

22 – 29 November 2021

IR Newsletter



Press review

Interia Biznes, 21 November 2021

Source: Newseria

Several million people in Poland still see no need for using the Internet

According to the report entitled “Social and digital exclusion in Poland”, prepared by Fundacja Stocznia at the initiative of Orange Foundation and Orange Polska, as well as based on the research done by the Consumer Federation, two-thirds of the people in Poland who do not use the Internet justify their choice by lack of the need for using the Internet, even in spite of having the technical possibility to do so. The problem of digital exclusion is above all associated with lack of competence and motivation to use new technologies. This in turn limits people’s opportunities, among others due to unequal access to education or work.

At the same time the problem of digital exclusion is not perceived by nearly half of the survey’s participants, while about 40% of them acknowledge that the older the person, the more justified are the reasons for not using new technologies.

According to the report prepared by the Consumer Federation, entitled “Digital exclusion during the pandemics,” COVID-19 pandemics increased the level of digital exclusion in the groups which are most exposed to it.

As stated in the report, 4.78 million people never used a computer, 4.51 million aged 16-74 never used the Internet, while 1.82 million people use the Internet only sporadically. Vast majority of these people (more than 80%) are aged 55+.

Press review

Wirtualnemedi.pl, 25 November 2021

By tw

Advertising expenditures in Poland are by 4 percent higher than before the epidemics. Retail trade is the growth engine with the decline only seen by the press and cinemas

According to the estimates of Publicis Group the value of the Polish advertising market after the first three quarters of 2021 reached PLN 7.18 billion (up by +18% and +4.5%, respectively, when compared to the same periods of 2020 and 2019)

The Internet became the biggest channel of advertising communication in 2021 (capturing 43.7% of the market, compared to a market share of 41.9% during the corresponding period of 2020). Thus the Internet surpassed the TV whose share was 42.0% in the period January-September 2021 vs. 42.9% a year earlier).

Publicis Group forecasts that during the whole of 2021 the advertising market will grow by more than 14%, and that 2022 will see the continuation of the upward trend from 2019, with growth dynamics of 4.7%.

Press review

Wirtualnemedi.pl, 23 November 2021

By tw

Viaplay with exclusive broadcasting rights to KSW MMA – 12 galas annually will be shown

Starting from December 2021 Viaplay streaming platform will hold exclusive rights to showing the broadcasts of KSW Galas (MMA).

12 galas are planned for the year and they will be available on Viaplay platform with standard subscriptions in Poland, Sweden, Norway, Denmark, Finland, Iceland, Estonia, Latvia, Lithuania and the Netherlands.

So far Polsat Box has been the main partner of KSW. The platform has been showing KSW galas since 2004, recently mainly in the pay per view (PPV) model.

Recent events

Current report 29/2021, 24 November 2021

Closing of the tender offer to subscribe for the sale of shares in Cyfrowy Polsat S.A. and the acquisition of shares in Cyfrowy Polsat S.A.; notification of a transaction on financial instruments issued by Cyfrowy Polsat S.A. under article 19 of the MAR Regulation and 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 the subscription period in the tender offer to subscribe for the sale of shares in the Company, which was announced on September 28, 2021 by the Company, Reddev Investments Limited (“**Reddev**”) and Mr. Zygmunt Solorz pursuant to article 74 section 1 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 (uniform text: Journal of Laws 2020 item 2080) (the “**Public Offering Act**”) and in compliance with the Ordinance of the Minister of Finance, Funds and Regional Policy of November 26, 2020 on the forms of tender offers to subscribe for the sale or exchange of shares in a public company, the detailed procedures of the announcement thereof, and the terms of acquisition thereof under the tender offers (Journal of Laws 2020, Item 2114) (the “**Tender Offer**”), was closed on November 16, 2021.

In execution of the offers placed during the Tender Offer, the share purchase transactions of a total of 11,768,260 of ordinary bearer shares of the Company, marked with the ISIN code PLCFRPT00013, (the “**Shares**”) were concluded on November 19, 2021 and settled today (the “**Settlement of the Tender Offer**”).

Due to the above, the Company informs that as a result of the Settlement of the Tender Offer the Company acquired directly 11,768,260 Shares constituting in total 1.84% of the share capital of the Company and carrying the right to 11,768,260 votes at the general meeting of the Company, representing 1.44% of the total number of votes at the general meeting of the Company. Neither Reddev nor Mr. Zygmunt Solorz acquired directly any Shares in the Tender Offer.

Prior to the Settlement of the Tender Offer, the Company did not hold any shares of the Company.

Following the Settlement of the Tender Offer, the Company holds 11,768,260 shares of the Company, constituting in total 1.84% of the share capital of the Company and carrying the right to 11,768,260 votes at the General Meeting of the Company, representing 1.44% of the total number of votes at the General Meeting of the Company.

The Company informs that the written agreement between the Company, Reddev and Mr. Zygmunt Solorz on acquiring directly or indirectly the shares of the Company in the Tender Offer, about which the Company informed in its current report No. 22/2021 dated September 27, 2021, was dissolved on the date of the Settlement of the Tender Offer.

Furthermore, the Company informs that on November 24, 2021 the Company notified of: (i) transactions on financial instruments issued by the Company issued by the Company as a person closely associated with a person discharging managerial responsibilities at the Company pursuant to Article 19 section 1 of the Regulation (EU) No 596/2014 of the European Parliament and of the Council of April 16, 2014 on market abuse (market abuse regulation) and repealing Directive 2003/6/EC of the European Parliament and of the Council and Commission Directives 2003/124/EC, 2003/125/EC and 2004/72/EC (the “**MAR Regulation**”), and (ii) the change in the Company's share in the total number of votes at the general meeting of the Company pursuant to Article 69 in connection with Article 77 Section 7 of the Public Offering Act.

The abovementioned notifications constitute attachments to this current report.

Attachments:

[Notification of transactions on financial instruments pursuant to Article 19 of the MAR Regulation](#) (.pdf)

[Notification pursuant to Article 69 of the Public Offering Act](#) (.pdf)

Recent events

Current report 30/2021, 24 November 2021

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 24 November 2021 the Company received notifications pursuant to Article 69 in connection with Article 77 Section 7 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 from Mr. Zygmunt Solorz, TiVi Foundation with its registered office in Vaduz, Liechtenstein and Reddev Investments Limited with its registered office in Limassol, Cyprus.

The received notifications constitute attachments to this current report.

Attachments:

[Notification from Mr. Zygmunt Solorz \(.pdf\)](#)

[Notification from TiVi Foundation \(.pdf\)](#)

[Notification from Reddev Investments Limited \(.pdf\)](#)

Recent events

Current report 31/2021, 25 November 2021

Decision of Cyfrowy Polsat S.A. to acquire shares in Cyfrowy Polsat S.A. from Reddev Investments Limited

The Management Board of Cyfrowy Polsat S.A. (the “**Company**”) hereby informs that, acting by virtue of the authorization granted by the Extraordinary General Meeting under resolution no. 7 dated 16 November 2021 on the authorization for the Management Board to acquire own shares and create a capital reserve for the purposes of the own shares buy-back program (the “**Own Shares Buy-Back Program**”), on 25 November 2021 it decided that the Company shall acquire up to 29,000,000 (say: twenty nine million) ordinary bearer shares in the Company from Reddev Investments Limited with its registered office in Limassol, Cyprus (“**Reddev**”, the “**Transaction**”) whereas the price per one share in the Company acquired from Reddev in the Transaction shall be PLN 35.00 (say: thirty five zlotys).

On 25 November 2021, the Supervisory Board of the Company gave its consent to: (i) continue the acquisition of shares by way of the Own Shares Buy-Back Program and (ii) execute the Transaction which constitutes a significant transaction with a related subject within the meaning of art. 90h 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 (Journal of Laws 2020 Item 2080).

Moreover, bearing in mind that the price per one share in the Transaction is set at the same level as the price per one share offered in the tender offer to subscribe for the sales of shares in the Company, announced on 28 September 2021 by the Company, Reddev and Mr. Zygmunt Solorz (the “**Tender Offer**”), the Supervisory Board is of the opinion that there will be no infringement upon the interests of the Company nor of shareholders who are not related subjects, including minority shareholders who had the opportunity to sell shares in the Company in the Tender Offer at a price per one share equal to the price per one share set in the Transaction and who concurrently can conclude further trades on the regulated market at a similar price.

Recent events

Current report 32/2021, 29 November 2021

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 29 November 2021 the Company received notifications pursuant to Article 69 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 from Mr. Zygmunt Solorz and Reddev Investments Limited with its registered office in Limassol, Cyprus.

The received notifications constitute attachments to this current report.

Attachments:

[Notification from Mr. Zygmunt Solorz \(.pdf\)](#)

[Notification from Reddev Investments Limited \(.pdf\)](#)

Recent events

Current report 33/2021, 29 November 2021

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

The Management Board of Cyfrowy Polsat S.A. (the “**Company**”) hereby informs that on 29 November 2021 the Company, as a person closely associated with a person discharging managerial responsibilities at the Company, notified of a transaction on financial instruments issued by the Company pursuant to Article 19 section 1 of the Regulation (EU) No 596/2014 of the European Parliament and of the Council of April 16, 2014 on market abuse (market abuse regulation) and repealing Directive 2003/6/EC of the European Parliament and of the Council and Commission Directives 2003/124/EC, 2003/125/EC and 2004/72/EC (the “**MAR Regulation**”).

The abovementioned notification constitutes an attachment to this current report.

Attachment:

[Notification of transactions on financial instruments pursuant to Article 19 of the MAR Regulation \(.pdf\)](#)

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2021-11-22	35.68	34.88	35.36	0.45	20.53
2021-11-23	35.44	34.82	35.26	-0.28	16.88
2021-11-24	35.30	34.62	35.28	0.06	21.37
2021-11-25	35.20	33.76	34.00	-3.63	28.63
2021-11-26	34.06	33.02	34.06	0.18	29.15
2021-11-29	34.46	33.34	34.00	-0.18	17.73



Investor's calendar

Date

Event

24 November 2021

Expected settlement of the CPS share purchase transactions

7 – 10 December 2021

WOOD's Winter Wonderland EME Conference | Prague (online)

10 December 2021

Dividend payout – 2nd tranche