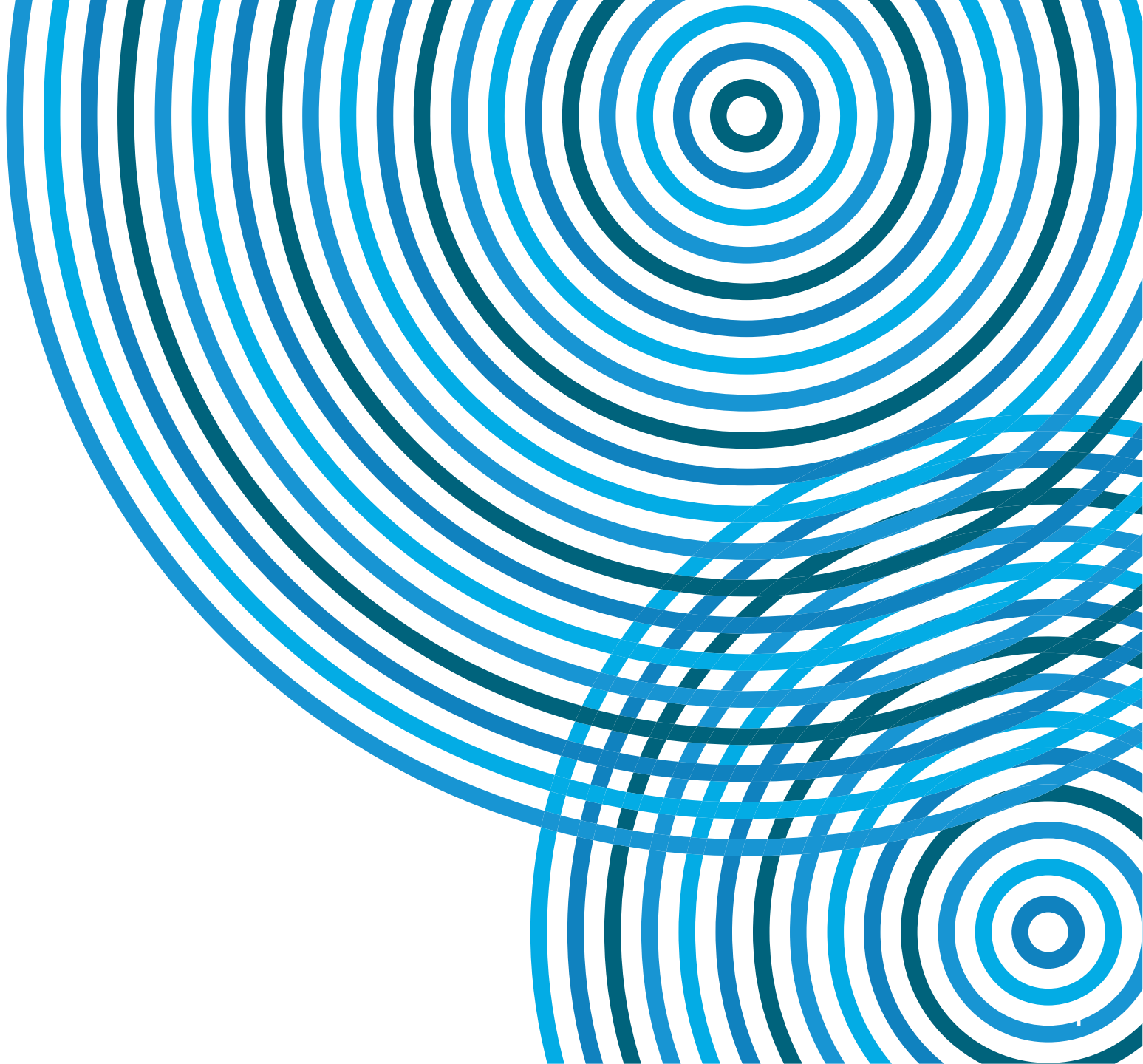


8 March 2023

IR Newsletter 8/2023



Press review

Rp.pl, 2 March 2023

by Urszula Zielińska

Poles and the consumption of telecommunications services. Some new data is out

The latest edition of a consumer survey ordered by the Office of Electronic Communications (UKE) shows that Poles' interest in telecommunications services increased in 2022.

The percentage of people using mobile telephony in 2022 was 97.2% (+0.5 p.p. YoY). Among them, the percentage of people using smartphones was 91.6% (+11.6 p.p. YoY). On the other hand, use of landline services was declared by 12% of respondents (+2 p.p. YoY).

Last year, TV services were used by 87.5% of respondents (-2.3 p.p. YoY). The first place among the most popular forms of TV viewing went to streaming platforms (41.7%), second place went to digital terrestrial TV (33.2%, -2.8 p.p. YoY), third to local cable TV (30.2%, +3.2 p.p. YoY), followed by satellite TV (28.5%, -5.2 p.p. YoY) and IPTV (11%).

The survey, commissioned by UKE, was conducted by Indicator Marketing Research Center and IBC Advisory.

Press review

Rp.pl, 3 March 2023

by Urszula Zielińska

Publicis Groupe: the advertising market in Poland will grow by 2.4 percent YoY in 2023

Publicis Group has published a report summarizing the situation of the Polish advertising and media market in the past year and presented forecasts for 2023.

According to Publicis Group's estimates, total advertising spending increased by 4.4 percent in 2022 to PLN 11.1 billion.

This included online ad spending at PLN 4.87 billion (+6.9% YoY), and the medium's share of total ad spending was 43.7%. Advertising spending increases were also recorded by such channels as radio (PLN 788 million, +4% YoY), outdoor (PLN 554 million, +30.3% YoY) and cinema (PLN 132 million, +102% YoY). In turn, TV (PLN 4.49 billion, -1.1% YoY) and press recorded declines in spending.

Press review

Telko.in, 6 March 2023

by Marek Jaślan

Plus modifies voice and Internet offers

Plus mobile network (Polsat Plus Group) has announced new subscription offers for voice, LTE/5G Internet and fiber optic services for residential customers, effective March 8.

Regardless of the offer selected, all Plus customers will be able to use 5G services. In the new offer, Plus will offer larger data bundles, the ability to use the Disney+ service free of charge for a year, and discounts when buying more services. Subscription contracts will be available for 1 year and 2 years.

The new voice subscriptions for residential customers have been divided into 4 categories: S for PLN 39/month (including 6 GB of data), M for 59 PLN/month (50 GB), L for PLN 70/month (120 GB) and XL for PLN 99/month (250 GB).

New voice monthly subscriptions for business customers are XS for PLN 49 + VAT (30 GB), S for PLN 59 +VAT (70 GB), M for PLN 69 + VAT (120 GB). Corporate bundles will also be available for 79 PLN +VAT (150 GB and an additional 5G/LTE 50 GB Internet card), for 99 PLN + VAT (two cards of 300 GB each), and for 119 PLN +VAT (two cards of 600 GB each).

The new mobile Internet package offer includes 7 options: XS for PLN 39/month. (59 GB), S for 49 PLN/month. (100 GB), M for 59 zł/month. (150 GB), L for 60 zlotys/month. (200 GB), XL for 99 zlotys/month. (500 GB), 2XL for 99 zlotys/month. (700 GB) and 3XL for PLN 129/month. (1000 GB).



Press review

Telko.in, 6 March 2023

by Marek Jaślan

Partner channel to give Netia a kick in B2B segment

Netia (Polsat Plus Group) has begun building a partner channel dedicated to selling ICT services to business customers.

Netia, which addresses its offerings to both residential and business customers, has been developing its NetiaNext line in the B2B market for the past five years, transforming itself from a communications service provider to a provider of comprehensive communications services and ICT solutions.

NetiaNext services are currently used by 1,517 customers, and the unit's average annual revenue growth rate over the past five years has been 25%.

NetiaNext's portfolio includes more than 50 products. The offerings sold by business partners consist currently of 10 of the most popular and standardized services, including colocation sales of dedicated servers, data center connection, Storage as a service (STaaS), Disaster-Recovery-as-a-Service (DRaaS) or cyber security services such as SOC (Security Operation Center) or SIEM (Security Information and Event Management).

Netia provides its business partners with full support at every stage of the dialogue with the customer, and it is Netia that signs the contract with the customer and executes the contract from the technical side.



Recent events

Press release, 6 March 2023

Plus activates 5G for all customers. | New offers from Plus for families and companies! | New offer with more gigabytes and Disney+ as a free gift for a year | Home Internet from 19 PLN monthly

Plus activates 5G for all customers and launches new offers for postpaid voice, 5G/LTE Internet access and fiber-optic access users. The new offers feature more gigabytes and the possibility of access to Disney+ for free for a year. Thanks to service bundling, further postpaid voice and Internet subscriptions will be available at reduced prices. Home Internet access is available from 19 PLN monthly. The other novelty is activation of 5G access for all Plus customers, regardless of the offer that they use.

Plus bets on:

- 5G access activated for all customers,
- new postpaid voice subscriptions with bigger data bundles,
- family subscriptions with monthly access fees starting from 29 PLN,
- Plus Światłowód fiber optic access and 5G Internet access offered from 19 PLN monthly,
- and access to Disney+ offered as a gift.

Plus has also prepared new offers for business clients.



[More>>](#)

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2023-02-27	17.38	17.15	17.16	- 0.41	2.19
2023-02-28	17.40	17.10	17.25	0.52	13.86
2023-03-01	17.55	17.28	17.48	1.33	6.06
2023-03-03	17.50	17.21	17.35	- 0.74	2.84
2023-03-06	18.07	17.46	17.99	3.69	6.24
2023-03-07	18.12	17.75	17.75	- 1.33	4.17



Investor's calendar

Date	Event
16 – 30 March 2023	Closed period prior to the publication of 2022 results
30 March 2023	Annual report and consolidated annual report for 2022
12 – 14 April 2023	RCB Investor Conference, Zürs 2023
2 – 15 May 2023	Closed period prior to the publication of Q1 2023 results
15 May 2023	Quarterly report for Q1 2023
3 – 16 August 2023	Closed period prior to the publication of H1 2023 results
16 August 2023	Consolidated semi-annual report for the 1st half of 2023
26 October – 8 November 2023	Closed period prior to the publication of Q3 2023 results
8 November 2023	Quarterly report for Q3 2023