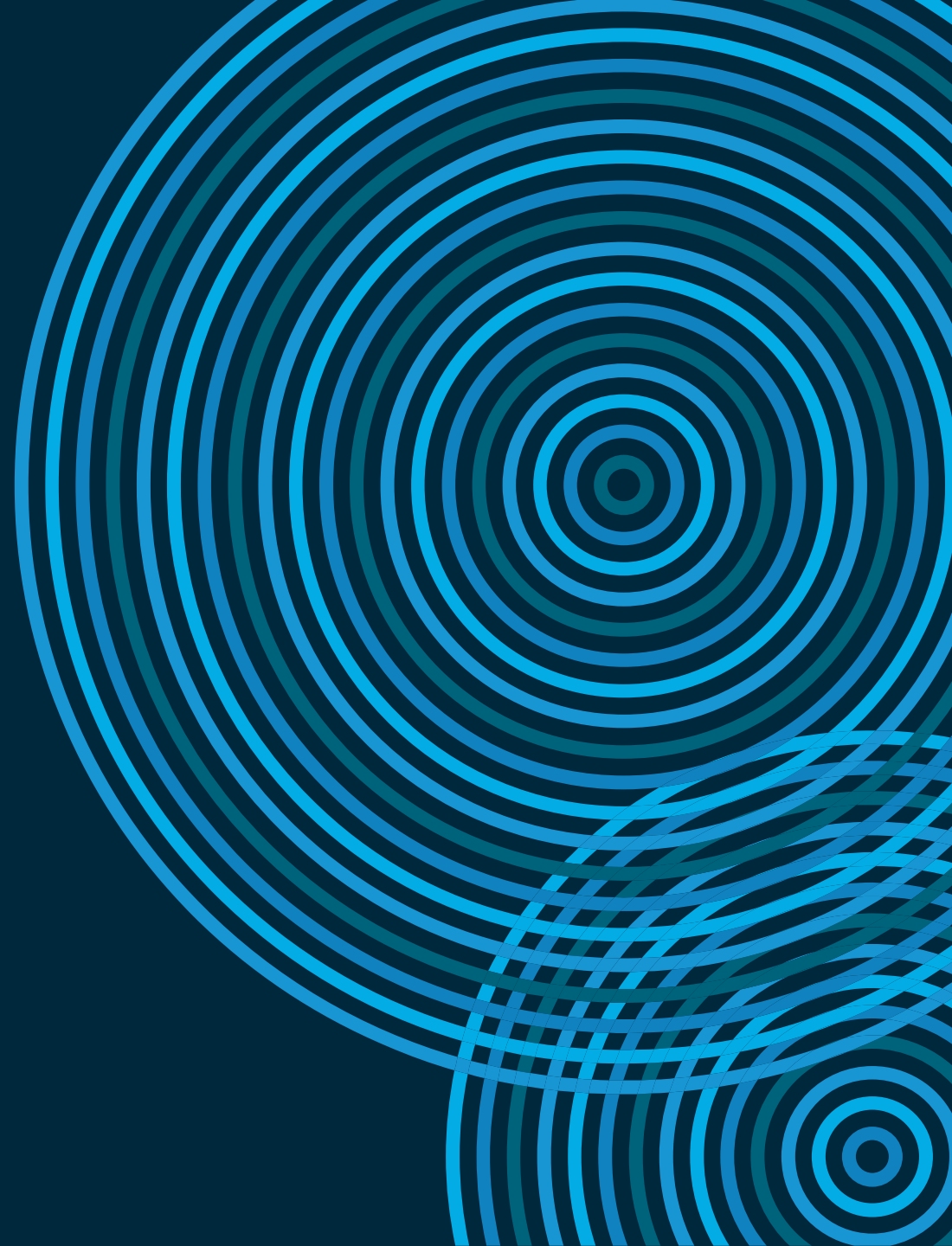


Financial results Q2'24

22 August 2024



Disclaimer

This presentation may include forward-looking statements, understood as all statements (other than statements of historical facts) regarding our financial results, business strategy, plans and objectives pertaining to our future operations (including development plans related to our products and services). Such forward-looking statements do not constitute a guarantee of future performance and involve risks and uncertainties which may affect the fulfilment of these expectations, as by their nature they are subject to many factors, risks and uncertainties. The actual results may be materially different from those expressed or implied by such forward-looking statements. Even if our financial results, business strategy, plans and objectives pertaining to our future operations are consistent with the forward-looking statements included herein, this does not necessarily mean that these statements will be true for subsequent periods. These forward-looking statements express our position only as at the date of this presentation.

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Speakers



MIROSLAW BŁASZCZYK
PRESIDENT OF THE MANAGEMENT
BOARD



MACIEJ STEC
VICE-PRESIDENT FOR STRATEGY



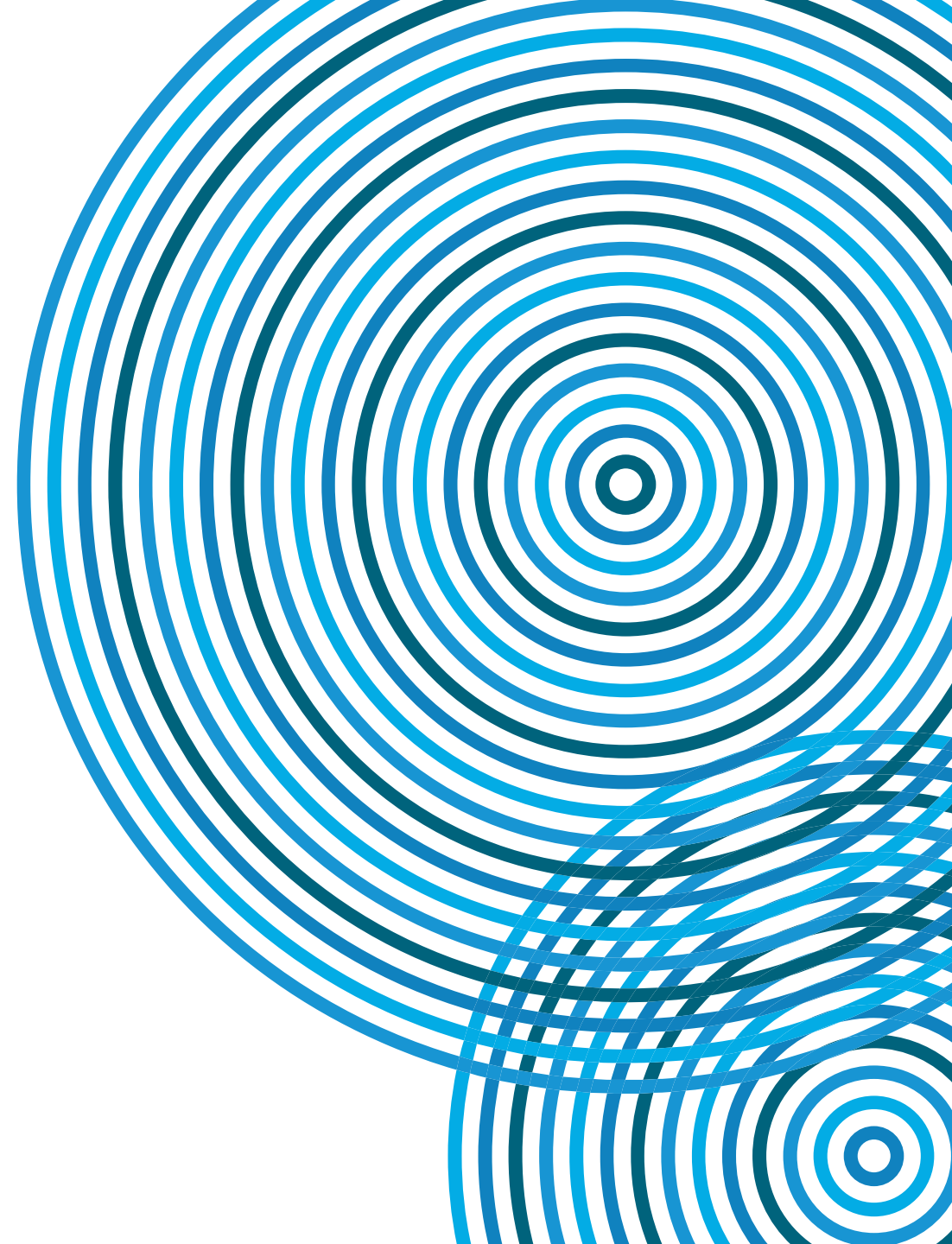
KATARZYNA OSTAP-TOMANN
CFO, MEMBER OF THE MANAGEMENT
BOARD FOR ESG



PIOTR ŻAK
PRESIDENT OF THE MANAGEMENT
BOARD, TELEWIZJA POLSAT

Agenda

1. **Key events in Q2'24**
2. **Operating results**
3. **Financial results**
4. **Summary and Q&A**



Key events in Q2'24



Mirosław Błaszczuk

President of the Management Board, Cyfrowy Polsat

Key events in Q2'24

B2C and B2B services segment

- We are effectively building value in all customer segments - ARPU per B2C customer increased by +4.7%, per B2B customer +1.5% and prepaid +1.1%, which translates into a 2.9% increase in retail revenue
- We increased the coverage of our fixed broadband access service by nearly 50% - thanks to new wholesale access agreements we already reach over 10m households

Media segment: TV and online

- We acquired exclusive broadcasting rights to exceptional football competitions: UEFA Europa League, UEFA Conference League, Bundesliga and 2. Bundesliga
- We have presented Polsat's autumn schedule – in addition to well-known formats, there will be many new programs

Green energy segment

- In Q2'24, we started technical commissioning at the 50.4 MW Przyrów farm, increasing generation capacity in wind to 150 MW
- We launched the third hydrogen refueling station under the NESO brand in Gdańsk, after Warsaw and Rybnik
- We are a shareholder in the largest in Poland, highly prospective wind project with a capacity of about 500 MW based on state-of-the-art turbines with higher capacity



Operating results



Media segment: TV and online

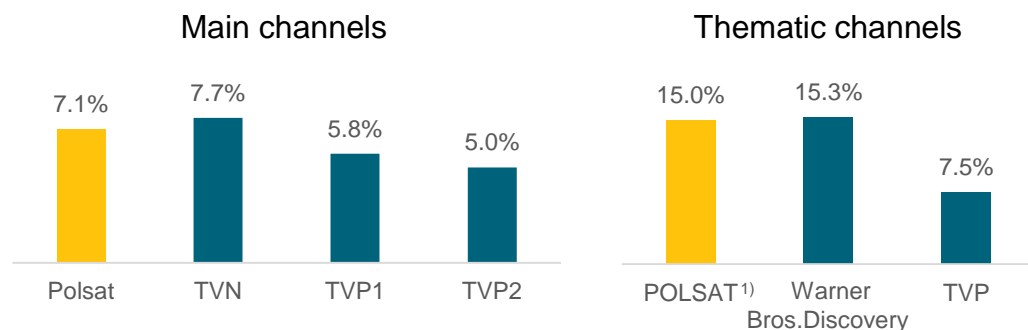


Piotr Żak

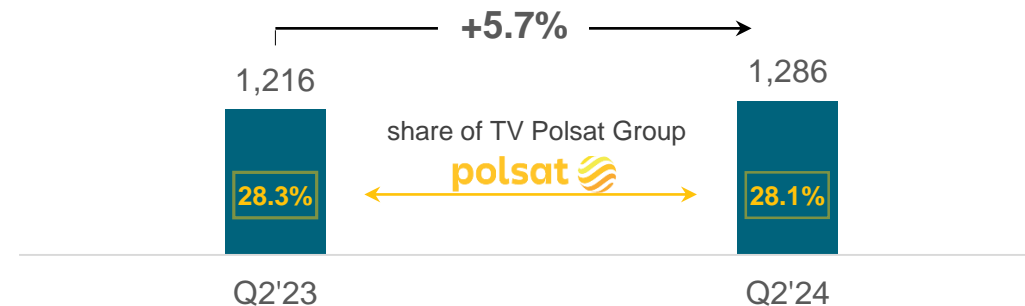
President of the Management Board, Telewizja Polsat

Viewership and position in the advertising market in Q2'24

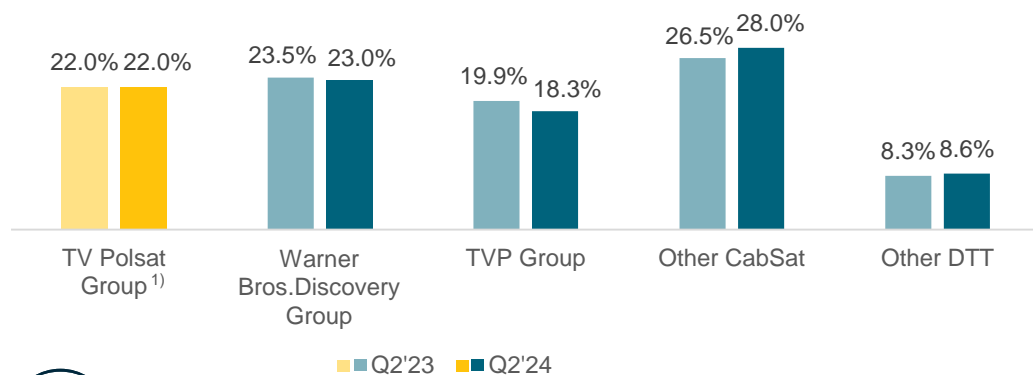
Audience shares



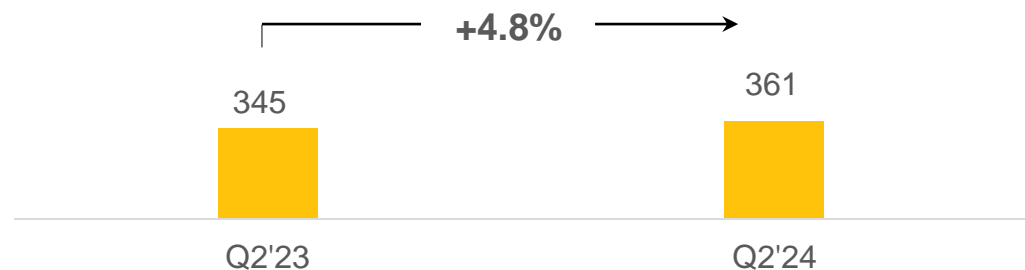
Market expenditures on TV advertising and sponsorship



Dynamics of audience share results



Revenue from TV advertising and sponsorship of TV Polsat Group²⁾



Source: NAM, All 16-59, all day, SHR%, including Live+2 as well as TV audience out of home (OOH – out of home viewing), internal analyses; ad market: Publicis Groupe, preliminary data, spot advertising and sponsorship; TV Polsat Group: internal data

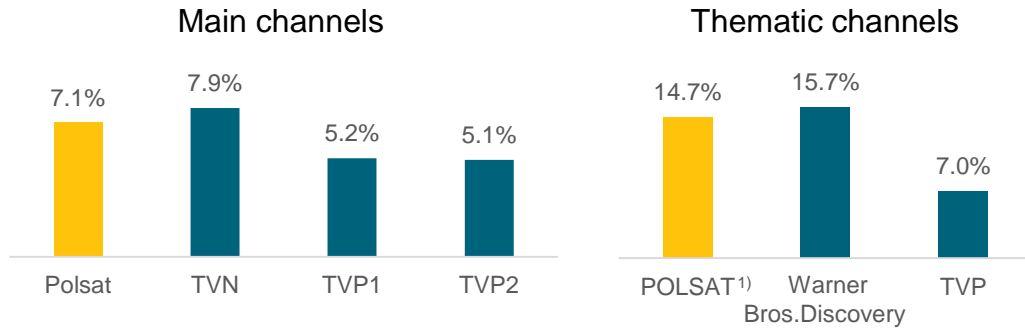
Note: (1) Excluding partnership channels

(2) Revenue from TV advertising and sponsorship of TV Polsat Group's channels

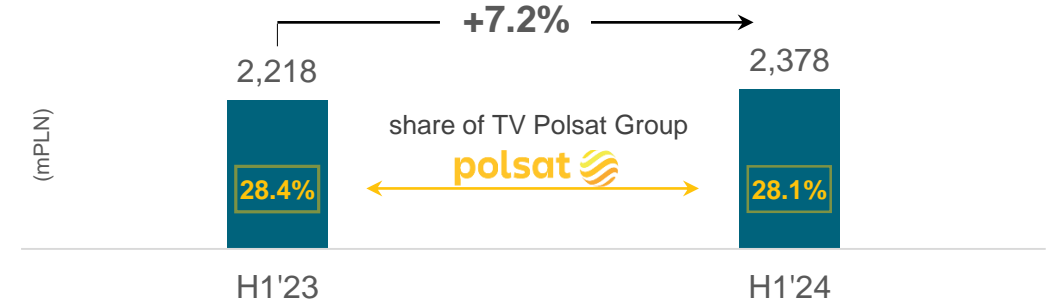


Viewership and position in the advertising market in H1'24

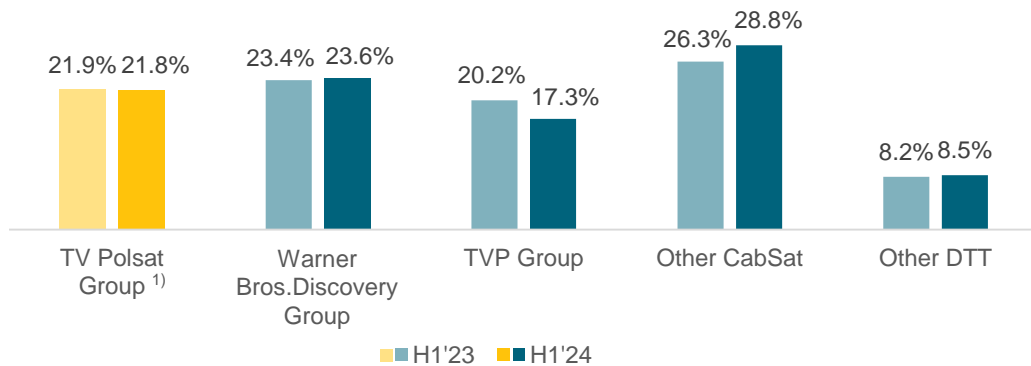
Audience shares



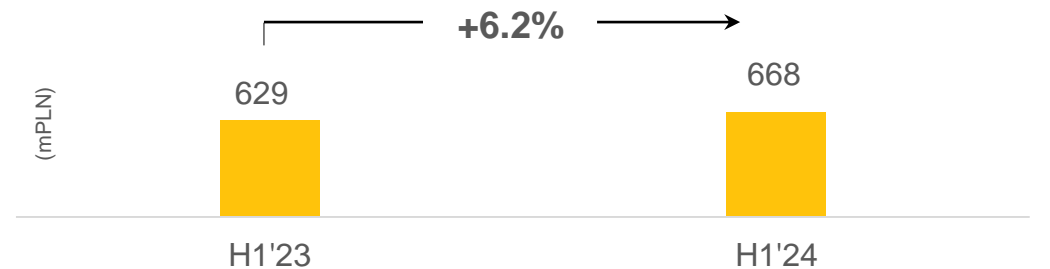
Market expenditures on TV advertising and sponsorship



Dynamics of audience share results



Revenue from TV advertising and sponsorship of TV Polsat Group²⁾



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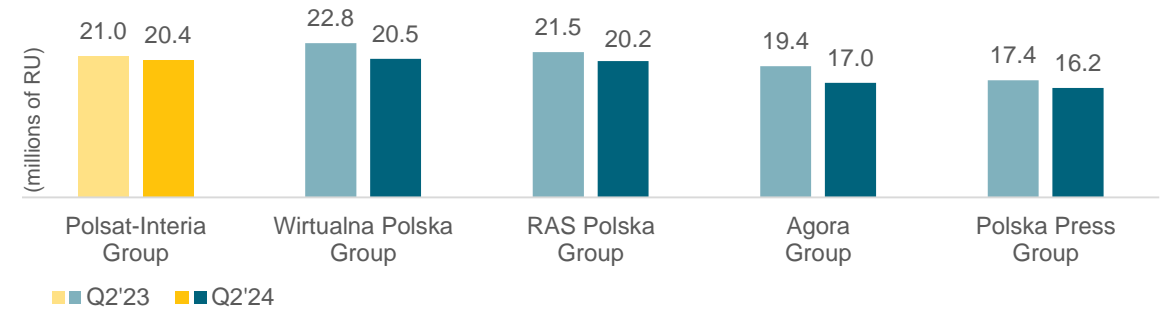
(2) Revenue from TV advertising and sponsorship of TV Polsat Group's channels



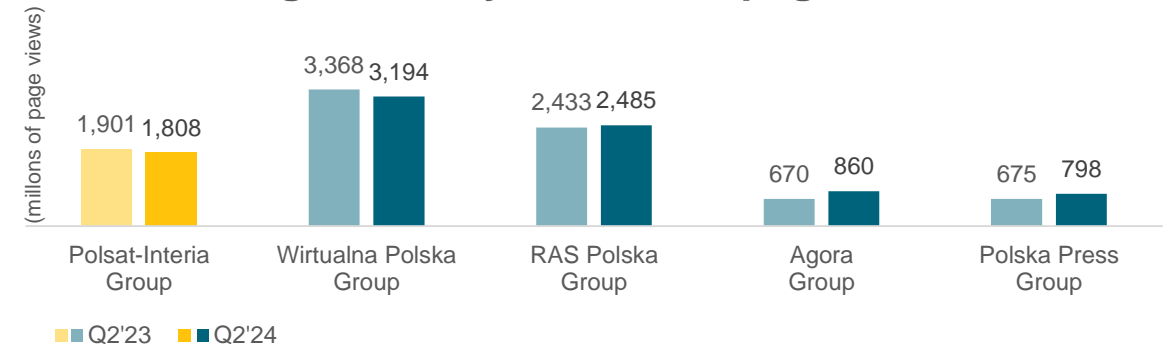
We are effectively building our position in the online market

- We have a very strong position in the online market:
 - 20.4 m users
 - 1.8 bn page views
- In H1'24, Polsat-Interia Group was continuously the leader in the mobile category
- In H1'24, Polsat-Interia Group achieved the largest market reach among online portals three times

Average monthly number of users

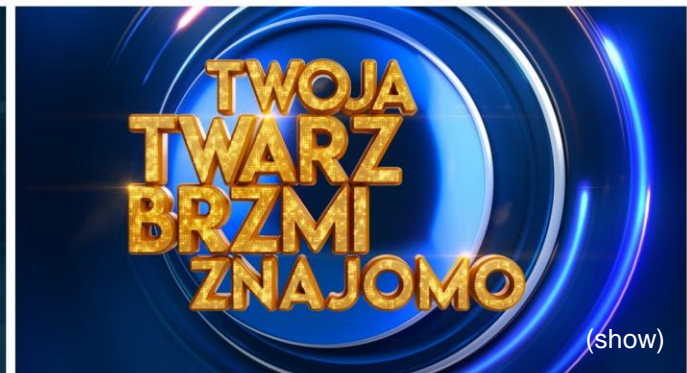


Average monthly number of page views



Source: Mediapanel, number of users – real users (RU) indicator, number of page views indicator

Polsat's autumn schedule



B2C and B2B services segment

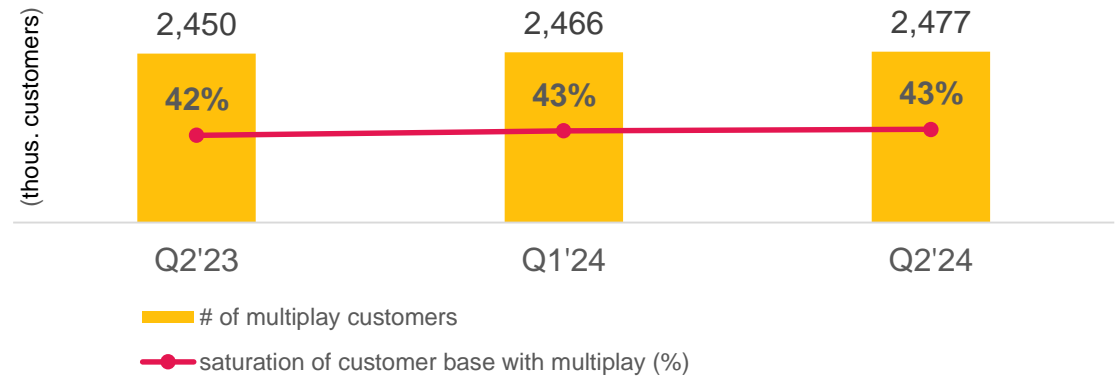


Maciej Stec
Vice-President for Strategy, Cyfrowy Polsat

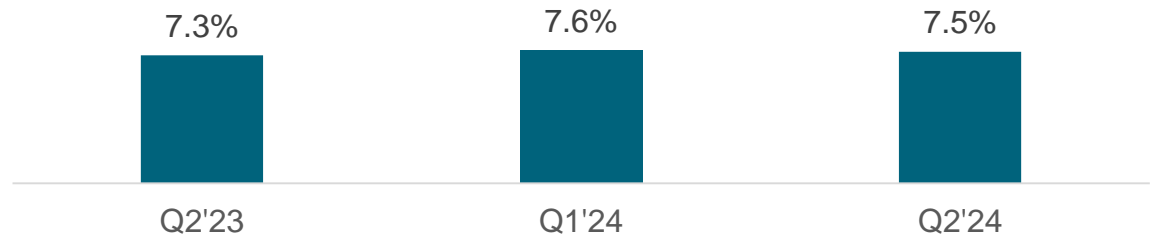
Nearly 2.5 million customers use our multiplay offering

- High and stable base of multiplay customers despite challenging market conditions
- As a result of the consistent implementation of the multiplay strategy, 2.48m of our customers use the multiplay offer – this represents 43% of our customer base
- Our multiplay customers use 7.52m RGUs
- Low churn – mainly due to our multiplay strategy

Number of multiplay customers



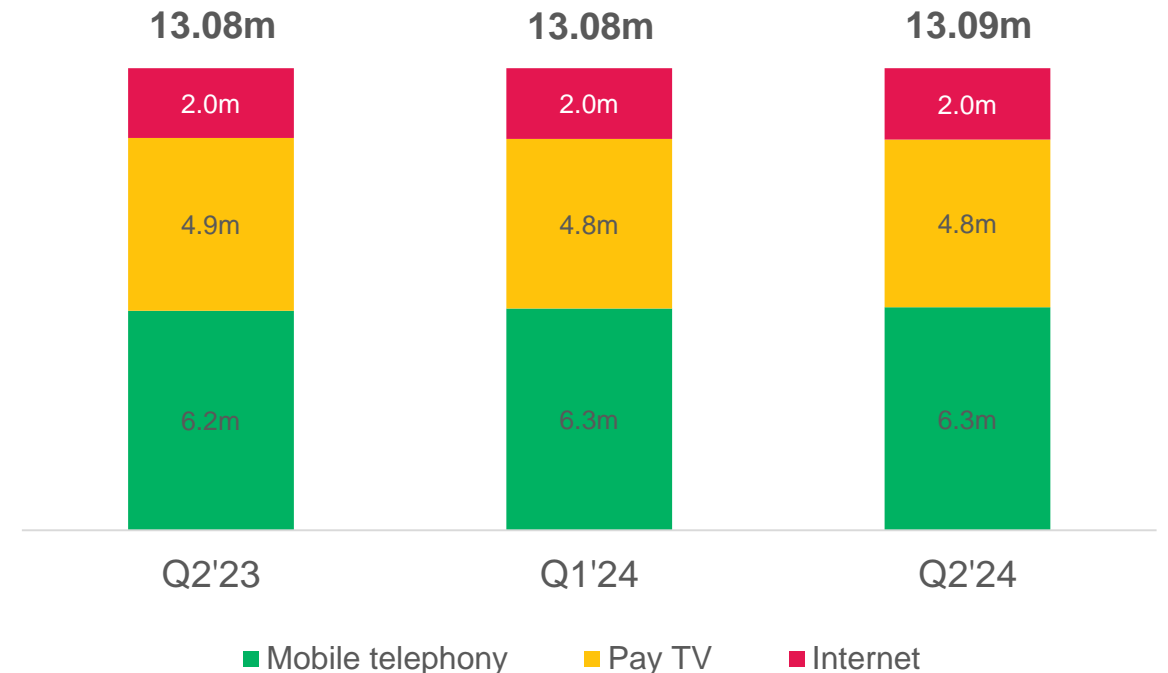
Churn



We provide over 13m contract services

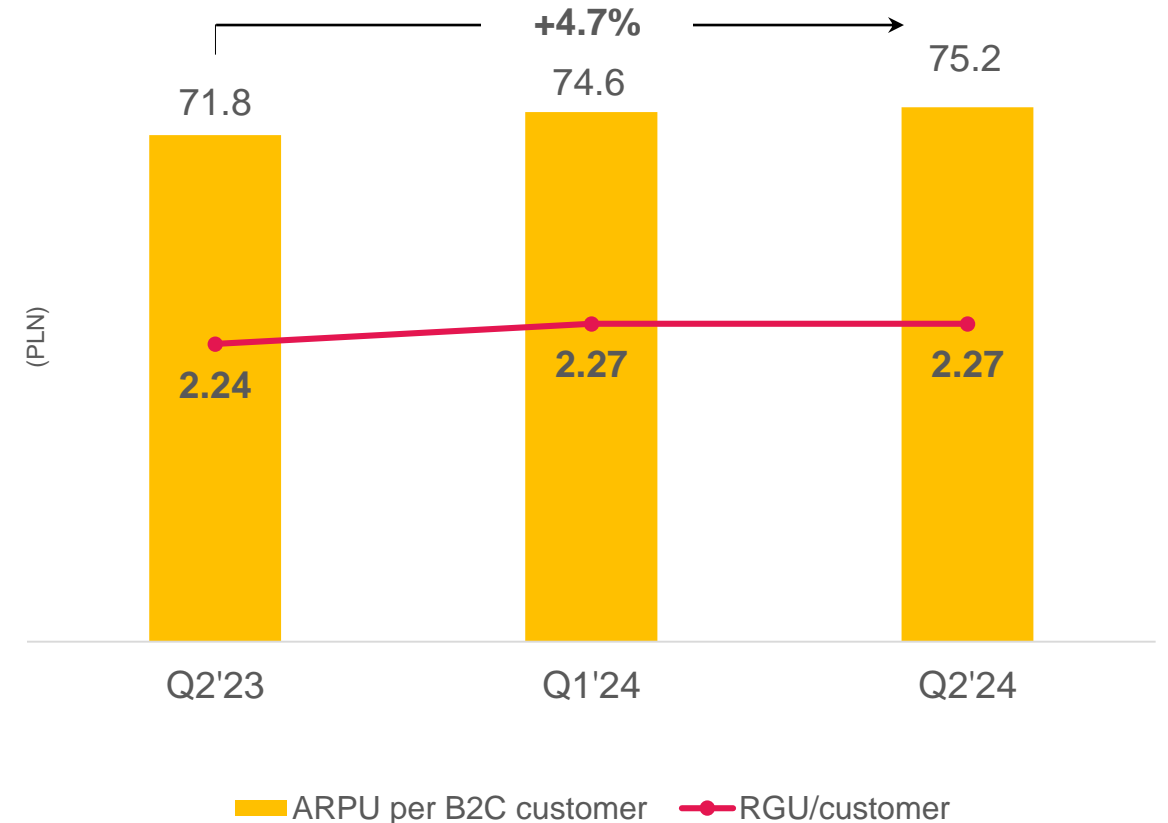
- High, stable number of mobile telephony and Internet access services
- The growing number of TV services provided in IPTV and OTT technologies partially offsets the decline in the pay-TV service base due to the price repositioning of our online video services

Number of RGUs in the B2C contract segment



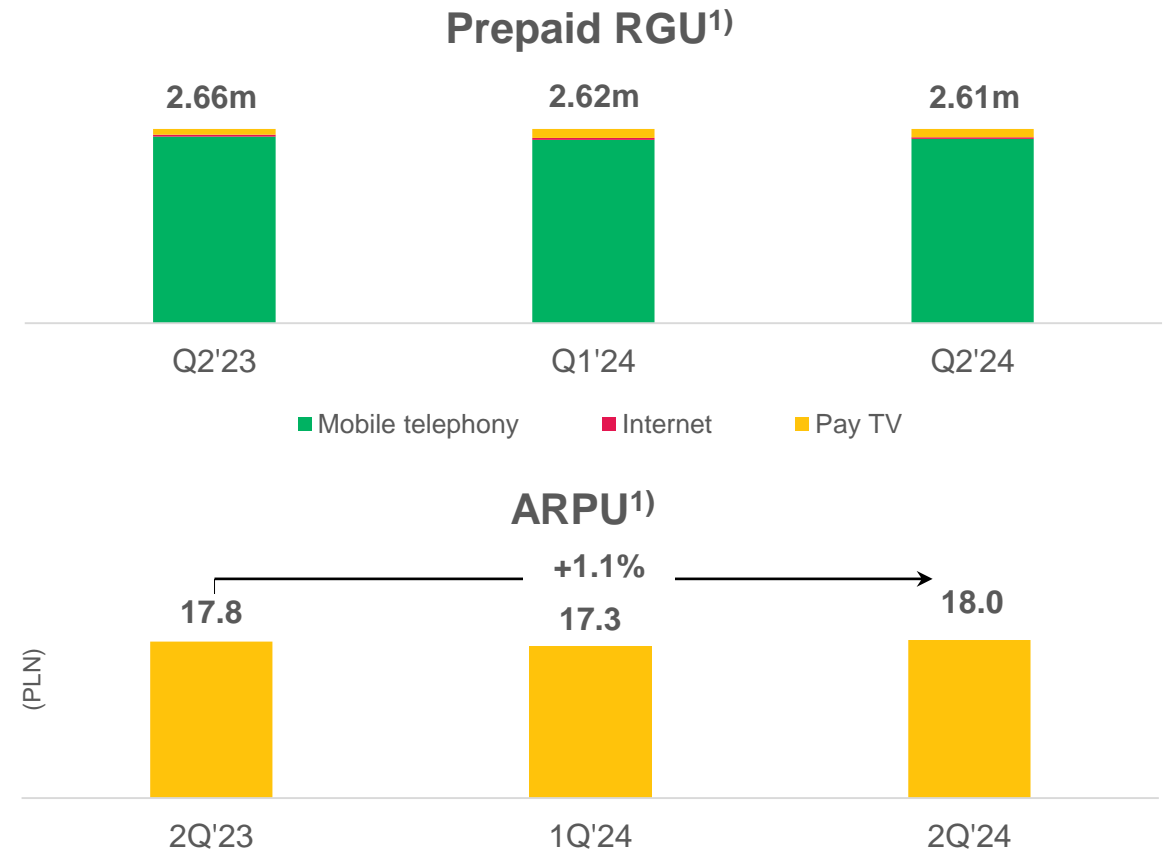
ARPU growth in B2C thanks to the consistent implementation of our multiplay strategy and popularization of 5G tariffs

- 4.7% YoY increase in ARPU results from the consistent building of the value of the existing customer base
- Effective upselling of products as part of our multiplay strategy is reflected in the high RGU saturation per customer ratio



High base and growing ARPU of prepaid services

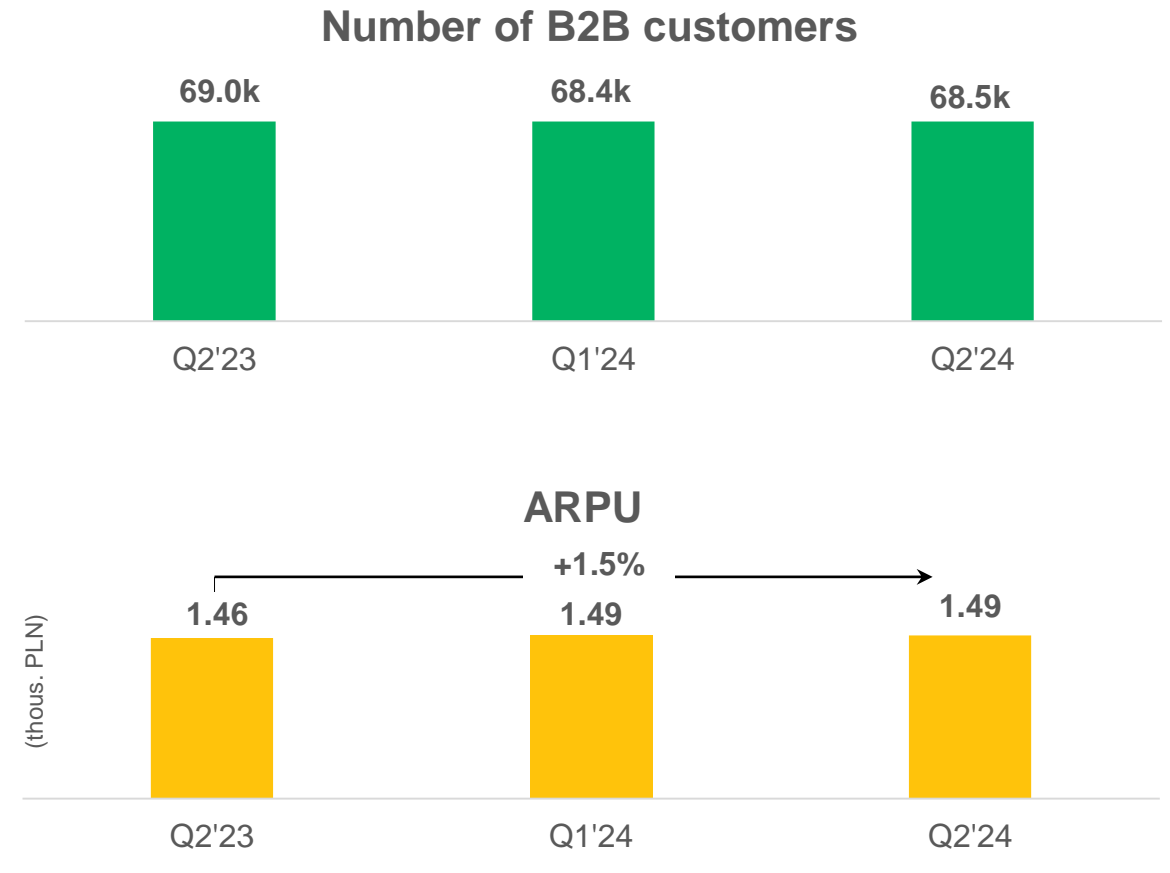
- We maintain a high base of prepaid services at 2.6 million RGUs
- ARPU growth of 1.1% YoY (after exclusion of low-margin promotional package in Polsat Box Go) in a highly competitive market



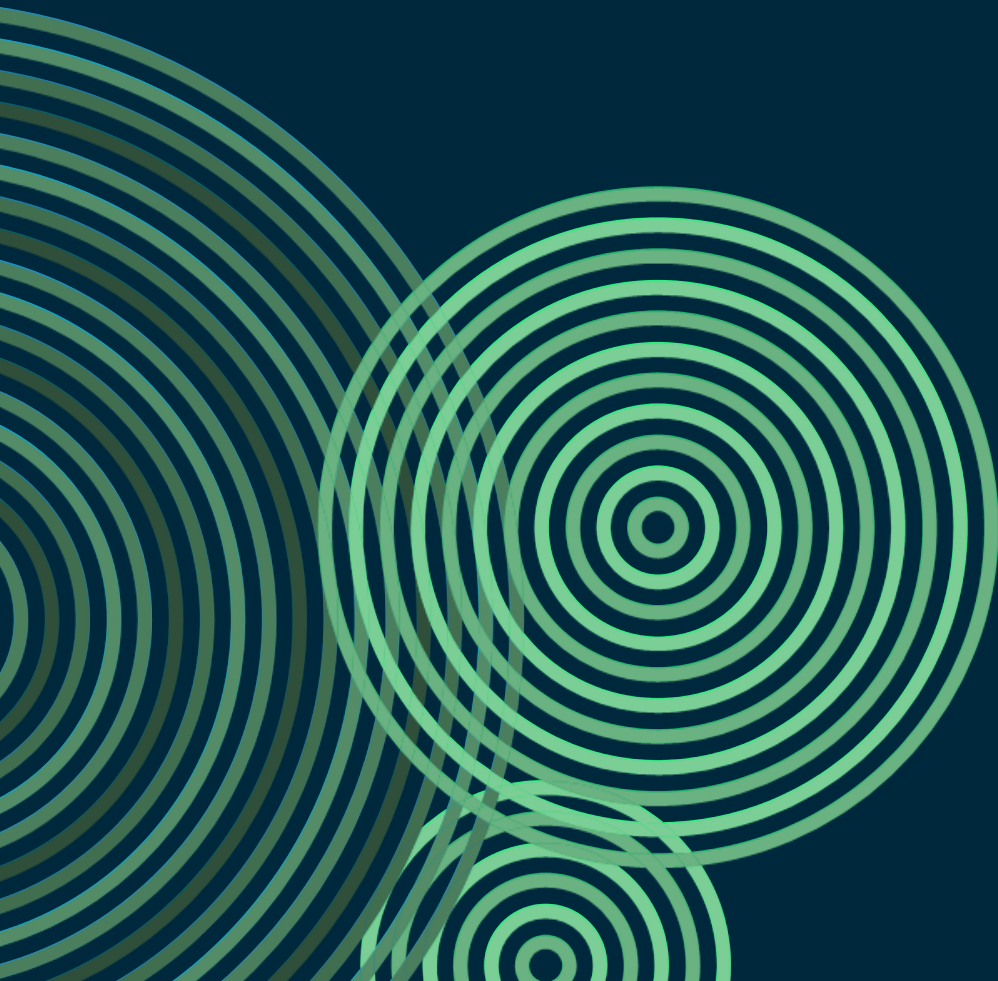
Note: (1) excl. low-margin Polsat Box Go Start package

High base and growing ARPU of B2B customers

- We provide services to over 68 thous. B2B customers, successfully maintaining the scale of this base
- The successively expanded offer of communication and ICT services enables us to increase ARPU per B2B customer to nearly PLN 1.5 thous. monthly (+1.5% YoY)



Green energy segment



Maciej Stec
Vice-President for Strategy, Cyfrowy Polsat

We want to become a leading producer of clean, green energy and green hydrogen

Goal #1: We want to become a leading producer of clean, green energy



Energy from biomass	105 MW completed
Solar energy	82.4 MW completed 250 MW in preparation
Wind energy	150 MW completed 146 MW under construction
Energy from waste	In preparation

Goal #2: We want to become a leading producer of green hydrogen

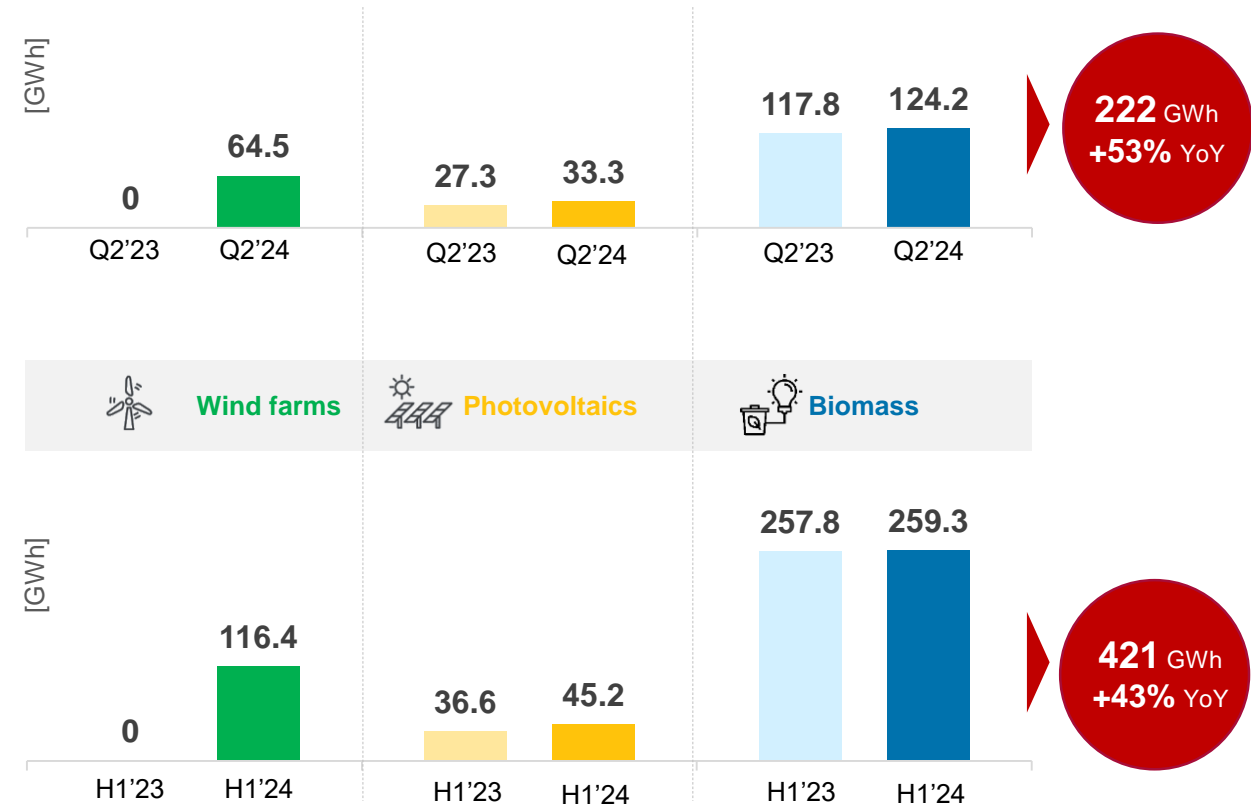


Green hydrogen production	Under implementation
Storage and transport	Completed 10 hydrogen trailers
Distribution	3 H₂ stations completed 8 stations under construction
Products for end-users	30 Nesobuses produced 26 in production

Dynamic growth of energy production by c.50% due to the commissioning of more wind capacity

- In Q2'24, we generated 222 GWh of green energy, up by 53% YoY
- In H1'24 we generated 421 GWh of green energy, up by 43% YoY
- As part of *Strategy 2023+*, we are launching more wind capacity – in February we started technical commissioning at the 72.6 MW Człuchów farm
- At the end of June, we started technical commissioning at the 50.4 MW Przyrów farm

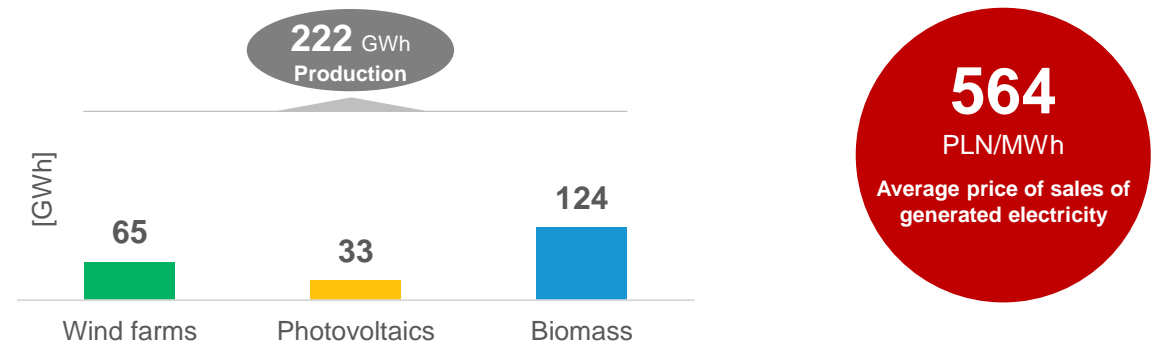
Renewable energy production



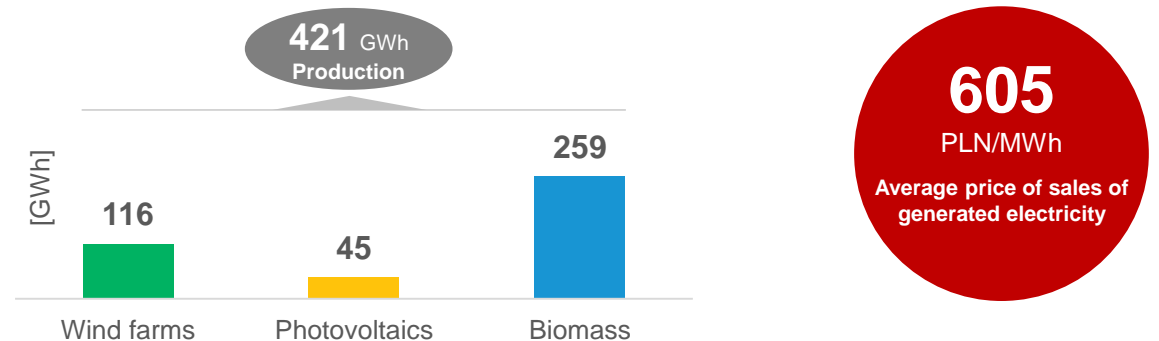
EBITDA of the green energy segment is already PLN 121m in H1'24 alone

- In Q2'24, we sold 222 GWh of electricity at an average price of PLN 564/MWh
- In H1'24, we sold 421 GWh of electricity at an average price of PLN 605/MWh
- The green energy segment generated EBITDA of PLN 71m EBITDA in Q2'24 and PLN 121m in H1'24

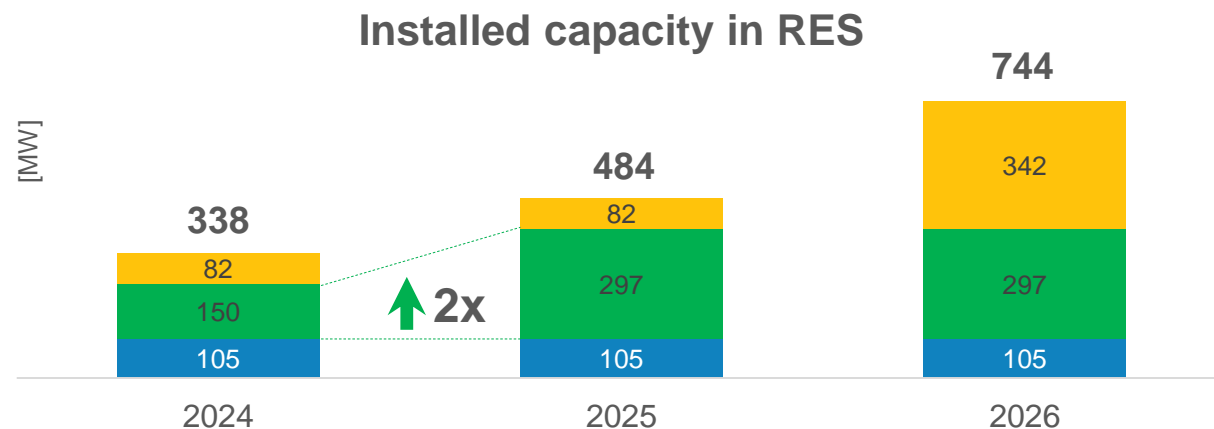
Electricity production and average price in Q2'24



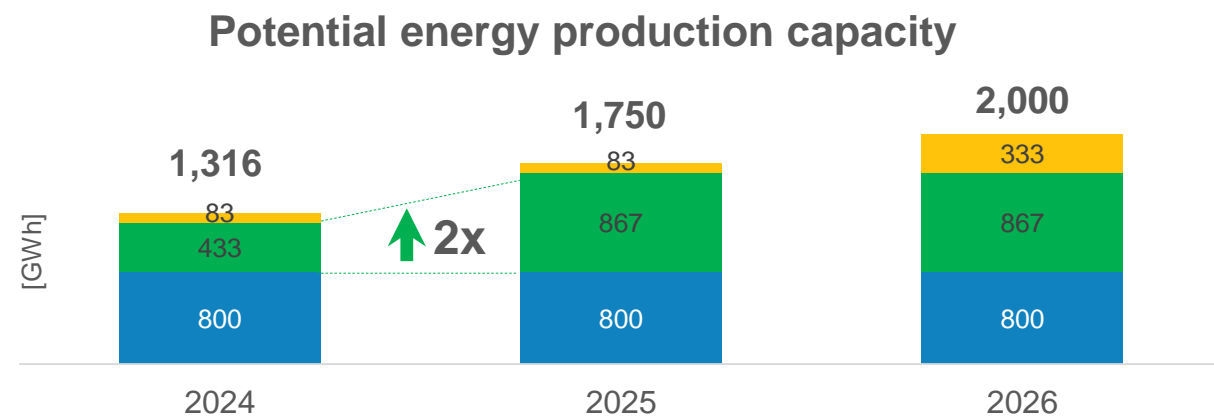
Electricity production and average price in H1'24



We are dynamically implementing our *Strategy 2023+* by increasing installed capacity in RES as planned



+2.5x
RES installed capacity vs. 2023



100%
implementation of *Strategy 2023+* in 2026

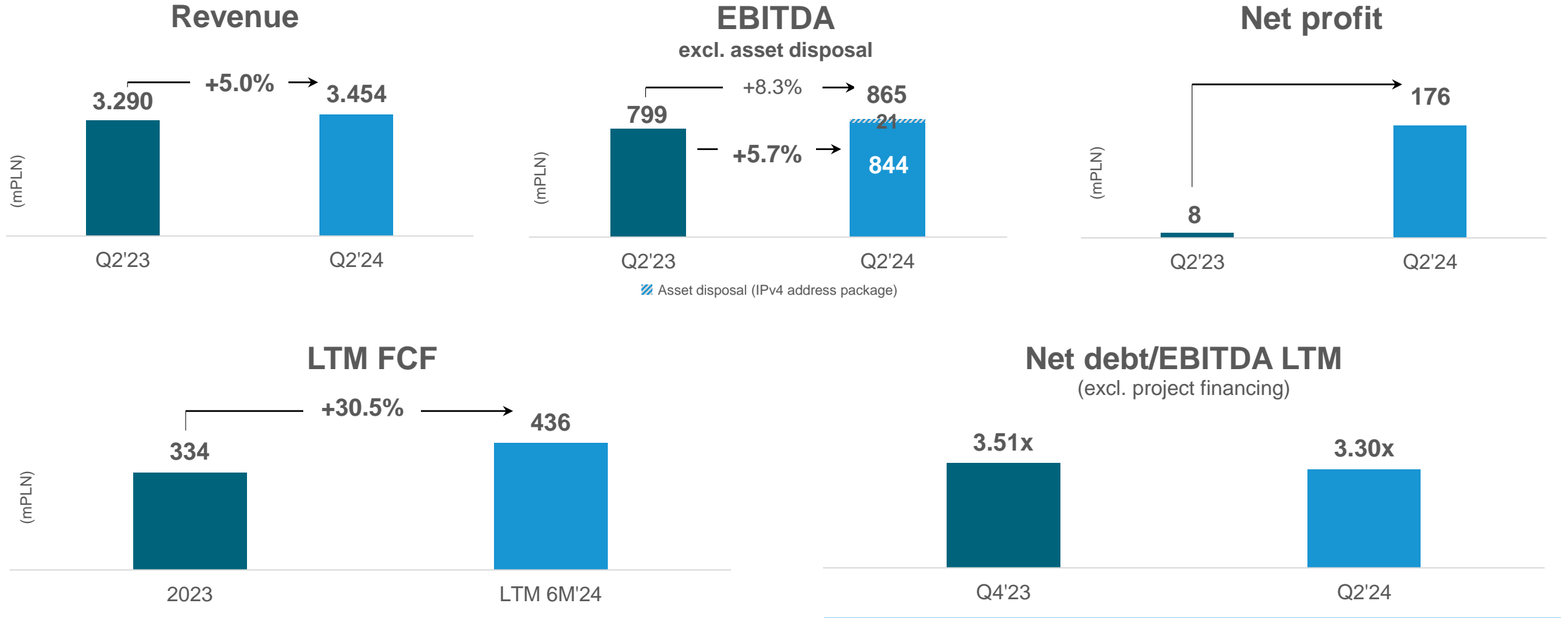
Financial results



Katarzyna Ostap-Tomann

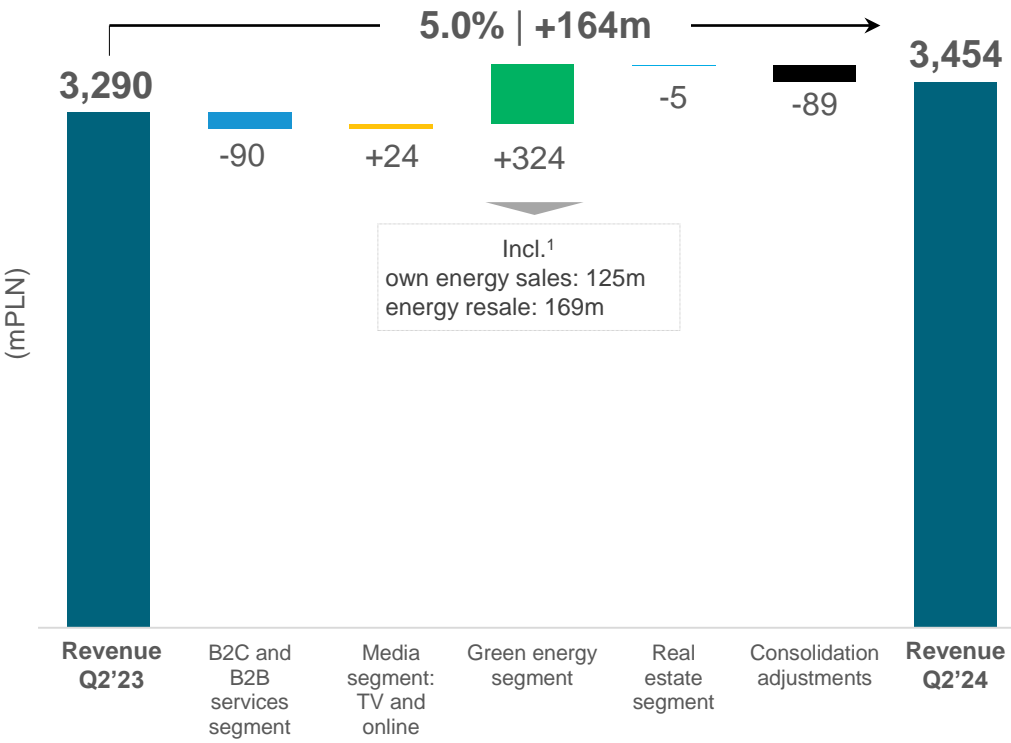
CFO, Member of the Management Board for ESG, Cyfrowy Polsat

Results of the Group in Q2'24

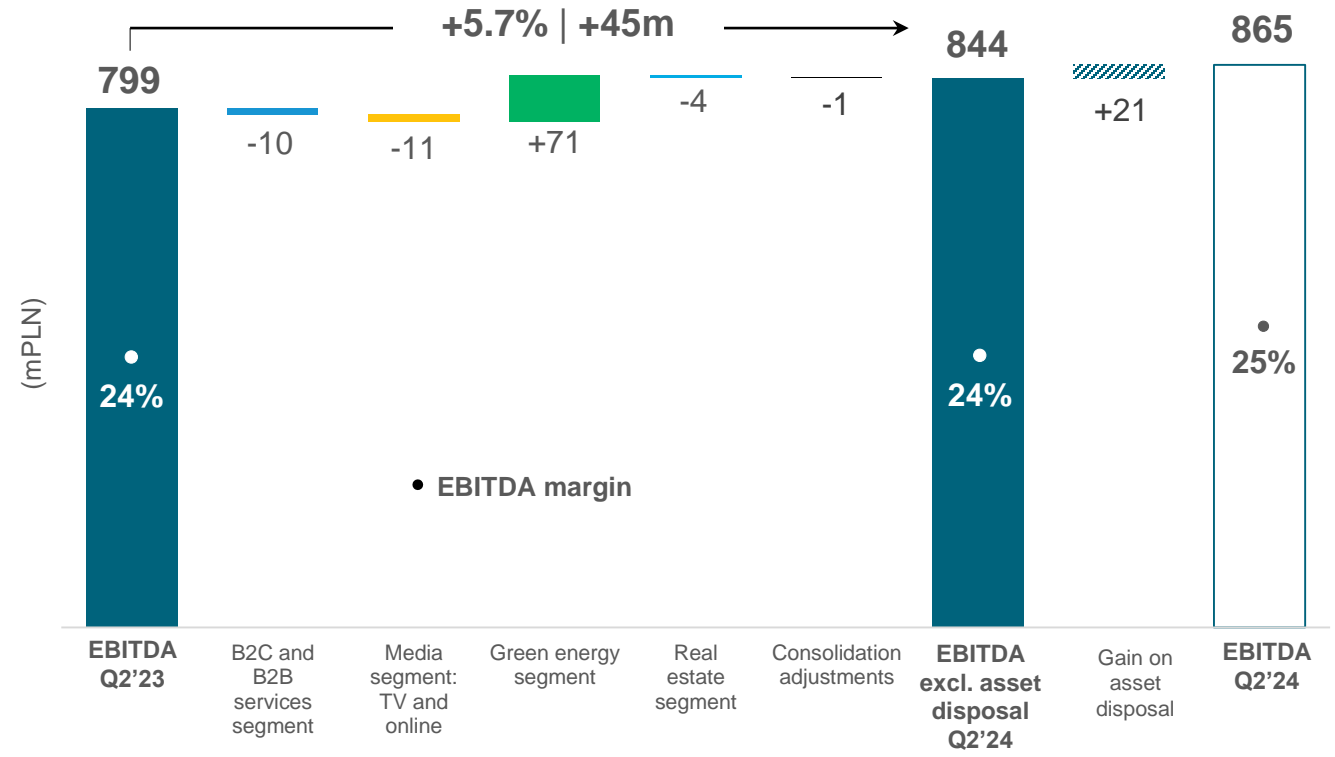


Revenue and EBITDA – change drivers

Revenue

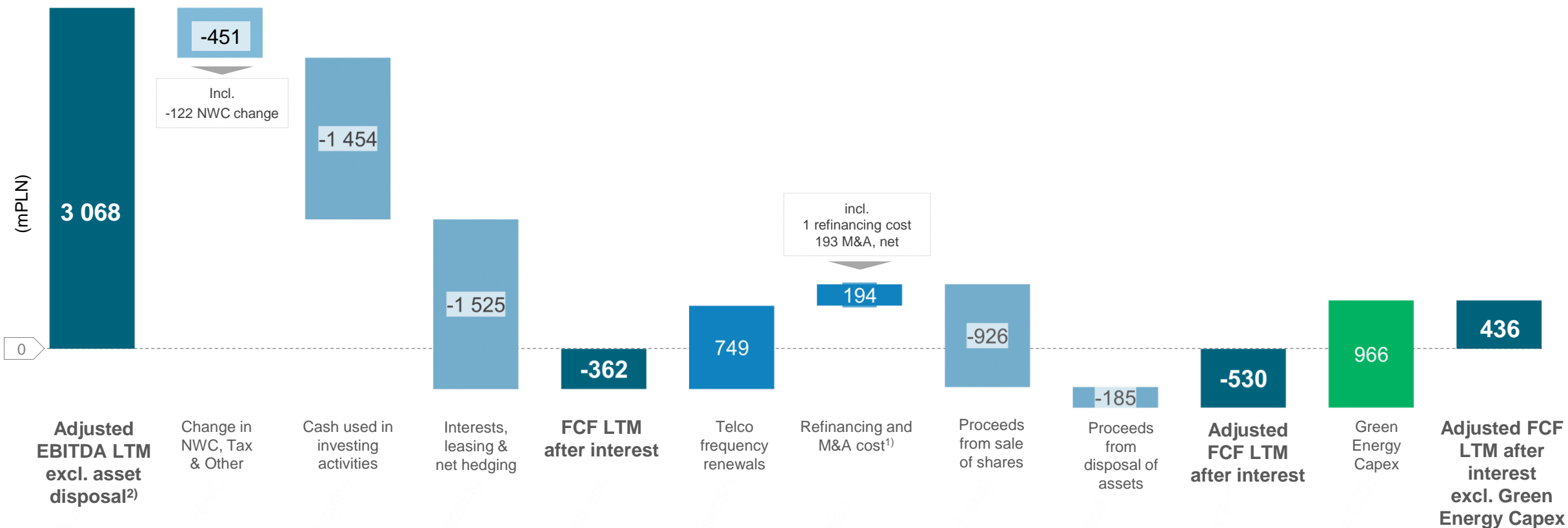


EBITDA



Note: (1) Before consolidation adjustments

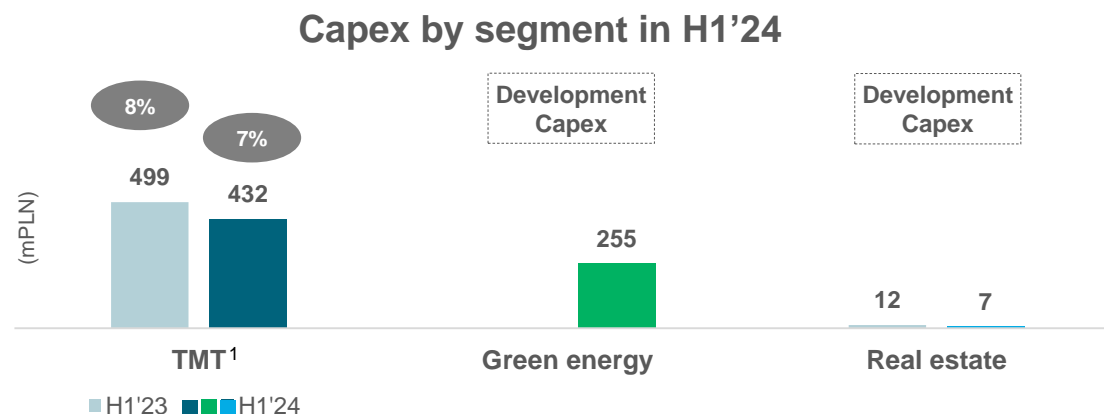
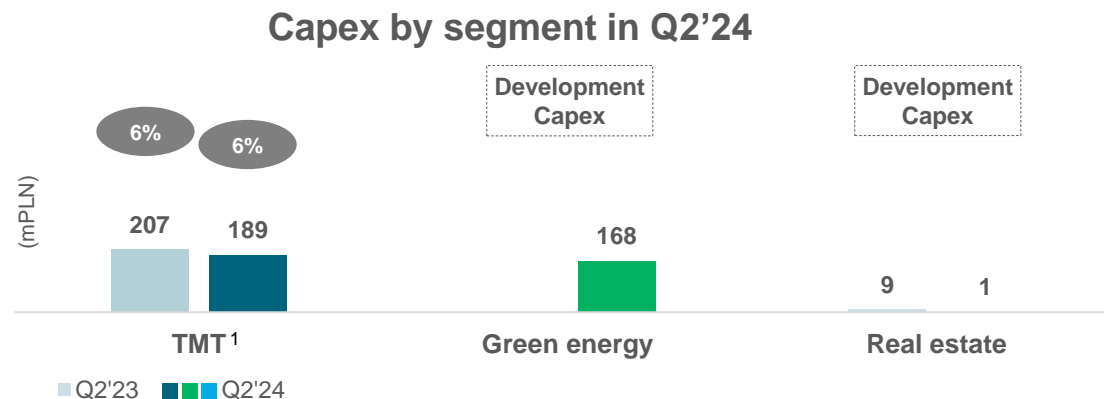
FCF LTM impacted by high interest costs



Note: (1) Acquisition of subsidiaries, net of cash acquired
 (2) EBITDA excl. gain on asset disposal (PLN 185m in 6M'24)

Capex "under control": capex/revenue in TMT only 6%, high investments in profitable green energy segment

- In the TMT¹⁾ area, capex/revenue ratio remains at c. 6%
- Increase in the Group's total capex is due to the recognition of capital expenditures in the green energy segment
- Investments in renewable energy sources require high front-loaded capital expenditures, however maintenance capex is low in the long-term



Note: (1) Includes B2C and B2B services segment and media segment

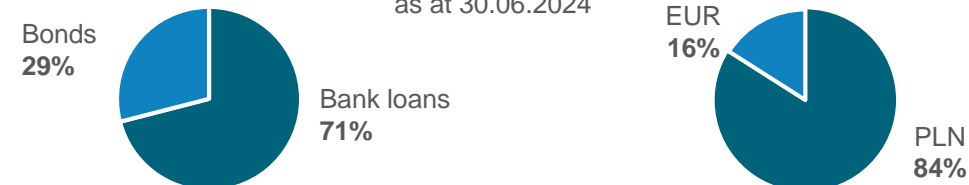
x% capex/revenue for the segment

The Group's debt

mPLN	Balance value as at 30 June 2024
Loans and borrowings, including:	10,678
<i>loans and borrowings liabilities excl. project financing¹⁾</i>	9,370
<i>project financing liabilities</i>	1,308
Bonds	4,034
Leasing and other liabilities	658
Gross debt	15,370
Cash and cash equivalents ²⁾	3,060
Net debt	12,310
EBITDA LTM ³⁾	3,430
Total net debt / EBITDA LTM	3.59x
Net debt to EBITDA LTM ratio excl. project financing⁴⁾	3.30x
Weighted average interest cost of loans and bonds ⁵⁾	8.3%

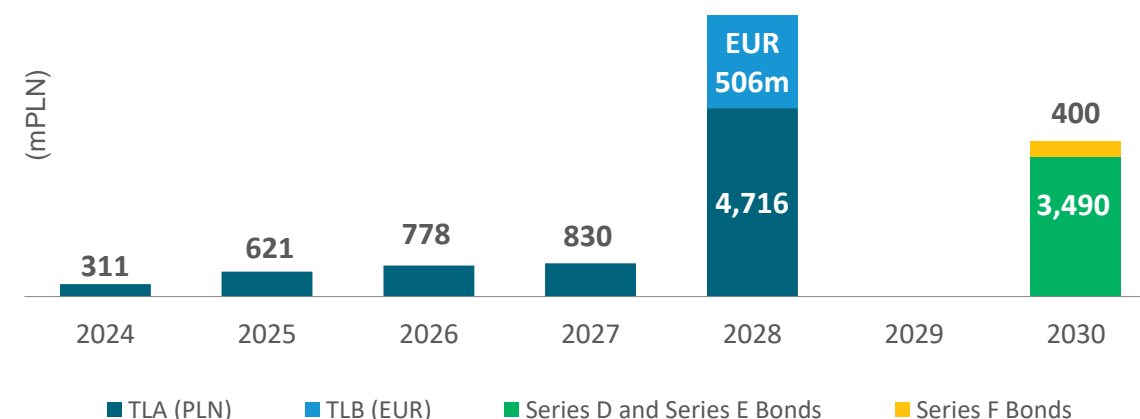
Debt structure

(excl. project financing)
as at 30.06.2024



Debt maturing profile

(excl. project financing)
as at 30.06.2024



Summary & Q&A



Mirosław Błaszczuk
President of the Management Board, Cyfrowy Polsat

Summary

B2C and B2B services segment

- Thanks to the consistent implementation of our multiplay strategy, ARPU is growing in all customer groups and churn remains low at only 7.5%
- We have increased the reach of our Internet access service by 50%, to more than 10 million households

Media segment: TV and online

- We maintain high, stable viewership figures and a high, stable advertising market share of about 28%
- Our advertising revenue increased by 6.2% in the first half of the year in a strongly growing market despite sports events broadcast by our competitors
- We are investing in sports rights and an attractive autumn schedule

Green energy segment

- We commissioned the 50.4 MW Przyrów farm, bringing the total installed capacity of our wind farms to 150 MW, and by the end of next year we will double our installed wind capacity
- The green energy segment strongly contributes to the Group's financial results – in Q2'24 we generated a total of PLN 324 million in revenue and PLN 71 million in EBITDA from the new business



Q&A

Additional information



Results of the B2C and B2B services segment

mPLN	Q2'24	YoY change
Revenue	2,609	-3%
Operating costs ¹⁾	1,986	-3%
EBITDA excl. asset disposal ²⁾	625	-2%
EBITDA margin excl. asset disposal ²⁾	24.0%	0.5pp
Capex	175	-11%

- Revenue under pressure from regulatory, successive reductions in interconnect MTR rates and lower equipment sales
- Revenue decline partially offset by higher retail revenue
- Operating costs under control

Note: (1) Costs excl. depreciation, amortization, impairment and liquidation

(2) EBITDA excl. gain on asset disposal (PLN 21m Q2'24)

Results of the media segment: television and online

mPLN	Q2'24	YoY change
Revenue	663	4%
Operating costs ¹⁾	522	8%
EBITDA	145	-7%
EBITDA margin	21.9%	-2.6pp
Capex	14	51%

- Increase in advertising revenue and from cable/sat operators partially offset by lower revenue from the sale of licenses and sublicenses
- Increase in revenue did not offset higher operating expenses resulting from, among other, higher costs of internal production, marketing and salaries

Note: (1) Costs excl. depreciation, amortization, impairment and liquidation

Results of the green energy segment

mPLN	Q2'24
Revenue, incl.:	324
<i>Revenue from sale of generated electricity²⁾</i>	125
<i>Revenue from resale of electricity²⁾</i>	169
Operating costs ¹⁾	279
EBITDA	71
EBITDA margin	22.0%
Capex	168

Note: (1) Costs excl. depreciation, amortization (incl. depreciation costs included in energy and buses production costs), impairment and liquidation

(2) Before consolidation adjustments

- Consolidation of PAK-PCE Group results as of July 3, 2023
- Revenue supported by the launch of wind farms in Kazimierz Biskupi and Miłosław in Q3'23, and the technical commissioning in Człuchów (Q1'24) and Przyrów (June 2024)

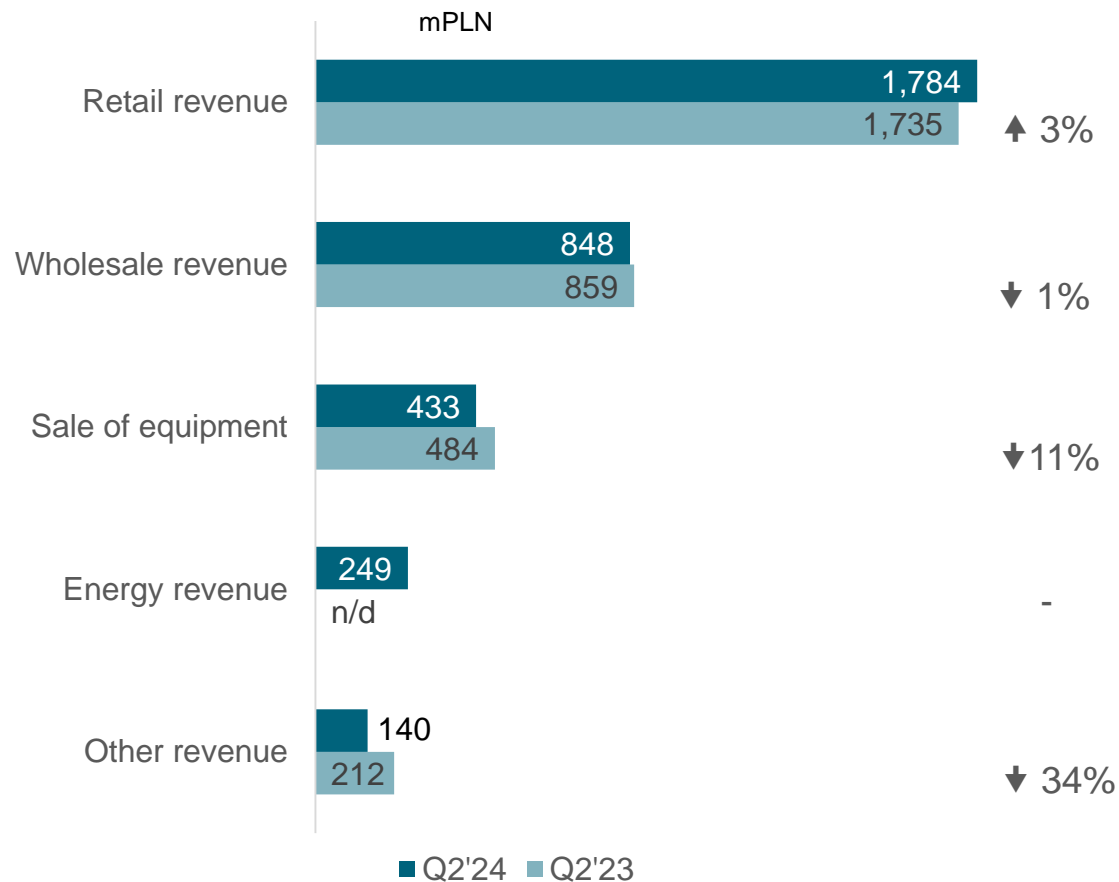
Results of the real estate segment

mPLN	Q2'24	YoY change
Revenue	34	-13%
Operating costs ¹⁾	31	-11%
EBITDA	2	-65%
EBITDA margin	6.2%	-9.2pp
Capex	1	-84%

Note: (1) Costs excl. depreciation, amortization, impairment and liquidation

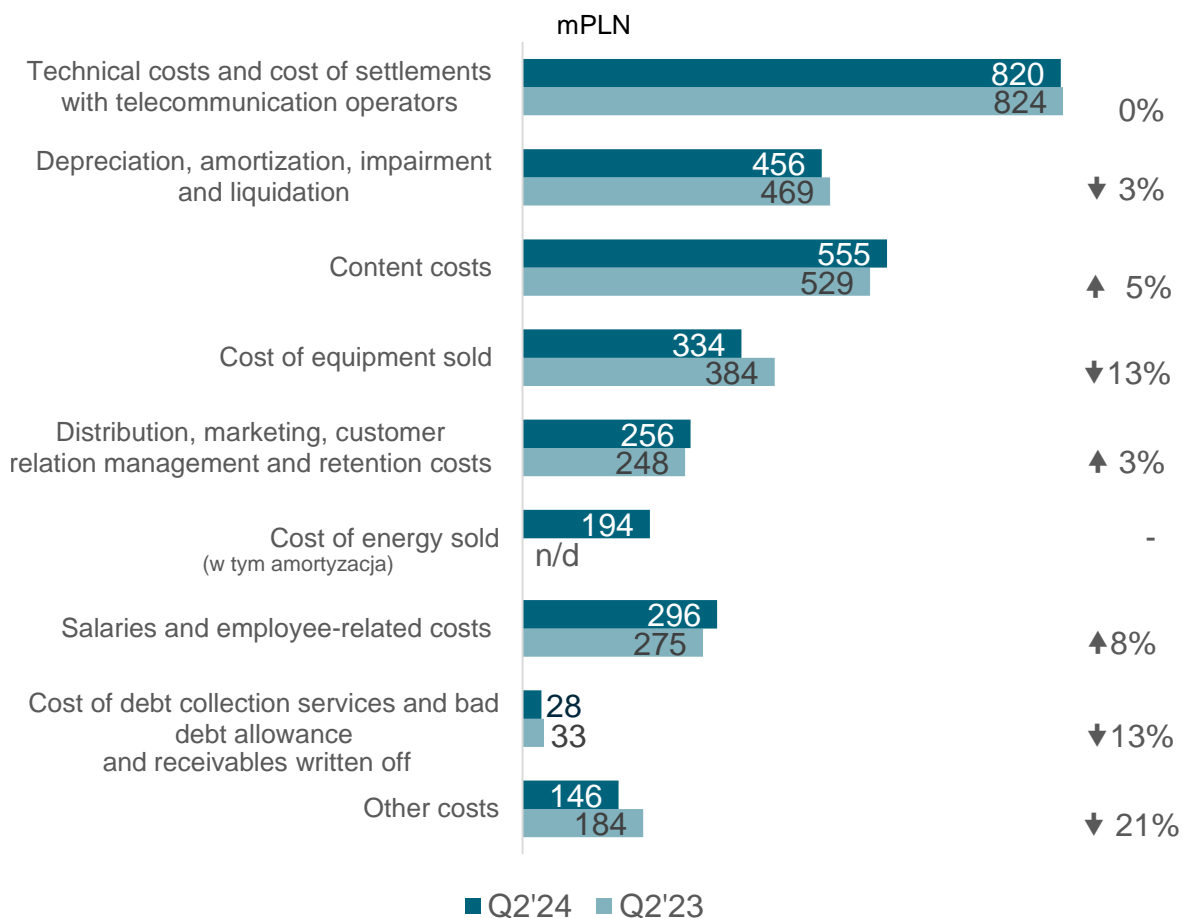
- The real estate segment mainly focuses on construction projects but it also includes sale, rental and management of own and leased property
- Recognition of revenue and costs related to the sale of apartments in the new residential project in Port Praski at Sierakowskiego 1 and Sierakowskiego 3 Str. upon release of the units (Q4'24/Q1'25)

Revenue structure



- Higher **retail revenue** primarily as a result of the successful execution of the multiplay strategy and value creation in contract B2C and B2B customers
- Lower **sale of equipment** mainly due to high sales volumes in Q2'23. At the same time, margin on equipment sales remains high and stable due to a high share of higher-priced handsets in the sales mix
- In connection with the consolidation of PAK-PCE Group's results as of July 3, 2023, the Group recognized revenue from **sale of energy**, which includes revenue from the sale of electricity from production and from resale of energy, revenue from the sale of heat and revenue from the sale of property rights, particularly certificates of origin
- Lower **other revenue** mainly as a result of lower revenue from operations related to photovoltaic installations, which was related to the deployment of the Cambria photovoltaic farm in the comparative period

Operating costs structure



- Lower **cost of equipment sold** reflected lower sales volumes and corresponds with lower revenue from the sale of equipment.
- Increase in **content costs** as a result of higher internal production costs and investments in enhancing the attractiveness of our pay TV offering
- Recognition of **cost of energy sold** following the consolidation of PAK-PCE Group results
- Increase in **salaries and employee-related costs** mainly due to the increased headcount and continuing inflationary pressure
- Decrease in **other costs** mainly as a result of lower revenue from operations related to photovoltaic installations. This decrease was partially offset by the recognition of costs of sale of gas in connection with the consolidation of PAK-PCE Group.

Glossary

RGU (Revenue Generating Unit)

Single, active and retail revenue generating service of pay TV provided in all types of access technologies, mobile or fixed-line Internet access, or mobile telephony provided in the contract or prepaid model.

Customer

A natural person, legal entity or an organizational unit without legal personality who has at least one active service provided in the contract model. A customer is identified by a unique national identification number (PESEL), tax identification number (NIP) or national business registry number (REGON).

ARPU per B2C/B2B customer

Average monthly revenue per customer generated in a given settlement period.

ARPU per prepaid RGU

Average monthly revenue per prepaid RGU generated in a given settlement period.

Churn

Termination of the contract with a B2C customer by means of a termination notice, collections or other activities resulting in the situation that after the termination of the contract the customer does not have any active services provided in the contract model.

Churn rate presents the relation of the number of customers for whom the last service has been deactivated (by means of a termination notice as well as deactivation as a result of collection activities or other reasons) within the last 12 months to the annual average number of customers in this 12-month period.

Usage definition (90-day for prepaid RGU)

Number of reported RGUs of prepaid services of mobile telephony and Internet access refers to the number of SIM cards which received or answered calls, sent or received SMS/MMS or used data transmission services within the last 90 days.

Investor Relations

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