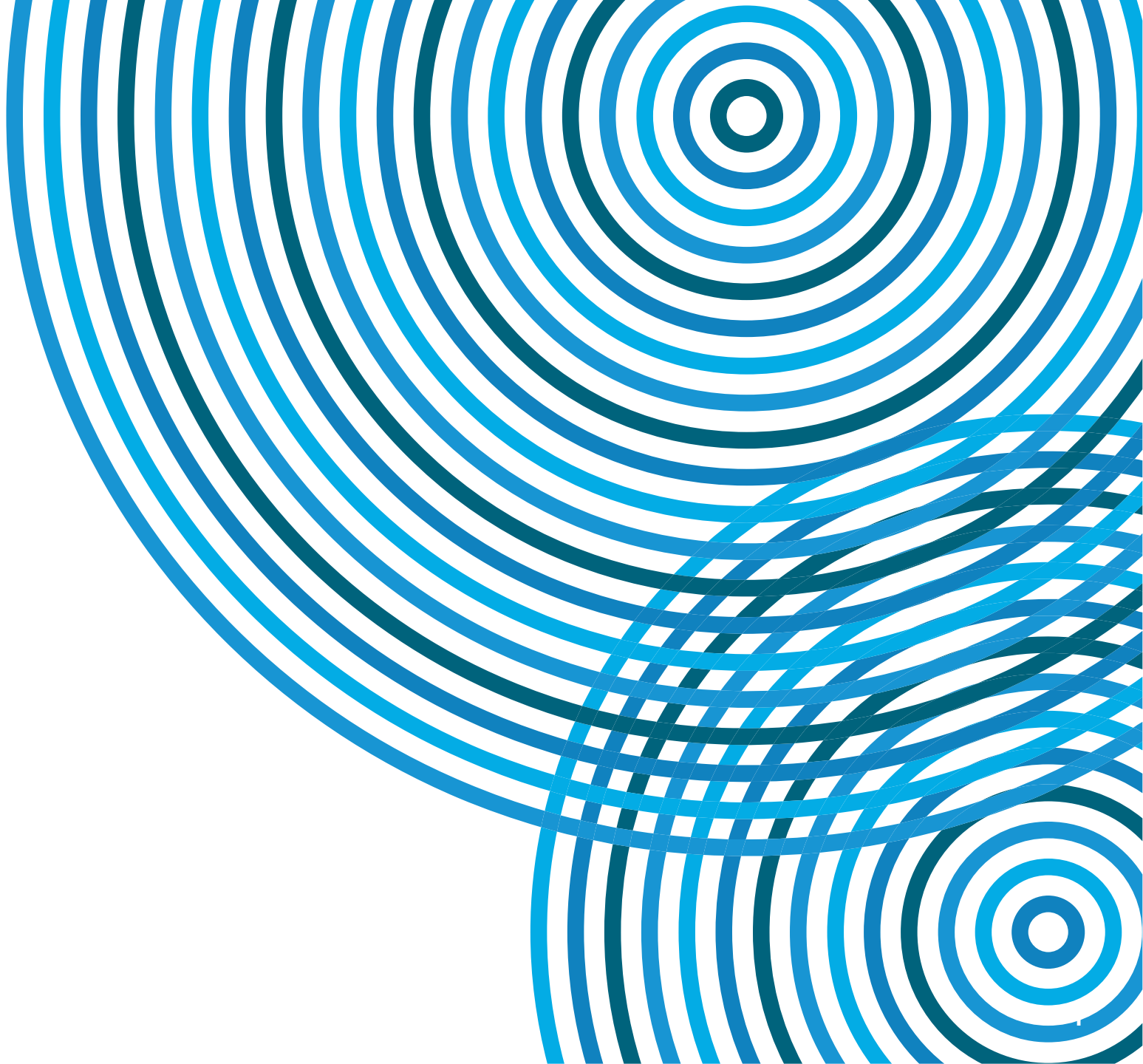


8 January 2024

# IR Newsletter 1/2024



# Press review

Wirtualnemedi.pl, 22 December 2023

*by tw*

## Orange Polska has acquired another fibre-optic network

Orange Polska has acquired the fibre optic network of local provider Gigakomputer. As a result of this transaction, a further 7,000 households will be within the reach of Orange's fibre-optic network.

This is another such purchase by Orange in 2023, having previously acquired the operator Timplus, with 46,000 households within its reach, and the companies Interkar and Telewizja Światłowodowa Kaszebe in the previous year.

# Press review

**Parkiet.com, 23 December 2023**

*by Urszula Zielińska*

## Pay TV has seen its worst days

According to Omidia expert (Tony Gunarsson), the Polish pay TV market, currently worth nearly PLN 7 billion, will grow in 2024 thanks to new users of streaming platforms. According to his estimates, the pay TV and sVOD market in Poland grew by 700,000 subscriptions in 2023 (21.1 million in total) and he expects further growth of another 800,000 subscriptions in 2024.

Omidia's chief analyst also reiterates his prediction that streaming platforms will introduce ad-supported offers in Poland. Furthermore, he argues that traditional TV has seen its biggest declines, further pointing to a higher-than-expected churn rate in the sVOD area. In the article, the quoted analyst also emphasized the growing interest in television via Internet technology - IPTV. Such services, provided among others by telecoms (e.g. Netia), are estimated by Omidia to gain a further 100,000 subscribers in 2024 (1.4 million in total).

# Press review

**Bankier.pl, 28 December 2023**

*by pad/ amac/*

## **UOKiK punished Polsat Television. It was about the New Year's Eve SMS competition**

UOKiK President Tomasz Chróstny imposed a fine of nearly PLN 10 million on Telewizja Polsat and Teleaudio Dwa. The justification stated that the companies had misled viewers by organizing an SMS New Year's Eve competition. In addition, the penalized entities were obligated to present information about the decision of the President of UOKiK via Polsat channels, websites and social media profiles.

Polsat Group Corporate Communications Director Tomasz Matwiejczuk announced that the company will appeal the decision.

**Pap.pl, 3 January 2024 r.**

*by Michał Boroń*

## **High fine for T-Mobile Poland. UOKiK: they misled customers**

The President of UOKiK has imposed a fine of more than PLN 25 million on T-Mobile Polska in connection with the advertising of the pre-paid offer "1200 GB for free for a year". According to UOKiK, the advertisement was misleading and the proceedings were initiated on the basis of a consumer complaint.

The decision is not final and the operator has the possibility to appeal to court and announces that it will use this possibility.



# Press review

Telko.in, 4 January 2023

by Marek Jaślan

## FERC competition settled in 72 areas: no PŚO, but with taken over by Play Sferanet

The Digital Poland Project Centre has announced that the competition for funding for high-speed broadband under the FERC funds has been settled. 237 applications were submitted in the competition, out of 152 possible funding awards.

Significant co-financing was awarded to, among others, Nexera (approximately PLN 393 million), Orange (approximately PLN 134 million) and the Łódź-based Toya (PLN 89 million). The resignation of Polski Światłowód Otwarty, company connected with Play network operator, from the National Reconstruction Plan (KPO) competition, despite the initial submission of as many as 19 applications, came as a surprise.

Sferanet, which was taken over by Play and received over PLN 17 million, was also among the successful applications.

# Press review

Telko.in, 5 January 2023

by Marek Jaślan

## Does the withdrawal of the PŚO from KPO investment mean the flop of this competition?

The Digital Poland Project Centre has announced the results of the FERC competition for network construction funding. However, there have been significant doubts as to whether all winners will ultimately decide to implement the winning projects.

The doubts are mainly due to the confusion caused by the Play-related company Polski Światłowód Otwarty. PŚO submitted a number of successful applications in the National Reconstruction Plan (KPO) competition and won over PLN 800 million in support, only to ultimately abandon all projects. Orange and Nexera also gave up on many of the areas won.

There is a lot of indignation from the community and the whole situation with the competition is viewed negatively. The president of the KIK, the chamber representing small and medium-sized operators, is particularly critical. He complains above all about the rules of the competition, which, in his opinion, excluded smaller operators from the start, favouring large telecoms.

# Recent events

Current report 43/2023, 21 December 2023

## Allotment and issuance of Series F Bonds

With reference to Current Report No. 31/2022 of 29 November 2022 in which Cyfrowy Polsat S.A. (the “**Company**”) announced the establishing of a bond issuance program (the “**Program**”) and actions being taken to potentially refinance its indebtedness under Series B bearer bonds with the nominal value of PLN 1,000 each and the aggregate nominal value of PLN 1,000,000,000 maturing on 24 April 2026 and Series C bearer bonds with the nominal value of PLN 1,000 each and the aggregate nominal value of PLN 1,000,000,000 maturing on 12 February 2027, and to Current Report No. 29/2023 of 11 September 2023, regarding the implementation of further actions aimed at the continued execution of the Program and Current Report No. 42/2023 of 11 December 2023 on the decision to issue series F bonds (the “**Series F Bonds**”), the Management Board of the Company hereby announces that on 21 December 2023, the Company’s Management Board allotted 400,000 Series F Bonds with the nominal value of PLN 1,000 each and the total nominal value of PLN 400,000,000.

All Series F Bonds have been allotted to one investor, i.e., PFR Fundusz Inwestycyjny Fundusz Inwestycyjny Zamknięty Aktywów Niepublicznych with its registered office in Warsaw, entered into the register of investment funds under No. RFI 1168 (represented by Polski Fundusz Rozwoju S.A., with its registered office in Warsaw) (the “**Investor**”), in connection with the Investor’s acceptance of the proposal to purchase the Series F Bonds, addressed to the Investor by the Company in accordance with Article 33 (2) of the Act of January 15, 2015 on bonds.

The Company hereby states that on 21 December 2023, the Series F Bonds were registered in the securities record kept by Trigon Dom Maklerski S.A. with its registered office in Kraków, acting as an agent for the Series F Bonds issue, and as a result, on 21 December 2023 400,000 Series F Bonds were issued.

The Series F Bonds will be registered in the depository kept by the National Depository of Securities (Krajowy Depozyt Papierów Wartościowych S.A.). The Company does not intend to apply for the introduction of the Series F Bonds into the alternative trading system operated by the Warsaw Stock Exchange (Giełda Papierów Wartościowych w Warszawie S.A.) on the Catalyst market.



# Recent events

Current report 1/2024, 5 January 2024

## Information on the change of the share in the total number of votes at the General Meeting of Cyfrowy Polsat S.A.

The Management Board of Cyfrowy Polsat S.A. (the “**Company**”) hereby informs that on 5 January 2024 the Company was notified by Nationale-Nederlanden Powszechnie Towarzystwo Emerytalne S.A., pursuant to Article 87 item 1 (2b) of the Act of July 29, 2005 on public offering and the conditions of introducing financial instruments to an organized system of trading and on public companies, of the change of the share in the total number of votes at the General Meeting of the Company.

[Attachment available here.](#)

Press release 28 December 2023

## New Polsat Box and Plus campaign to promote combined offer launched

A new advertising campaign has been launched for Polsat Box and Plus starring, among others, Jacek Braciak and Wojciech Mecwaldowski, promoting the combined offer of the operators: Polsat Box TV with Disney+ and Plus fibre-optic from as little as PLN 19/month for the first year after discounts. The spot encourages people to decide on a great purchase now and not to put it off for later.

Following the principle "what you have to do tomorrow, better do today", the new TV spot with, among others, Jacek Braciak and Wojciech Mecwaldowski inspires customers to give up postponing purchases and take advantage of the attractive offer right now. And this one tempts with its price and quality of service for the home. TV in high picture quality from Polsat Box, thousands of hours of series, films and original productions of world cinema in Disney+ and reliable and fast fibre-optic Internet from Plus are an ideal offer for the whole family.

The campaign promoting the combined offer of Polsat Box and Plus is planned in TV (Polsat, TVN, TVS and thematic channels), Internet and OOH. The promotional offers Polsat Box

Telewizja z Disney+ and Plusa Światłowód Plusa already from PLN 19/month can be found on the Polsat Box and Plusa websites.





# Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
18/12/2023	13,13	12,72	12,74	- 0,62	12,20
19/12/2023	13,12	12,77	12,96	1,69	15,14
20/12/2023	13,29	12,88	12,95	- 0,08	12,72
21/12/2023	12,97	12,67	12,67	- 2,16	13,07
22/12/2023	12,74	12,40	12,47	- 1,54	16,93
27/12/2023	12,86	12,47	12,71	1,88	17,69
28/12/2023	12,89	12,48	12,48	- 1,81	15,39
29/12/2023	12,56	12,33	12,33	- 1,20	13,77
02/01/2024	12,75	12,21	12,30	- 0,20	19,99
03/01/2024	12,47	12,02	12,14	- 1,34	14,33
04/01/2024	12,23	11,82	11,82	- 2,59	22,95
05/01/2024	11,98	11,60	11,92	0,80	15,56

