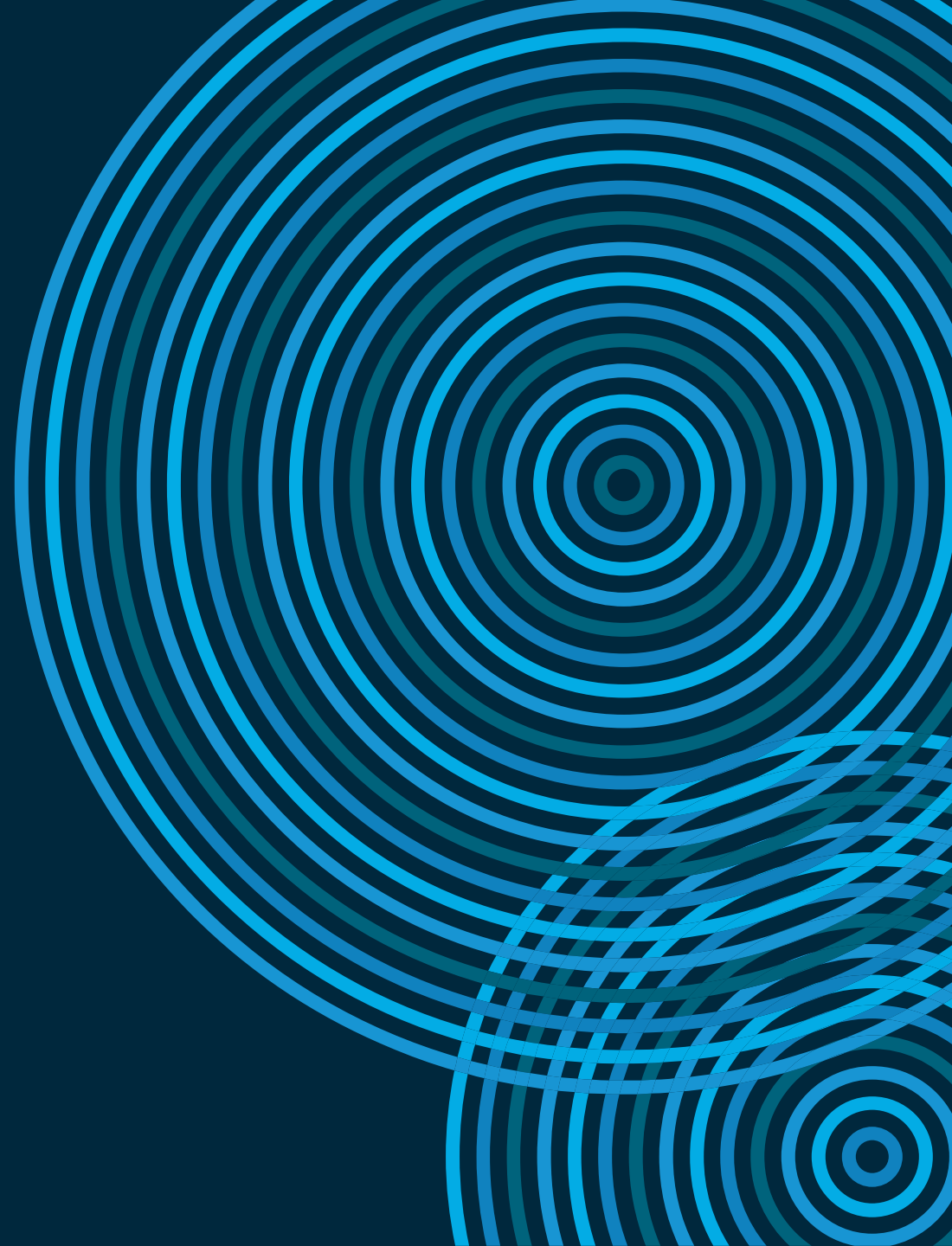


Equity story Strategy 2023+

Investor presentation
May 2025



Content

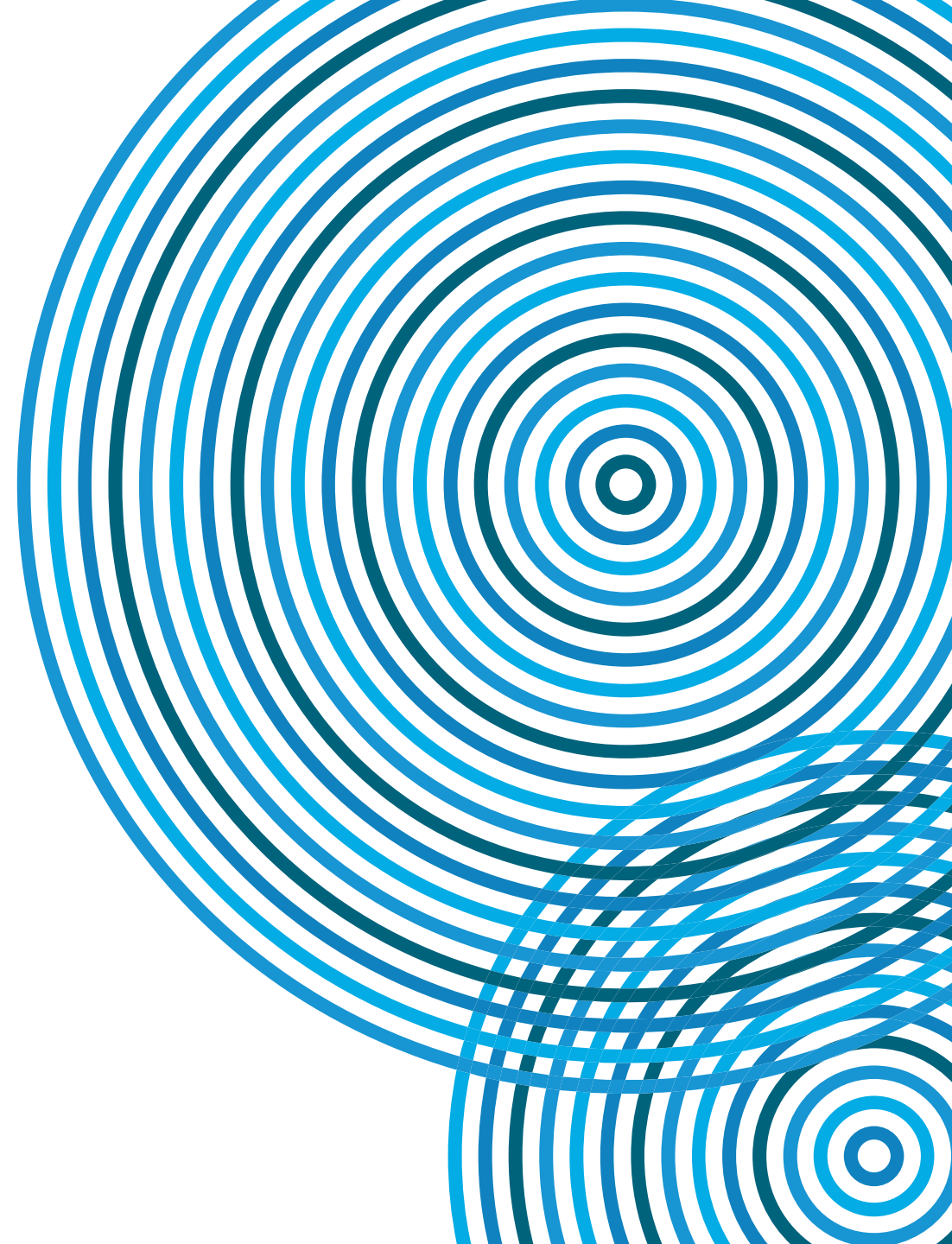
1. Who we are

- Our TMT business
- Green energy

2. Strong track record

3. Financial performance in 9M'24

4. Appendix



1. Who we are



Mission of Polsat Plus Group

Who we are

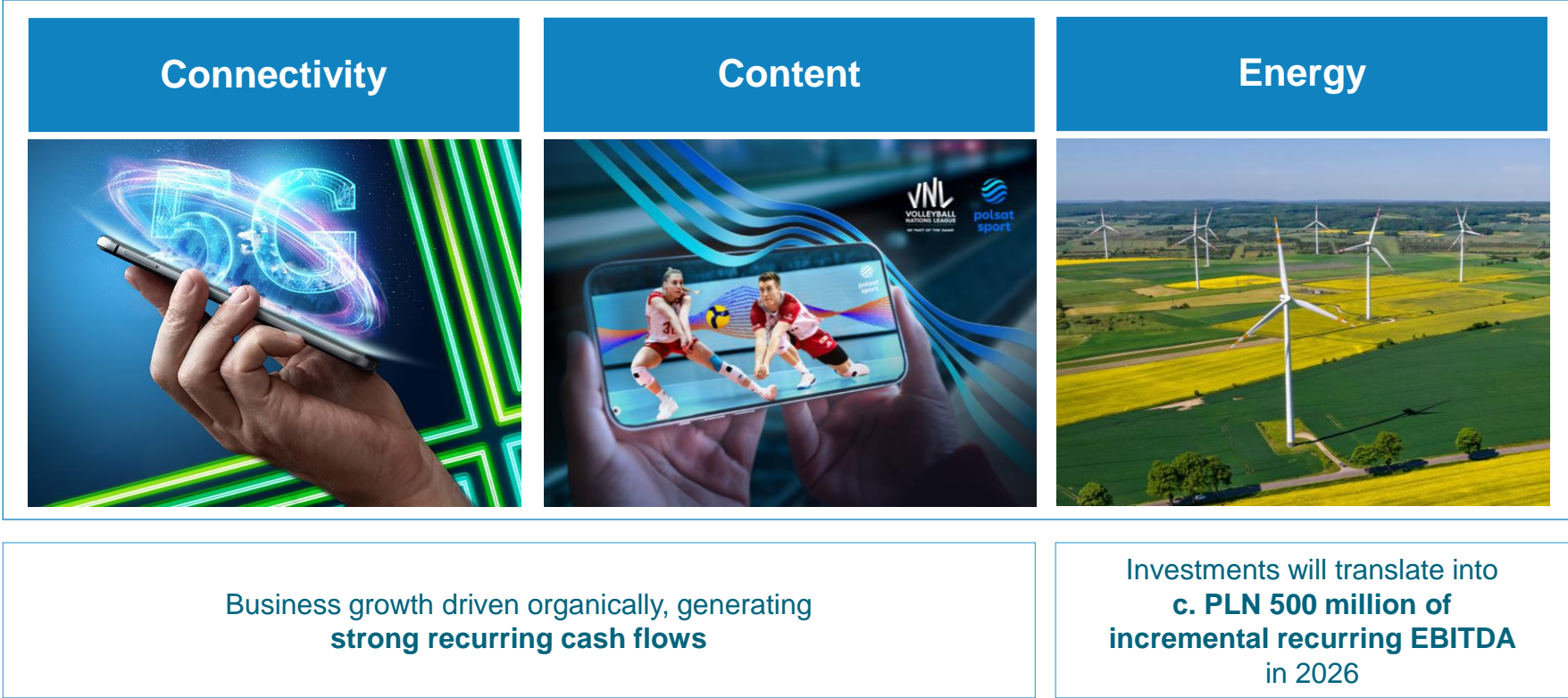
We are a Polish company and we offer high quality commodities for a reasonable price to the inhabitants of Poland. **For everyone. Everywhere.**

We believe that **high-speed and reliable Internet** within easy reach means freedom for everyone and everywhere. We believe in **locally produced, unique content** available wherever, whenever and on whatever device you want. We believe that the transition towards **clean and affordable energy**, in particular energy produced from renewable sources, is what our country needs and that it creates **new development opportunities for our Group**.

Who we want to be

We want to create and deliver **high quality commodities**: high-speed and reliable connectivity, the most attractive and unique content and entertainment, clean and affordable energy and other services and commodities for the home and for individual and business customers. We want to use state-of-the-art technologies to provide top quality services that meet the changing needs and expectations of our customers, so as to maintain the highest possible level of their satisfaction. In line with the concept of ESG, **we want to create the value of our Group in a sustainable manner** taking into account and addressing environmental and social issues, and conducting our business responsibly and transparently, to the **benefit of local society and all our Stakeholders**.

Our strategic business pillars



Our strategic goals and investments



Connectivity

Goals

- To develop our multiplay strategy
- To build customer value
- To maintain customer loyalty

Strategic projects

- Construction of 5G network with Cellnex
- Development of the fiber-optic network

Financing of investments

- Within current cash flows



Content

Goals

- To produce attractive content
- To acquire attractive rights
- To maintain our TV market position
- To develop online business around Interia.pl

Strategic projects

- Organic growth of pay TV services
- Content monetization

Financing of investments

- Within current cash flows



Energy

Goals

- To produce cheap and clean energy
- ~2TWh production capacity
- ~750 MW installed capacity
- To reduce CO₂ emissions by >2m tons per year

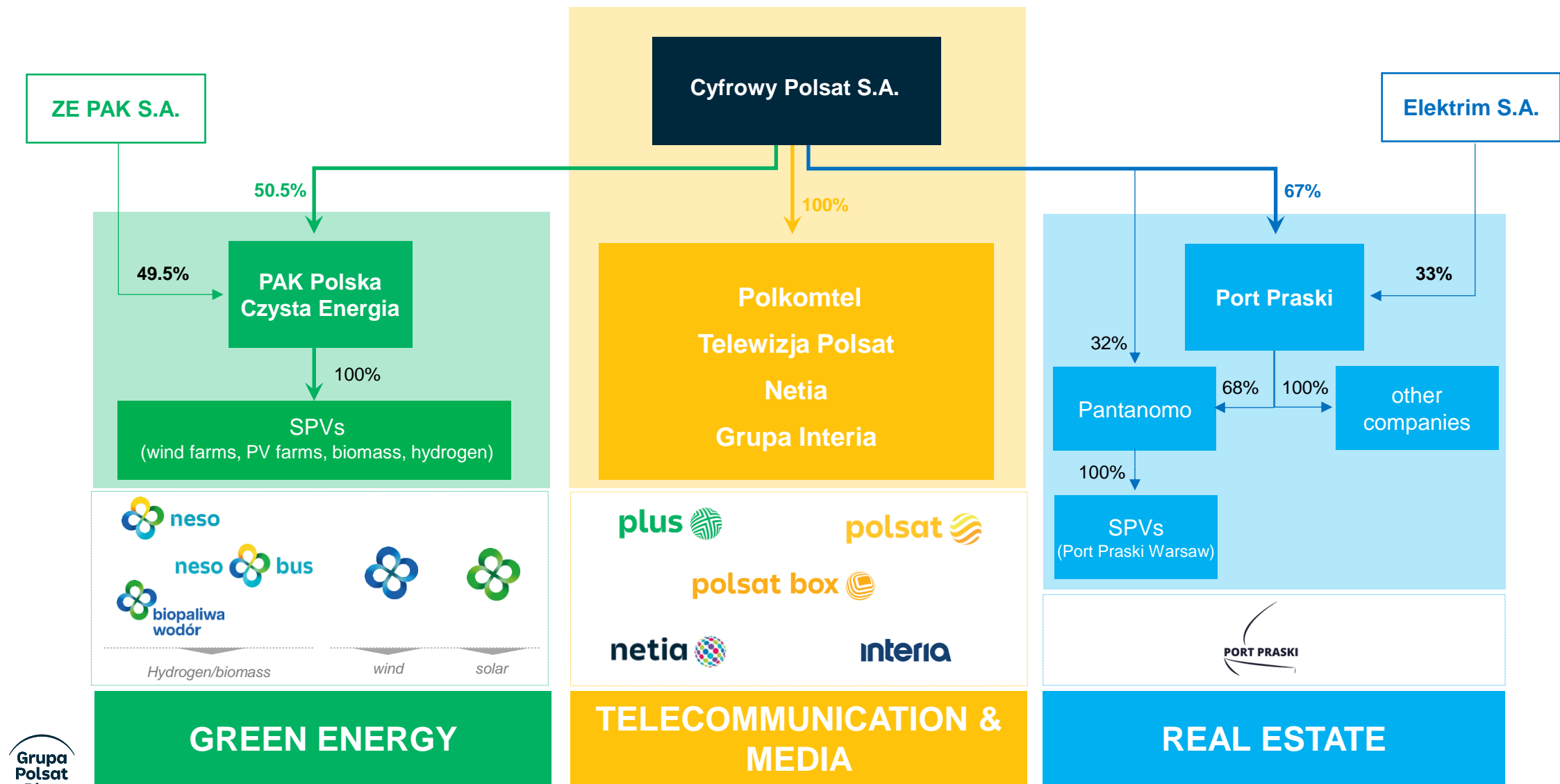
Strategic projects

- Investment in green assets of ZE PAK
- Additional clean energy projects

Investments

- PLN 0.6 bn to purchase 50.5% of green assets
- ~PLN 5 bn in 5 years in green energy
- PLN 0.5 bn in 5 years in green hydrogen
- Attractive debt financing for ca. 70% of the investment

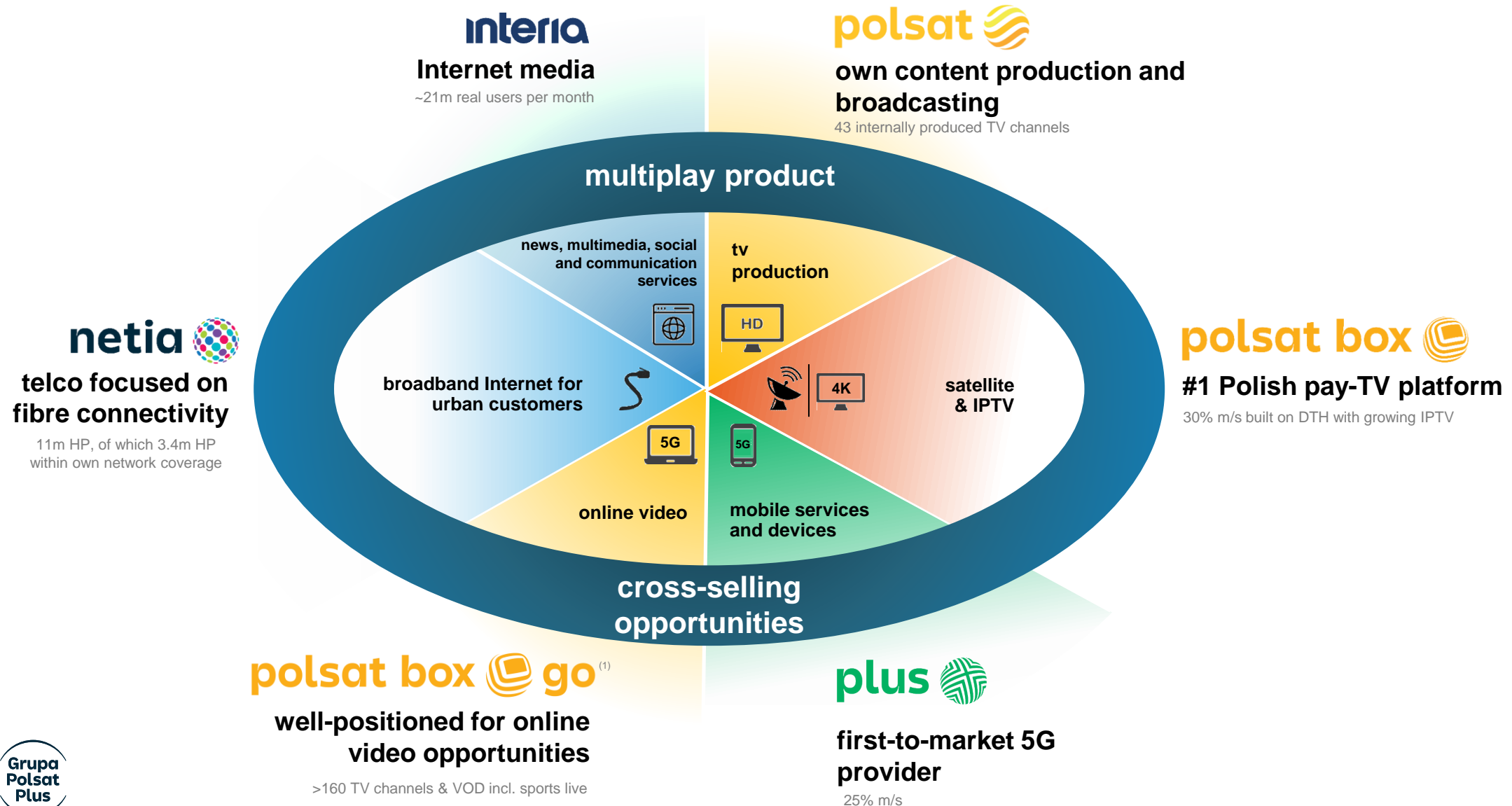
Structure of Polsat Plus Group



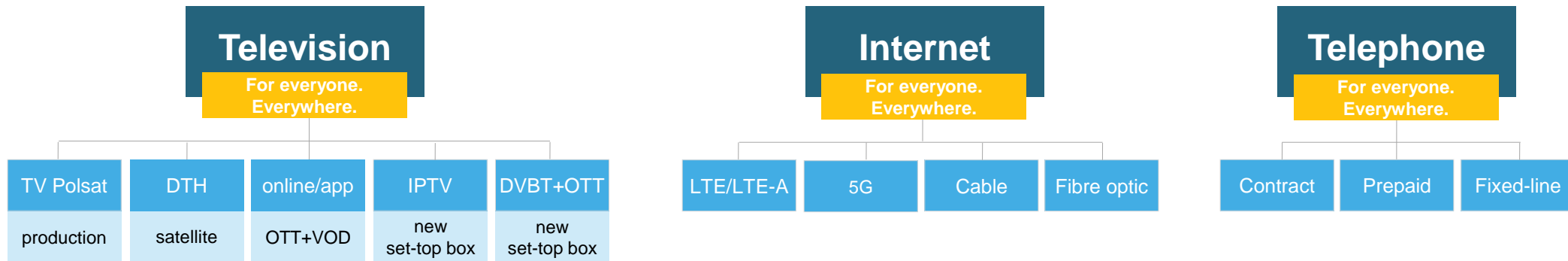
Our TMT business



Our TMT assets



Our TMT services – For everyone. Everywhere.



VAS upselling = building customer value



polsat box go



max

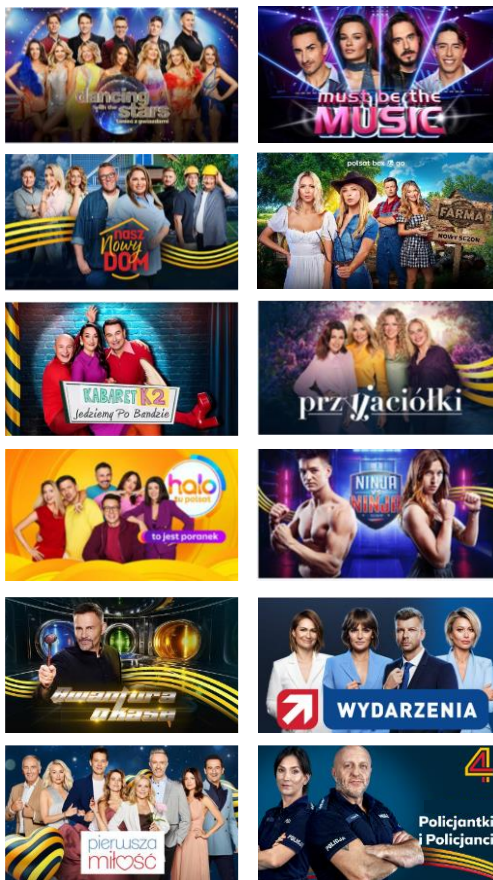


We focus on creating unique Polish-language content and attractive sports rights

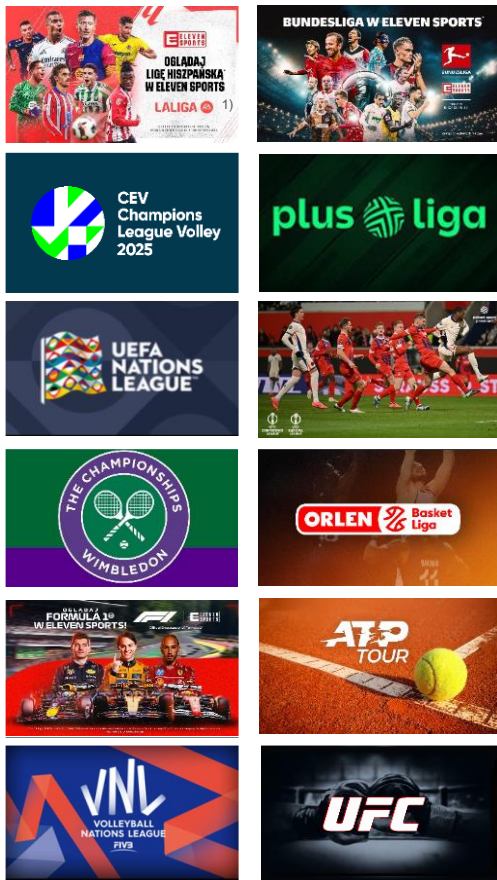
OUR CHANNELS



UNIQUE PRODUCTIONS



BEST SPORT



ACCESS ON ALL DEVICES

polsat box @ go



polsat box | soundbox 4K



Download on the App Store

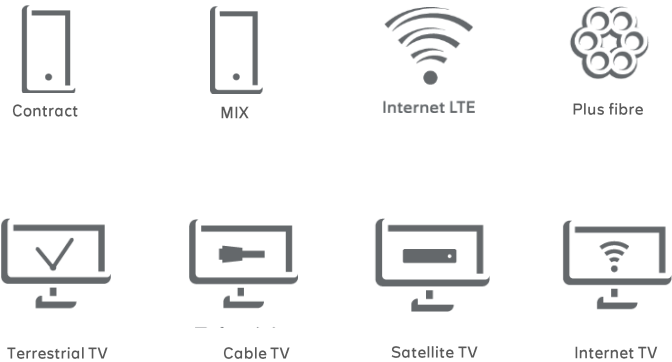
EXPLORE IT ON AppGallery

GET IT ON Google Play

¹ access to selected LALIGA matches; rights shared with another broadcaster

Multiplay strategy: combining a wide portfolio of services with content, i.e. emotions

SERVICES = CONVENIENCE /COMMODITIES/



- Providing stable services against a reasonable, monthly access fee while ensuring the highest quality

CONTENT = EMOTIONS /ENTERTAINMENT/

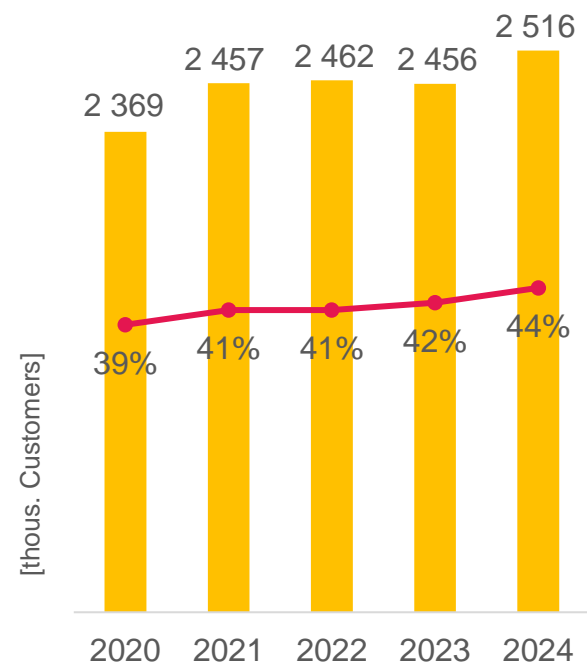


- Addressing all important audience segments
- Fresh content every day
- On all distribution platforms

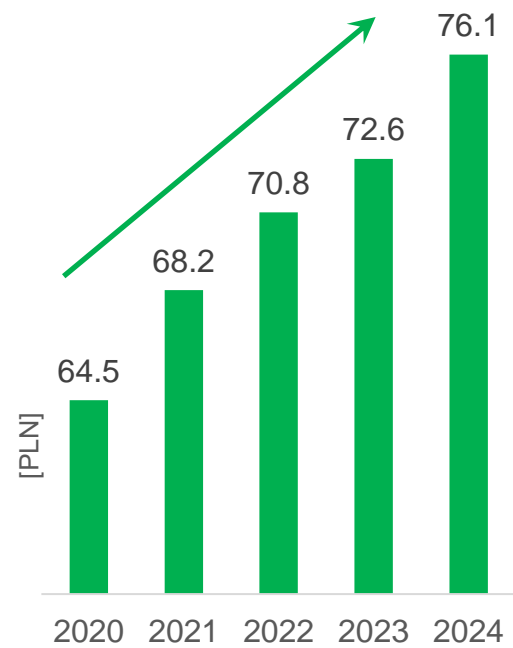
MULTIPLAY PACKAGES = VALUE FOR MONEY OFFER

Our multiplay strategy results in continued ARPU growth and strong customer loyalty

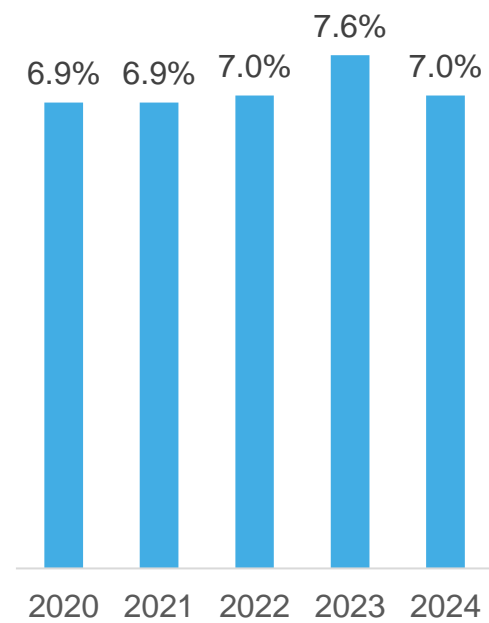
High base of multiplay customers



Consistent growth of ARPU per contracted B2C customer



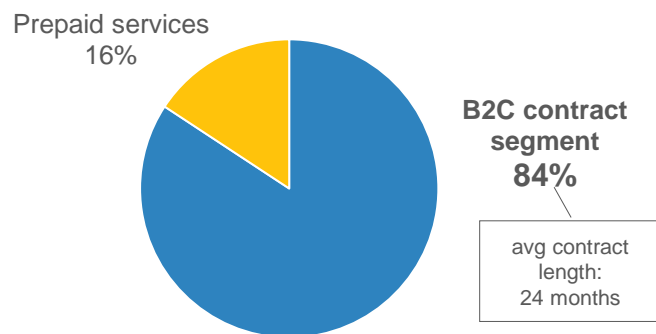
Consistently low churn



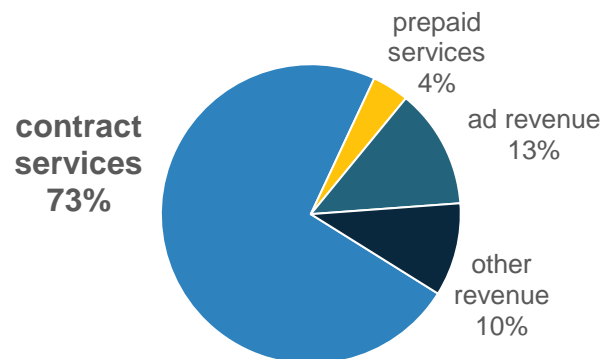
■ No. Multiplay customers
● saturation of customer base with multiplay (%)

Focus on contracted services and customer loyalty provides a stable, resilient business model

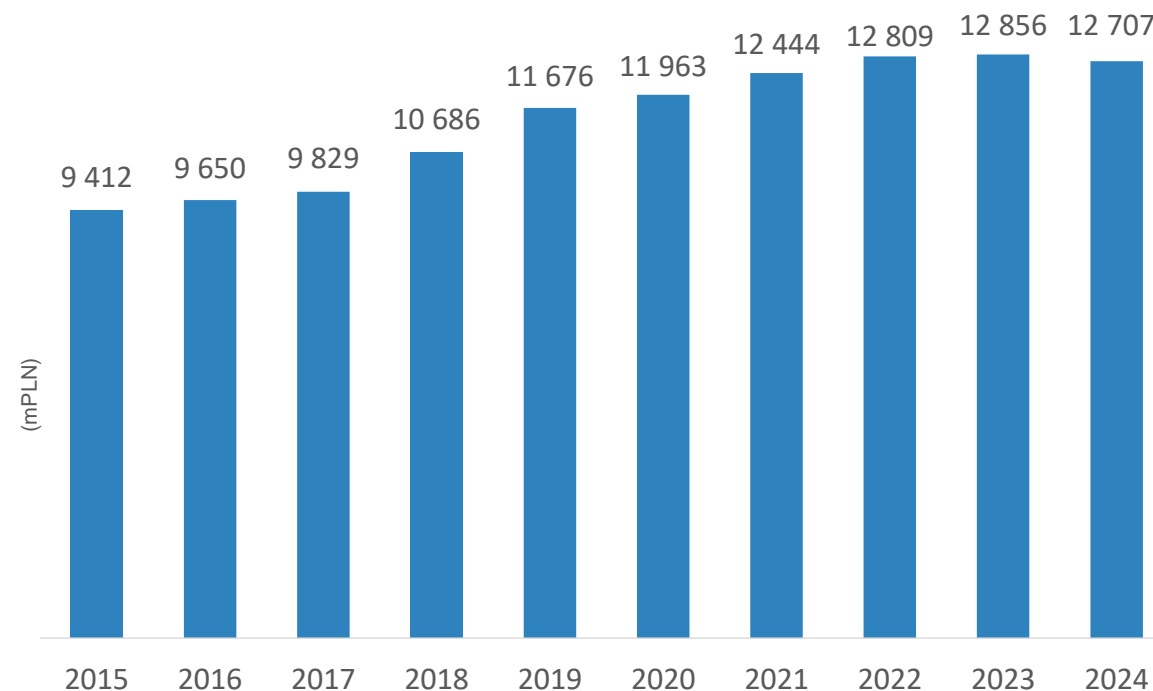
RGU structure (FY'2024)



TMT revenue structure (FY'2024)



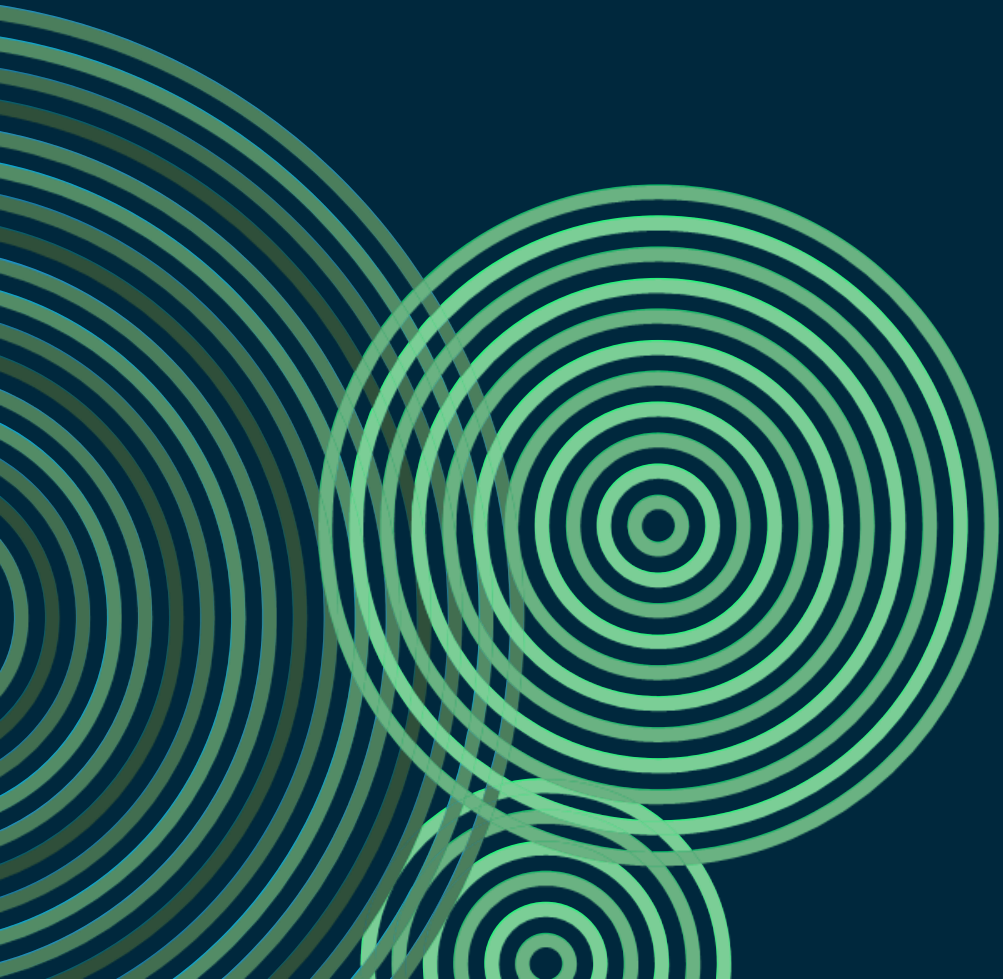
TMT revenue trend



Source: Company data, 2015-2016 pro forma for Aero2 acquisition; since 2018 incl. Netia Group's results, excl. PAK-PCE Group results




Green Energy

Our new business pillar under Strategy 2023+



Goal #1: Achieved

We are a leading producer of clean, green energy

biomass	solar	wind on-shore
Completed 105 MW	Completed 82 MW	Completed 297 MW (incl. 139 MW by the end of 2025)
		

Within just 5 years, we will reach over 1,700 GWh of clean, green energy production capacity by investing PLN 3.9 bn (PLN 1.1 bn less than we initially assumed)

Goal #2: Achieved

We have built a complete green hydrogen value chain

green energy	production of green hydrogen	storage and transportation	distribution of green hydrogen	end-user products	
Solar energy Wind energy Biomass energy	Completed 2.5 MW electrolyser with a capacity of 1t of H ₂ daily 0.5 MW electrolyser prototype in progress	Completed 10 hydrogen trailers in use	Completed 6 public refuelling stations in operation	Completed 90 buses sold and contracted	Completed 150 H ₂ cars in Polsat Plus Group's car fleet
					

Within just 3 years, we have built a complete, operational value chain based on green hydrogen, which we will test, optimize, and scale according to market needs

Investments in renewable energy sources



Kazimierz Biskupi 17.5 MW

- Production capacity: **60 GWh**
- **Launched (Q3'23)**



Miłosław 9.6 MW

- Production capacity: **38 GWh**
- **Launched (Q3'23)**



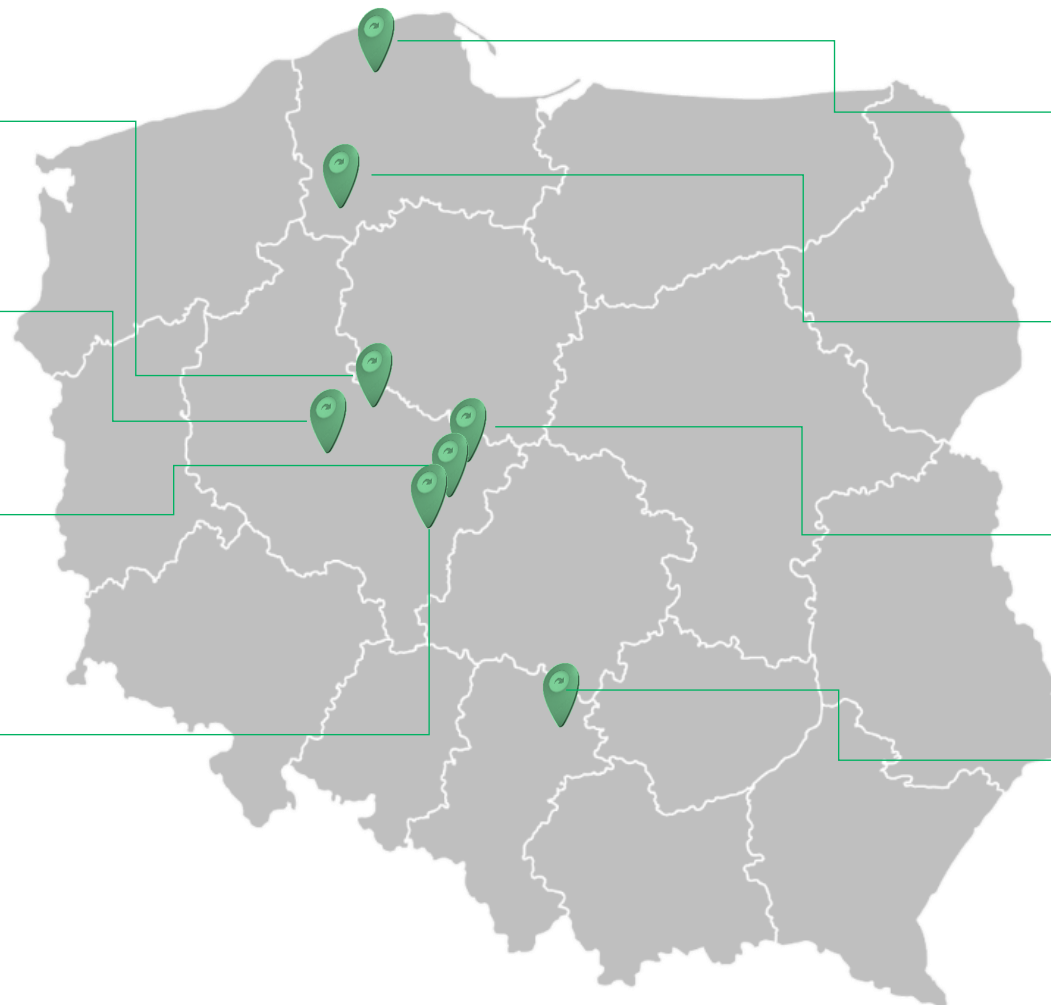
Biomass 105 MW

- Production capacity: **ca. 700 GWh**
- **Launched (2012/2022)**



Dobra 7.8 MW

- Production capacity: **24 GWh**
- **Planned launch: 2026**



Drzeżewo 138.6 MW

- Production capacity: **410 GWh**
- **Planned launch: Q4'25**



Człuchów 72.6 MW

- Production capacity: **230 GWh**
- **Launched (Q1'24)**



Brudzew/Cambria 82.4 MWp

- Production capacity: **83 GWh**
- **Launched**
(2021 Brudzew, Cambria 2023)

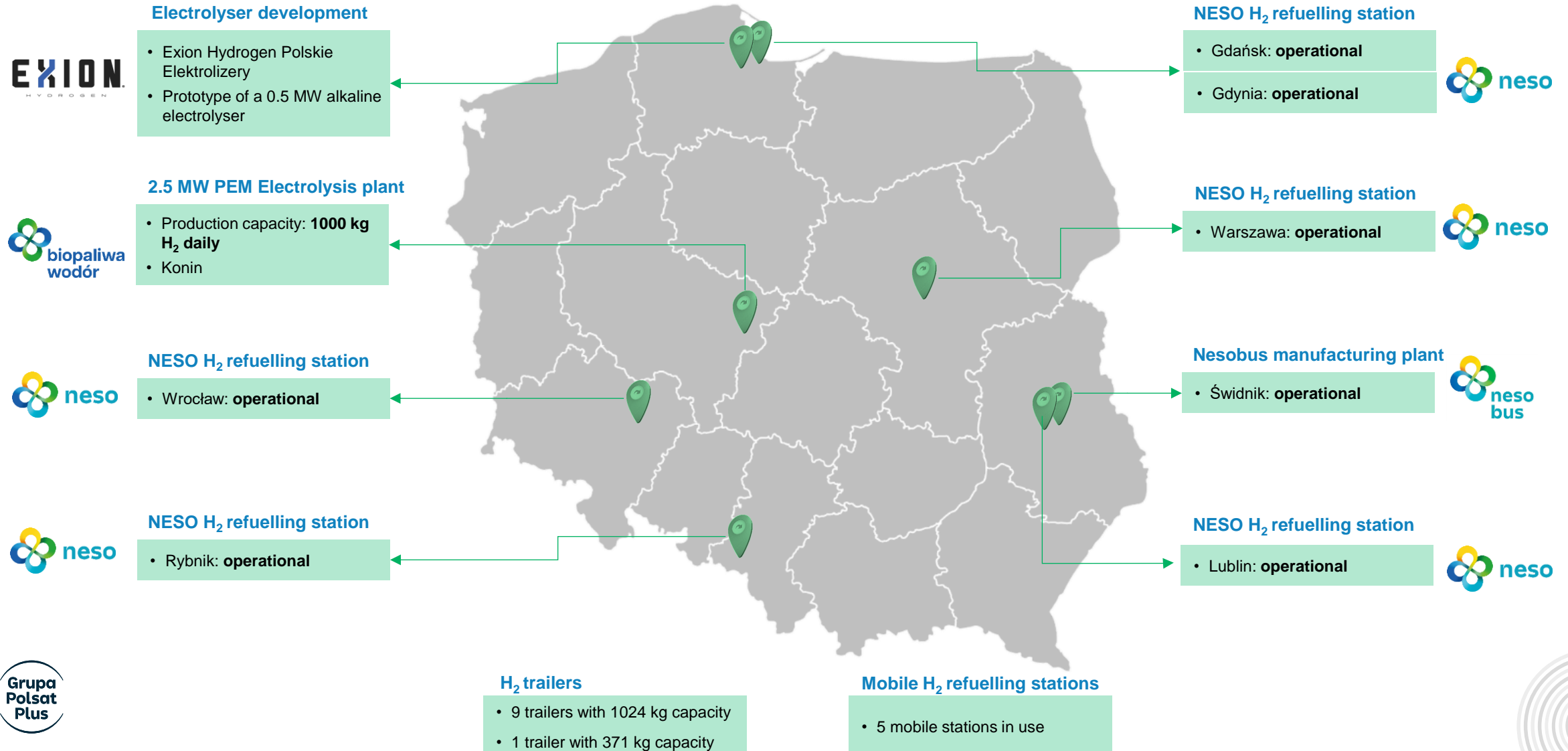


Przyrów 50.4 MW

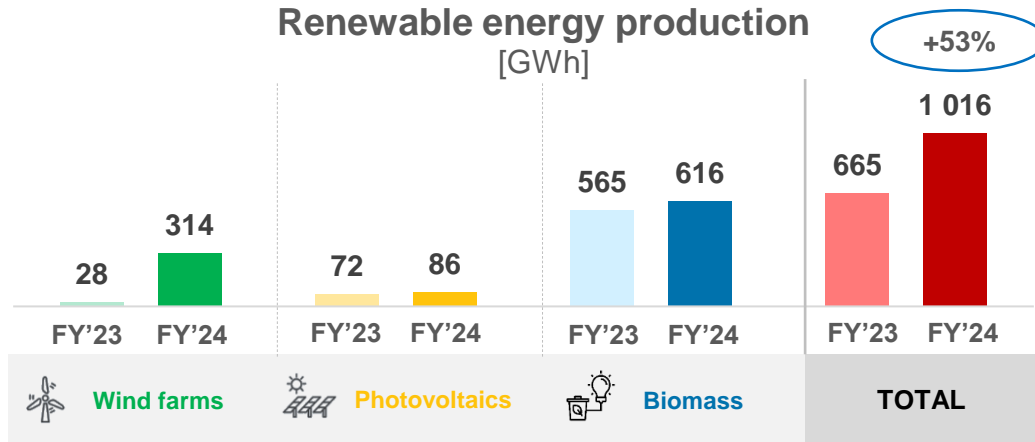
- Production capacity: **105 GWh**
- **Launched (Q2'24)**



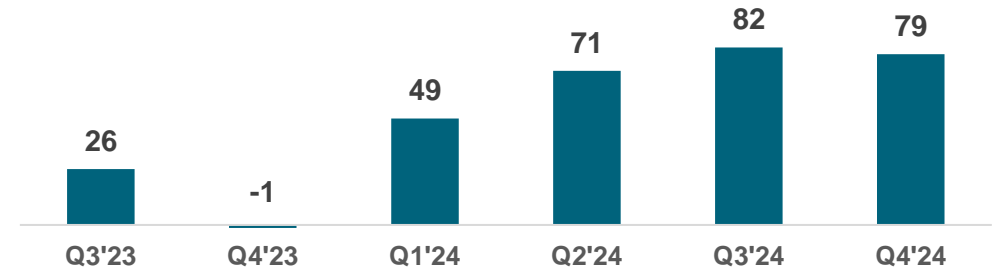
We have built a complete value chain for green hydrogen



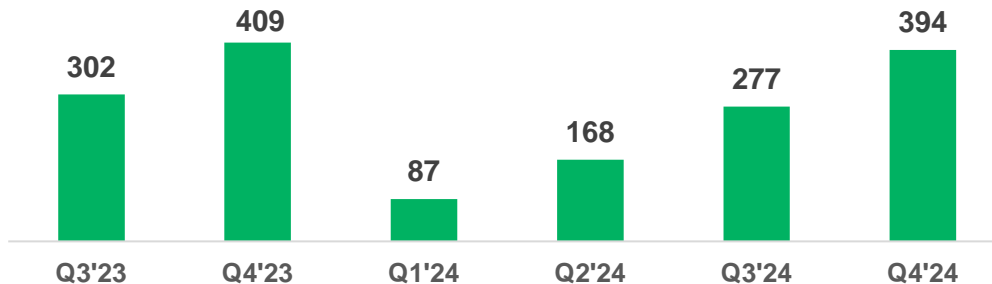
Dynamic growth of energy production by 49% due to increasing generation capacity in wind



Green Energy segment EBITDA [mPLN]



Green energy segment capex [mPLN]



- Strong increase in production of green energy thanks to the commissioning of wind farms (Człuchów, Przyrów) ahead of schedule
- EBITDA in the green energy segment supported by increasing generation capacity in wind power and favourable terms of biomass supply
- Capex phasing in 2025 depends mostly on the execution of the Drzeżewo wind farm

We want to develop our business while contributing to a better quality of life for Poles



Reduction of CO₂, SO₂
and harmful particle emissions
Accelerated transformation of
Polish energy sector
Green hydrogen as Poland's
and Europe's strategic target

for the environment



Cleaner air
Better health
Better quality of life
Less worries

for the society



New, profitable operations
Development of relations with
our B2B and B2C customers

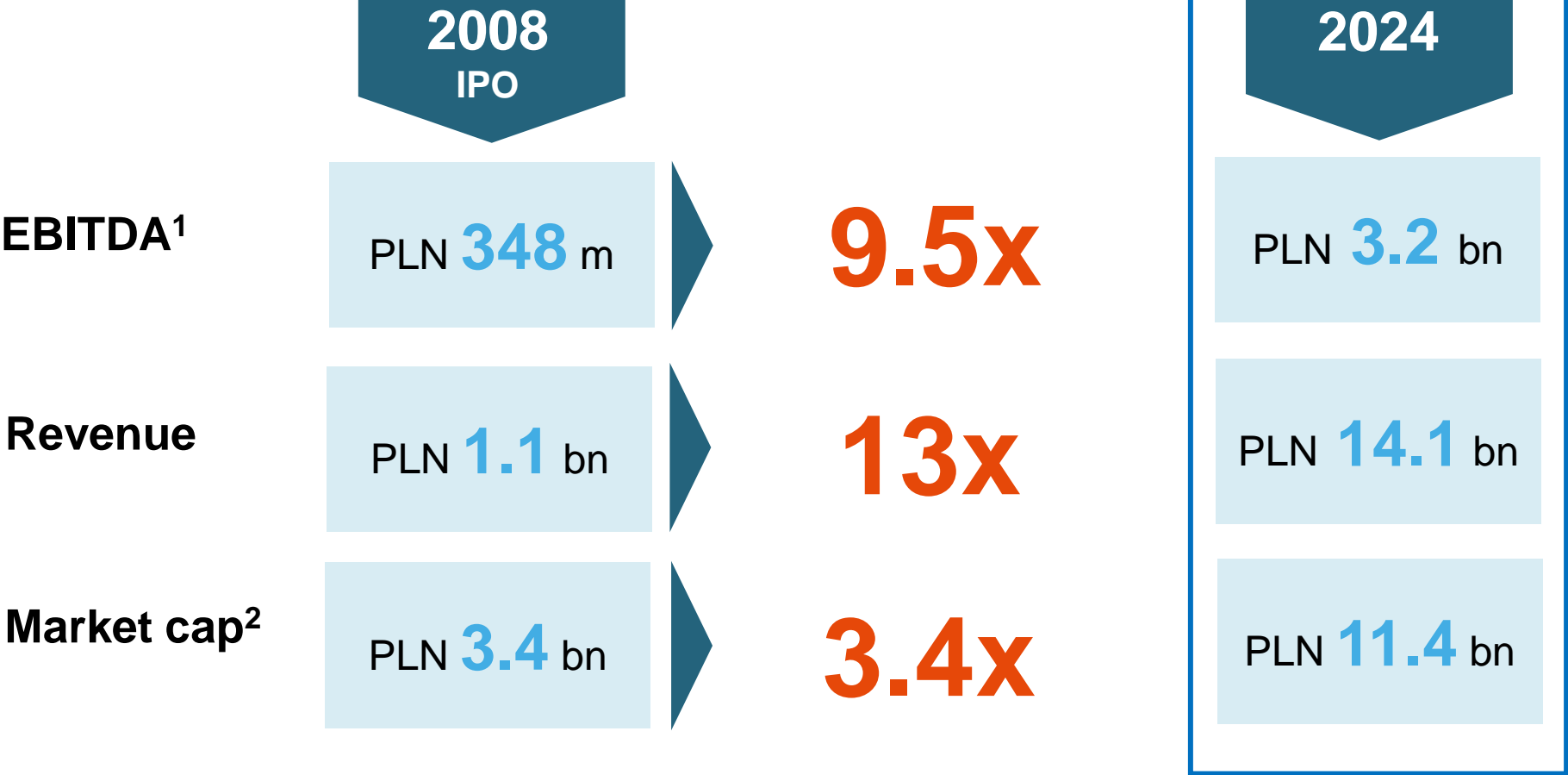
for our business

We have actively supported the Polish society for many years and we take responsibility for important social and environmental matters. We develop our business in a sustainable manner to the benefit of all our stakeholders.

2. Strong track record

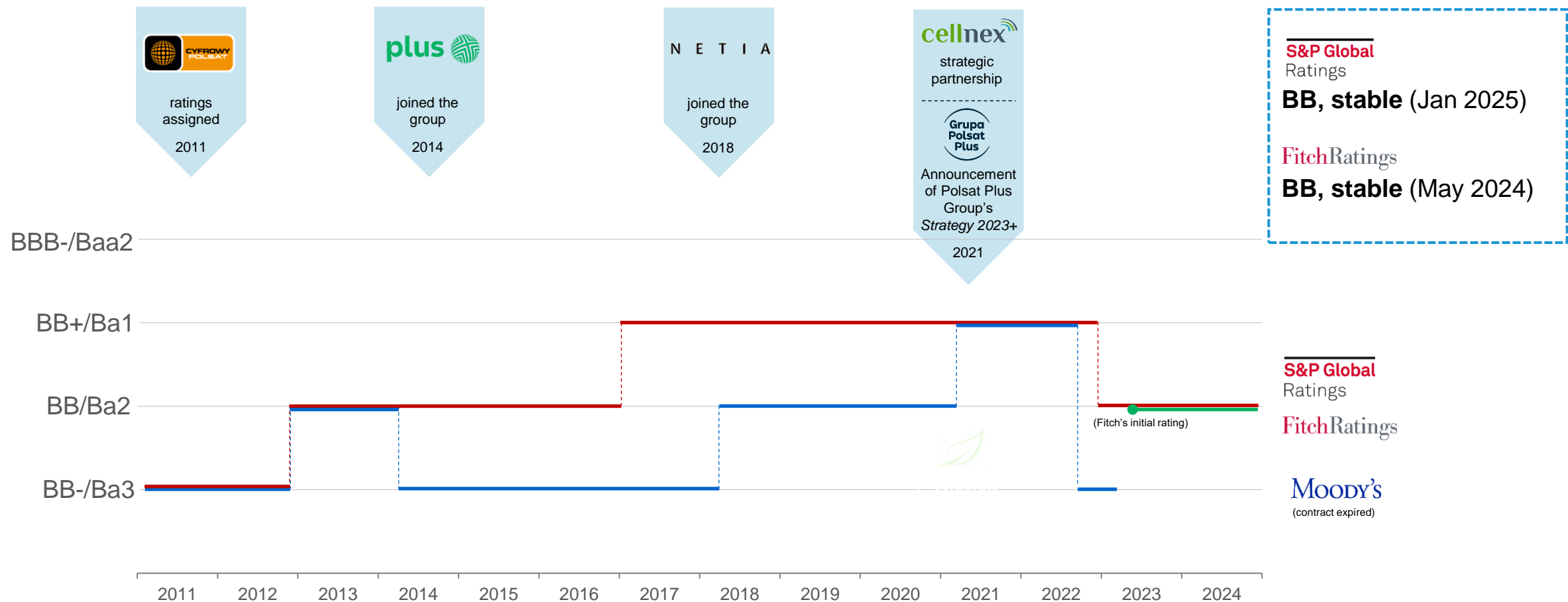


Success of Polsat Plus Group over the years



Note: (1) EBITDA excl. gain/loss on disposal of a subsidiary and an associate in the amount of PLN 10m and gain on asset disposal in the amount of PLN 199m
(2) Market cap as of March 4, 2025

Long-term cooperation with global rating agencies provides transparency and comfort to our lenders



We have set tangible ESG related targets

E

We take responsibility for preventing further climate change and actively work towards improving air quality in Poland

- **New investments** – by producing over 2 TWh of green energy per year from solar and wind facilities, we aim to reduce CO₂ emissions in Poland by more than 2 million tons annually
- **Renewable and zero-emission energy sources** – we use energy solely from low- and zero-emission sources, and by 2030, we will increase the share of zero-emission sources in our energy mix to 50%
- **Green hydrogen** – by 2030, we will produce 3,000 tons of green hydrogen per year
- **Reduction of carbon footprint** – by 2030, we will reduce our total greenhouse gas emissions in scopes 1 and 2 by 80% compared to the 2019 level
- **Low-emission mobility** – we are steadily increasing the share of low-emission cars, in particular electric and hydrogen-powered vehicles, in Polsat Plus Group's fleet
- **Circular economy** – set-top boxes used by our customers are reintroduced to the market after being returned and refurbished, while other equipment is recycled

S

We are an active member of the local society, and we stimulate the economic and social development of Poland through our investments in digitization

- **Bridging the digital divide** – we are continuously expanding the coverage of modern, high-speed 5G and fibre optic Internet
- **Polsat Foundation** – we are the key partner of the Foundation, which has supported the medical treatment and rehabilitation for 43 thousand children over the past 27 years.
- **Responsible employer** – we provide a friendly and secure work environment while promoting equality and diversity among all our employees.
- **Children protection and safety** – we are committed to ensuring the safety of children and young people using media, including safety on the Internet and TV.

G

We conduct our business transparently and sustainably for the benefit of all our Stakeholders

- **Codes of business ethics** – we operate in compliance with ethical principles and with respect for human rights and our internal systems and procedures guarantee the highest standard of integrity
- **Transparency** – we ensure high-quality financial and ESG reporting, along with regular, transparent and direct communication with all our Stakeholders
- **Cybersecurity** – we are aware of challenges in this area and strive to ensure the best possible data security and protection for our customers and employees (ISO 27001 certificate).
- **Experience, trust and reputation** – our companies' management boards are served by individuals with many years of work experience in our Group.

Our management team consists of experienced, long-distance runners



We communicate transparently

Open dialogue with investors and brokers

10 brokers actively covering Polsat Plus Group



2014-9M'24 avg variance of the previews consensus vs actuals:

- revenue: 1.1%
- EBITDA: 1.9%

Management Board and IR team welcome interactions with investors

Our IR activities in numbers:

- ca. 15 national & international conferences and roadshows annually
- meetings with ca. 260 investors annually
- quarterly result calls conducted in English

We were frequently awarded for our communication



Listed Company of the Year
Top Investor Relations

CEE Capital Markets Awards

"Distinguishing top public companies listed in Central Eastern Europe"

Best IR dept of a listed
company – Poland

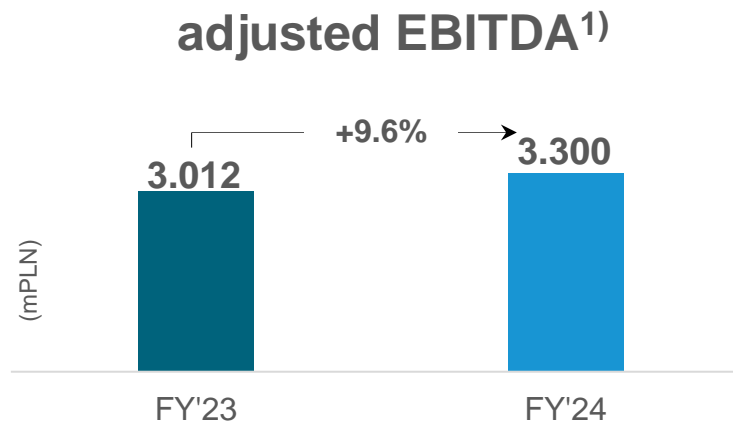
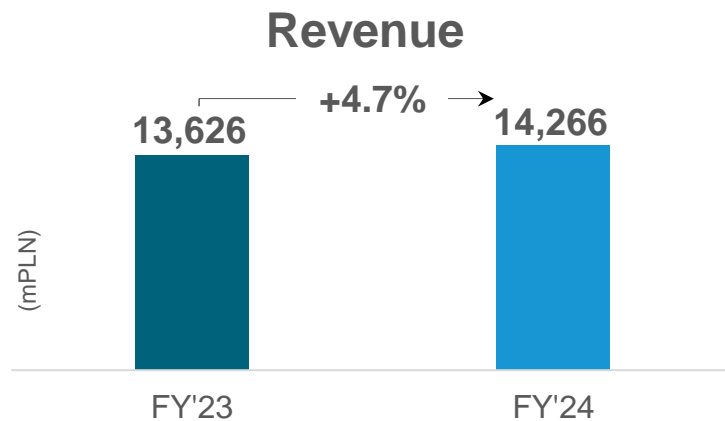


- Best overall investor relations (mid-cap)
- Best investor relations officer (small to mid-cap)
- Best in sector: communications

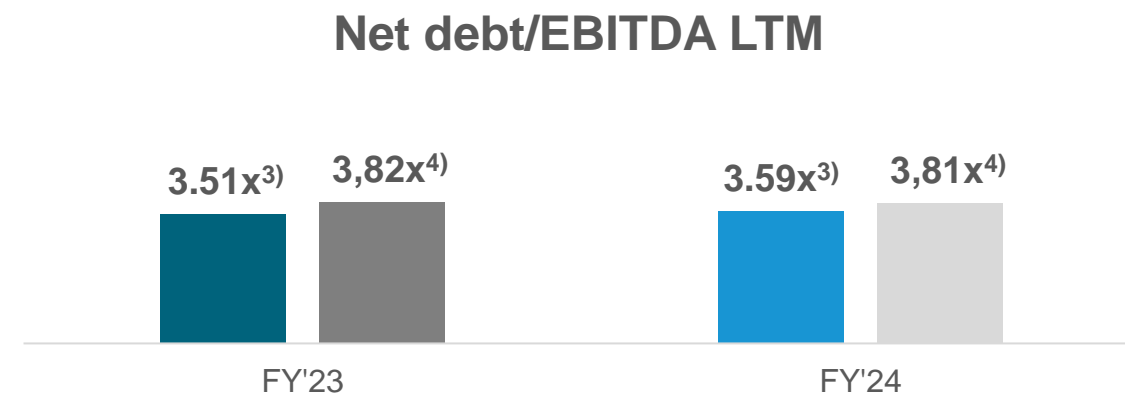
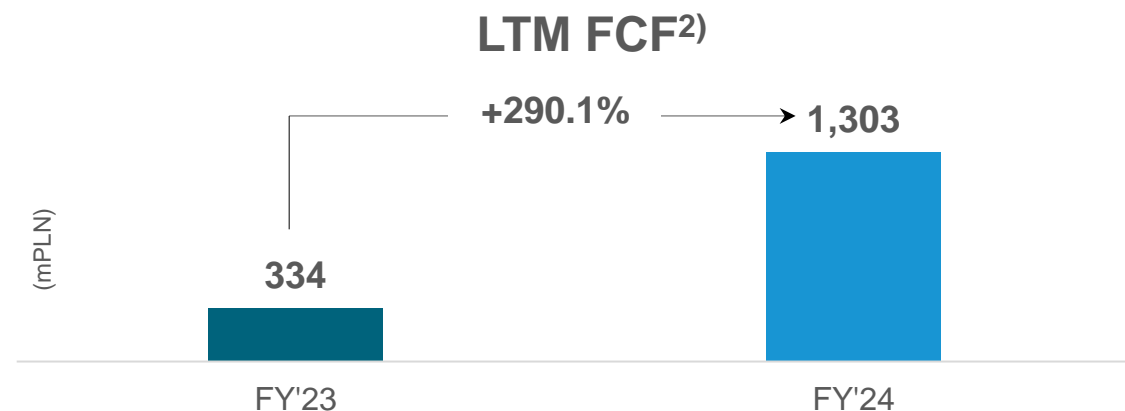
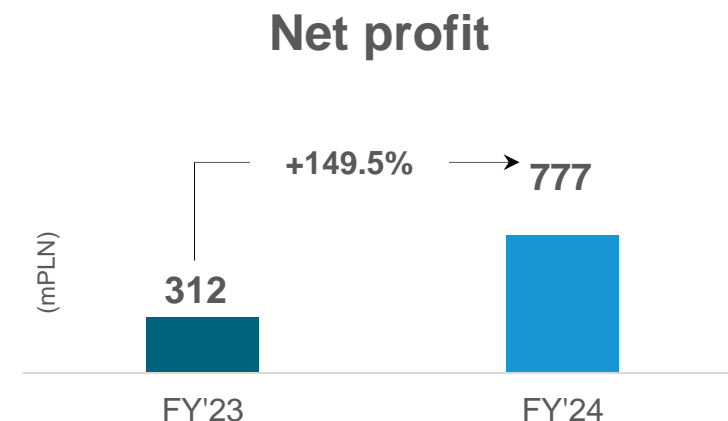
3. Financial performance in 2024



Solid results of the Group in 2024



▒ Asset disposal (IPv4 address package)



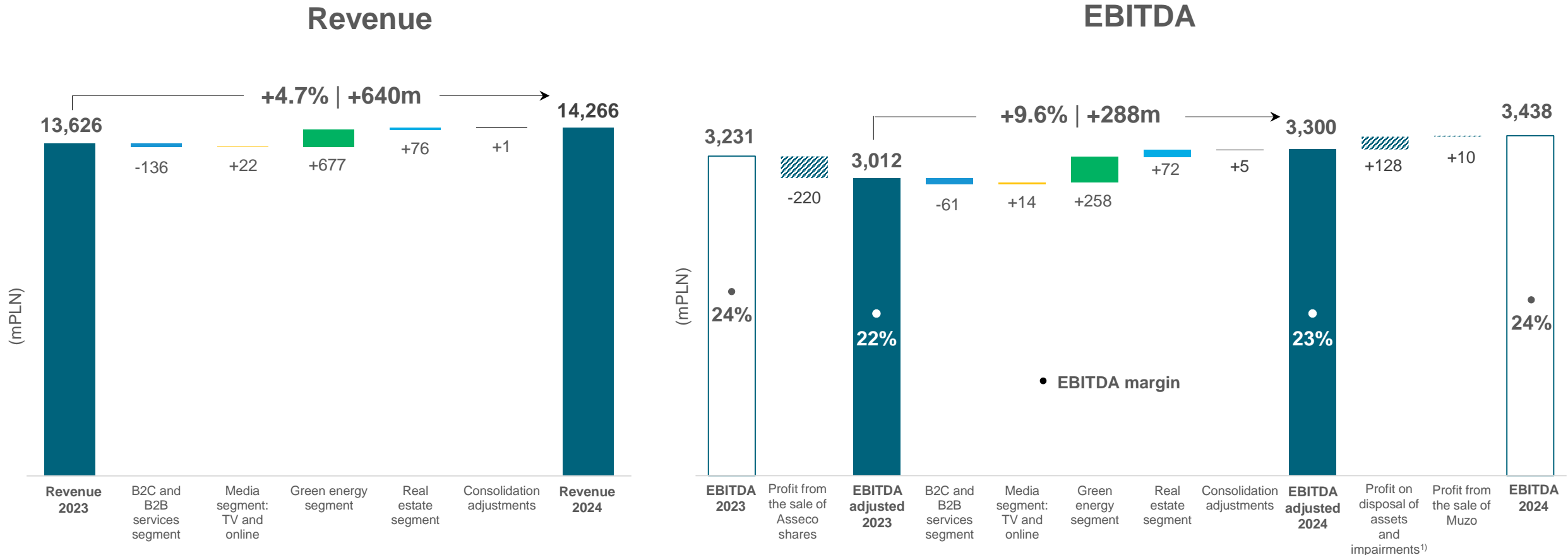
Note: (1) adjusted EBITDA excludes profit from the sale of Muzo.fm, disposal of IPv4 address package, impairment on inventories of photovoltaic modules

(2) FCF adjusted for capex in the green energy segment

(3) excl. Project Finance Net Debt and EBITDA

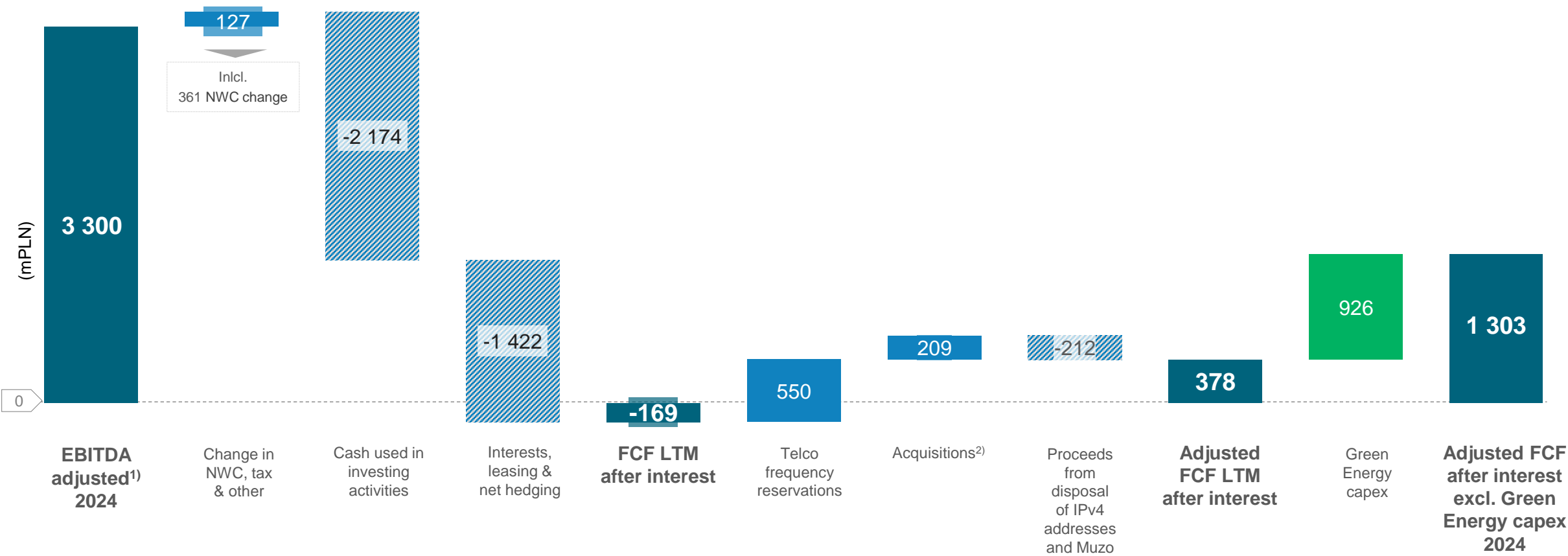
(4) incl. Project Finance Net Debt and EBITDA

Revenue and EBITDA – change drivers in 2024



Note: (1) EBITDA adjusted by the gain on the sale of IPv4 address package (PLN 199m) and by impairments on inventories of photovoltaic modules (PLN 71m)

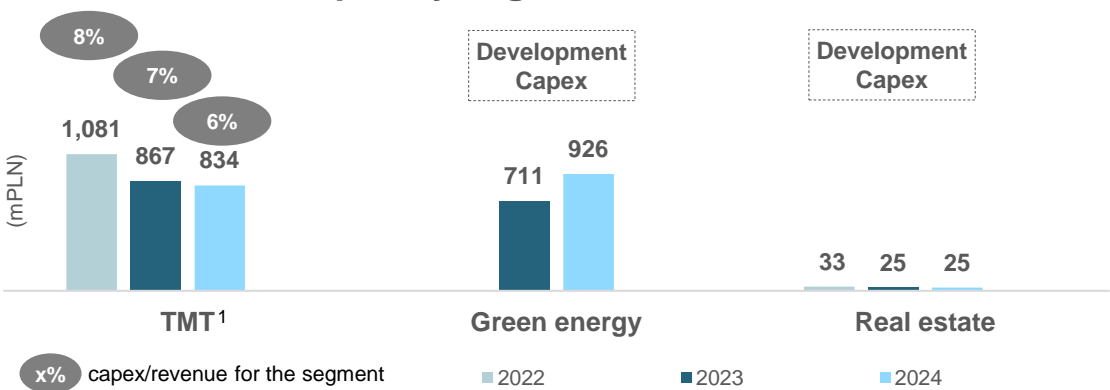
FCF in 2024 impacted by higher EBITDA with continued pressure from high interest costs



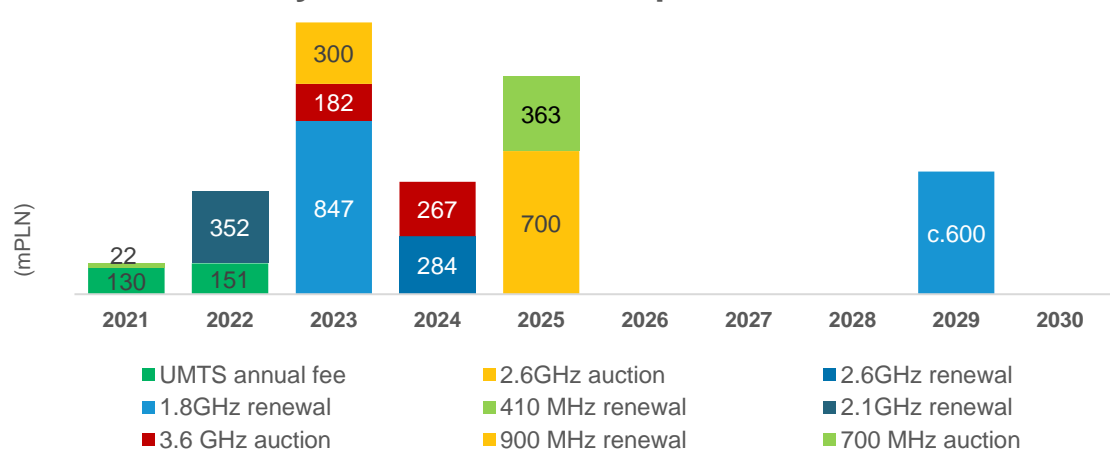
Note: (1) EBITDA adjusted by a gain on disposal of a subsidiary and an associate (PLN 10m), a gain on the sale of intangible assets (IPv4 address package, PLN 199m) and by impairment charges on photovoltaic modules' inventories (PLN 71m)
(2) One-off acquisition of shares in subsidiaries, net of cash acquired

TMT is capex-light while front-loaded capex is required to develop the green energy segment

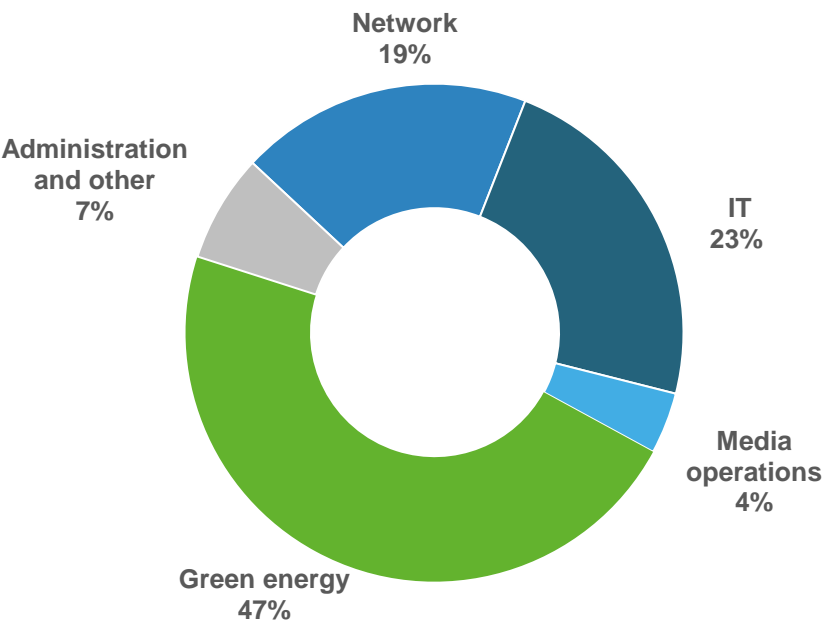
Capex by segment



Payments for telco frequencies



CAPEX decomposition in 2024



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

The Group's debt

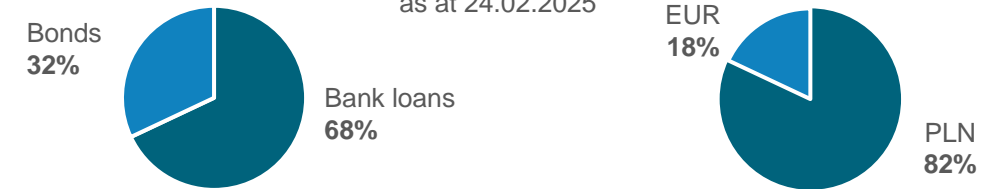
mPLN

Balance value as at
31 December 2024

Loans and borrowings, including:	10,458
<i>loans and borrowings liabilities excl. project financing¹⁾</i>	9,037
<i>project financing liabilities</i>	1,421
Bonds	4,038
Leasing and other liabilities	685
Gross debt	15,180
Cash and cash equivalents ²⁾	2,653
Net debt	12,527
EBITDA LTM ³⁾	3,286
Total net debt / EBITDA LTM	3.81x
Net debt to EBITDA LTM ratio excl. project financing⁴⁾	3.59x
Weighted average interest cost of loans and bonds ⁵⁾	8.3%

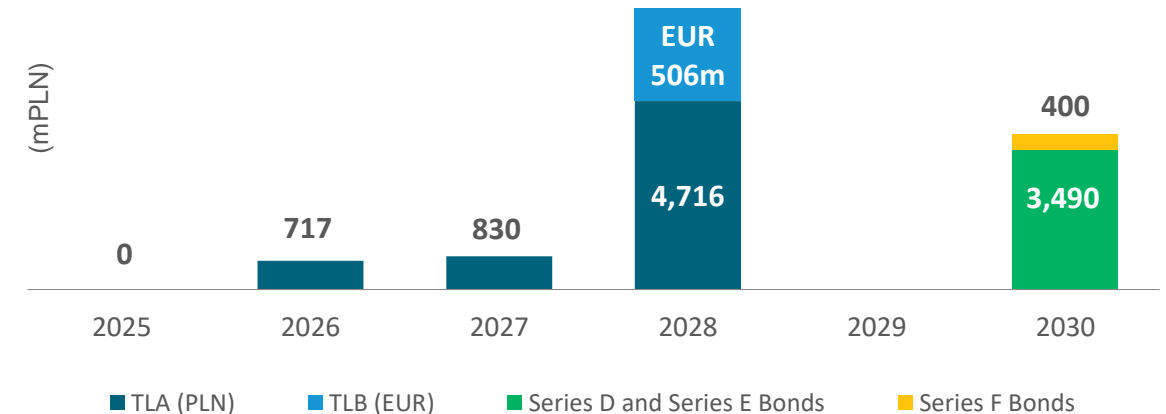
Debt structure

(excl. project financing)
as at 24.02.2025



Debt maturing profile

(excl. project financing)
as at 24.02.2025



Our debt is Sustainability-Linked

	2025 target	2030 target	Base year	2024
KPI 1				
Reduction of absolute Scope 1 and 2 Greenhouse Gas (GHG) emissions (CO2 equiv. tons/year)	Reduction by 75%	Reduction by 80%	2019	90%
KPI 2				
Energy production from Renewable Energy Sources (RES) (GWh/year)	800 GWh/year	1,600 GWh/year	2021	1,016 GWh
KPI 3				
Production of green hydrogen (tons/year)	1.500 ton/year	3.000 ton/year	2021	13.5 t
KPI 4				
Share of zero-emission energy in the energy mix used by GPP (%)	25%	50%	2019	42.9%

Our sustainability strategy

A corporate social responsibility (ESG) approach is deeply embedded in the DNA of Polsat Plus Group. We have been actively supporting the Polish society for many years and take responsibility for important social and environmental issues. We develop our activities in a sustainable manner for the benefit of all Group stakeholders



SFA strictly limits our possibilities to distribute profits going forward

dividend per share	year of payment	
PLN 1.20	2022	Approved by AGM
at least PLN 1.00	2023	Dividend withheld
at least PLN 1.00	2024	Dividend withheld

- Each time the Management Board assesses net profit, financial standing and liquidity of the Group, existing and future liabilities, the Group's perspectives, development plans, unexpected factors and binding law regulations
- Each time the proposals of the Management Board are subject to evaluation and acceptance by the General Meeting of Shareholders
- Return to dividend payments envisaged after the completion of our investment pipeline in the green energy segment
- **SFA prohibits dividend payout if the ratio of net debt + pro forma dividend to EBITDA LTM exceeds 3.5x**

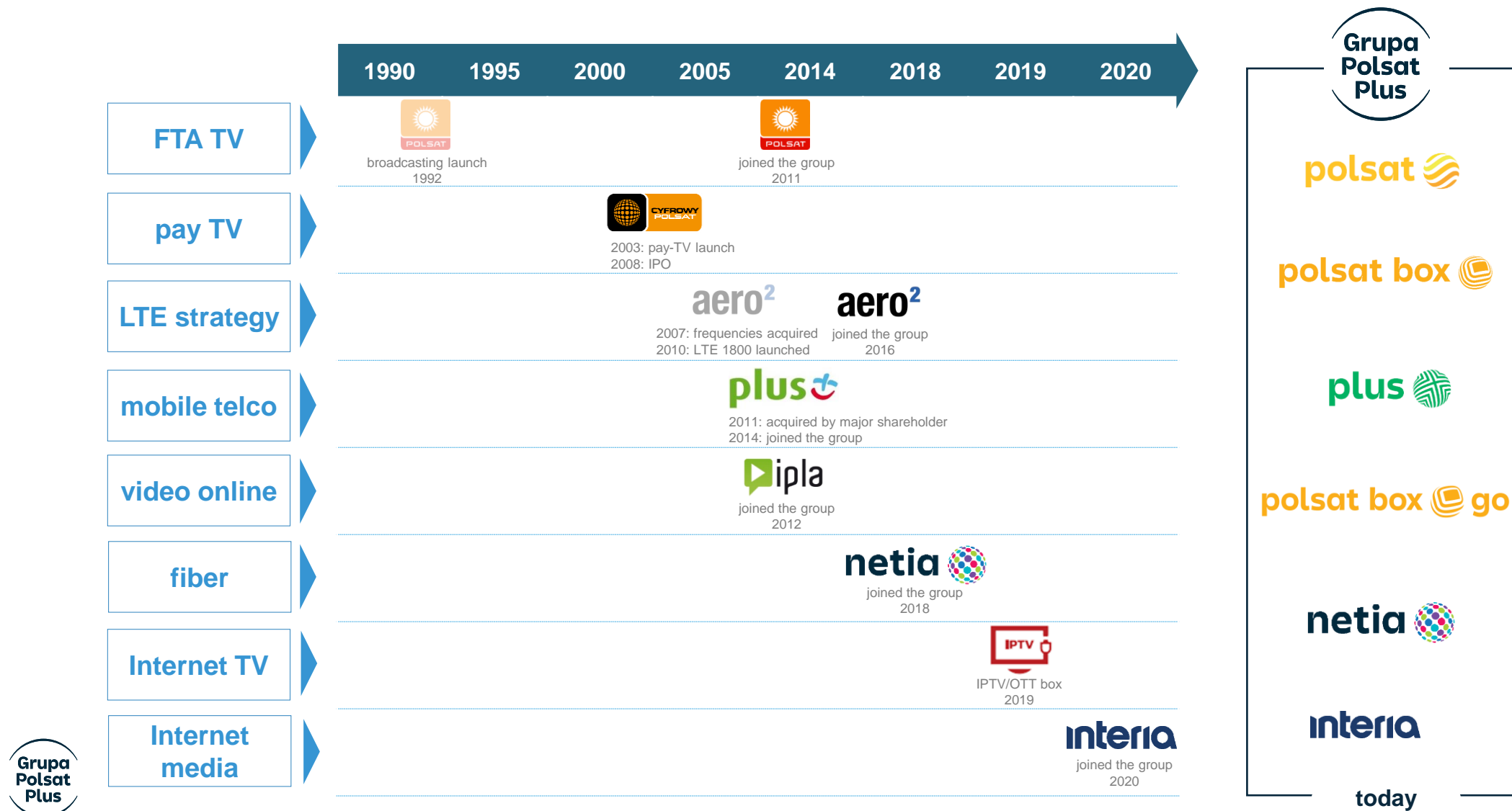
4. Appendix









Our TMT background and competitive position



We have created a fully convergent media and telco operator



Unique convergent offer among media and telco providers

							
Key content		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Mobile devices		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Pay-TV / video	satellite	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	cable	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Broadband	mobile	MVNO	MVNO	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	fixed	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Based on wholesale access ¹	<input checked="" type="checkbox"/>
Voice	mobile	MVNO	MVNO	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	fixed	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Based on wholesale access ¹	<input checked="" type="checkbox"/>

Source: web pages of operators, UKE.

Note: (1) In 2019 T-Mobile started providing fixed BB based on third party infrastructure.

Rich portfolio of frequencies allow for a unique band aggregation



Source: UKE, own expertise
Only main frequencies are presented (excluding: Polkomtel's 2.5MHz 420MHz, each of the 4 biggest MNO's 5MHz 2100MHz TDD)

Popularization of 5G tariffs supports value growth

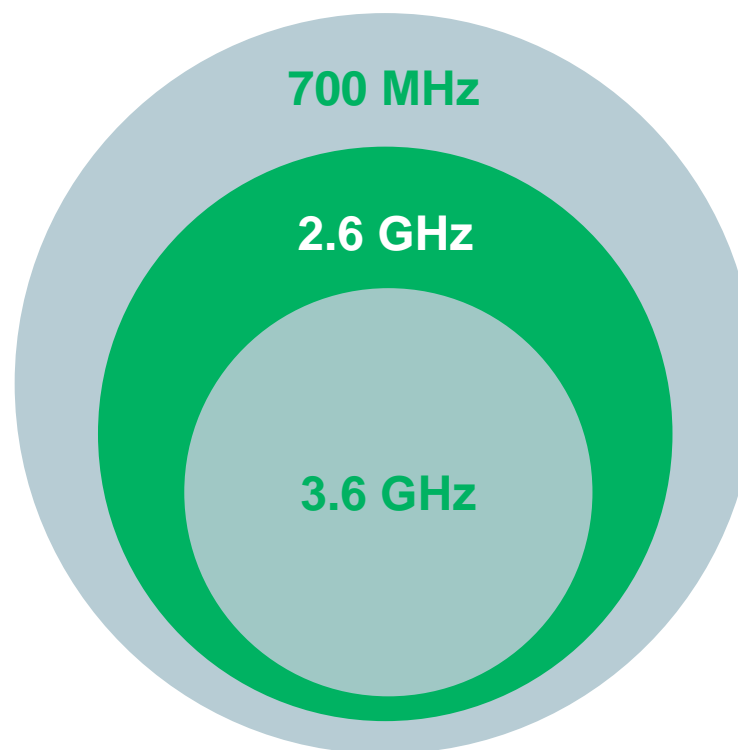
- **>26 million Poles within our 5G network coverage**
- **>17 million people within our 5G Ultra network coverage**
- ~4.000 BTS in 1.320 towns and cities
- We offer 5G to Poles since May 2020
- Real mobile broadband highway: up to 600 Mbps, stable connections, low latency
- 5G Ultra with speed up to 1Gb/s

plus 



Our combination of 2.6 GHz and 3.6 GHz bands provides a better ratio of efficient coverage to transfer speed

- In May 2020 Plus launched the first commercial 5G network in Poland, providing transmission speed of up to 600 Mbps
- The 2.6 GHz band enables transmission of higher volumes of data at higher speeds while covering a larger area within every cell, providing an opportunity for a cost-efficient roll-out of urban 5G
- In June 2023, we launched 5G Ultra with transmission speed up to 1 Gbps - comparable to the fibre-optic
- 5G Ultra is an innovative solution based on band aggregation (2600 MHz, 2100 MHz and 1800 MHz)
- Our goal is to improve our Plus 5G network using the 3.6 GHz and 700 MHz frequency bands



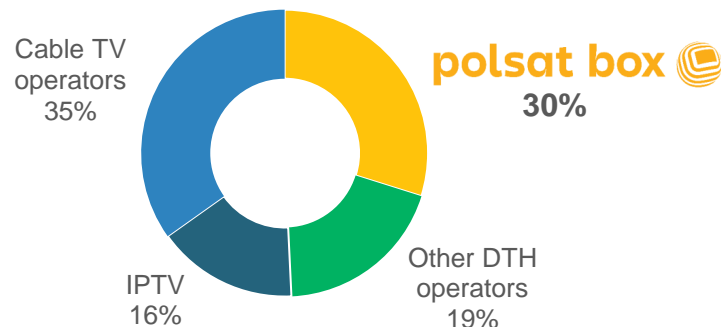
Our position on individual TMT markets



Stable competitive environment in all business segments

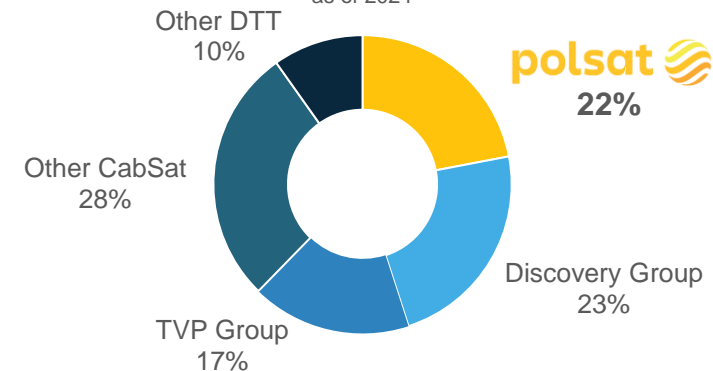
Pay-TV market in Poland

share in revenue as of 2023¹⁾



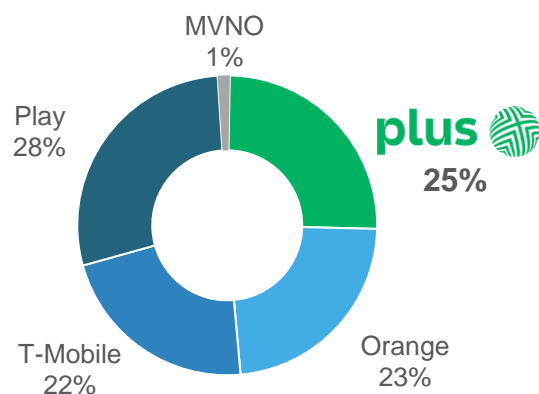
TV audience share

as of 2024



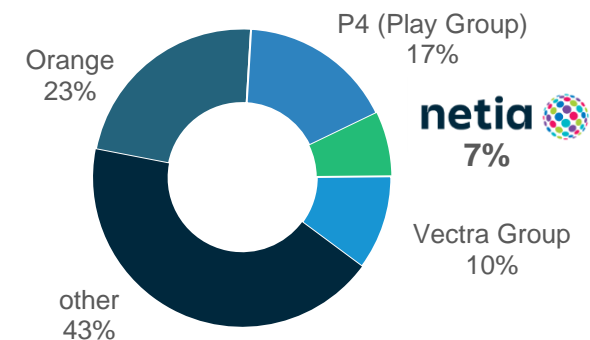
Mobile market in Poland

share in revenue as of 2024¹⁾



Fixed broadband market in Poland

share in the number of subscribers as of 2024²⁾



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, spot advertising and sponsorship; TV Polsat Group: internal data

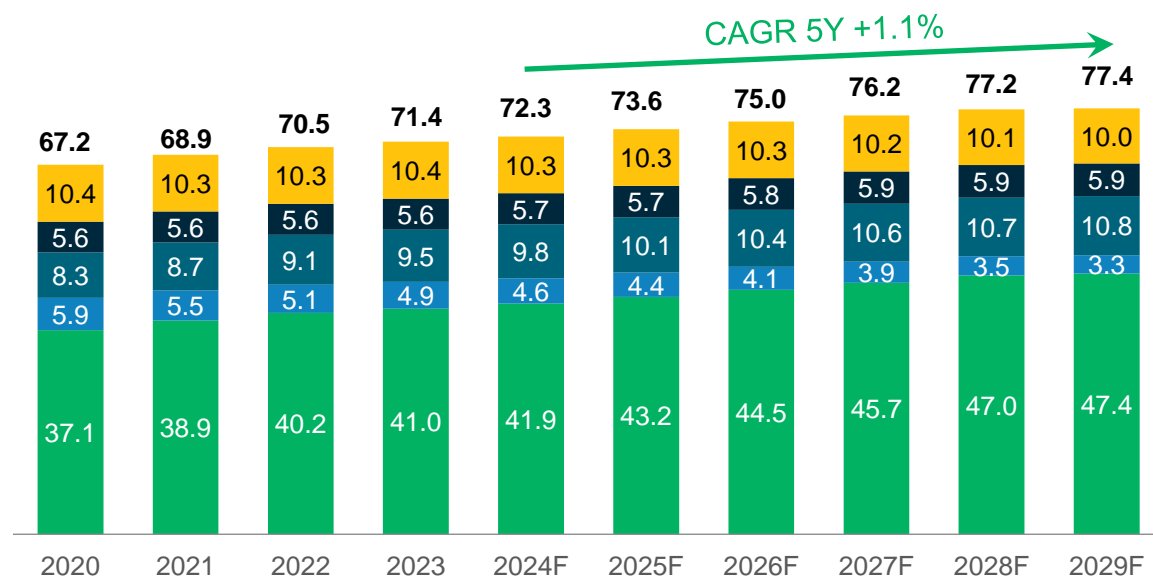
Note: 1) Based on own estimates, sector data and PMR estimates

2) PMR, („Report on the telecommunications market in Poland in 2024“)

TMT space offers limited growth potential in the future

Number of RGUs on the market of post-paid telecommunications services in Poland

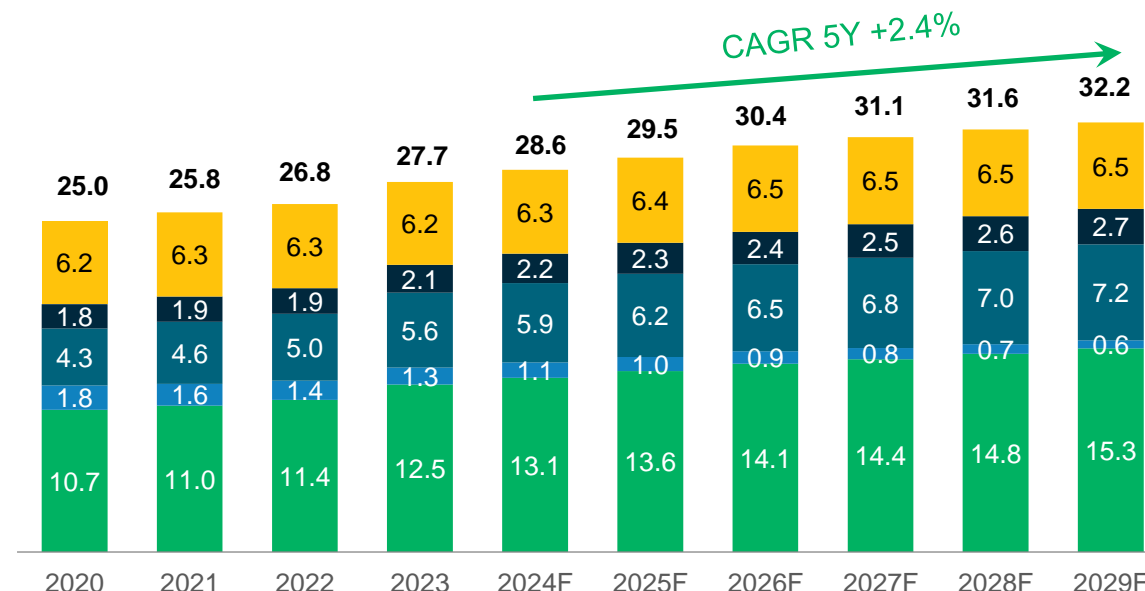
[million]



■ mobile telephony (post-paid) ■ fixed telephony ■ fixed internet ■ mobile internet ■ pay tv

Value of the post-paid telecommunication services market in Poland

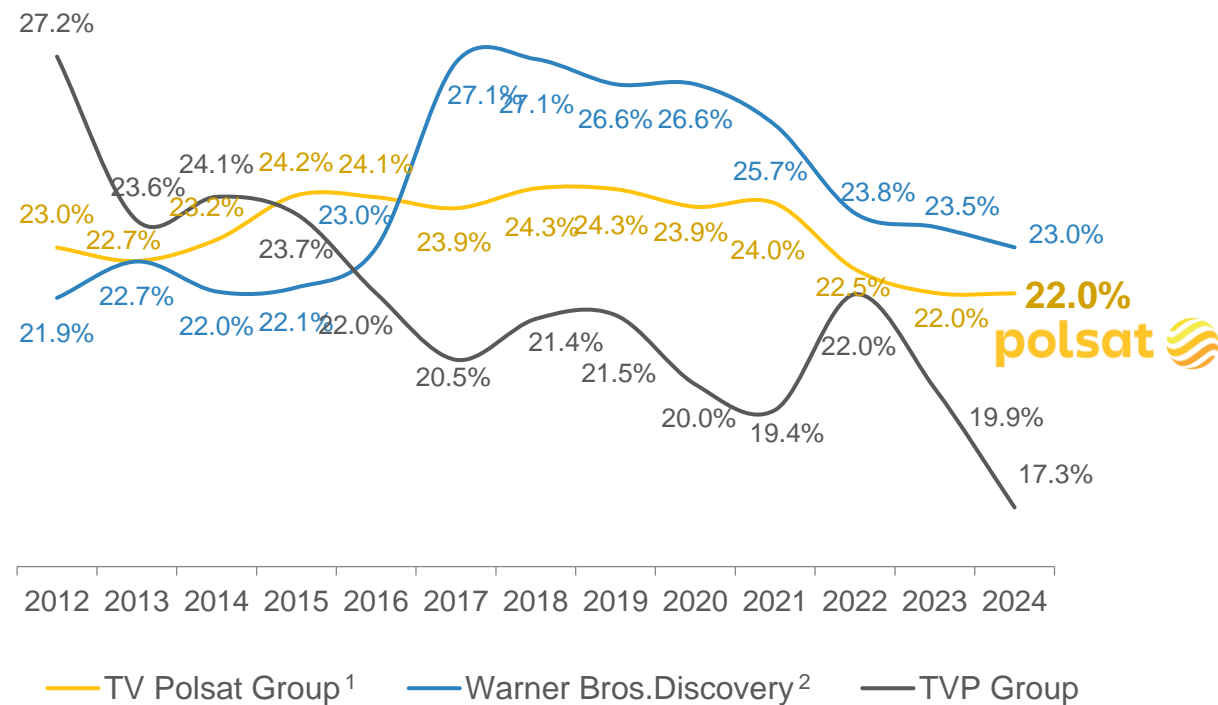
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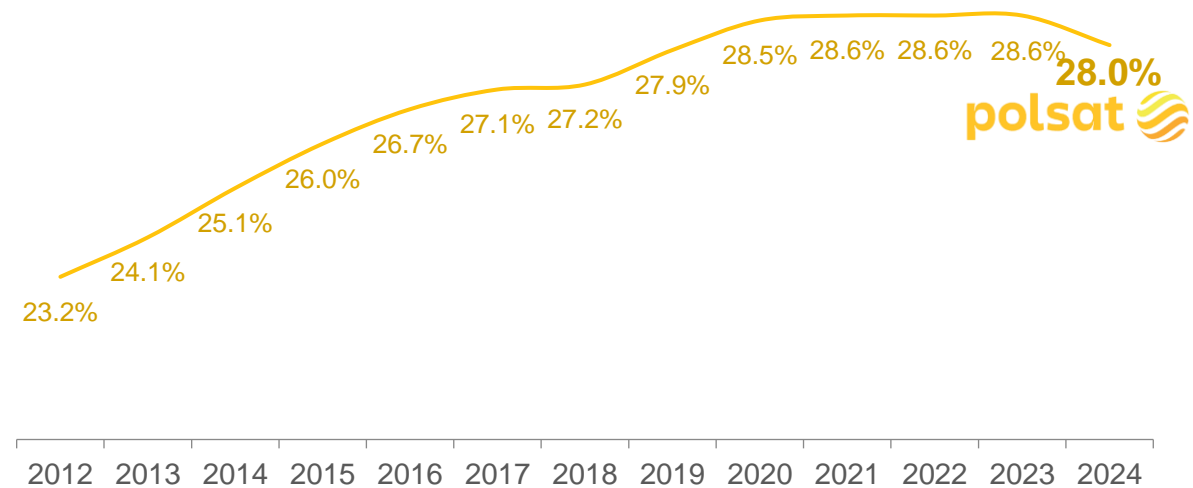
Source: PMR; Bundled telecommunications market in Poland 2024

TV Polsat maintains high, stable viewership figures and a strong position on the TV ad market

TV audience shares



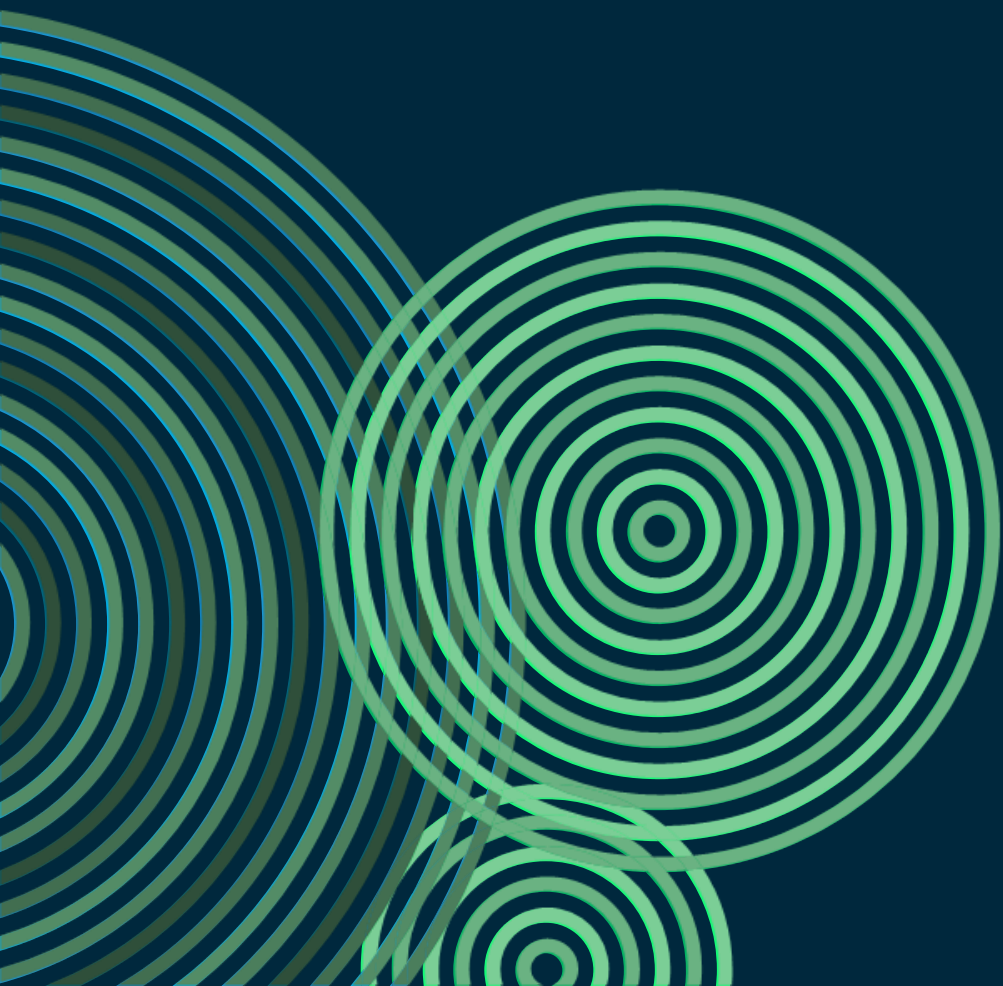
TV ad market shares



Source: audience share: NAM, All 16-49, all day, SHR%, starting from 2016 incl. Live+2⁽¹⁾, starting from Sep.'21 incl. the TV audience out of home (OOH – out of home viewing); ad market share: revenue from advertising and sponsoring of TV Polsat Group according to Publicis Groupe's definition; internal analysis
 Note: (1) excl. partnership channels (2) 2017-2018 - pro forma, TVN Group channels and Discovery Networks Europe; 2012-2016 – TVN Group

Polish Hydrogen Bus Project

– designed and to be produced by Polsat Plus Group



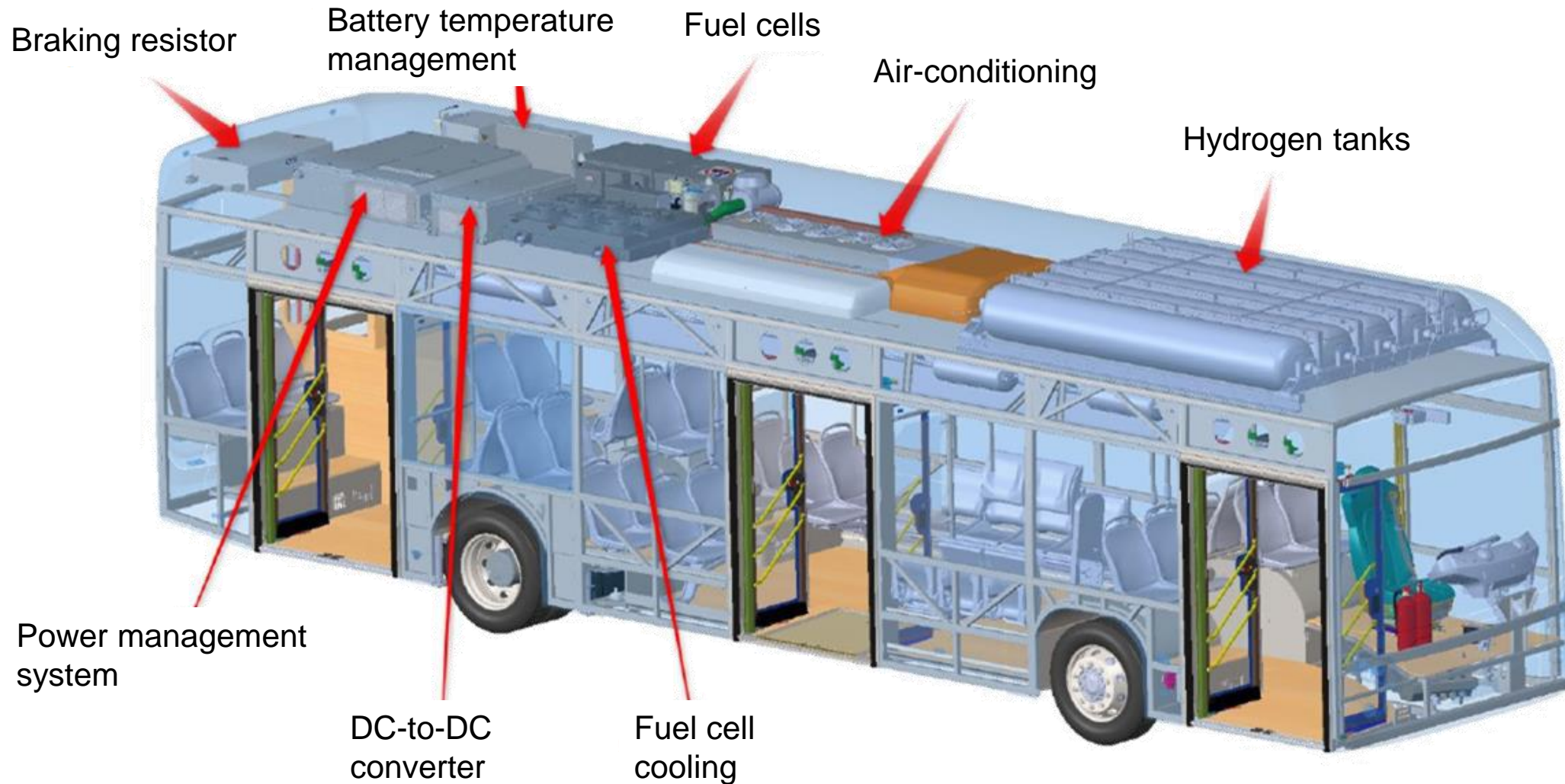
We go beyond-zero!

Our zero-emission hydrogen bus also purifies air



Fully-feasible technical design

Construction of the prototype



Strategy 2023+

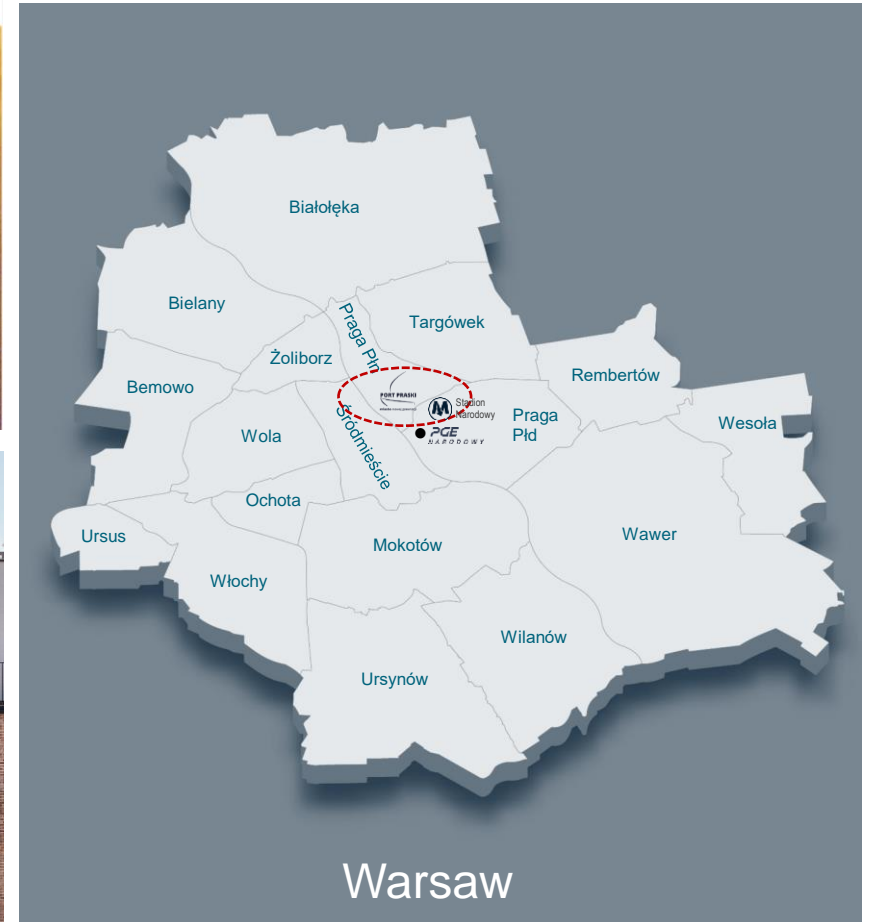
Real estate



Port Praski – a strategic revitalization of the Praga side of Warsaw and a unique investment opportunity



- 38 ha of uniquely located area in the strict centre of Warsaw
- Fully self-sufficient district combining office, residential, commercial and public building space
- Excellent transport options including direct access to Warszawa Stadion underground station
- Top class location to live, an ideal office location



Mid-term plans for Port Praski

- (1) Completion of the residential project at Sierakowskiego Street and transferring ownership of apartments to customers resulted in higher revenue and EBITDA in Q4'24 and Q1'25
- (2) New residential development project at Krowia St., waiting for construction permit (expected in H2'25)
- (3) Renovation and adaptation of the historical Minter House for a hotel, pre-leased to Marriott for 10 years
- (4) Docks – prestigious residential project with 1,270 apartments, ~65k sqm floor area, ~10k sqm of commercial space for lease, construction planned in phases, over the next 4-5 years (contingent on administrative decisions)



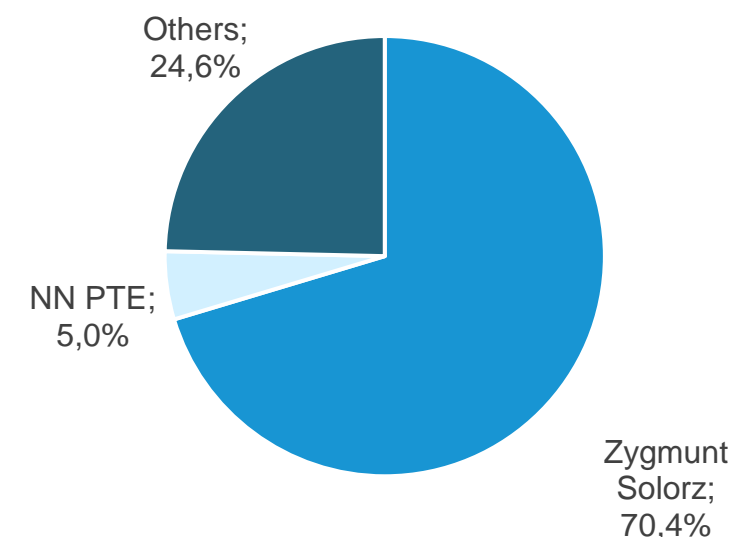
Additional information



Shareholding structure

Shareholder	Number of shares	% of shares	Number of votes	% of votes
Zygmunt Solorz, through	396,802,022	62.04%	576,219,523	70.36%
TiVi Foundation, incl. through:	386,745,257	60.47%	566,162,758	69.13%
Reddev Investments Limited, incl. through:	386,745,247	60.47%	566,162,738	69.13%
Cyfrowy Polsat S.A. ¹⁾	88,842,485	13.89%	88,842,485	10.85%
Tobias Solorz ²⁾ , incl. through:	10,056,765	1.57%	10,056,765	1.23%
ToBe Investments Group Limited	4,449,156	0.70%	4,449,156	0.54%
Nationale-Nederlanden PTE	40,956,459	6.40%	40,956,459	5.00%
Others	201,787,535	31.55%	201,787,535	24.64%
Total	639,546,016	100%	818,963,517	100%

Shareholding structure (votes)
6 January 2024



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	<p>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.</p> <p>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.</p>
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.

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.

We expressly disclaim any obligation or undertaking to publish any updates or revisions to any forward-looking statements contained herein in order to reflect any change in our expectations, change of circumstances on which any such statement is based or any event that occurred after the date of this presentation.

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