Equity story

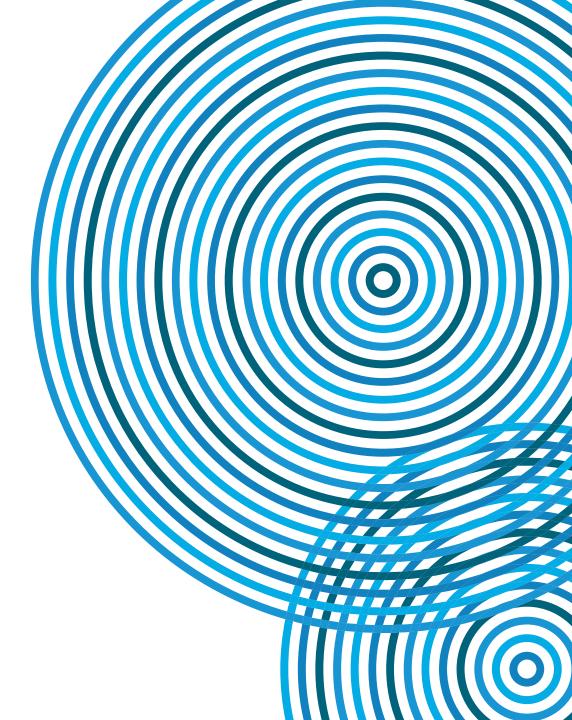
Investor presentation September 2025





Content

- 1. Who we are
 - Our TMT business
 - Green energy
- 2. Strong track record
- 3. Financial performance in FY'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



Business growth driven organically, generating strong recurring cash flows

Investments will translate into
c. PLN 500 million of
incremental recurring EBITDA
in 2026



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

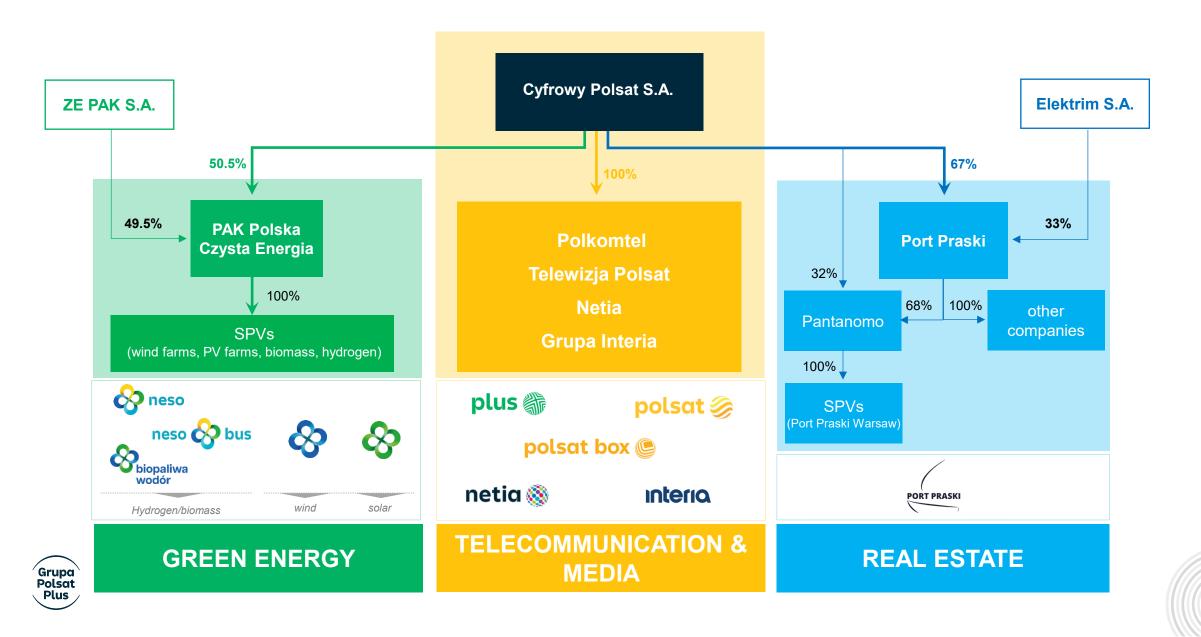
~PLN 5 bn in 5 years in green energy

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

netia 🛞

telco focused on

fibre connectivity

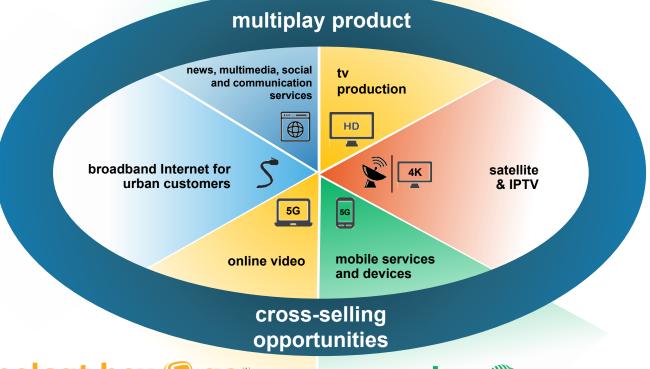
11m HP, of which 3.4m HP within own network coverage





own content production and broadcasting

43 internally produced TV channels





#1 Polish pay-TV platform

30% m/s built on DTH with growing IPTV

polsat box @ go⁽¹⁾

well-positioned for online video opportunities

>160 TV channels & VOD incl. sports live

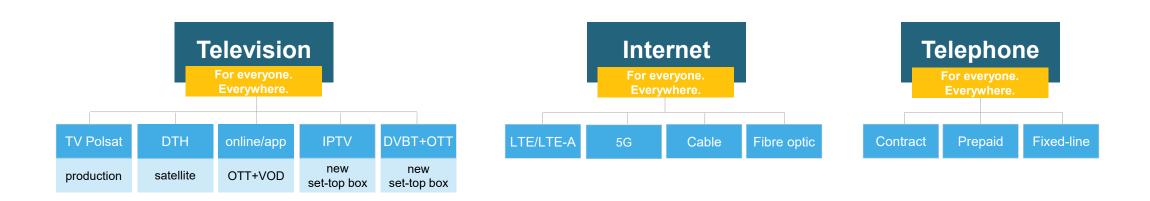


first-to-market 5G provider

25% m/s



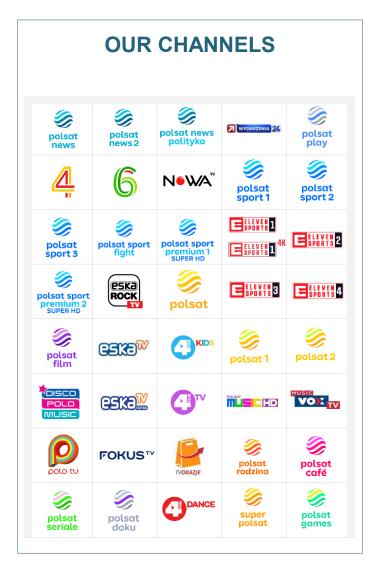
Our TMT services – For everyone. Everywhere.



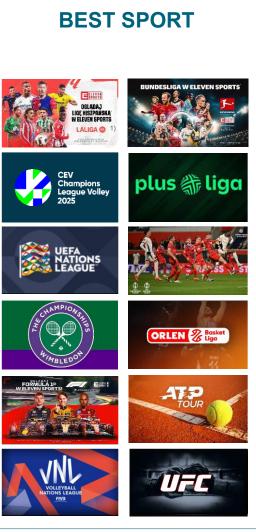




We focus on creating unique Polish-language content and attractive sports rights









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

SERVICES = CONVENIENCE /Commodities/











Terrestrial TV

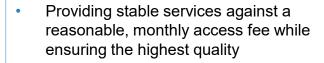




Satellite TV



Internet TV



CONTENT = EMOTIONS /ENTERTAINMENT/













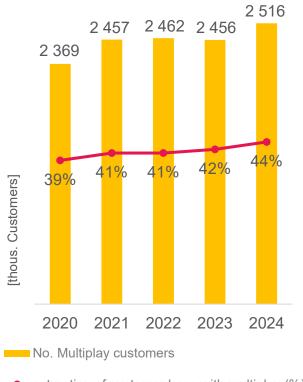
- Fresh content every day
- On all distribution platforms

Multiplay Packages = Value for Money Offer

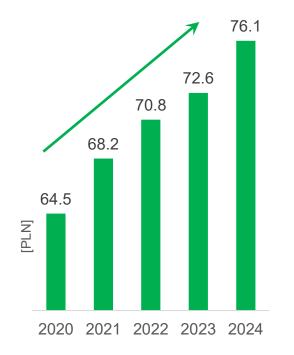


Our multiplay strategy results in continued ARPU growth and strong customer loyalty

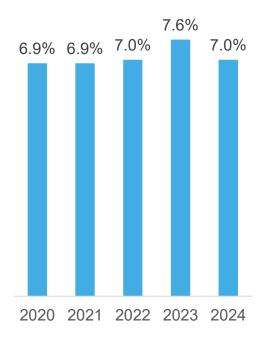
High base of multiplay customers



Consistent growth of ARPU per contracted B2C customer



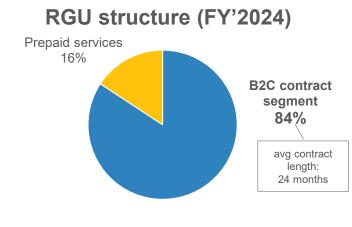
Consistently low churn



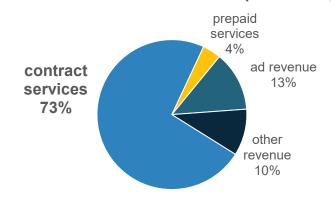


→ saturation of customer base with multiplay (%)

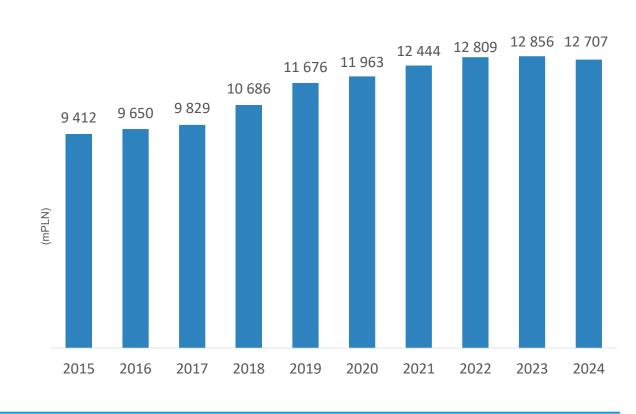
Focus on contracted services and customer loyalty provides a stable, resilient business model



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

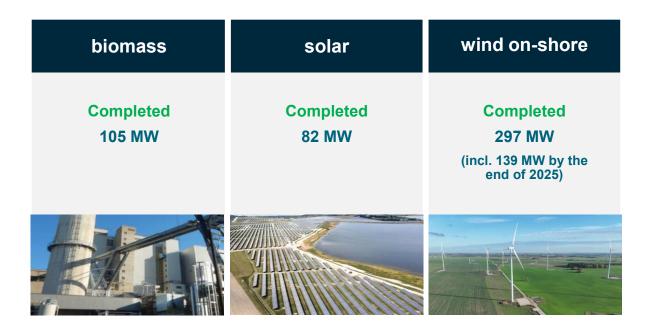


Green Energy

Our new business pillar under Strategy 2023+



Goal #1: Achieved We are a leading producer of clean, green energy



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)



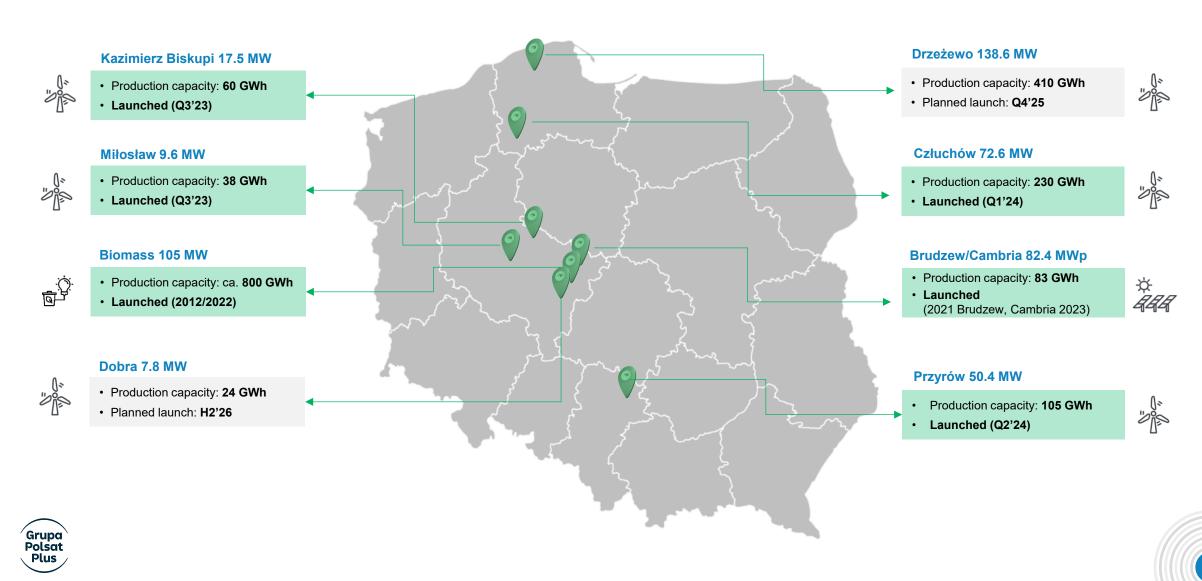
Goal #2: Achieved We have built a complete green hydrogen value chain

production of distribution of storage and end-user products green energy green hydrogen transportation green hydrogen Completed Solar energy Completed Completed Completed Completed Wind energy 2.5 MW electrolyser with a 10 hydrogen 6 public refuelling 90 buses sold and 150 H₂ cars in capacity of 1t of H₂ daily trailers in use stations in operation contracted Polsat Plus Group's Biomass energy car fleet 0.5 MW electrolyser prototype in progress

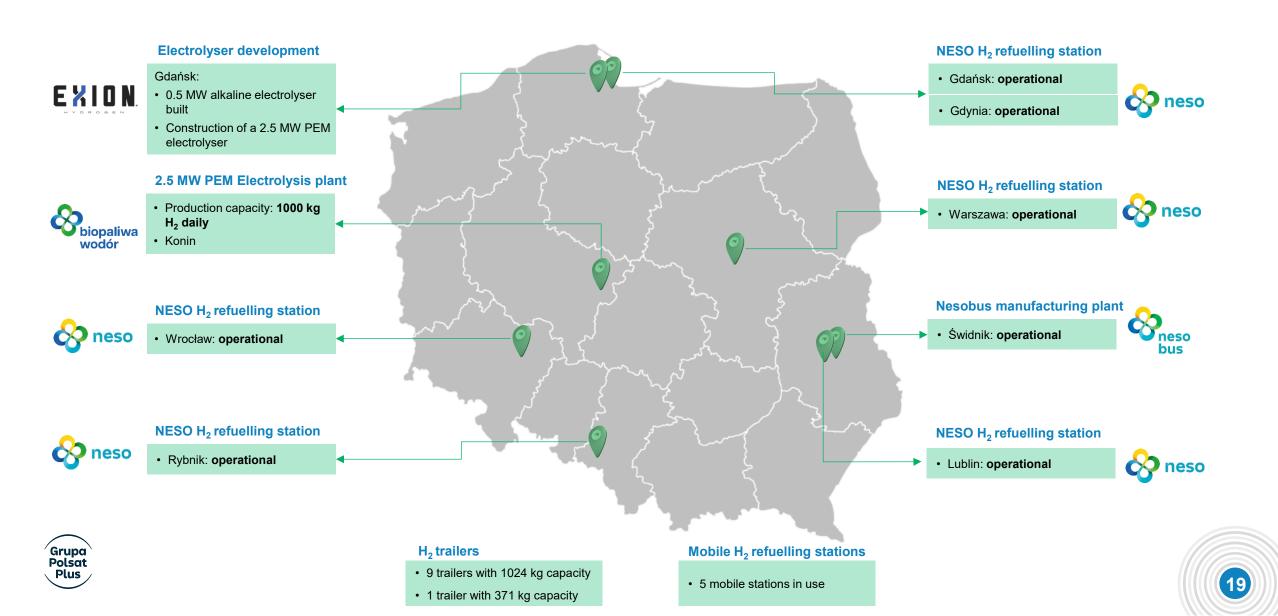
Within just 3 years, we have built a complete, operational value chain based on green hydrogen, which we will test, optimize, and scale according to market needs



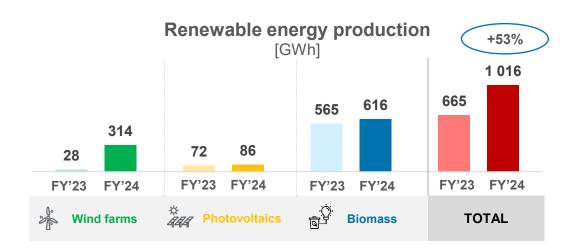
Investments in renewable energy sources



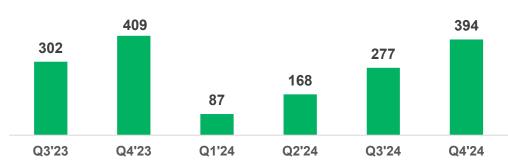
We have built a complete value chain for green hydrogen



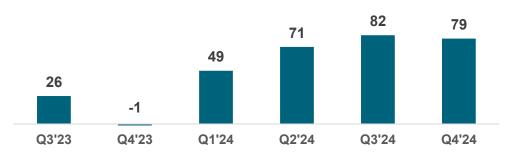
Dynamic growth of energy production by 53% due to increasing generation capacity in wind







Green Energy segment EBITDA [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



Better health

Better quality of life
Less worries

for the society



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





EBITDA¹

PLN **348** m

9.5x

Revenue

PLN **1.1** bn

13x

Market cap²

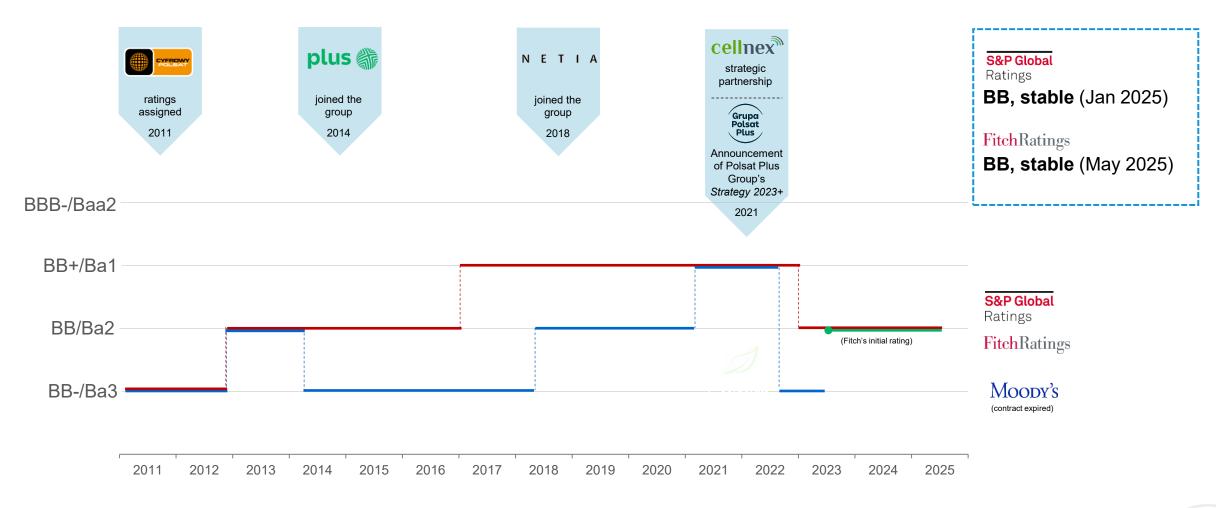
PLN **3.4** bn

3.1x

2024 PLN 3.2 bn PLN 14.1 bn PLN 10.6 bn



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





We have set tangible ESG related targets



- 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 zeroemission 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



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.



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, longdistance runners



Andrzej Abramczuk

President of the Management Board

16 years



Maciej Stec

Vice-President

- Strategy
- New business

22 years



Katarzyna Ostap-Tomann

CFO

- Finance
- ESG

16 years

activity in Polsat Plus Group



Jacek Felczykowski

Board Member

- Network
- Technology

17 years



Aneta Jaskólska

Board Member

- Legal
- Customer care
- Cybersecurity

18 years



Agnieszka Odorowicz

Board Member

• Movie production

9 years

avg track record in the organization: 16 years



We communicate transparently

Open dialogue with investors and brokers

10 brokers actively covering Polsat Plus Group







Bank Pekao









ipopema



2014-2024 avg variance of the previews consensus vs actuals:

revenue: 1.1%EBITDA: 1.8%

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



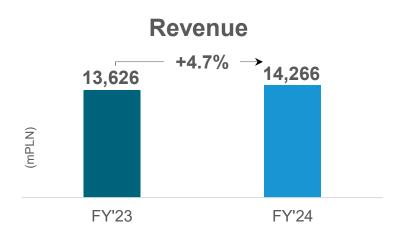
- Best overall investor relations (mid-cap)
- Best investor relations officer (small to mid-cap)
- Best in sector: communications

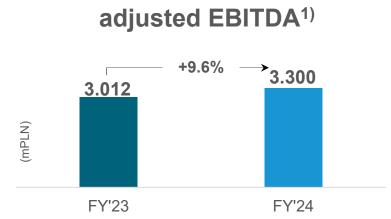


3. Financial performance in 2024

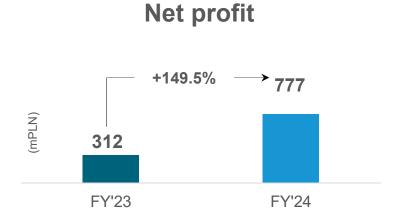


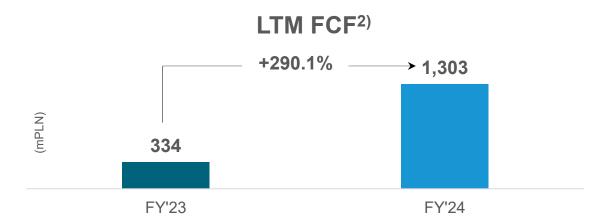
Solid results of the Group in 2024



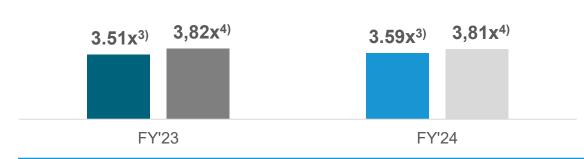


Asset disposal (IPv4 address package)







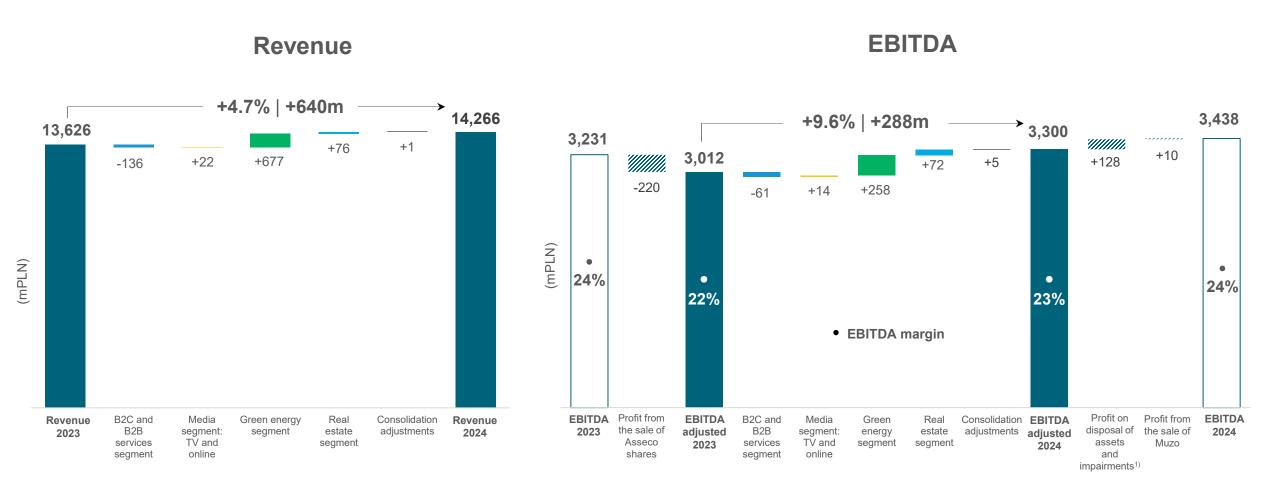


Note: (1) adjusted EBITDA excludes profit from the sale of Muzo.fm, disposal of IPv4 address package, impairment on inventories of photovoltaic modules

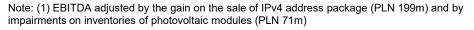
- (2) FCF adjusted for capex in the green energy segment
- (3) excl. Project Finance Net Debt and EBITDA
- (4) incl. Project Finance Net Debt and EBITDA



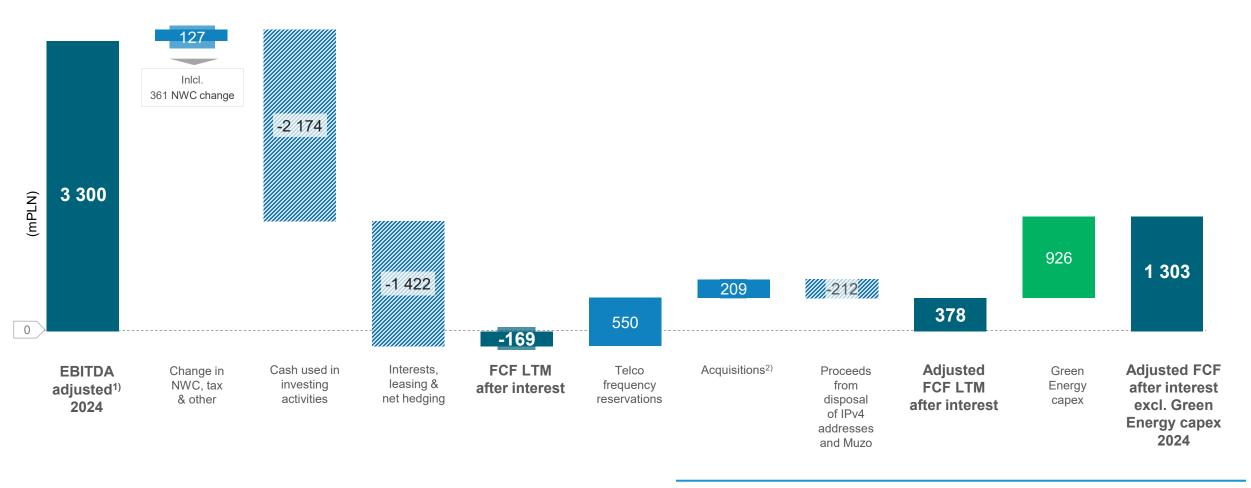
Revenue and EBITDA – change drivers in 2024







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

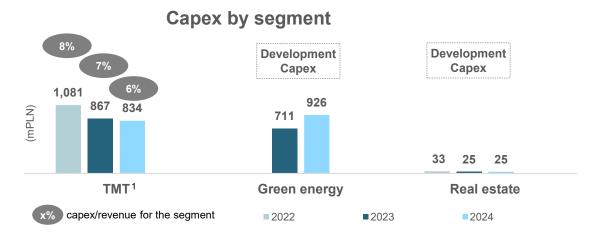




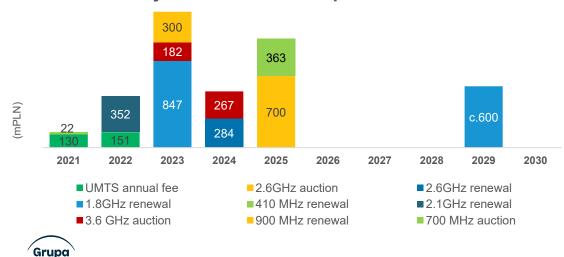
Note: (1) EBITDA adjusted by a gain on disposal of a subsidiary and an associate (PLN 10m), a gain on the sale of intangible assets (IPv4 address package, PLN 199m) and by impairment charges on photovoltaic modules' inventories (PLN 71m)

(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

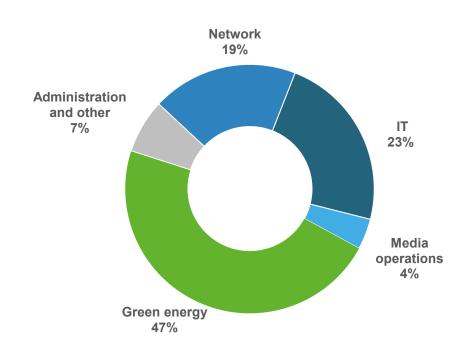


Payments for telco frequencies



Polsat

CAPEX decomposition in 2024



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



The Group's debt

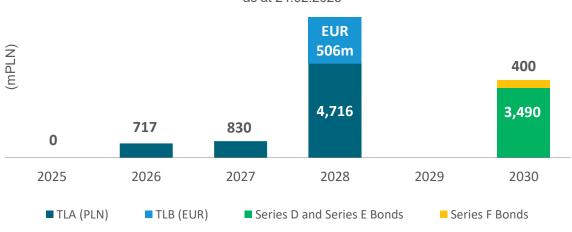
mPLN	Balance value as at 31 December 2024	
Loans and borrowings, including:	10,458	
loans and borrowings liabilities excl. project financing ¹⁾	9,037	
project financing liabilities	1,421	
Bonds	4,038	
Leasing and other liabilities	685	
Gross debt	15,180	
Cash and cash equivalents ²⁾	2,653	
Net debt	12,527	
EBITDA LTM ³⁾	3,286	
Total net debt / EBITDA LTM	3.81x	
Net debt to EBITDA LTM ratio excl. project financing ⁴⁾	3.59x	
Weighted average interest cost of loans and bonds ⁵⁾	8.3%	





Debt maturing profile

(excl. project financing) as at 24.02.2025



Note: (1) Project financing means investment loans granted to PAK-PCE subsidiaries (project companies) for investment projects related to the development of clean energy sources

- (2) Includes cash and cash equivalents held for sale
- (3) Consolidated EBITDA LTM adjusted for non-controlling interests
- (4) EBITDA LTM and net debt of companies using project financing are excluded from the calculation of the ratio
- (5) Prospective average weighted interest cost of the Group's debt (including the Revolving Credit Facility) in accordance with WIBOR/EURIBOR ratios as of the balance sheet date, excluding hedging instruments, project financing and leases

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
at least PLN 1.00	2023
at least PLN 1.00	2024

Approved by AGM

Dividend withheld

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



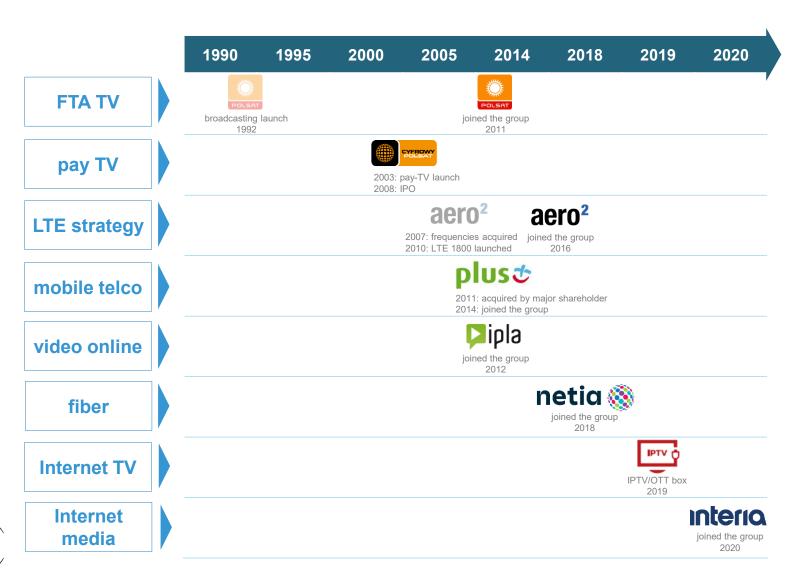
4. Appendix



Our TMT background and competitive position



We have created a fully convergent media and telco operator

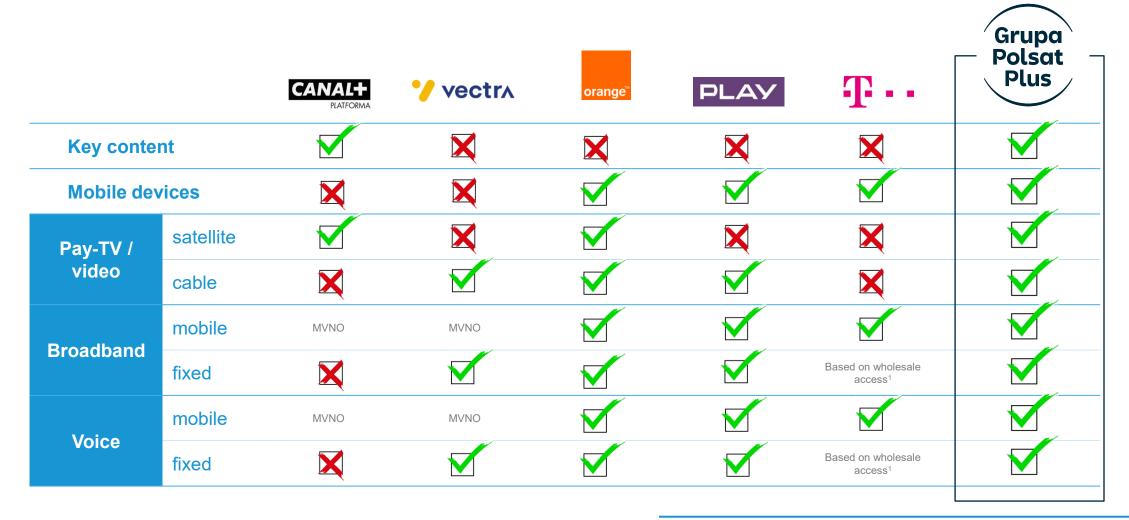








Unique convergent offer among media and telco providers

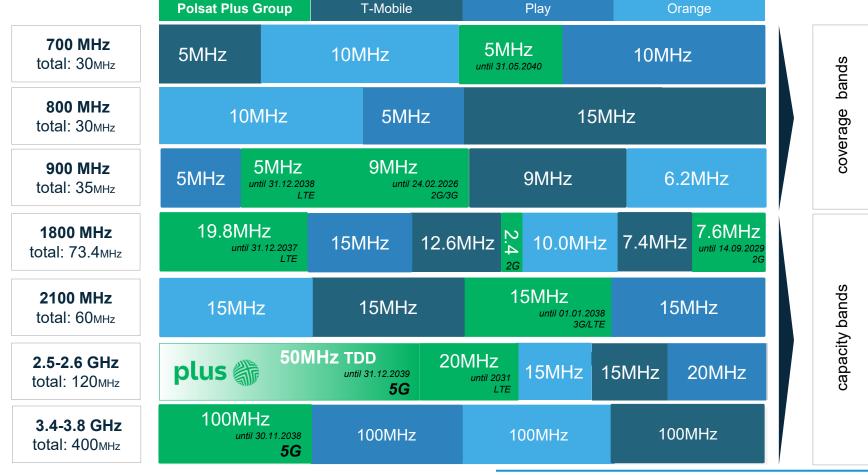




Source: web pages of operators, UKE.

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





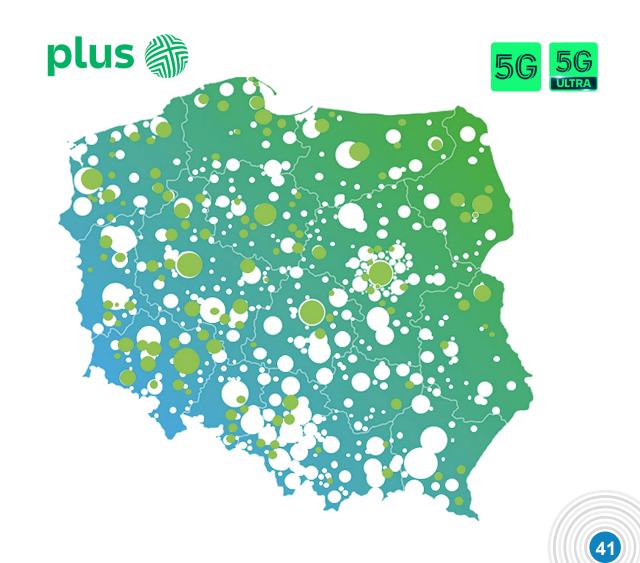
Source: UKE, own expertise

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

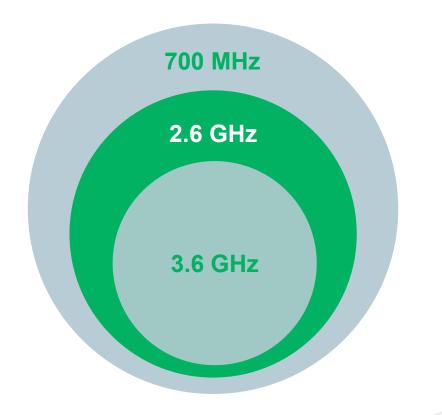




Our combination of 2.6 GHz and 3.6 GHz bands provides a better ratio of efficient coverage to transfer speed

- 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





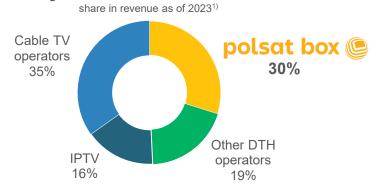


Our position on individual TMT markets



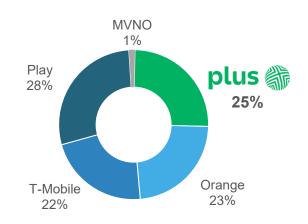
Stable competitive environment in all business segments

Pay-TV market in Poland



Mobile market in Poland

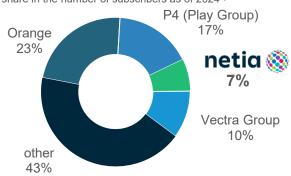
share in revenue as of 20241)



Other DTT 10% Polsat 22% Other CabSat 28% Discovery Group 23%

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

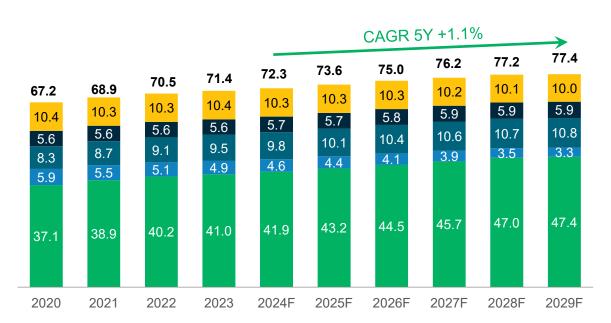
Note: 1) Based on own estimates, sector data and PMR estimates

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



TMT space offers limited growth potential in the future

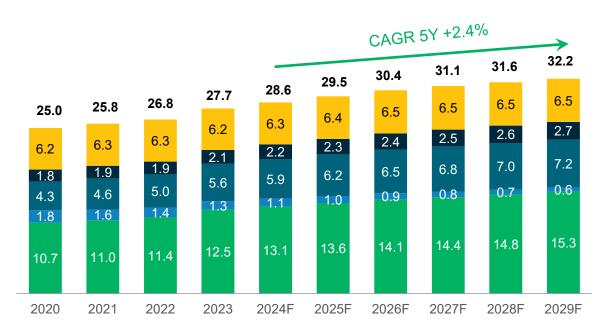
Number of RGUs on the market of post-paid telecommunications services in Poland [million]





Value of the post-paid telecommunication services market in Poland

[bn PLN]

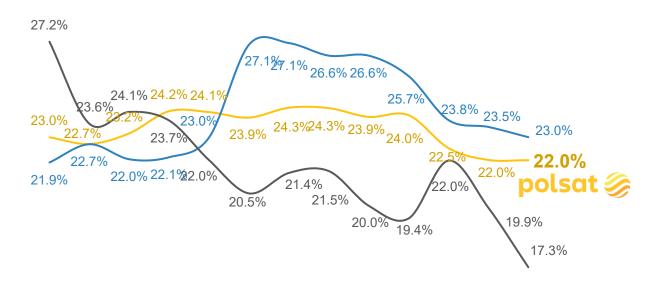




Source: PMR; Bundled telecommunications market in Poland 2024

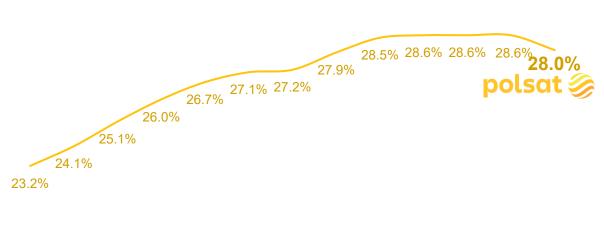
TV Polsat maintains high, stable viewership figures and a strong position on the TV ad market

TV audience shares



2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024

TV ad market shares



2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024



Source: audience share: NAM, All 16-49, all day, SHR%, staring 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

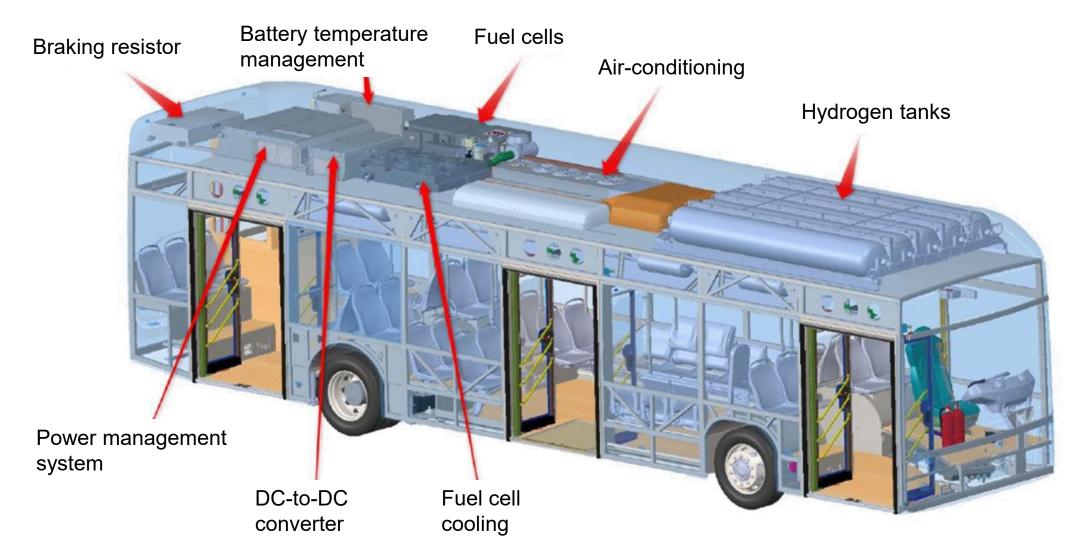






Fully-feasible technical design

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)





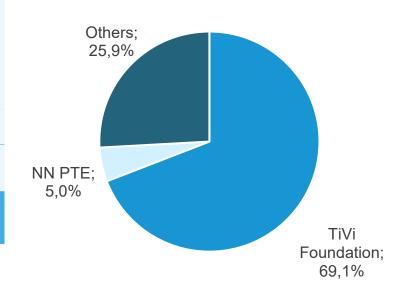
Additional information



Shareholding structure

Shareholder	Number of shares	% of shares	Number of votes	% of votes
TiVi Foundation ¹⁾ , 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. ²⁾	88,842,485	13.89%	88,842,485	10.85%
Nationale-Nederlanden PTE	40,956,459	6,40%	40,956,459	5.00%
Others	201,844,300	33.12%	211,844,300	25.87%
Total	639,546,016	100%	818,963,517	100%

Shareholding structure (votes) 18 August 2025





Note: 1) 1) Beneficial owners of the Foundation are: (1) Zygmunt Solorz as founder, curator, and first beneficiary (the sole economic beneficiary of the Foundation for life); (2) Peter Schierscher as Foundation Board member; (3) Jarosław Grzesiak as Foundation Board member; and (4) Tomasz Szelag as Foundation Board member.

²⁾ Own shares acquired under the buy-back program announced on 16 November 2021. Pursuant to Art. 364 Item 2 of the Commercial Companies Code, Cyfrowy Polsat S.A. does not exercise voting rights attached to own shares.

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	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.		
	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.		
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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