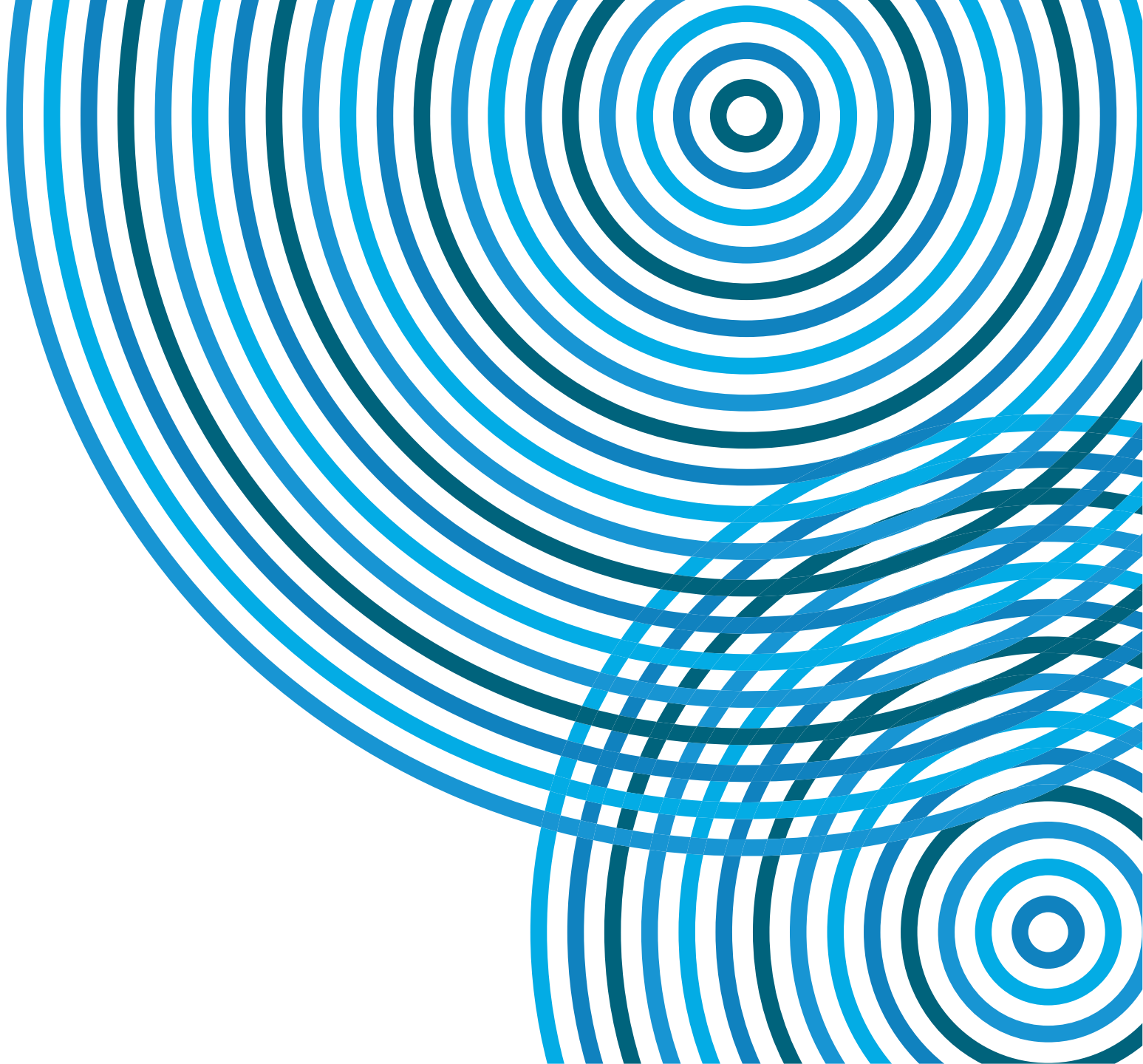


26 February 2024

IR Newsletter 8/2024



Press review

Parkiet, 20 February 2024

by Urszula Zielińska

Cyfrowy Polsat earned less

Cyfrowy Polsat Group will inform of its results for 2023 and for the last quarter of the year in April. The average brokerage house forecasts indicate that in the last quarter of 2023 Cyfrowy Polsat Group which posted a 7% revenue growth could have noted a 13% decrease of adjusted EBITDA, 43% lower operating profit and a 64% drop in net profit, as compared to the analogous period of 2022.

The average estimate from the analysts forecasts indicates that the group could have generated PLN 3.67 bn of revenue, PLN 708 m of adjusted EBITDA, PLN 225 m of operating profit and PLN 58 m of net profit.

Once again the results will be lower than a year before due to similar reasons. On the one hand, the group must struggle to retain its pay TV (DTH) customers using satellite dishes who now more readily switch to mobile Internet access instead of wireline access, and on the other it incurs higher cost of its operations while investing more in TV content and construction of wind farms, solar farms and the so-called green energy distribution network. On top of that, the group faces the adverse impact of high interest rates which translate to high financial costs.

Press review

Wirtualnemedi.pl, 21 February 2024

by ag

First Android TV set-top box added to Polsat Plus Group's offer

Netia telecom operator is changing its visual identification and introduces the Netia Soundbox 4K set-top box to its offer. The evolution of Netia's visual brand identification which has just started is an element of the brand harmonization and rebranding project which has been pursued by Polsat Plus Group since 2021, which is a unique marketing-and-advertising project globally.

The image-related changes are accompanied by the market launch of a new set-top box. *"The new stage of evolution of Netia's visual brand identification is underscored by the market launch of the new Netia Soundbox 4K set-top box. It is the first solution for households offered by an operator in Poland which features built-in speakers which use the Dolby Atmos technology with sound quality optimized by Bang & Olufsen, along with 4K video quality which relies on Android TV platform"*, said Tomas Dakowski, a Netia Management Board member and the general director for the B2C area. The device is intended to make Netia stand out among its competitors. *"In combination with fiber-optic access, which offers data transfer rates of up to 2 Gbps, and mobile services using 5G-enabled smartphones, our offer is the most advanced proposition in Poland"*, adds Dakowski.

Press review

Biznes.pap.pl, 23 February 2024

by epo/ ana/

Revenue of T-Mobile Polska increased by 5.5% in 2023, EBITDAaL up by 1%

The revenue of T-Mobile Polska increased by 5.5% year-on-year in 2023 and reached PLN 6.98 bn, with EBITDA after leases (EBITDAaL) increasing by 1%, to PLN 1.79 bn, as the company wrote in its press release.

The telecom indicated that it posted significant growth of operating expenses in 2023, which among others included higher, by more than 40% as compared to previous year, cost of electricity as well as higher cost of rental and higher amounts paid on account of the fees which are charged in euro. Increase also occurred in the field of the cost of employees' remuneration, as a result of the pay rise decision made at the end of 2022.

At the end of 2023 the number of customers using T-Mobile's cellular services was 12.6 million. The number of customers using fixed broadband Internet access increased to 260 thousand, or by over 100 thousand, compared to 2022.

Press review

Wirtualnemedi.pl, 26 February 2024

by tw

PLN 12 billion spent on advertising. The Internet has grown three time more than TV

Last year the value of the Polish advertising market grew by 7.0%, reaching PLN 1.96 bn, according to Publicis Groupe estimates. The advertising spend in the Internet increased by 8.6% and achieved the share of 44.2% in the total advertising market. The amounts invested in video advertising grew by 20.4%, the amounts spend on SEM grew by 11.2%, while display adds saw growth by 0.6%.

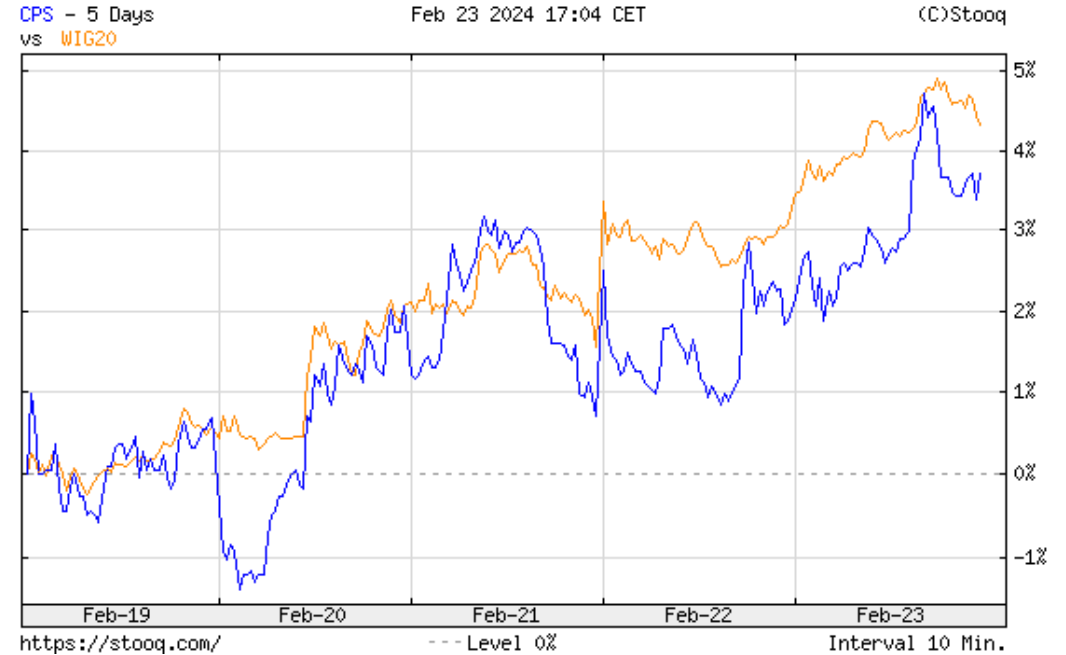
The advertisers spend PLN 4.66 bn on TV commercials, up by 3.3% from a year earlier. During the first three quarters of the year growth dynamics reached 4.6%, while increasing by 0.4% in the fourth quarter.

Even higher growth dynamics figures were posted in 2023 by cinema (+21.7%), outdoor (+17%) and radio (+12.1%). The value of advertising in magazines decreased by 5.7%, while dailies saw growth by 1.2%.

In 2024 Publicis Groupe expects similar dynamics of advertising market growth. *“Positive signals coming from the economy offer positive outlook for 2024 for which we forecast growth at levels similar to last year’s, i.e. between 6 and 7 percent. The media will face new challengers but also extensive growth opportunities”*, says Iwona Jaśkiewicz-Kundera, Chief Investment Officer at Publicis Groupe.

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2024-02-19	11.37	11.16	11.32	1.25	10.31
2024-02-20	11.48	11.06	11.47	1.37	17.74
2024-02-21	11.62	11.32	11.32	-1.31	11.68
2024-02-22	11.57	11.32	11.45	1.15	11.06
2024-02-23	11.79	11.41	11.66	1.79	19.46



Investor's calendar

Date

Event

28 March – 11 April 2024

Closed period prior to the publication of 2023 results

11 April 2024

Annual report and consolidated annual report for 2023

8 – 22 May 2024

Closed period prior to the publication of Q1 2024 results

22 May 2024

Quarterly report for Q1 2024

7 – 21 August 2024

Closed period prior to the publication of H1 2024 results

21 August 2024

Consolidated semi-annual report for the 1st half of 2024

6 – 20 November 2024

Closed period prior to the publication of Q3 2024 results

20 November 2024

Quarterly report for Q3 2024