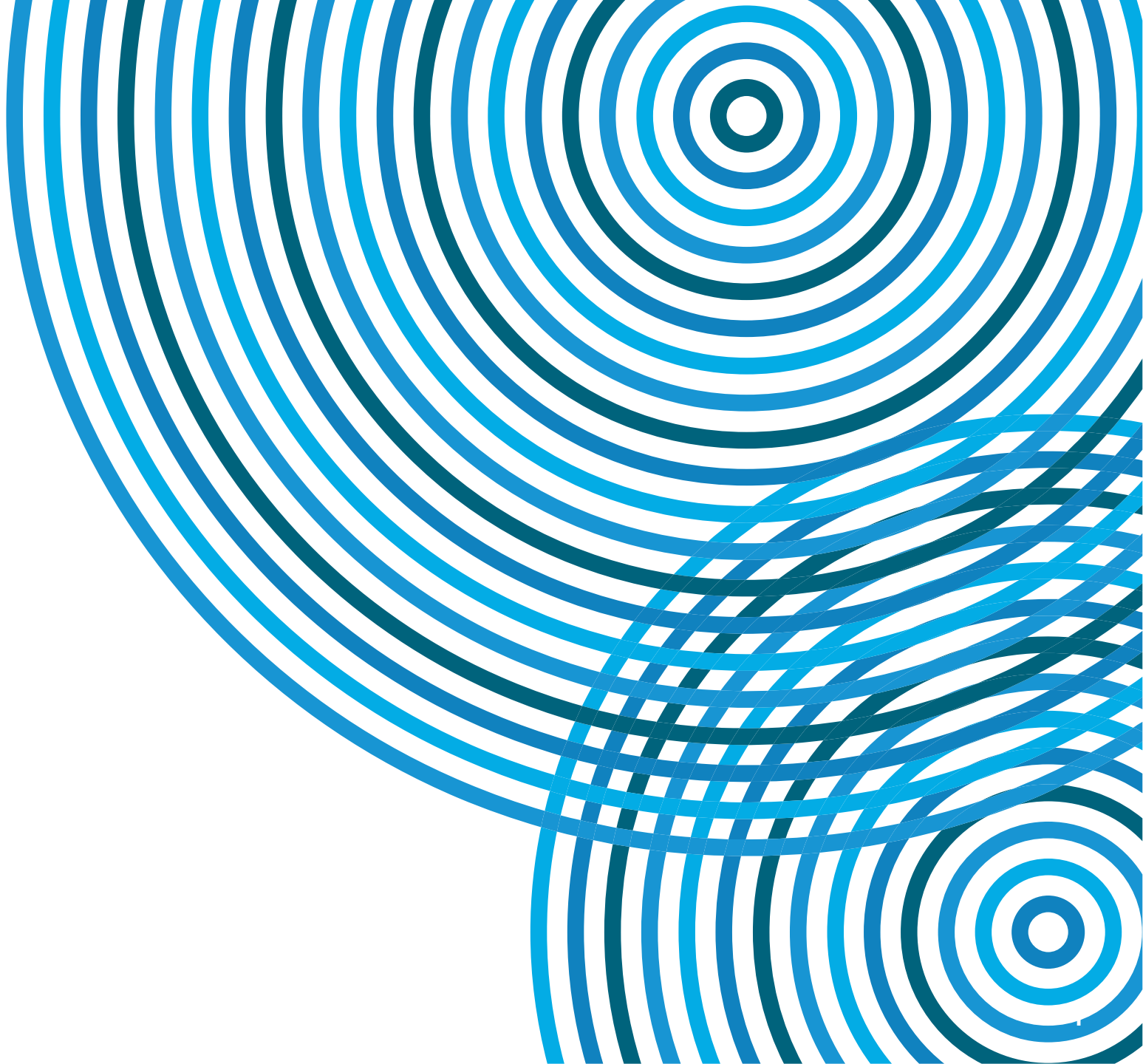


10 June 2024

IR Newsletter 21/2024



Press review

Wirtualnemedi.pl, 4 June 2024

by bg

Polish advertising market grew by 11.5%. More than half of the budgets to be spent on video advertising

The estimated net value of the advertising market was more than PLN 2.8 bn in Q1'24, which means increase by 11.5% compared to the previous year, as shown by the Media and Advertising Market Report published by Publicis Groupe.

The report's latest edition includes, for the first time, the "video" category which includes both TV and online video advertising. The previous division into categories has become invalid in the era of smart TV and Connected TV since the division between traditional TV and online video content is fading. Publicis Groupe's new methodology offers better possibilities of analysis of individual video market components and enables better response to upcoming market changes.

In Q1'24 the fastest growth was noted in the cinema category (nearly 30%) and in the outdoor category (nearly 28%). Video advertising, with growth dynamics of 13.3%, ranked third in terms of pace of growth, with the revenue growth dynamics for TV alone reaching 9% and online video posting nearly 26% growth rate. As regards TV, the development is even more noteworthy as in Q4'23 the growth noted by TV was only slightly above zero. Stable growth was seen in the Internet segment (+7.6%) and in the radio (+10.2%), however it was below market dynamics. The press saw decrease of advertising spend by nearly PLN 10 million.

Press review

Wirtualnemedi.pl, 4 June 2024

by MK

We know the fees to be charged by Max in Poland. Three packages, a “competitively-priced” offer

The new Max platform, replacing HBO Max, will debut on the Polish market on 11 June. Access to the new service will be offered in the form of three packages. The first one, “Basic”, will be priced at PLN 19.99 monthly. It will be available with a limited number of commercials.

The second package, “Standard,” will cost PLN 29.99 monthly. In this case content will be offered without commercials. In addition the package features the possibility of downloading of up to 30 titles for offline watching.

The third option, the “Premium” package, costs PLN 49.99 monthly. This package offers the possibility of watching content on four screens simultaneously in Full HD or 4K quality (with Dolby Atmos sound for selected titles), as well as the possibility of downloading of up to 100 titles (including 30 movies) for offline watching.

The three packages will also offer access to HBO, HBO 2, HBO 3 and TVN HD linear channels.

An add-on called “Kanały TV i Sport” (“TV Channels and Sports”) can be purchased with each package for PLN 20 monthly.

The add-on will offer access to an additional package of 25 live channels. It will also offer access to major sports events, including Grand Slam tournaments, Ski Jumping World Cup, Speedway Grand Prix, cycling grand tours, the 24-hour Le Mans race, etc.

Press review

Wirtualnemedi.pl, 6 June 2024

by bg

Digital advertising market will be worth PLN 8.8 bn by yearend

According to the IAB Poland Strategic Report Internet 2023/2024, the dynamics of online advertising spend grew in 2023 by 13% and reached PLN 7.8 bn.

Last year digital communications acquired a 53-percent share in the advertising market. The growth of the digital advertising market in Poland accelerated compared to the preceding year, and assuming that the pace of growth is maintained going forward, the market's value should reach the level of PLN 8.6–8.8 bn in 2024 and exceed the PLN 10 bn mark next year.

Press review

Telepolis.pl, 7 June 2024

by Mieszko Zagańczyk

T-Mobile: Internet access on the territory covered by FTTH Polski Światłowód Otwarty

T-Mobile informed that with effect from June 7 the fiber-optic access that it offers will be available to customers who live within the coverage of the FTTH network operated by Polski Światłowód Otwarty (Polish open fiber-optic network operator).

For starters the service will be available for 300 thousand households but with time the coverage will increase to 6 million households.

Polski Światłowód Otwarty (PŚO) is a wholesale operator who has been established by Play mobile operator and Plug Finco Sàrl, an InfraVia Capital Partners group company. Both parties hold 50% shares each, while Play contributed to PŚO the assets of HFC network, owned by UPC Polska, whose coverage exceeds 3.8 million households as of now. The HFC network is being upgraded to FTTH standard and the operator is also rolling out its own network operating in XGS-PON technology. This will enable the FTTH network to offer access at data speeds of up to 5 Gbps.

Polski Światłowód Otwarty has a plan of expanding its FTTH coverage to over 6 million households by 2028 and this is what T-Mobile's promise refers to.

Recent events

Press release, 4 June 2024

Polsat Sport 1 was the leader in the sports TV segment in May. Excellent results achieved by Polsatsport.pl

May was yet another month during which Polsat Sport 1 was the most popular sports channel in Poland. According to Nielsen Audience Measurement, the TV station outpaced all the competitors, including the channels available via Terrestrial Digital TV service (DVB-T). But that's not all! The overall share of Polsat's sports channels in Polish TV market was 1.36%, while according to a Mediapanel survey Polsatsport.pl once again ranked fifth in the survey's history, while being surpassed by the sports services of the general horizontal portals only.

From year to year Polsat sports channels have been increasing their market shares and expanding the scope of sports disciplines covered. May 2024 was yet another month during which Polsat Sport 1 enjoyed highest trust of viewers, with the channel being watched more frequently than even the competitive channels available via Digital Terrestrial TV. Significant growth was also noted by Polsat Sport 2, Polsat Sport 3 and Polsat Sport Fight.

Polsat Sport family of channels is the first choice for Polish fans

According to Nielsen Audience Measurement data, which also includes out-of-home (OOH) devices, the total market shares of Polsat's sports channels in the 4+ age group was 1.37% in May. Polsat Sport 1, with a result of 0.91%, was the segment's leader despite smaller coverage than some of its rivals. The oldest TV sports channel grew by 54% year-on-year. Polsat Sport 2 and Polsat Sport 3 performed even better and

Recent events

increased their market shares by 69% and 154% respectively. Polsat Sport Fight grew at a similar pace to Polsat Sport 1, achieving a 51% growth ratio. The League of Nations volleyball matches, both men's and women's, the final of Polish Cup in soccer and the volleyball Champions League matches, as well as the Ice Hockey World Cup enjoyed the highest interest among viewers. The ATP Masters tennis tournaments in Rome and Madrid, including the matches played by Hubert Hurkacz, were also popular with fans.

Polsatsport.pl among the biggest sports Internet portals in Poland

According to a Mediapanel expert survey, Polsatsport.pl was the no. 5 choice among Internet users looking for sports news. The sports news services which ranked higher were the ones that are part of the general horizontal portals, including, for example, Sport.Interia.pl, which is also a member by Polsat Plus Group. Last month Polsatsport.pl recorded 3.5 million real users and more than 26 million page views. In the second category, the sports news service exceeded the 20 million page view mark for the fourth time in 2024.

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2024-06-03	13.14	12.61	13.10	4.80	12.85
2024-06-04	13.15	12.67	12.67	-3.25	7.94
2024-06-05	12.79	12.52	12.65	-0.16	5.75
2024-06-06	12.83	12.49	12.60	-0.43	5.77
2024-06-07	12.77	12.44	12.50	-0.79	6.85



Investor's calendar

Date	Event
19 June 2024	2024 Santander Markets Poland Conference, Warszawa
20 June 2024	Annual General Meeting
<i>7 – 21 August 2024</i>	<i>Closed period prior to the publication of H1 2024 results</i>
21 August 2024	Consolidated semi-annual report for the 1st half of 2024
<i>6 – 20 November 2024</i>	<i>Closed period prior to the publication of Q3 2024 results</i>
20 November 2024	Quarterly report for Q3 2024