

5 September 2022

# IR Newsletter 28/2022



# Press review

**Wirtualnemedi.pl, 31 August 2022**

*by pp*

## **Play with revenue and profit growth. 1.6 million UPC cable network customers**

P4, the operator of Play mobile network, presented its Q2 results. For the first time the results included UPC Polska cable network which was acquired by P4 this April.

The total number of P4 mobile service customers was 16.5 million at the end of June (+7.8% yoy). The number of active mobile customers increased by 5.6% yoy, to 12.7 million. Fixed-line services and other services for households were used by 1.9 million people, while the customer base of UPC Polska was 1.6 million (+4% yoy).

The total revenue of P4 group amounted PLN 2.3 billion (+26% yoy as a result of acquisition of UPC Polska), with service revenue reaching PLN 1.9 billion (+30% yoy) and revenues from mobile services increasing by 7.3% yoy to the level of PLN 1.1 billion. EBITDAaL exceeded PLN 1 billion in Q2 2022 ( +79% yoy).

# Press review

**Press, 1 September 2022**

*by Maciej Kozielski*

## An outstanding market

Disney+ platform's debut in June, extension of HBO's offer, as well as the planned market entry to Poland by Sky-Showtime confirm that Polish market is attractive for foreign VOD services.

In the opinion of **Levent Gültana, a Board Member of Kino Polska Group**, market entry by these players will make competition among VOD platforms even fiercer. At the same time, as he pointed out, Polish video streaming market is distinctive, both in the region and across Europe, due to the fact that international platforms have no clear dominance here. It is Polish platforms which have been the leaders among streaming services for many years. They offer own formats and an array of local productions. Their competitive advantage stems from the fact that they know Polish viewers and offer high quality local content.

According to a Nielsen Media survey, covering the period from May to July 2022, an average user watches video content for 4 hours and 18 minutes daily, with the traditional TV accounting for 80% and video streaming for 16% of the screen time. However, in the case of young viewers (aged 16 to 24) it was video streaming content that prevailed ( 57%) over the classic TV (38%). The share of streaming was also high among the youngest viewers (i.e. those aged 4-15), with the share reaching 41%.

Polsat Plus Group entered into partnership with Disney+ in Poland. Access to the service is offered via Polsat Box, Plus mobile network, Netia and Polsat Box Go service. Similar partnerships are being established by other players, including Orange, Play, T-Mobile and Canal+. According to experts, telecommunication operators are one of the growth engines for the SVOD segment as they sell SVOD services in bundles with other services.



# Press review

**Wirtualnemedi.pl, 1 September 2022**

*by Patryk Pallus*

## **Wydarzenia 24 (News 24) channel celebrates first anniversary and is already making money for Polsat**

Wydarzenia 24 TV station (Polsat Plus Group) is celebrating its first anniversary in September. The TV channel broadcasts news, sports news and weather forecasts round-the-clock via terrestrial TV in an unscrambled mode.

During the first month of broadcasting the station gained a 0.27% audience share in the all viewers group and a 0.26% share in the 16-49 viewer group. Audience shares increased rapidly after Russia's attack on Ukraine (respectively by 0.84% in the 4+ viewer group and 0.95% in the commercial viewer group in April 2022). For several months now the audience shares have been at the level of ca. 0.7% in the all viewers group and 0.6% in the 16-49 group.

The audience results exceeded Polsat's expectations which in the most optimistic variant were expected to be maximum 0.5%.



# Press review

Wirtualnemedi.pl, 2 September 2022

## WP Pilot platform is getting more expensive. “Higher content costs”

Another video streaming service operating in Poland, namely WP Pilot, has informed of increase of its fees. Earlier similar decisions were announced by Viaplay, Player and Canal+ online.

WP Pilot justifies price list changes by introduction of new features and content, offering more benefits to users, as well as by inflation.

Price list changes will apply to new users. Existing subscribers will be able to enjoy the new features based on the current terms for 30 days on a promotional basis.

# Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2022-08-29	19.98	19.54	19.77	- 1.93	12.17
2022-08-30	19.99	19.62	19.89	0.61	9.39
2022-08-31	20.00	19.40	19.40	- 2.46	22.55
2022-09-01	19.60	18.76	18.81	- 3.04	12.02
2022-09-02	19.58	18.82	19.50	3.67	14.02



# Investor's calendar

## Date

## Event

5 - 6 September 2022

19th Emerging Europe Investment Conference - Pekao, Warsaw

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