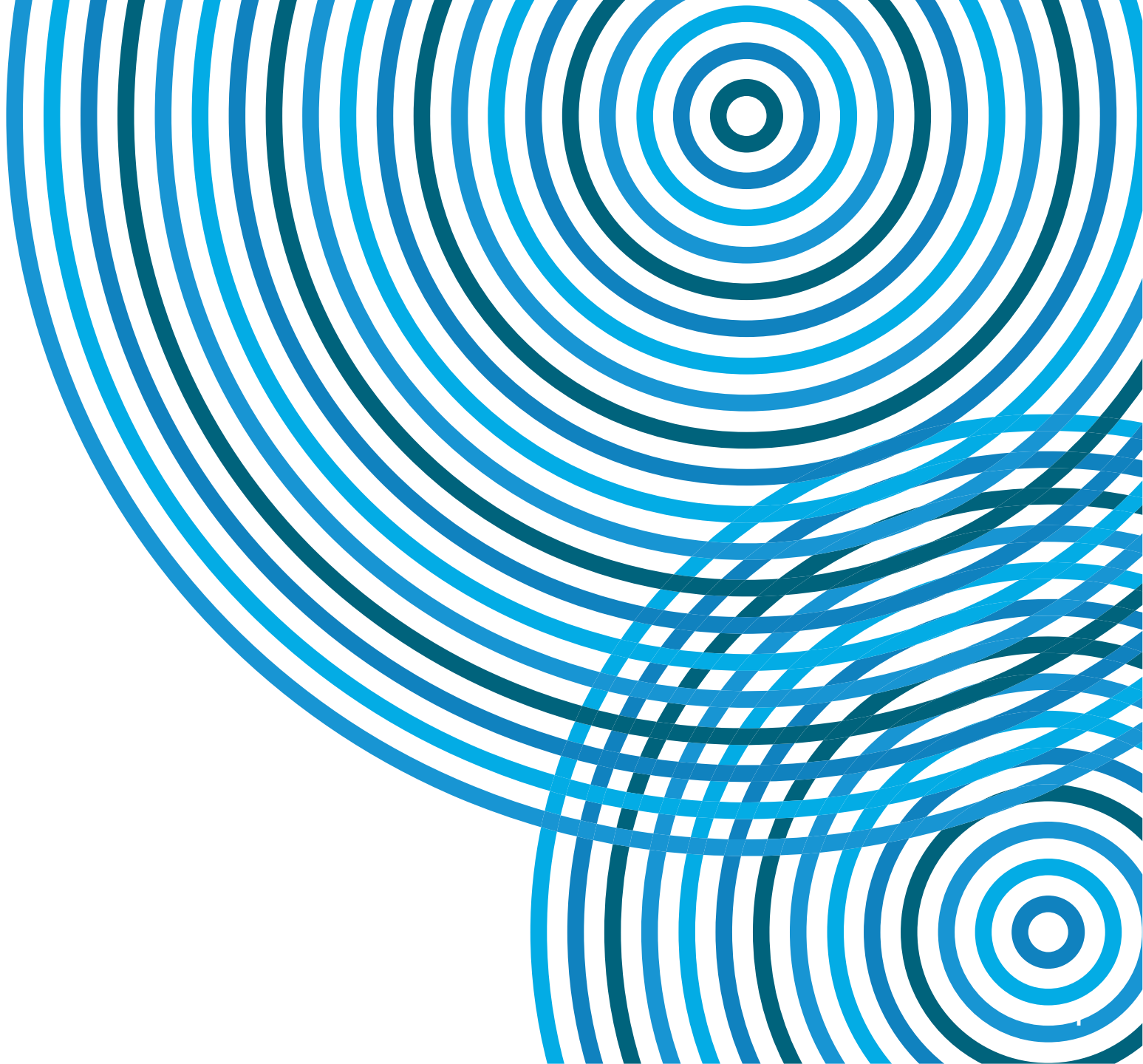


9 September 2024

IR Newsletter 31/2024



Press review

Telko.in, 26 August 2024

by Marek Jaślan

Plus wants to compete by offering fiber-optic access with data speeds of up to 2Gbps

Plus has announced introduction of the new 2Gbps data speed option to its fiber-optic access offer.

“Plus Światłowód XL (Plus Fiber-optic Connection XL), with data speeds of up to 2 Gbps, offers the possibility of simultaneous use of even more connected devices, uninterrupted work and remote learning, or watching movies and TV series by every household member. By deciding to choose the new Plus Światłowód offer with the highest data speed, customers who use Polsat Box TV service with a monthly access fee of at least 19 PLN, or those who have a Plus mobile voice subscription with a monthly fee of minimum PLN 44 will pay only PLN 69 monthly during the first year. Starting from the 13th month the fee will be PLN 90 monthly,” as stated by the operator when encouraging customers to use the service.

New customers who will decide to buy Plus Światłowód XL service with data speeds of up to 2 Gbps together with the TV service offered by Polsat Box, e.g. with the S package which offers access to 57 channels, can also enjoy the promotional price of PLN 69 monthly during the first year. From the 13th month onwards the fee will be PLN 120.

Customers can also choose from among other data speeds when bundling Internet access with e.g. the Polsat Box S TV package offered at price from PLN 19 monthly for a year.

In addition, Plus offers the All In Streaming service, that is a bundle of three streaming services. It offers access to the content libraries of Disney+, MAX and Polsat Box Go Plus at a price which lower than the price of a single subscription. By choosing Plus Światłowód XL with data speed of up to 2 Gbps and additionally buying the All In Streaming service, the additional fee for the bundle will be PLN 25 per month.

Press review

Press.pl, 30 August 2024

by Michał Niedbalski

Play Group has 2.09 million of customers of its home Internet and TV services

At the end of Q2 2024 Play Group had 2.09 million customers of its fixed-line services for homes, which include Internet access and TV, including the services which were earlier offered by UPC.

In Q2 2024 the group posted PLN 2.51 billion of revenue, which constituted growth by 3.9% YoY. The revenues from fixed-line access and home TV services increased by 4.9% and reached PLN 510 million.

At the end of June, the group had 13.3 million active mobile customers, up by 3.0% YoY, and 2.09 million of fixed-line and home TV services (+4.3% YoY).

The base of the subscribers using fixed-line services and home TV services grew by 17 thousand.

Press review

Gsmmaniak.pl, 30 August 2024

by Monika Laflamme

The first such a subscription for children. Safety above all.

Plus has something that no other operator has ever offered. A special subscription for children which is intended to help parents keep their children safe in the Internet.

The offer, costing PLN 55 monthly, includes a voice subscription together with 50 GB of data for Internet access, unlimited voice calls, SMS and MMS messages, as well as a handset (e.g. Motorola Moto G04 or Xiaomi Redmi 12) and “Stop Hejt” (“Stop Hate”) service for PLN 4.99 monthly.

“Stop Hate” service is intended to protect children against cyber-bullying. It employs algorithms to identify atypical patterns of use of devices, for example nighttime use, intensive exchange of messages on social media. Should such an unusual behavior be discovered, the parents will be notified with a recommendation of talking to their child.

In addition the service offers a child location feature, the option of blocking of content for adults, possibility of setting usage limits for the phone and the Internet, as well as psychological and legal advice.

Press review

Press.pl, 2 September 2024

by KOZ

Publicis Groupe: Advertising market grew by 9.8 percent during the first half of the year

The estimated net value of the advertising market in Poland exceeded PLN 6.1 billion during the first half of 2024, which translates to growth by 9.8% YoY, according to the latest "Raport o Rynku Reklamy w Polsce" (Report on Advertising Market in Poland), developed by Publicis Groupe.

Growth of the amounts invested was recorded in the following categories: outdoor advertising (by 23.6%), cinema (by 18.5%), video (by 11.2%), including TV (by 7.2%), as well as in the Internet category (by 8.1%) and radio (by 5.8%).

The amounts spent on advertising in the press decreased in turn (by 20% in the case of dailies and by 15.9% in the case of magazines).

Recent events

Press release, 3 September 2024

Record number of real users of Polsatsport.pl in August

August was a record month for Polsatsport.pl which beat all its earlier achievements in terms of numbers of real users and page views. In a Mediapanel independent nationwide survey conducted on the Internet, Polsatsport.pl ranked fifth, being surpassed only by the big horizontal portals. Polsatsport.pl users appreciated the rich choice of published content, the extensive highlights of events. Summer also saw dynamic growth of Polsat's sports desk's social media.

According to the nationwide Mediapanel survey, Polsatsport.pl has been regularly ranking among the top Polish sports news services on the Internet. In August the driving force for Polsatsport.pl were the Olympic games and also the Paralympic Games, which continued till September 8. The qualifying matches for the UEFA European cups in football, played by four Polish clubs, also enjoyed high interest. It is a good sign ahead of the Europa League and Conference League season which is taking off at the turn of September, where Polsat TV is the exclusive broadcaster in Poland, as well as in connection with the start of thrilling competition in the volleyball, basketball and handball leagues.

Record August for Polsatsport.pl and its social media

According to Mediapanel, in August Polsatsport.pl website was visited by 5.6 million real users who generated over 30 million page views. It has been the best result achieved by the service during the 11 years of its operations as a multimedia web portal. Wide and diversified offer of sports events coverage results in several thousand of exclusive video materials from the events being published each month on Polsatsport.pl, including extensive match highlights or fragments of favorite shows. The content enjoys high interest also in Polsat sports desk's social media. In August the number all interactions (comments, likes, shares) on Instagram alone was more than 400 thousand. Polsat Sport's TikTok profile enjoyed even higher popularity. The users of this social media platform, which is particularly popular among young people, generated as many as 15 million page views of the content published by Polsat's sports desk. [more >>](#)

Cyfrowy Polsat shares

| Date | Maximum price (PLN) | Minimum price (PLN) | Closing price (PLN) | Change (%) | Turnover (mPLN) |
|------------|---------------------|---------------------|---------------------|------------|-----------------|
| 2024-08-26 | 14.71 | 14.26 | 14.70 | 1.66 | 14.25 |
| 2024-08-27 | 14.82 | 14.34 | 14.65 | -0.34 | 16.20 |
| 2024-08-28 | 14.86 | 14.34 | 14.37 | -1.95 | 11.33 |
| 2024-08-29 | 14.76 | 14.18 | 14.56 | 1.36 | 11.19 |
| 2024-08-30 | 14.84 | 14.62 | 14.81 | 1.72 | 15.16 |
| 2024-09-02 | 15.10 | 14.70 | 14.90 | 0.57 | 18.09 |
| 2024-09-03 | 14.95 | 14.55 | 14.58 | -2.11 | 9.26 |
| 2024-09-04 | 14.66 | 14.29 | 14.61 | 0.17 | 10.62 |
| 2024-09-05 | 14.73 | 14.37 | 14.53 | -0.51 | 13.81 |
| 2024-09-06 | 14.44 | 13.74 | 13.75 | -5.37 | 19.45 |



Investor's calendar

Date

Event

9-10 September 2024

21st Annual Emerging Europe Investment Conference, Warszawa

10 October 2024

Trigon Media Day (online)

6 – 20 November 2024

Closed period prior to the publication of Q3 2024 results

20 November 2024

Quarterly report for Q3 2024