

23 January 2023

IR Newsletter 4/2023



Press review

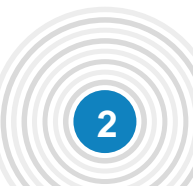
Wirtualnemedi.pl, 19 January 2023

by masz/pap

Polsat expects TV advertising market to return to growth in 2024, after stabilizing in 2023

Polsat Plus Group expects the TV advertising market to return to growth in 2024 after its stabilization in 2023, Polsat Television CEO Stanislaw Janowski told PAP Business at a conference in Davos, upholding the prediction on the development of the TV market in Poland given last November.

In 2022, the Polish TV advertising market recorded a decline of 1.3% YoY.



Press review

Parkiet, 19 January 2023

by Urszula Zielińska

Report: government takes a beating in growing sector

According to consulting firm Arthur D. Little, based on data from the Polish Foundation for Supporting the Development of Electronic Communications PIKSEL, the Polish pay-TV market is one of the few markets that will gain in value by 2027.

According to Arthur D. Little's experts, the pay-TV packages offered in Poland are among the cheapest in the European Union, with the average cost of a subscription being around EUR 11 per month.

They forecast an average annual market growth of 3% until 2027, with a 1% increase in the user base.

The current value of the pay-TV sector has been estimated at EUR 1.5 billion and its contribution to GDP at 0.25%.

Recent events

Current report 3/2023, 17 January 2023

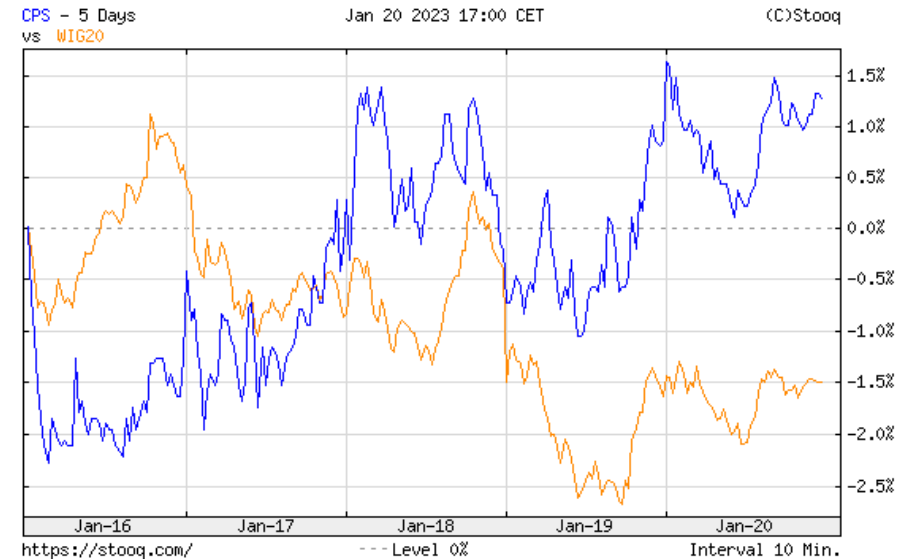
Setting the first trading day for Series D Bonds in the Alternative Trading System operated by the WSE as part of the Catalyst market

With reference to current report [No. 1/2023](#) of 11 January 2023 concerning the issue by Cyfrowy Polsat S.A. (the “**Company**”) of 2,670,000 unsecured series D bearer bonds with the nominal value of PLN 1,000 each and the aggregate nominal value of PLN 2,670,000,000 (the “**Series D Bonds**”), designated by the National Depository for Securities (Krajowy Depozyt Papierów Wartościowych S.A.) with ISIN code PLCFRPT00070, the Company announces that it has been informed that the Management Board of the Warsaw Stock Exchange (the “**WSE**”) has adopted resolution No. 34/2023 of 17 January 2023 concerning the setting of the first trading day for the Series D Bonds in the Alternative Trading System operated by the WSE as part of the Catalyst market (the “**Resolution**”).

According to the Resolution, the Management Board of the WSE decided to set 20 January 2023 as the first trading day for the Series D Bonds in the Alternative Trading System as part of the Catalyst market. The Series D Bonds will be listed in the continuous trading system under the abbreviated name of CPS0130.

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2023-01-16	18.95	18.42	18.65	- 0.75	10.92
2023-01-17	18.94	18.52	18.85	1.07	8.44
2023-01-18	19.20	18.76	18.85	0.00	8.71
2023-01-19	19.12	18.66	19.05	1.06	8.26
2023-01-20	19.24	18.90	19.13	0.42	7.73



Investor's calendar

Date

Event

12 – 14 April 2023

RCB Investor Conference, Zürs 2023