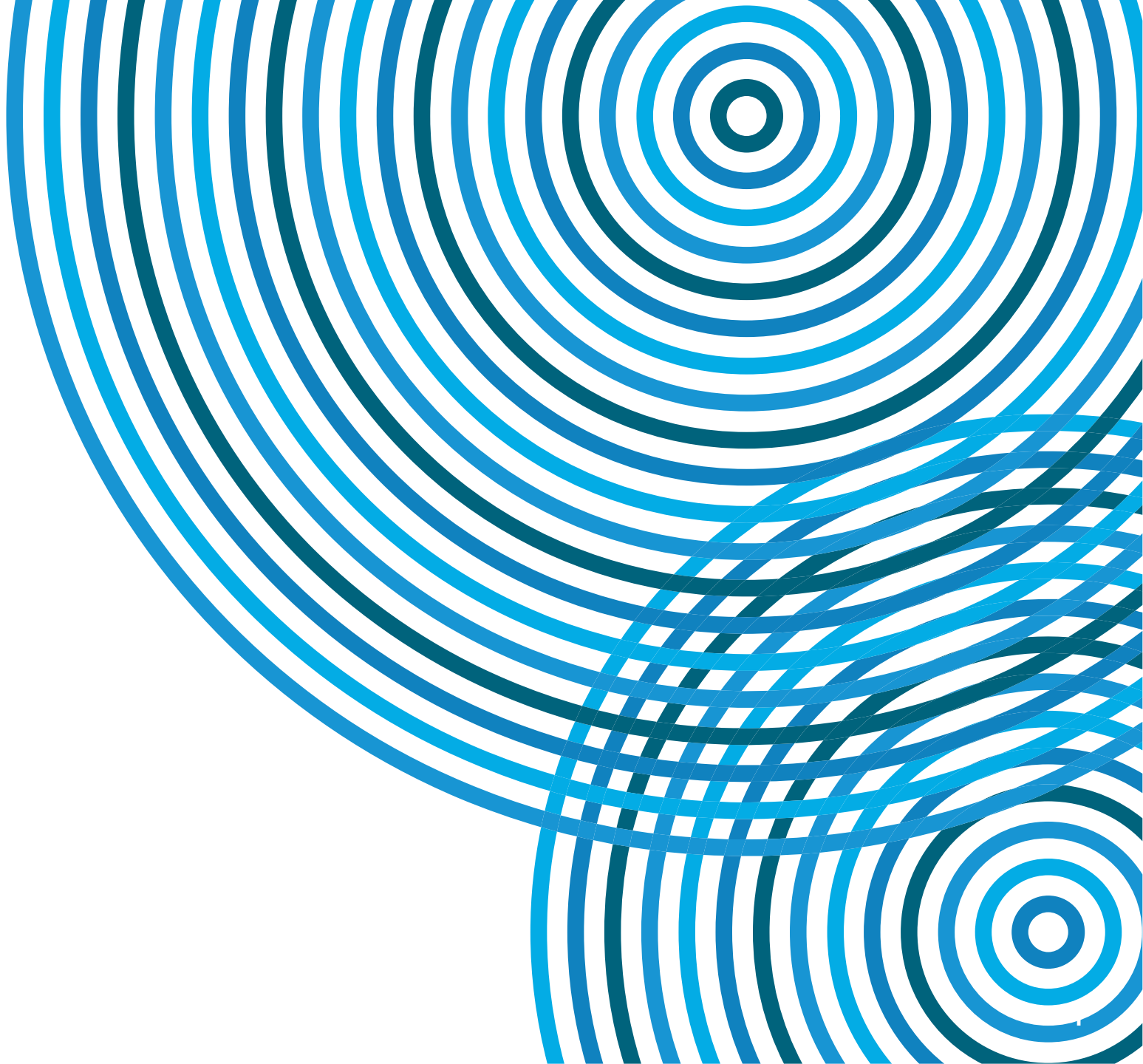


4 September 2023

# IR Newsletter 24/2023



# Press review

Wirtualnemedi.pl, 28 August 2023

by jd

## The advertising market grew by 6.7% after the first half of YoY 2023. The Internet continues to strengthen at the expense of TV

According to a report by analytical firm Publicis Groupe Poland, the value of the Polish advertising market in the first half of 2023 was over PLN 5.6 billion (+6.7% YoY).

The first medium in terms of advertising revenue was the Internet (over PLN 2.5 billion, +8.4% YoY) with an advertising market share of 44.8% (up by 0.7 p.p.). The TV advertising market was estimated at over PLN 2.2 billion (+4.1% YoY) with a market share of 39.6% (down by 0.9 p.p.). In the first half of this year, the advertising shares of radio (PLN 393 million, +11.3% YoY), cinema (PLN 64 million, +34.7% YoY) and outdoor advertising (PLN 278 million, +6.5% YoY) increased, while print advertising recorded a decline.

*"In spite of our caution about forecasts, the advertising market did very well in the first half of the year and has built a solid foundation for the second half of the year. This prompts us to raise our forecast for YoY 2023 from 3.5 percent to 5 - 5.2 percent growth, with a particular increase in YoY growth forecasts for online, TV and radio advertising,"* **said Iwona Jaskiewicz-Kundera, Chief Investment Officer of Publicis Groupe.**

# Press review

**Parkiet, 30 August 2023**

*by Urszula Zielińska*

## Orange Polska can afford dividends and acquisitions

**Julien Ducarroz, now outgoing CEO of Orange Polska**, gave an interview to the *Parkiet* newspaper, in which he summarized the last three years of the operator's activities under his leadership and addressed current challenges and processes in the Polish telecommunications market.

Among others, Julien Ducarroz expects the C-band auction (5G auction) to be resolved this year. He stressed that Orange was keen to start the auction as soon as possible, as the operator currently has the relatively smallest spectrum resource. Once Band C is possibly awarded, Orange would be able to better manage the growing data traffic on its network and use the band for business development. According to Julien Ducarroz, 5G has much more relevance and more applications for business-to-business (B2B) customers. As an example, he cited private networks, which will be able to grow as long as operators are allowed to layer their networks (network slicing), i.e. dedicating a part of the network to the needs of a particular entity, which will enable an increase in the quality and speed of data transmission.

Julien Ducarroz also welcomed the opening of a dialogue at the European level on a fair share of infrastructure costs for all big players, including global OTT platforms such as Netflix and Google, which generate traffic on operators' networks forcing investment in the network without a significant share of the costs of its maintenance. In his view, the solution to this problem seems to be reasonable regulation.

# Press review

**Telko.in, 30 August 2023**

*by Łukasz Dec*

## T-Mobile będzie sprzedawać w sieci Vectry

T-Mobile entered into an agreement for wholesale access to cable operator Vectra's access network.

T-Mobile intends to provide fixed-line services on Vectra's HFC network in the BSA model, including broadband Internet and IPTV. T-Mobile's retail offerings on optical networks and on Vectra's HFC network will be unified in terms of parameters and prices. The commercial launch of services is expected to take place in 3-4 months.

With the agreement, T-Mobile gains access to 4 million households to which it can offer services, and the total potential of households within the reach of T-Mobile's wholesale partners has increased to 10 million.

Vectra is T-Mobile's fifth wholesale partner, having already signed similar agreements with Orange Polska, Światłowód Inwestycje, Nexera and Fiberhost.

# Press review

**Telko.in, 31 August 2023**

*by Łukasz Dec*

## UPC Poland formally merges with Play

The merger between UPC Polska and P4, the operator of the Play network, goes into effect on August 31, 2023. The merger will take place by transferring all of UPC Polska's assets to P4.

The reasons behind the decision include simplifying the management of both entities and reducing operating costs.

# Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2023-08-21	14.74	14.25	14.68	3.38	10.47
2023-08-22	14.78	14.34	14.38	- 1.98	9.61
2023-08-23	14.45	14.02	14.18	- 1.43	11.87
2023-08-24	14.38	14.02	14.04	- 0.95	5.91
2023-08-25	14.29	13.95	14.26	1.50	10.02
2023-08-28	14.29	13.17	13.26	- 6.98	36.99
2023-08-29	13.50	13.27	13.35	0.68	14.26
2023-08-30	13.70	13.40	13.45	0.71	7.63
2023-08-31	13.68	13.43	13.56	0.86	17.83
2023-09-01	13.90	13.54	13.79	1.73	13.66



# Investor's calendar

Date	Event
9 – 11 October 2023	The Finest CEElection Investor Conference 2023 - ERSTE. Vienna
26 October – 8 November 2023	Closed period prior to the publication of Q3 2023 results
8 November 2023	Quarterly report for Q3 2023