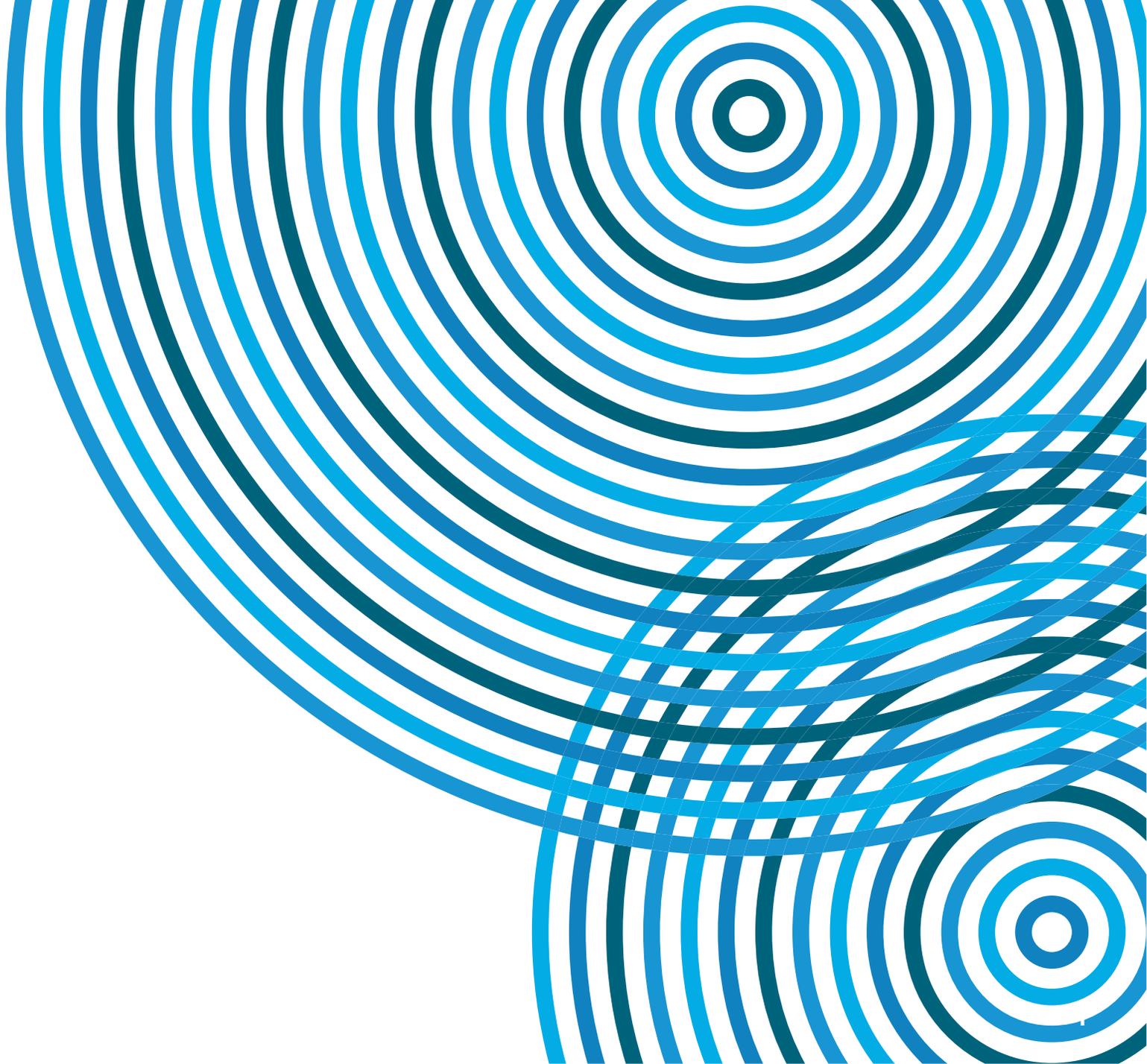


22 August 2022

# IR Newsletter 26/2022



# Press review

Gazeta.pl, 9 August 2022

by Dominik Moliński

## Poles want green energy instead of coal. "Ecology is increasingly important"

According to a survey conducted by the IBRIS research institute, nearly 80% of those surveyed were in favor of Poland developing renewable energy sources, such as wind and solar farms and hydroelectric power plants. An increase in coal mining was supported by 44.6% of respondents.

Commenting on the survey results, **Prof. Rafal Chwedoruk, a political scientist at Warsaw University**, said: - *In my opinion, there are two sources of such responses. First is the belief that since in the West the issue of environmental protection and energy transition is so often present in the public debate, it means that it is good for us as well. Secondly, at a certain stage of affluence, once the elementary needs of life have been met, more and more attention is paid to the quality of life. Therefore, ecology is becoming increasingly important.*

# Press review

Polsatnews.pl, 11 August 2022

## Polsat and Plus become titular partners of the hall in Gdynia - the new name of the hall is Polsat Plus Arena Gdynia

The two leading brands of Polsat Plus Group - Polsat and Plus - will be part of the name of the hall in Gdynia, which will now be known as Polsat Plus Arena Gdynia.

The agreement with the city of Gdynia has been concluded for a period of 4 years, with the total value of the contract amounting to PLN 9.8 million.

*"Polsat Plus Arena Gdynia is a multifunctional hall, which can be used for sports events as well as concerts, exhibitions or other events. We will certainly want to use the potential of the hall, we already have several ideas, including for young people - we would like to make as much as possible happen in the hall. This is a beautiful facility, located in green areas, in a sports complex. Entertainment, sports, music and taking care of clean air - all this is consistent with what we do as the Polsat Plus Group and in the Clean Poland Program Association,"* says **Stanislaw Janowski, President of the Management Board of TV Polsat.**

In addition to sporting events, the hall hosts about 100 events every year, the organizers of which unanimously praise the comfort of the interiors, the excellent acoustics and the high-quality sound system.



# Press review

PAP Biznes, 18 August 2022

by epo/ ana/

## Cyfrowy Polsat expects the TV advertising market to stabilize throughout '22, following its growth in the second half of this year

During a conference call on Polsat Plus Group's results for the second quarter of this year, **TV Polsat CEO Stanislaw Janowski** said he expects the TV advertising market to stabilize throughout 2022, assuming a return to positive revenue growth in the second half of 2022. Polsat TV Group's TV advertising and sponsorship revenues for the first half of 2022 amounted to PLN 603 million (+0.2% YoY), while the entire Polish TV advertising and sponsorship market recorded PLN 2,114 million in revenues (-1.6% YoY).

**Board member for finance Katarzyna Ostap-Tomann** announced that in the third quarter of this year Polsat Plus Group will focus on stabilization of EBITDA. Consolidated EBITDA for the second quarter of 2022 amounted to PLN 893.3 million (+0.4% compared to the consensus of analysts surveyed by PAP Business and -22% YoY). Consolidated revenue for the second quarter of 2022 reached PLN 3,228 million (+2.8% versus consensus and +2% YoY).

In response to a question about whether the Group will introduce so-called "valorization clauses" in its contracts with customers, **Maciej Stec, Vice President for Strategy at Cyfrowy Polsat and Polkomtel**, said: *"Inflation clauses are justified in these times. We are considering various scenarios."* Recently, clauses allowing for inflation-related service price increases from 2023 onwards have been introduced by Orange and T-Mobile.



# Recent events

Press release, 17 August 2022

## Polsat Plus Group sums its performance in Q2 2022

**Polsat Plus Group provides in excess of 20 million services (RGU's) in total, including pay TV (DTH), voice and Internet access. The Group's web portals, together with the portals which belong to Interia Group, are visited 21 million users every month who generate 21 million page views. The group strengthens its 5G offer and is the only operator on the market to offer access to Disney+ to its customers. It also develops projects in the new areas of its operations, i.e. Clean Energy and Green Hydrogen**

In Q2 2022 Polsat Plus Group:

- was the only pay TV and telecom operator in Poland to have added to its offer attractive service bundles featuring access to Disney+. The new service bundles with Disney+ are available from Polsat Box via satellite, cable IPTV and as OTT over the Internet, in combination with all Plus postpaid offers, as well as from Netia and via Polsat Box Go streaming service.
- Continued to develop and strengthen its 5G offer addressed to residential and business customers; 5G access offered by Plus is the fastest one in Poland.
- Extended for another 10 years its cooperation with Volleyball World, thus assuring access for its viewers to all major men's and women's international volleyball tournaments, including in particular the world championship matches.
- Jointly with ZE PAK power company it presented a Polish-made zero-emission hydrogen bus powered by "green" hydrogen. At the same time the Group started the construction of its bus factory in the town of Swidnik in southeastern Poland.
- It has been investing heavily in the renewable energy area – PAK-PCE has acquired the Człuchów wind farm project offering total power of more than 72 MW, thus increasing the power generated by all wind power plant projects to more than 140 MW. The Group also works on another solar power farm in Przykona, which will offer 180-200 MW of power, as well as on a project involving a state-of-the-art waste management installation in Rybnik, in southern Poland.
- Acquired Port Praski – a very special real estate development project located in central Warsaw area.



# Recent events

*“Our Group is not slowing down. In recent months we have been betting on new developments in every segment of our operations. The subscribers using all our services have been offered access to Disney+, the broadcasting rights to major volleyball tournaments have been extended for another 10 years, we continuously develop our offer of 5G services ,”* says **Mirosław Błaszczuk, the President of the Management Board of Cyfrowy Polsat and Polkomtel, Polsat Plus Group**. *“Together with ZE PAK power company we presented a Polish hydrogen bus – the Nesobus which will carry passengers in Gdansk, Gdynia, Wroclaw, Konin and Warsaw. At the same time we embarked on the cooperation with an experienced partner who is willing to invest together with us in the office and commercial projects in Port Praski,”* adds Mr. Błaszczuk.

*“We are consistently pursuing our multiplay strategy, which translates into consistently very low churn ratio of 6.8% and significant growth of the ARPU generated by the residential segment customers which exceeded 70 PLN. The growing popularity of 5G tariffs, supported by the very extensive 5G coverage of Plus network and the growing number of devices which support 5G services, is yet another factor leading to successive ARPU growth,”* says **Maciej Stec, Vice President of the Management Board responsible for the strategy of Polsat Plus Group**.

*“Polsat was the audience leader in the commercial viewers group during the first half of 2022. In spite of the unfavorable process of obligatory transition to the new DVB-T2 broadcasting standard and the undue privileged position of TVP state television in this area, the audience share of all Polsat channels was 23%, which was in line with our strategic assumptions. Our revenue from TV commercials was stable when compared to the revenue decline-plagued market,”* says **Stanisław Janowski, President of the Management Board of TV Polsat, a Polsat Plus Group company**. *“The number of real users of Polsat-Interia Group’s web portals increased to 21 million. Together with Interia.pl, Polsatsport.pl and Polsatnews.pl we are the leading Internet publisher,”* adds Mr. Janowski.

*“Gradual consolidation of ARPU of residential customers is transforming into stable growth of retail revenue, which is also accompanied by strong revenue growth from sale of smartphones, compensating for the loss of wholesale revenue. The stable EBITDA for B2C and B2B segments is worth noting. It has been achieved in spite of the inflation pressure and the growing energy costs. The media segment, in turn, demonstrates growing revenues from online advertising, revenues from cable—and-satellite operators as well as from sale of licenses. The real estate segment and the high production of electrical power by the high capacity solar power plant in Brudzew also contribute positively to the Group’s results,”* says **Katarzyna Ostap-Tomann, Management Board Member and CFO of Cyfrowy Polsat and Polkomtel, Polsat Plus Group**.



[More>>](#)

# Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2022-08-08	20.18	19.43	20.14	4.35	6.13
2022-08-09	20.32	19.59	19.62	- 2.58	4.71
2022-08-10	19.83	19.35	19.64	0.10	6.44
2022-08-11	20.24	19.64	20.24	3.05	5.87
2022-08-12	20.86	20.10	20.86	3.06	6.13
2022-08-15	-	-	-	-	-
2022-08-16	21.42	20.60	20.88	0.10	12.59
2022-08-17	20.96	20.38	20.90	0.10	10.56
2022-08-18	20.98	20.26	20.30	- 2.87	6.95
2022-08-19	20.52	20.00	20.30	0.00	13.01



# Investor's calendar

## Date

## Event

20 September 2022

Dividend day

26 October – 9 November 2022

Closed period prior to the publication of Q3 2022 results

9 November 2022

Quarterly report for Q3 2022

15 December 2022

Dividend payout