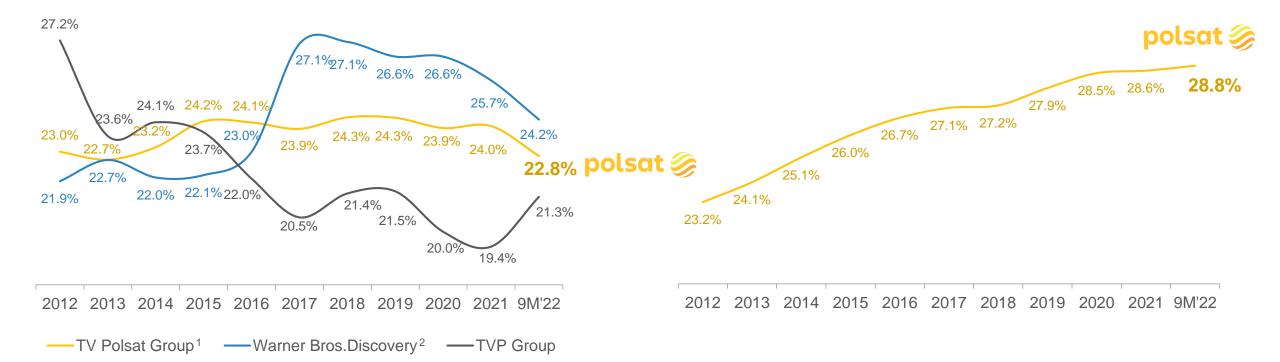
Source: PMR; Bundled telecommunications market in Poland 2022



# TV Polsat successfully monetizes its strong viewership results



#### TV ad market shares





Source: audience share: NAM, All 16-49, all day, SHR%, staring from 2016 incl. Live+2<sup>(1)</sup>, starting from Sep.'21 incl. the TV audience out of home (OOH – out of home viewing); ad market share: revenue from advertising and sponsoring of TV Polsat Group according to Publicis Groupe's definition; internal analysis

Note: (1) excl. partnership channels: Polsat Viasat Explore, Polsat Viasat Nature, Polsat Viasat History, JimJam, CI Polsat, Polsat Comedy Central Extra (2) 2017-2018 - pro forma, TVN Group channels and Discovery Networks Europe; 2012-2016 – TVN Group

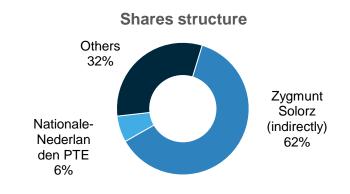


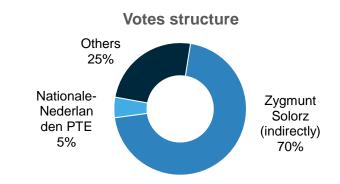
# Additional information



## **Shareholding structure**

Shareholder	Number of shares	% of shares	Number of votes	% of votes
Zygmunt Solorz, through	396,802,022	62.04%	576,219,523	70.36%
TiVi Foundation, incl. through:	386,745,257	60.47%	566,162,758	69.13%
Reddev Investments Limited, incl through:	386,754,247	60.47%	566,162,738	69.13%
Cyfrowy Polsat S.A. 1)	88,842,485	13.89%	88,842,485	10.85%
Tobias Solorz 2) incl. through	10,056,765	1.57%	10,056,765	1.23%
ToBe Investments Group Limited	4,449,156	0.70%	4,449,156	0.54%
Nationale-Nederlanden PTE	41,066,962	6.42%	41,066,962	5.01%
Others	201,677,032	31.53%	201,677,032	24.63%
Total	639,546,016	100.00%	818,963,517	100.00%







Note: 1) Own shares acquired under the buy-back program announced on 16 November 2021. Pursuant to Art. 364 Item 2 of the Commercial Companies Code, Cyfrowy Polsat S.A. does not exercise voting rights attached to own shares.

<sup>2)</sup> Person/Company under the presumption of the existence of an agreement referred to in Art. 87 Section 1 Item 5 of the Public Offering Act

# Attractive set of non-core assets creates additional value or liquidity cushion, if needed

## 22.95% stake in no.1 Polish software producer

- A strategic alliance of the leading Polish TMT player and the leading Polish software producer
- Long-term investment aimed at generating synergies in software development
- >19 million shares bought for PLN 65.0 per share

Market value: ~PLN 1.5bn1



## Highly attractive set of real estate assets

- 66.94% stake in Port Praski 38ha of uniquely located real estate area in the core centre of Warsaw
- Top class location to live and an ideal office location
- A strategic revitalization of the Praga side of Warsaw and a unique investment opportunity

Book value: PLN 1.1 bn<sup>2</sup>



#### **Treasury shares**

- **88.8m own shares** (13.9% of share capital) acquired in the course of the share buy-back announced on 16 November 2021
- Treasury shares kept on the B/S with no specific use, providing additional flexibility

Book value: PLN 2.9bn

Grupa Polsat Plus

Note: (1) Based on market price of PLN 77.5 per share, dated March 10, 2023

(2) Investment property item as reported in a balance sheet as of September 30, 2022

## **Glossary**

RGU (Revenue Generating Unit)	Single, active and retail revenue generating service of pay TV provided in all types of access technologies, mobile or fixed-line Internet access, or mobile telephony provided in the contract or prepaid model.
Customer	A natural person, legal entity or an organizational unit without legal personality who has at least one active service provided in the contract model. A customer is identified by a unique national identification number (PESEL), tax identification number (NIP) or national business registry number (REGON).
ARPU per B2C/B2B customer	Average monthly revenue per customer generated in a given settlement period.
ARPU per prepaid RGU	Average monthly revenue per prepaid RGU generated in a given settlement period.
Churn	Termination of the contract with a B2C customer by means of a termination notice, collections or other activities resulting in the situation that after the termination of the contract the customer does not have any active services provided in the contract model.
	Churn rate presents the relation of the number of customers for whom the last service has been deactivated (by means of a termination notice as well as deactivation as a result of collection activities or other reasons) within the last 12 months to the annual average number of customers in this 12-month period.
<b>Usage definition</b> (90-day for prepaid RGU)	Number of reported RGUs of prepaid services of mobile telephony and Internet access refers to the number of SIM cards which received or answered calls, sent or received SMS/MMS or used data transmission services within the last 90 days.



## **Investor Relations**

Cyfrowy Polsat S.A. Konstruktorska 4 02-673 Warszawa

Tel.: +48 (22) 426 85 62

Email: ir@cyfrowypolsat.pl

https://grupapolsatplus.pl

