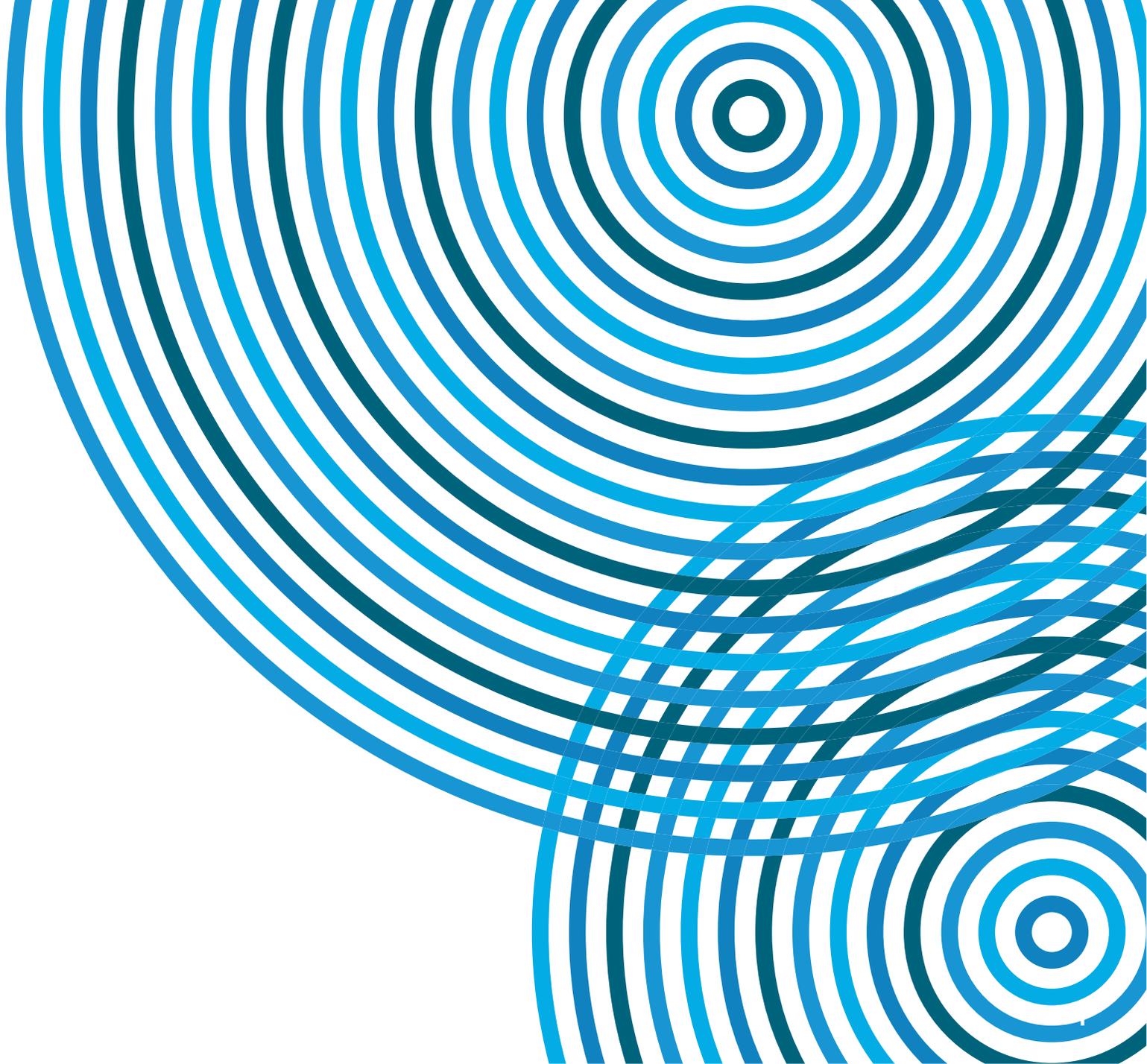


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Press review

Telepolis.pl, 4 March 2024

by Mieszko Zagańczyk

Plush na Kartę: up to 5300 GB that won't be lost

Plush has launched a new promotion where customers can count on additional data packages. When maintaining an active package for min. PLN 35 every 30 days for 12 months to receive 4,800 GB, you can additionally receive another 500 GB when you purchase a starter pack and agree to marketing consents. In addition, the offer allows unused gigabytes to be carried over to subsequent months.

Press review

Antyweb.pl, 4 March 2024

by Grzegorz Ułan

Already two operators are forcing contract extensions for another two years

Play, as the second of the large operators (after T-Mobile), has decided to change its pricing policy towards customers, changing the price list for customers extending their contract for an indefinite period. Until now, as a market standard, a fixed-term contract (usually for 2 years) prevailed, with a later transition to an indefinite term, usually with a higher monthly fee by e.g. PLN 10. This situation gave customers the opportunity to quickly change operators indefinitely or to take advantage of an offer that had long since been withdrawn and which, following the cost increases of recent years, was not necessarily profitable for the operator.

At the end of November 2023, T-Mobile decided to make a change, after which not only will an indefinite contract extension increase the subscription by PLN 10, but it will also be increased by another PLN 10 each subsequent year. Its footsteps are now being followed by Play, however, stipulating a PLN 5 increase in the years after contract extension.

Of the 'big four', it's Orange and Plus who have not made the move yet, but it seems that it is only a matter of time before the provision about an annual increase of the subscription fee for contracts for an indefinite period is added by all operators in their new contracts.

Press review

Wnp.pl, 5 March 2024

by Wojciech Żurawski

The indebted owner of masts and transmitters is selling off assets. What about business in Poland?

The Spanish group Cellnex, specializing in the field of telecommunications masts and transmitters, has completed the sale of its assets (1900 masts along with infrastructure) in Ireland for approximately €970 million. As the European market leader in towers and transmitters, Cellnex is taking steps to reduce its debt, which stood at €17.29 billion at the end of 2023. In the past year, the company achieved revenues of €4.07 billion, but also incurred a loss of €297 million due to the costs of servicing bank loans and other financial instruments.

As part of its debt reduction strategy, Cellnex systematically sells its assets and allocates the proceeds to debt repayment. Earlier, in September of last year, the company sold over 2500 masts in France for over €800 million. A few weeks later, an investment fund acquired 49% of the shares in Cellnex Nordics, which operates in Denmark and Sweden, for €730 million.

In Poland, Cellnex owns more than 16,000 towers and transmitters serving the needs of mobile telephony.

Press review

telepolis.pl, 6 March 2024

by Mieszko Zagańczyk

5G infrastructure to be constructed in the border area between Poland and Czechia

Joint 5G infrastructure will be built in the border area between Poland and Czechia. The project is being implemented by Cellnex group and a Czech company Cetin.

The operators claim that implementation of 5G technology in the border area could revolutionize the way in which people gain access to telecommunication services and use them in such places. The technology will be implemented over the next 3 years (2024-2026).

Cellnex (via its subsidiary Towerlink Poland) and CETIN will be implementing dedicated telecom infrastructure, both passive and active, for the areas where 5G coverage does not exist, or where it is very limited.

The project will enable testing the 5G network in the field of mobile solutions, including digitization of road infrastructure. It is being implemented as part of the BALTCOR5G initiative with the support of CEF Digital fund. Thanks to the obtained subsidies, the beneficiaries will be able to offer neutral infrastructure to interested parties, such mobile operators or road authorities.

Press review

wirtulnedia.pl, 7 March 2024

by Tomasz Wojtas

Player streaming bundles are getting more expensive

Player streaming platform (owned by TVN Warner Bros. Discovery) has increased by PLN 5 the monthly prices of several of the streaming bundles it offers. The prices of the streaming bundles with six-month contracts have not changed though.

In recent years Player has been increasing the prices of some of its streaming bundles on several occasions. Last August the fee for the commercial-free Player option with access to Canal+ increased, while a year earlier the fees for all basic streaming bundles went up by PLN 2 monthly.

Recent events

Press release, 5 March 2024

Polsat TV extends its partnership with UFC

Polsat TV extended its cooperation with UFC. Thanks to this, practically every week Polish fans will be able to watch the galas organized by the biggest promoter of mixed martial arts on Polsat's sports channels. UFC's lineup includes the top competitors from all over the world, Poland included.

It has been the third license agreement between Polsat TV and UFC. The cooperation was initiated back in 2018. For Polish fans extension of the cooperation means the longest uninterrupted access to UFC galas offered by one-and-the same TV operator in Poland.

UFC galas in Polsat TV, i.e. access via TV, streaming and the Internet

During every year of the term of the new contract Polsat TV will show at least 40 UFC galas, both the numbered events as well as the ones from the UFC Fight Series. The contract also includes news and special programs, such as the UFC Countdown, UFC Ultimate KO's, or UFC Reloaded. The broadcasts will be available both on TV and via Polsat Box Go streaming platform. Polsat Sport and Interia sports journalists will be also providing extensive information on the events from the UFC octagon on Interia portal and in the social media which will offer access to interviews and fight highlights.

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2024-03-04	11.54	10.80	10,80	-4.68	26.88
2024-03-05	10.93	10.59	10,61	-1.76	25.77
2024-03-06	10.93	10.60	10,61	-0.05	13.54
2024-03-07	10.90	10.39	10,70	0.90	18.67
2024-03-08	10.85	10.51	10,69	-0.14	15.73



Investor's calendar

Date

Event

28 March – 11 April 2024

Closed period prior to the publication of 2023 results

11 April 2024

Annual report and consolidated annual report for 2023

8 – 22 May 2024

Closed period prior to the publication of Q1 2024 results

22 May 2024

Quarterly report for Q1 2024

7 – 21 August 2024

Closed period prior to the publication of H1 2024 results

21 August 2024

Consolidated semi-annual report for the 1st half of 2024

6 – 20 November 2024

Closed period prior to the publication of Q3 2024 results

20 November 2024

Quarterly report for Q3 2024