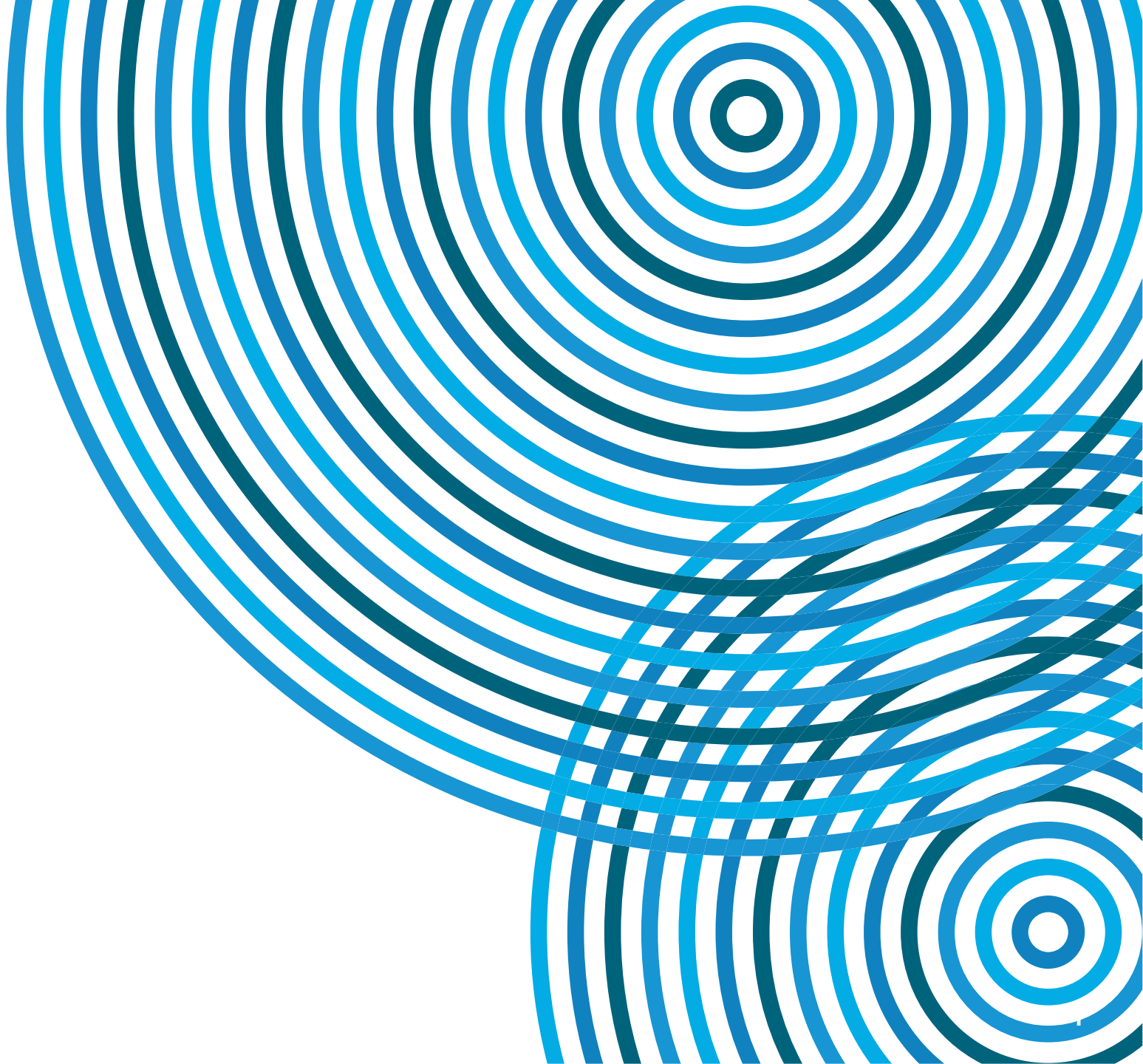


13 January 2024

IR Newsletter 1/2025



Press review

Telepolis.pl, 2 January 2025

by Mieszko Zagańczyk

T-Mobile Expands “5G More”. Year-End Summary

In 2024, T-Mobile significantly expanded its “5G More” network, launching a total of 3,440 base stations in the C-band. As a result, the operator provides coverage for one-third of Poland's population. T-Mobile plans further network expansion in 2025. The goal is to increase service availability in smaller towns, allowing for even broader use of 5G technology across the country. The operator emphasizes that the development of the “5G More” network is crucial for the future of mobile communication in Poland, as well as for the growth of the digital economy.

Wirtualnemedi.pl, 3 January 2025

by Adrian Gąbka

Canal+ wants to introduce a completely new service in Poland

Canal+ plans to use Orange's infrastructure to offer high-speed internet to its customers. The new service may be available as early as the first quarter of 2025. This move is part of Canal+'s strategy to meet the growing demand for high-speed internet, which is essential for using streaming services such as Netflix and Amazon Prime Video.

Press review

Uke.gov.pl, 7 January 2025

UKE (Office of Electronic Communications), Press release

Number Portability Statistics for Q3 2024 and the Entire Year 2024

In mobile networks, over 430,000 numbers were ported in Q4 2024, an increase of more than 65,000 compared to Q3. As a result of number portability, Orange Polska lost 28,455 SIM card users, Polkomtel (operator of the Plus network) lost 1,878, T-Mobile ended the quarter losing 10,434 users, while P4 (operator of the Play network) gained 16,972 SIM card users. Throughout 2024, a total of over 1.5 million numbers were ported, an increase of nearly 48,000 compared to 2023. In fixed networks, nearly 76,000 numbers were ported in Q4 2024, and over 250,000 numbers were ported throughout the entire year.

Telepolis.pl, 9 January 2025

by Mieszko Zagańczyk

Orange: Traffic is Increasing. 5G Accounts for 7.5% of Data Transmission

Network traffic growth at Orange in 2024. Customers transmitted a total of 10.26 million TB of data, which is a 13% increase compared to 2023. The fixed network accounted for 7.70 million TB, with 80% transmitted via fiber optics. In the mobile network, 2.56 million TB of data were transmitted, and 5G accounted for 7.5% of data transmission, which is a result of the launch of 5G in the C-band. Orange already has over 3,000 5G stations.

Press review

Telko.in, 9 January 2025

By Marek Jaślan

PMR: In 2024, the Telecommunications Market in Poland Was Worth 56 Billion PLN

PMR Market Experts estimated that in 2024, the value of the telecommunications market in Poland reached 56 billion PLN, which is a 2% increase compared to the previous year. However, the growth rate was lower than in previous years, mainly due to declines in fixed-line telephony, stagnation in pay TV, and weaker performance of mobile operators.

Fiber-optic services are gaining importance, accounting for more than half of all access lines in the country. Mobile telephony generated more than half of the revenues in the telecommunications market, but its share decreased due to reductions in MTR rates and a decline in the wholesale market value. Despite this, mobile operators recorded revenue growth, mainly thanks to the monetization of 5G services.

The expansion of broadband infrastructure remains a priority, and the number of households within reach of this infrastructure is growing dynamically. However, this does not directly translate into an increase in the number of subscribers, as some users do not see the need to use high-speed connections.

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Recent events

Press release, 2 January 2024

Polsat-Interia Group Internet Leader in 2024

Polsat-Interia Group is the number one Internet publisher in Poland for 2024. According to Mediapanel research, Interia, together with Polsat's web services, achieved the highest reach (RU) five times in the last twelve months, the most in the market. In December, Polsat-Interia Group, with a result of 20.72 million RU, surpassed RAS Polska Group, Onet (20.63 million RU), and Wirtualna Polska Group (20.60 million RU).

Polsat-Interia Group most frequently held the top spot among Internet publishers in Poland in 2024. According to Mediapanel research, it was the market leader in January (21.11 million RU), April (20.91 million RU), May (20.46 million RU), and November (20.81 million RU). The publisher of Interia, Polsatnews.pl, and Polsatsport.pl also closed the year with the best result (20.72 million RU) in December.

Besides Polsat-Interia Group, Wirtualna Polska Group also won five times in 2024.

Polsat-Interia Group is the undisputed leader on the mobile platform in 2024. According to Mediapanel research, it outperformed other publishers nine times. It achieved the best result in this category during the periods January – June and October – December. Polsat-Interia Group also generated the highest average monthly reach on the mobile platform (19.19 million RU).

The publisher of Interia dominated popular thematic categories over the last twelve months. Pomponik.pl is the leader of 2024 among show-business services, and Deccoria.pl is number one in the "Interior and Garden" category. Zielona Interia is once again the most popular ecological service in Poland for another consecutive year.



Recent events

Press release, 7 January 2024

Over 24 Million Residents of Poland Within Plus's Fixed Internet Coverage

Plus is continuously expanding its fixed internet coverage, offering multimedia network access in more locations. Currently, over 24 million residents in 11 million homes and apartments in Poland can use Plus's fast home Internet.

Nearly 11 million households and over 24 million residents in Poland have access to Plus's fast and reliable fixed Internet. Collaboration with Polish Open Fiber has allowed Plus to extend its fixed Internet coverage by 2.1 million homes and apartments.

More than 8.5 million households, or over 19 million people, have access to Plus's fiber optic Internet with speeds up to 1 Gb/s. In some locations, the maximum connection speed is as high as 2 Gb/s.

Fast fiber optic internet provides users with unparalleled speed and connection stability, offering many benefits. Its high bandwidth allows for rapid downloading and uploading of files, smooth streaming of high-resolution content, and reliable handling of online meetings. It is an ideal solution for both families and businesses.

Subscribers to all plans can also purchase All In Streaming, a package of three services that allows immersion in a world of numerous film and series productions. Available exclusively with Plus, All In Streaming guarantees access to a rich library of Disney+, MAX, and Polsat Box Go Plus at an attractive price – starting from 25 PLN/month.

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2024-12-30	14.26	13.87	14.14	0.14	5.79
2025-01-02	14.50	14.07	14.16	0.14	6.16
2025-01-03	14.34	14.08	14.13	- 0.21	8.28
2025-01-07	14.32	14.06	14.12	- 0.07	8.59
2025-01-08	14.21	13.82	13.97	- 1.06	9.51
2025-01-09	14.10	13.83	14.09	0.82	6.57
2025-01-10	14.15	13.85	14.00	- 0.60	5.42



Investor's calendar

Date

Event

23 January 2025

Trigon Top Picks 2025

18 – 19 March 2025

CEE Capital Markets Conference - PKO BP, Londyn