

## Financial results of Polsat Plus Group in Q4'24

PLNm	Q4'24	YoY change	Market consensus <sup>1)</sup>	Difference
<b>Revenue, incl.:</b>	<b>3,827</b>	<b>4.0%</b>	<b>3,838</b>	<b>-0.3%</b>
- Retail revenue	1,810	2.6%		
- Wholesale revenue	899	-3.3%		
- Sale of equipment	479	-5.5%		
- Energy revenue	340	19.0%		
- Other revenue	300	53.0%		
<b>Operating costs, incl.:</b>	<b>3,439</b>	<b>-1.4%</b>		
- Technical costs and cost of settlements with telecommunication operators	872	1.2%		
- Depreciation, amortization, impairment and liquidation	373	-24.5%		
- Cost of equipment sold	405	-2.5%		
- Content costs	590	4.4%		
- Cost of energy sold, includes	263	-1.8%		
- Depreciation	18	89.2%		
- Distribution, marketing, customer relation management and retention costs	291	4.7%		
- Salaries and employee-related costs	353	5.2%		
- Cost of debt collection services and bad debt allowance and receivables written off	21	-18.3%		
- Other costs, includes	271	11.7%		
- Depreciation	1	10.0%		
<b>EBITDA adjusted<sup>2)</sup></b>	<b>781</b>	<b>15.3%</b>	<b>784</b>	<b>-0.5%</b>
<i>EBITDA adjusted margin<sup>2)</sup></i>	<i>20.4%</i>	<i>2.0 pp</i>	<i>20.4%</i>	<i>0.0 pp</i>
<b>EBITDA</b>	<b>740</b>	<b>9.3%</b>	<b>765</b>	<b>-3.3%</b>
<i>EBITDA margin</i>	<i>19.3%</i>	<i>0.9 pp</i>	<i>19.9%</i>	<i>-0.6 pp</i>
EBIT	348	102.1%	395	-12.0%
<b>Net profit</b>	<b>168</b>	<b>28.7%</b>	<b>153</b>	<b>9.3%</b>

<sup>1</sup> Based on estimates prepared by: BM mBanku, BM BDM, DM BOŚ, DM PKO BP, ERSTE, Ipopema, Trigon, Pekao, Santander, Wood&Co

<sup>2</sup> EBITDA adjusted by impairment charges on inventories of photovoltaic modules in Q4'24 (PLN 41m) and adjustment of profit from the sale of Asseco shares in Q4'23 (PLN -0.4m)

- **Polsat Plus Group revenue** amounted to **PLN 3,827m**, posting an increase of **PLN 146m (+4.0% YoY)**. The level of total revenue was mainly influenced by:
  - Higher **retail revenue** by **PLN 46m (+2.6% YoY)** as a result of the successful implementation of the multiplay strategy and building the value of B2C and B2B contract customers, which translated into an increase in ARPU per B2C contract customer of **+5.2% YoY** and per B2B customer of **4.6% YoY** in Q4'24;
  - Increase in **energy revenue** by **PLN 54m (+19.0% YoY)**, where revenue from sales of energy produced increased by PLN 61m YoY to PLN 140m, and revenue from energy resale remained at a similar level YoY and amounted to PLN 173m (PLN -7m YoY). The growth of revenue from sales of energy produced was driven by higher volumes of energy produced following the expansion of installed capacity in wind farms;
  - Increase in **other revenue** by **PLN 104m (+53% YoY)**, mainly due to recognition of revenue from the sale of apartments following the transfer of ownership of part of the apartments to customers in the residential investment in Port Praski. This increase was partially offset by lower revenue from the sale of buses, associated with the execution of a large delivery of green hydrogen-powered buses to the city of Rybnik in the comparative period;
  - Lower **wholesale revenue** by **PLN 31m (-3.3% YoY)** as a result of the last regulatory reduction of MTR rates in January 2024, and lower revenue from cable and satellite operators;
  - Lower **revenue from equipment sales** by **PLN 28m (-5.5% YoY)**.
- **Group costs** amounted to **PLN 3,439m**, and **decreased YoY by PLN 47m (-1.4% YoY)**. Their level was mainly influenced by the following factors:
  - Lower **depreciation, amortization, impairment and liquidation costs (-24.5% YoY)**, primarily as a result of the completion of the amortization of Polkomtel's retail customer relationships;
  - Increase in **content costs (+4.4% YoY)**, mainly due to higher costs of internal production, including higher write-offs on the value of programming assets;
  - Higher **salaries and employee-related costs (+5.2% YoY)**, due to inflationary pressure on wages;
  - Higher **distribution, marketing, customer relation management and retention costs (+4.7% YoY)**, due to, among others, the recognition of higher logistic and distribution costs and higher customer care costs, which were associated, among others, with an increase in the minimum wage;
  - Increase in **other costs (+11.7% YoY)**, primarily as a net result of the recognition of higher cost of the sale of apartments in the residential investment in Port Praski, higher costs of advisory services and lower costs of hydrogen-powered buses sold due to the lower number of units delivered in Q4'24.
- **Other operating cost, net** amounted to **PLN 40m** and resulted primarily from the recognition of an impairment charge on inventories of photovoltaic modules held by Esoleo in the amount of PLN 41m.
- **Adjusted EBITDA<sup>3)</sup>**, amounted to **PLN 781m (+15.3% YoY)**, with a margin of **20.4%**. The reason for the increase was higher retail revenue, margin recognized on sales of apartments and increasing contribution from the green energy segment.
- **Reported EBITDA** amounted to **PLN 740m (+9.3% YoY)**.
- **EBIT** amounted to **PLN 348m (+102.1% YoY)**.
- The Company modified the presentation of the item "Gain on investment activities" and "Net finance costs" by separating these items into "Finance income" and "Finance costs". The figures for the comparative period have been restated accordingly.

<sup>3</sup> EBITDA adjusted by impairment charges on inventories of photovoltaic modules in Q4'24 (PLN 41m) and adjustment of profit from the sale of Asseco shares in Q4'23 (PLN -0.4m)

- **Finance income** amounted to **PLN 122m** and **decreased by PLN 247m (-66.9%) YoY**. This decrease was mainly due to a high base in Q4'23, when the positive impact of the settlement of the purchase price allocation of PAK-PCE Group and higher foreign exchange rate gains on the valuation of the EUR tranche of the term loan were recognized. This decrease was partially offset by the positive market valuation of the 10.13% stake held in Asseco Poland S.A. in Q4'24.
- **Finance costs** amounted to **PLN 246m**, recording **a decrease of PLN 168 m (-40.6%) YoY**, primarily due to the recognition of costs related to the purchase price allocation of PAK-PCE Group in Q4'23 and lower interest on loans in Q4'24 following the reduction of interest rates at the end of 2023, as well as a positive impact from the execution and valuation of hedging instruments in Q4'24.
- **Net profit** of the Group amounted to **PLN 168m (+28.7% YoY)**.
- **Adjusted FCF LTM after interest, excl. green energy capex** amounted to **PLN 1,303m (+290% vs. FY'23)** at the end of 2024.
- In the **TMT<sup>4</sup> space**, **CAPEX/revenue** ratio remained at a low level of **5.9%** in 4Q'24.
- **Capex in the green energy segment** amounted to **PLN 394m** in Q4'24.
- The main covenant – **net debt/EBITDA LTM** (excl. project financing<sup>5</sup>) at the level of **3.59x** (vs. 3.51x at the end of 2023).
- Net debt/EBITDA LTM incl. project financing at the level<sup>5</sup> of **3.81x** (vs. 3.82x at the end of 2023).

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<sup>4</sup> Includes B2C and B2B services and media segments

<sup>5</sup> Liabilities under loans and credits granted to PAK-PCE and investment loans granted to PAK-PCE subsidiaries (project companies) for certain investment projects related to the development of low and zero carbon energy sources

## B2C and B2B services segment

	Q4'24	Q4'23	YoY change
<b>B2C AND B2B SERVICES SEGMENT<sup>1)</sup></b>			
<b>Total number of B2C RGUs (EOP) [thous.], incl.:</b>	<b>13,209</b>	<b>13,083</b>	<b>1.0%</b>
Pay TV	4,683	4,843	-3.3%
Mobile telephony	6,437	6,246	3.1%
Internet	2,089	1,994	4.8%
<b>Number of B2C customers (EOP) [thous.]</b>	<b>5,737</b>	<b>5,795</b>	<b>-1.0%</b>
ARPU per B2C customer [PLN]	77.4	73.6	5.2%
Churn	7.0%	7.6%	-0.6 p.p.
RGU saturation per one B2C customer	2.30	2.26	1.8%
<b>PREPAID SERVICES</b>			
<b>Total number of RGUs (EOP) [thous.], incl.:</b>	<b>2,468</b>	<b>2,646</b>	<b>-6.7%</b>
Pay TV	86	98	-12.2%
Mobile telephony	2,358	2,522	-6.5%
Internet	24	26	-7.7%
ARPU per prepaid RGU[PLN]	17.3	17.4	-0.6%
<b>CONTRACT SERVICES FOR B2B CUSTOMERS</b>			
<b>Total number of B2B customers (EOP) [thous.]</b>	<b>68.2</b>	<b>68.8</b>	<b>-0.9%</b>
ARPU per B2B customer [PLN]	1,530	1,463	4.6%
<b>FINANCIAL RESULTS [PLNm]</b>			
<b>Revenue</b>	2,710	2,694	0.6%
<b>EBITDA excl. disposal of assets<sup>2)</sup></b>	527	537	-1.8%
<b>CAPEX</b>	183	174	5.2%

<sup>1</sup> excl. low-margin Polsat Box Go Start package.

<sup>2</sup> EBITDA adjusted by impairment charges on inventories of photovoltaic modules in Q4'24 (PLN 41m) and adjustment of profit from the sale of Asseco shares in Q4'23 (PLN -0.4m).

### Contract services for B2C customers

- **B2C contract customer base at 5,737K (-1.0% YoY).** The main reason behind the decrease was the declining popularity of the satellite technology as well as the continued process of merging contracts under one common contract for the household within our base.
- **ARPU per B2C contract customer at PLN 77.4 (+5.2% YoY),** thanks to upselling and cross-selling additional products and services to our customer base as part of our multiplay offer and offering richer TV and telecom packages (more-for-more strategy).
- **Decreasing churn at a low level of 7.0%** per annum, mainly as a result of the high loyalty of our bundled service customers, which in turn is due to the successful implementation of our multiplay strategy.
- **B2C contract services base at 13,209K (+1.0%).**
  - The number of **mobile telephony RGUs** increased by **191K (+3.1%) YoY to 6,437K;**
  - The number of **Internet RGUs** amounted to **2,089K**, recording an increase of **95K (+4.8%) YoY;**
  - **Pay-TV services** amounted to **4,683K** and recorded a decrease of **160K (-3.3% YoY)**, mainly as a result of a lower number of provided satellite TV services, which is partially compensated by an increasing number of TV services offered in online technologies (IPTV/OTT).

- **2.52m customers**, i.e. 44% of the total base, use our **multiplay offering** and have a total of 7,699K services (+261K YoY).

### Prepaid services

- The **prepaid RGU base** amounted to **2,468K**, recording a decrease of **178K (-6.7%)** YoY. The main reasons of the decline were:
  - 164K less prepaid mobile services due to intensified competition in this market segment;
  - the growing popularity of data transmission in voice tariffs due to the disappearing differences in the size of data packages, which translates into a systematic decline in the number of dedicated mobile Internet services.
- **Prepaid ARPU** at a high and stable level of **PLN 17.3 (-0.6% YoY)**.

### Contract services for B2B customers

- Stable **contract B2B customers** base at **68.2K (-0.9% YoY)**;
- **ARPU per B2B customer** increased to **PLN 1,530** per month **(+4.6% YoY)**.

### Financial results

- Increase in retail revenue partly offset by lower wholesale revenue from the final regulatory reduction of MTR rates and lower revenue from equipment sales;
- Operating costs under control despite ongoing pressure on costs related to salaries, distribution and marketing, as well as network maintenance and development;
- In Q4'24, **EBITDA adjusted** by an impairment on inventories of photovoltaic modules (PLN 41m) was at the level of **527m PLN (-1.8% YoY)**;
- Capex-light segment - **capex/revenue** ratio at **6.7%**.

## Media segment: television and online

	Q4'24	Q4'23	YoY change
<b>TELEVISION</b>			
<b>Audience share<sup>1)</sup>, including:</b>	<b>22.71%</b>	<b>22.00%</b>	<b>0.71 p.p.</b>
POLSAT (main channel)	7.54%	7.50%	0.04 p.p.
Other channels	15.17%	14.50%	0.67 p.p.
<b>Advertising market share<sup>2)</sup></b>	<b>28.0%</b>	<b>28.3%</b>	<b>-0.3 p.p.</b>
Market expenditures on TV advertising and sponsorship <sup>3)</sup> [mPLN]	1,509	1,468	2.8%
<b>Revenue from advertising and sponsorship of TV Polsat Group<sup>4)</sup> [mPLN]</b>	<b>423</b>	<b>415</b>	<b>1.8%</b>
<b>ONLINE: POLSAT-INTERIA GROUP<sup>5)</sup></b>			
Average monthly number of users [millions]	20.8	20.8	-
Average monthly number of page views [millions]	1,813	1,982	-8.5%
<b>FINANCIAL RESULTS [PLNm]</b>			
Revenue	698	704	-0.8%
EBITDA	97	140	-30.9%
CAPEX	20	11	72.8%

<sup>1</sup> NAM, All 16-59, all day, SHR%, including Live+2 (i.e. Time Shifted Viewing), and TV audience out of home (OOH), internal analyses

<sup>2</sup> Our estimates based on Publicis Groupe data

<sup>3</sup> Publicis Groupe, spot advertising and sponsorship

<sup>4</sup> Revenue from TV advertising and sponsorship of TV Polsat Group' channels

<sup>5</sup> Mediapanel Gemius/PBI, number of users – real users (RU) indicator, number of page views – views indicator

### Television

- **Revenue from advertising and sponsorship** of TV Polsat Group in Q4'24 **increased by 1.8% YoY**, to PLN 423m, while the TV advertising market recorded a 2.8% increase.
- As a result, our share in the TV advertising and sponsorship market was **28.0%** compared to 28.3% in Q4'23.
- We expect the TV advertising and sponsorship market to grow at a low-single digit rate in 2025.

### Financial results

- Higher advertising revenue offset by a decrease in revenue from cable and satellite operators and from the sale of licenses and sublicenses;
- Increase in operating costs due to higher costs of own production, including higher write-offs on the value of programming assets.
- As a result, in Q4'24, the segment's **EBITDA** decreased to **PLN 97m (-30.9% YoY)**.
- Capex-light segment - **capex/revenue** ratio at **2.9%**.

## Green energy segment

	Q4'24	Q4'23	YoY change
<b>Total electricity generation (GWh), of which:</b>	<b>294.9</b>	<b>179.3</b>	<b>64.5%</b>
Biomass	169.3	150.1	12.8%
Photovoltaics	9.4	7.8	20.5%
Wind farms	116.2	21.4	443.0%

FINANCIAL RESULTS [PLNm]			
Revenue, incl.:	403	395	2.1%
Revenue from sale of own electricity	157	124	26.3%
EBITDA	79	-1	-
CAPEX	394	409	-3.7%

## Energy production

- **Total volume of green electricity produced increased by 64.5% YoY** to reach **295 GWh**, incl.
  - 169 GWh (+12.8% YoY) from biomass;
  - 9 GWh (+20.5% YoY) from photovoltaics;
  - 116 GWh (+443 YoY) from wind farms.

## Finance results

- Segment **revenues** (before consolidation adjustments) amounted to **PLN 403m**, recording an increase of **PLN 8m (+2.1%) YoY**. The drivers of the change were mainly:
  - Increase in revenue from sale of generated electricity by **PLN 33m** YoY to **PLN 157m** as a result of expansion of installed capacity in wind power,
  - Lower revenue from sales of hydrogen buses due to a large delivery to Rybnik in Q4'23.
- Segment **EBITDA** increased to **PLN 79m (PLN +81m YoY)**.
- **Development capex** of the segment amounted to **PLN 394m** in Q4'24.

**APPENDIX**
**Financial results of Polsat Plus Group's operating segments**

<b>Q4'24</b> [PLN million]	<b>B2C and B2B services</b>	<b>Media: TV and online</b>	<b>Real estate</b>	<b>Green energy</b>	<b>Consolidation adjustments</b>	<b>Total</b>
<b>Revenue</b>	<b>2,710</b>	<b>698</b>	<b>145</b>	<b>403</b>	<b>-130</b>	<b>3,827</b>
<i>YoY change</i>	<i>1%</i>	<i>-1%</i>	<i>149%</i>	<i>2%</i>	<i>-</i>	<i>4.0%</i>
<b>Operating costs<sup>1)</sup></b>	<b>2,183</b>	<b>587</b>	<b>84</b>	<b>324</b>	<b>-112</b>	<b>3,066</b>
<i>YoY change</i>	<i>2%</i>	<i>7%</i>	<i>42%</i>	<i>-18%</i>	<i>-</i>	<i>2.5%</i>
<b>EBITDA adjusted<sup>2)</sup></b>	<b>527</b>	<b>97</b>	<b>78</b>	<b>79</b>	<b>-</b>	<b>781</b>
<i>YoY change</i>	<i>-2%</i>	<i>-31%</i>	<i>&gt;100%</i>	<i>PLN 81m</i>	<i>-</i>	<i>15.3%</i>
<b>EBITDA adjusted margin<sup>2)</sup></b>	<b>19.4%</b>	<b>13.8%</b>	<b>53.8%</b>	<b>19.6%</b>	<b>-</b>	<b>20.4%</b>
<i>YoY change</i>	<i>-0.5 pp</i>	<i>-6.1 pp</i>	<i>44.7 pp</i>	<i>20.0 pp</i>	<i>-</i>	<i>2.0 pp</i>
<b>EBITDA</b>	<b>486</b>	<b>97</b>	<b>78</b>	<b>79</b>	<b>-</b>	<b>740</b>
<i>YoY change</i>	<i>-9%</i>	<i>-31%</i>	<i>&gt;100%</i>	<i>PLN 81m</i>	<i>-</i>	<i>9.3%</i>
<b>EBITDA margin</b>	<b>17.9%</b>	<b>13.8%</b>	<b>53.8%</b>	<b>19.6%</b>	<b>-</b>	<b>19.3%</b>
<i>YoY change</i>	<i>-2.0 pp</i>	<i>-6.1 pp</i>	<i>44.7 pp</i>	<i>20.0 pp</i>	<i>-</i>	<i>0.9 pp</i>
<b>CAPEX</b>	<b>183</b>	<b>20</b>	<b>14</b>	<b>394</b>	<b>-</b>	<b>610</b>

<sup>1</sup> Costs excl. depreciation, amortization (incl. depreciation costs included in energy and buses production costs), impairment and liquidation

<sup>2</sup> EBITDA adjusted by impairment charges on inventories of photovoltaic modules in Q4'24 (PLN 41m) and adjustment of profit from the sale of Asseco shares in Q4'23 (PLN -0.4m)

**Note**

Certain financial data contained in this document have been subject to rounding adjustments. Accordingly, certain numbers presented as the sum may not conform exactly to the arithmetical sum of their components or comparative references. For more detailed financial information, please refer to our financial statements available on our website <https://grupapolsatplus.pl/en/arc/results>