

16 – 22 August 2021

# IR Newsletter



# Press review

Interia Biznes, 17 August 2021

## Polsat Plus Group starts the main stage of the rebranding campaign

Polsat Plus Group has started the main stage of the rebranding campaign of its key brands, i.e. Plus, Polsat and Polsat Box (formerly Cyfrowy Polsat).

The joint campaign presents a consistent message, linking together the brands thanks to which a customers may choose what, when, where, in what way and on what kind of a device they wish to enjoy – all in line with the slogan "Choose everything for yourself."

*"Customers expect that a brand will respond to their individual needs. They want to decide – they want to have extensive choice in line with their expectations and needs. We, as a Group, respond to this by saying: in Plus, Polsat and Polsat Box you can choose everything for yourself. You can manage your Internet, 5G, technologies, entertainment, thrills, TV series and sports,"* says **Piotr Gawel, a Management Board Member of Polkomtel, the operator of Plus mobile network, Polsat Plus Group.**

# Press review

LM.pl, 18 August 2021

By Aleksandra Braciszewska - Benkahla

## Brudzew. ZE PAK has the biggest PV farm in Poland

The construction of the biggest in Poland photovoltaic farm has just been completed. The solar power plant has been constructed in Brudzew on the reclaimed brown coal mining land. It has been built on 100 hectares of land in the place where Adamów brown coal mine operated earlier. The contract for the implementation of this project was signed between Zespół Elektrowni Pątnów-Adamów-Konin power plant complex, on the one hand, and PAK Serwis and ESOLEO (a Polsat Plus Group company), on the other. The work was completed on schedule.

*“In less than 180 days ESOLEO and PAK SERWIS consortium completed installation of 155,000 PV modules with a total power of 70 MW at the PV farm in Brudzew,”* informed **Piotr Woźny, CEO of ZE PAK.**

The farms construction is financed by a consortium of banks formed by Bank Pekao SA, PKO BP and mBank. The photovoltaic farm in Brudzew is yet another element of ZE PAK’s transformation of coal-based energy production to green energy.



photo: Twitter/Piotr Woźny

# Press review

Interia Biznes, 18 August 2021

## Polsat Plus Group will invest in the development of a post-COVID rehabilitation center

Zygmunt Solorz and Polsat Plus Group have so far spent 50 million zloty for supporting the society and the healthcare system in the struggle against the corona virus pandemics. Polsat Plus Group has been involved in numerous pro-social activities by being involved in such efforts as, e.g., providing support for the healthcare institutions, education, digitally-excluded children, senior citizens, development of various solutions for its customers as well as by supporting its employees and their families. At present the Group is coming forward with a new initiative of creating a modern post-COVID rehabilitation center for the people from all over Poland who recovered from COVID disease.

*“During the entire time of the pandemics we were embarking on numerous activities aimed at supporting Polish citizens as they struggled to survive and cope with the situation in those difficult times. We all see that at present the pandemics seems to have subsided. It seems as maybe it has gone for good though many people forecast that we will have to face the fourth wave. Still, what has been left are the negative effects of COVID-19 disease that many people have been suffering from for weeks if not months – both physical and psychological effects. Hence our decision to create, in the next stage of our support for the society, something that will help people cope not only with the pandemics itself but above all with all its negative effects,”* says **Miroslaw Błaszczyk, CEO of Cyfrowy Polsat and Polkomtel (the operator Plus network), the members of Polsat Plus Group.**

*“Specialists estimate that at least one out of three patients who suffered from the disease have complications caused by the corona virus. The problems they face most often concern breathing problems, lower overall physical fitness, muscle and joint pains, anxiety disorders and depression. It is important that after suffering COVID one does not disregard the complications – both the psychological and the physical ones – and undergoes rehabilitation, thus helping oneself to regain full fitness,”* says **Filip Nowak, acting President of the National Health Fund (NFZ).**

# Press review

**Telko.in, 18 August 2021**

*By Marek Jaślan*

## A dual STB from Cyfrowy Polsat can support both IPTV and satellite TV

Polsat Box (till September operating as Cyfrowy Polsat) is introducing a new 4K set-top box with a Bluetooth remote controller. The new STB features the DUO functionality and Internet connectivity, also via WiFi.

Thanks to a novel, on the Polish market, DUO functionality, a user will be able to freely change between signal sources by switching at any time between DTH and cable IPTV technologies within one and the same programming package.

The new 4K STB is also equipped with Polsat Box Go application and online access to more than 100 TV channels and several simple theme packages.

# Recent events



Press release, 17 August 2021

## More than 15 million people within the coverage of the best and the fastest 5G network operated by Plus

Already more than 15 million people in Poland, in nearly 500 towns and places, live within the coverage footprint of Plus's 5G network. Since the end of June the coverage of our 5G network has been extended to include new areas inhabited by more than 2 million people. The fastest in Poland 5G Internet access service offered by Plus enables users to enjoy diverse Plus and Polsat Plus Group offers and services in line with "Ty rządzisz. Wybierz swoje wszystko" (You rule. Choose your everything) slogan.

Plus expanded the coverage of this best in class 5G network to an area inhabited by another 2 million people, providing access to 5G services in further 90 towns and places and improving network coverage in those areas where 5G was already launched earlier. This means that more than 2200 base stations guarantee access to the 5G network for more than 15 million people in nearly 500 towns and places. As a result, the biggest and the fastest 5G network in Poland covers an area inhabited by more than 40% of the country's population.

Plus continuously expands 5G network coverage so as to bring the convenient solutions offered by this best in Poland 5G mobile Internet access service to as many people as possible in the possibly shortest time. The results of independent tests conducted by RfBenchmark show that Plus's 5G network is substantially faster than the 4G network. Simultaneously, based on the same measurements, Plus's 5G network demonstrates definitely the highest data download speed when compared to other operators' 5G networks.

The fastest 5G network in Poland enables, among others, access to reliable and instant communications as well as access to entertainment, e.g. watching multimedia content in the highest available resolution and also the possibility of working and studying comfortably, even when only using a smartphone, in line with the Polsat Plus Group's theme: "Ty rządzisz. Wybierz swoje wszystko" (You rule. Choose your everything).

At the same time new 5G-enabled devices are continuously added to the equipment portfolio – at present more than 40 latest generation smartphones and routers are available.

[More>>](#)



# Recent events

Financial results, 18 August 2021

Polsat Plus Group announced its Q2 and H1 2021 results (consolidated data)

mPLN	2Q'21	1H'21
Revenues	3,160	6,147
EBITDA	1,141	2,224
EBITDA margin	36.1%	36.2%
Net profit	542	932

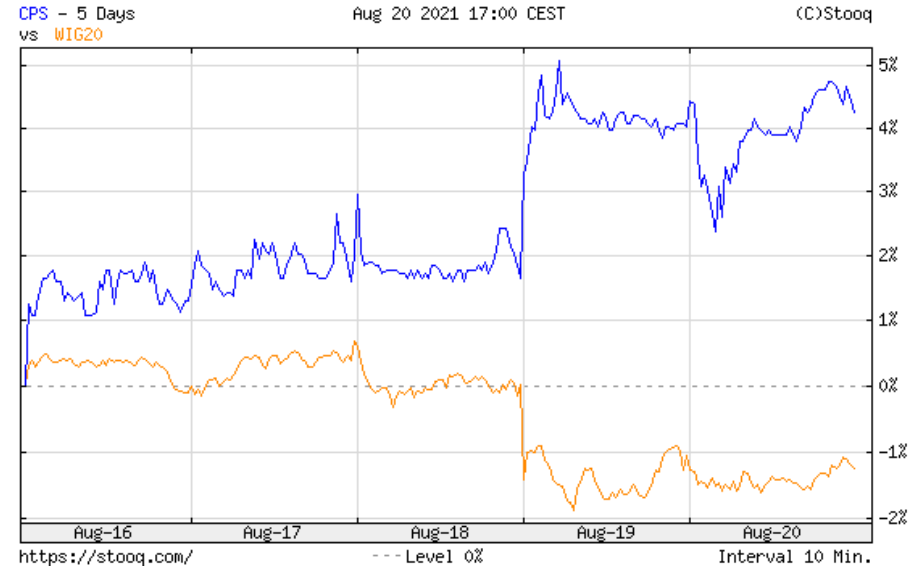
KPIs	2Q'21	1H'21
Total number of RGUs (EoP) [thou.]	18,023	18,023
<b>CONTRACT SERVICES</b>		
Total number of RGUs (EoP) [thou.], incl.:	15,427	15,427
Pay TV, incl.:	4,961	4,961
Multiroom	1,203	1,203
Mobile telephony	8,650	8,650
Internet	1,816	1,816
Number of customers (EoP) [thou.]	5,473	5,473
ARPU per customer [PLN]	91.4	91.0
Churn	7.0%	7.0%
RGU saturation per one customer	2.82	2.82
<b>PREPAID SERVICES</b>		
Total number of RGUs (EoP) [thou.], incl.:	2,596	2,596
Pay TV	135	135
Mobile telephony	2,414	2,414
Internet	47	47
ARPU per total prepaid RGU [PLN]	22.0	21.7
Audience share	24.4%	24.2%
TV ad market share	28.6%	29.0%

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# Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2021-08-16	34.60	33.96	34.40	0.23	7.90
2021-08-17	34.92	34.36	34.64	0.70	13.14
2021-08-18	34.96	34.50	34.52	- 0.35	4.60
2021-08-19	35.68	34.68	35.32	2.32	8.40
2021-08-20	35.68	34.72	35.40	0.23	4.96





# Investor's calendar

Date	Event
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