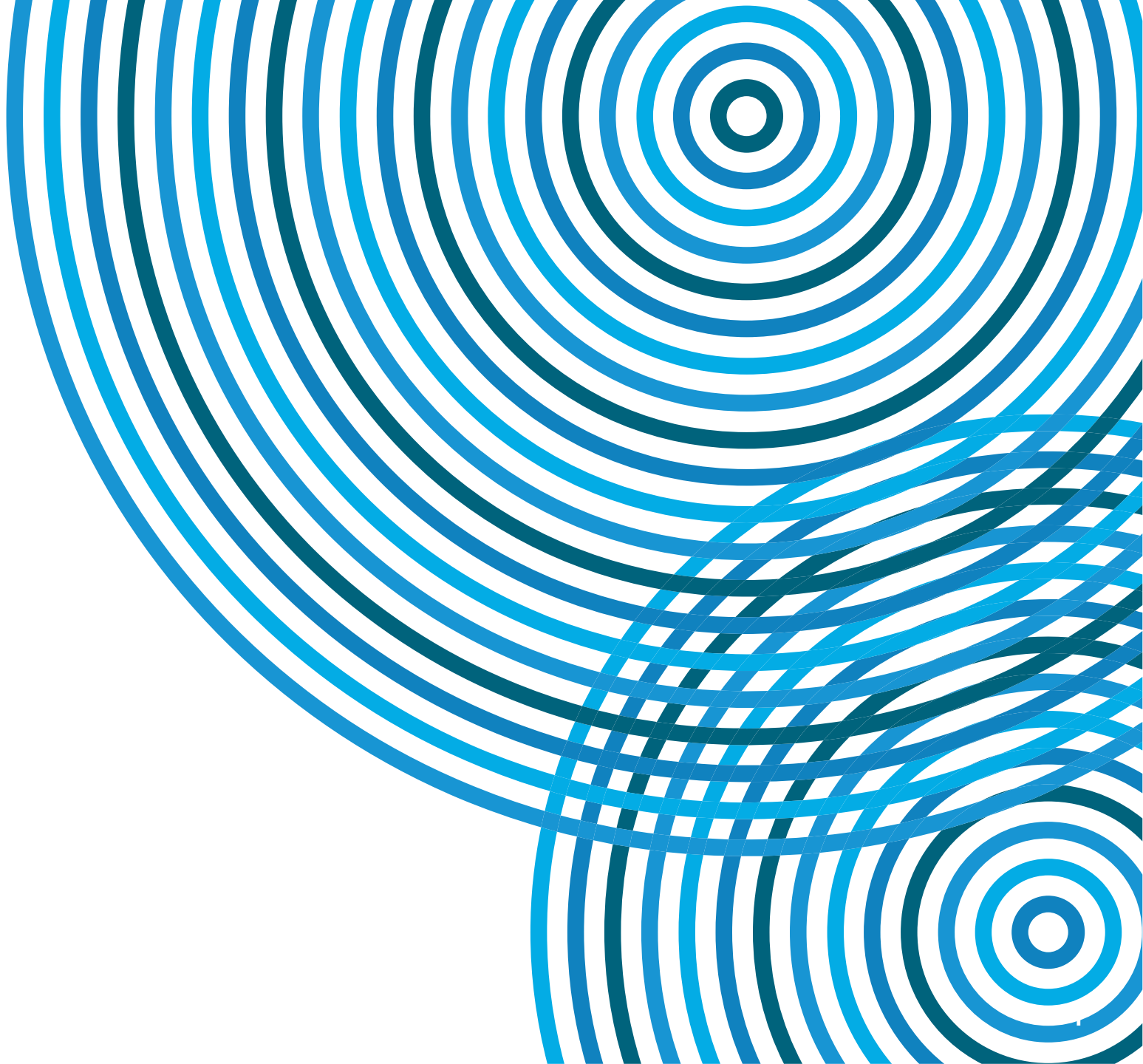


13 May 2024

IR Newsletter 17/2024



Press review

Parkiet, 7 May 2024

by Michał Duszczyk

Google enters Poland with Pixel smartphones. Wants to be behind Samsung and Apple

Google has announced the official entry of its new Google Pixel smartphone brand into the Polish mobile market. The company, best known for its popular web browser and Android operating system, is now launching its official online store, the G-Store, in Poland. The Pixel 8 and Pixel 8 Pro models are already available, and the world premiere Pixel 8a will be available for pre-order.

Google has ambitious plans for the Polish market and wants to compete not only for residential customers, but also for businesses. It is aiming for a double-digit market share and intends to jump onto the market podium, just behind the dominant brands Apple and Samsung.

Experts believe that the prospects for the Pixel brand are promising and that Poles, who love technological innovations, will be interested in Pixel products.

Press review

Wirtualnemedia.pl, 9 May 2024

by tw

Interia with Polsat again ahead of Wirtualna Polska. Longer on TikTok

In April, the Polsat-Interia Group overtook Wirtualna Polska Group for the second time this year in terms of reach of Internet sites and applications.

According to the Mediapanel survey, Google Group topped the ranking in April with 28.42 million Polish Internet users (-0.47 million users m/m). Meta Platform came in second place with 25 million visitors (-0.1 million m/m). In third place was Polsat-Interia Group with a reach of 20.91 million users (-0.07 million m/m).

According to Mediapanel, 29.7 million people in Poland used the Internet in April, with an average of 25.4 million daily users.

Press review

Rp.pl, 9 May 2024

by Paweł Rochowicz

New rights for subscribers this fall?

The government has adopted a draft of a new law on electronic communications to implement a European directive, the so-called European Electronic Communications Code. The draft provides for strengthening the consumer's position in the relationship with the service provider, including the obligation to provide the customer with the full package of information prior to the conclusion of the contract, to summarize the terms of the contract in a uniform form throughout the EU, and to provide users with an independent tool that allows them to compare the price and quality of Internet access or instant messaging. If no commercial provider of such a tool is found, it will have to be provided by the Office of Electronic Communications. Customers of prepaid services would be able to receive refunds of remaining top-ups on their accounts in the event of expiry.

In principle, the new solutions will take effect three months after their publication in the Journal of Laws, which could mean that they will come into force this fall.

However, according to market participants, such a short period of *vacatio legis* (the time between the announcement of the law and its entry into force) may adversely affect companies' adaptation to the new regulations.

The bill is at the legislative stage before its first reading in the Sejm.

Press review

Telko.in, 10 May 2024

by Marek Jaślan

Value of telecommunications market in Poland has increased

The Office of Electronic Communications (UKE) has estimated that the Polish telecommunications market, after several years of stagnation, gained almost PLN 3 billion in value last year. According to UKE, its value reached PLN 42.9 billion, compared to PLN 40 billion in 2020 and PLN 40.9 billion in 2021.

Last year, operators spent PLN 11.6 billion on telecom investments. The value of telecom infrastructure at the end of 2023 was PLN 51.3 billion, compared to PLN 47.7 billion in 2022 and PLN 43.8 billion in 2021.

UKE estimated the number of broadband users at 10.2 million at the end of 2023, and fixed-line telecom revenues at PLN 5.7 billion. In addition, 78.5 percent of fixed Internet users have access to lines with speeds over 100 Mbps. UKE is expected to provide more data on the Polish telecom market in a report at the end of June.

Press review

PAP Biznes, 10 May 2024

by epo/ asa/

DM BDM resumed issuing a recommendation for Cyfrowy Polsat from a "buy" with a target price of PLN 13.39

Analysts at BDM Brokerage House on May 8 reinstated their recommendation on Cyfrowy Polsat with a Buy on shares and a target price of PLN 13.39 (28% above the current market price).

"Our simulation, which indicates the possibility of a reversal of negative trends for CPS in 2024, takes into account the assumption of a gradual improvement in the ratio of revenue to cost dynamics in the B2C and B2B service segments. The ARPU ratio for B2C customers should, in our opinion, show significantly better dynamics than in 2023, which will be the effect of the price list changes introduced in recent quarters. In the Media segment, we have assumed low single-digit year-on-year growth in TV advertising and sponsorship revenues, as well as approximately 12.9% growth in online advertising revenues in 2024," the report said.

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2024-04-29	10.11	9.88	10.11	1.61	10.49
2024-04-30	10.13	9.92	10.05	- 0.54	8.52
2024-05-01	-	-	-	-	-
2024-05-02	10.22	9.98	9.98	- 0.77	9.17
2024-05-03	-	-	-	-	-
2024-05-06	10.42	10.00	10.42	4.43	13.78
2024-05-07	10.72	10.43	10.49	0.72	14.47
2024-05-08	10.72	10.36	10.72	2.14	11.84
2024-05-09	11.47	10.73	11.47	7.00	38.76
2024-05-10	12.06	11.48	11.85	3.31	48.89



Investor's calendar

Date

Event

8 – 22 May 2024

Closed period prior to the publication of Q1 2024 results

22 May 2024

Quarterly report for Q1 2024

23 May 2024

Online meeting with investors and analysts

[4.00 pm \(Warsaw\), 3.00 pm \(London\), 10.00 am \(New York\)](#)

28 May 2024

mBank Spring Conference, Warsaw

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