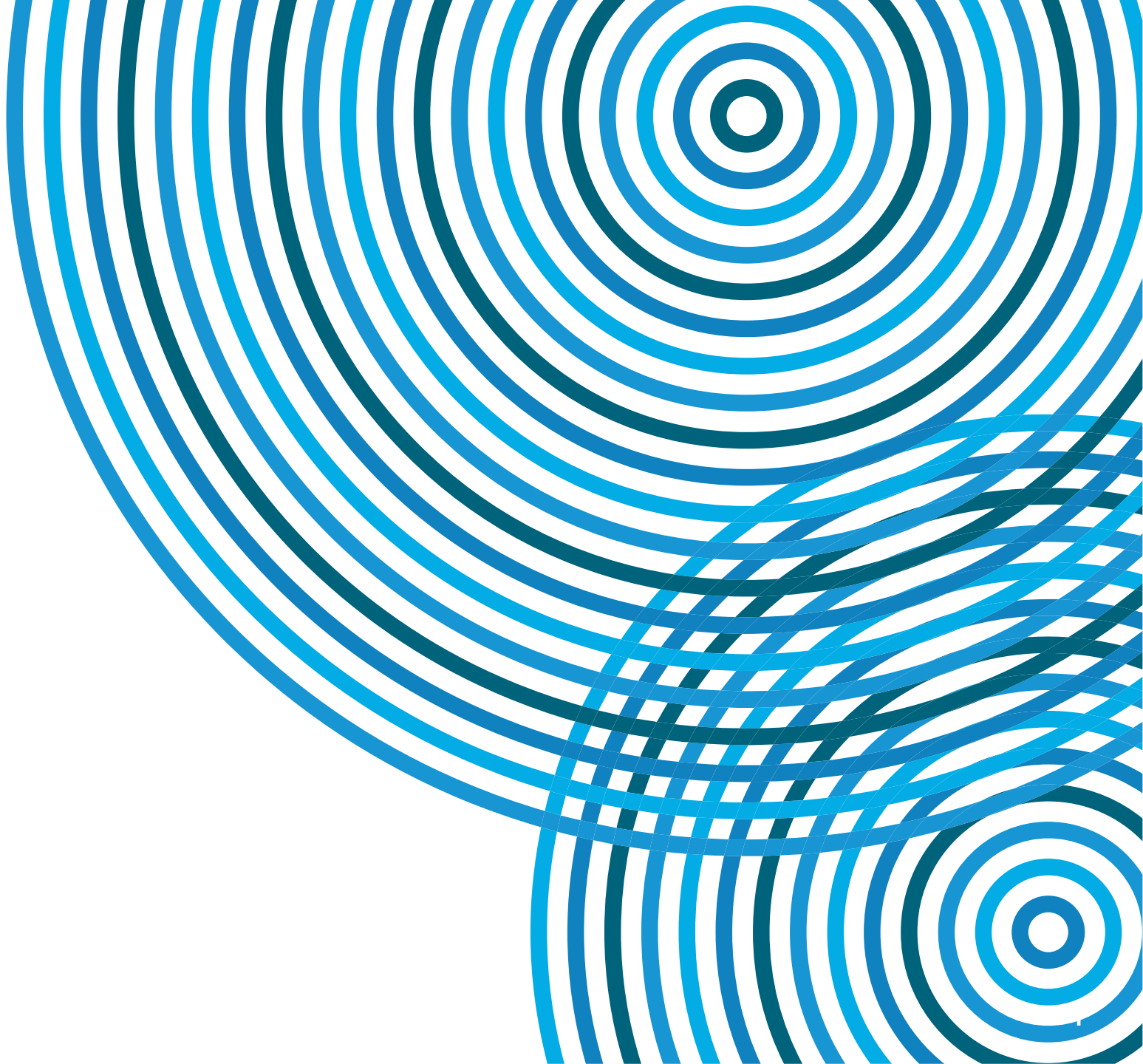


2 June 2025

IR Newsletter 20/2025



Press review

Wirtualnemedi.pl, 26 May 2025

by Adrian Gąbka

New offer from Play: fiber internet and TV free for up to 8 months

Play and UPC Polska have launched a new promotion for fiber internet and TV packages, allowing customers to use the services for up to 8 months free of charge.

The offer applies to a 24-month contract and includes access to 212 TV channels and popular streaming services such as SkyShowtime, FilmBox, and Cinemax. Higher-tier packages also include Amazon Prime Video and Netflix. After the promotional period, prices start at PLN 120 per month for the 600 Mb/s package, PLN 140 for 1 Gb/s, and PLN 180 for 8 Gb/s.

Customers who do not need the full package can choose either internet or TV only – in that case, the promotion includes 6 months free of charge. After this period, internet prices range from PLN 55 to PLN 115, and TV from PLN 65 to PLN 85 per month.

The offer is also available to customers who do not have a mobile phone plan with Play, although in their case, the prices after the promotional period are higher. The 8 Gb/s speed is available only in selected locations and with a wired connection.

Press review

PAP Biznes, 27 May 2025

by seb/ osz/

Fitch affirms Cyfrowy Polsat's rating at "BB", outlook stable

Fitch Ratings has affirmed Cyfrowy Polsat's long-term Issuer Default Rating (IDR) at "BB". The rating outlook is stable, according to a statement from Fitch.

by mcb/ ana/

WP expects better growth dynamics in the online advertising market in H2 2025

Wirtualna Polska expects an improvement in the growth dynamics of the online advertising market in the second half of 2025, estimating it at around 10%.

"We believe the second half will be better than the first due to geopolitical turbulence. Foreign clients, in particular, were very cautious with their spending, and many budgets were postponed. I think there's a good chance those budgets won't go to waste and will be used in the second half, especially in Q4. I estimate the growth rate will be slightly higher, reaching around 10%," said WP CEO Jacek Świdorski during a video conference.

He added that the company observed a negative impact on the advertising market from trade policy disruptions caused by the Donald Trump administration.

Press review

Wirtualnemedi.pl, 1 June 2025

by Adrian Gąbka

Play's owner reveals how its business is performing

Iliad Group, the owner of Play and UPC Polska, reported a 6% increase in service revenues in Q1 2025. The company reduced its debt and gained 263k new mobile subscribers, mainly in Italy.

On the Polish market, Iliad Group recorded a 9% increase in mobile service revenues, acquiring 17k new subscribers. As of the end of March 2025, it had 13.33 million active mobile service customers, representing a 1.2% YoY increase. The number of postpaid subscribers rose from 9.44 million to 9.67 million, while the number of prepaid users declined from 3.73 million to 3.67 million. In the fixed-line services segment, the number of active customers increased YoY from 2.07 million to 2.11 million. However, Play reported a decline of 6k customers in the fixed-line and home services segment in Q1, citing “strong market competition” as the reason.

Recent events

Press release, 30 May 2025

New launch of Plus and Polsat Box – all services in a simple offer, and bundling services has never been easier or more beneficial

Plus and Polsat Box are launching a new chapter – for and with their customers. This is a response to common questions and dilemmas: how much does it really cost, how much will I pay for two or three services? Now, choosing and combining services – fiber internet, TV, mobile internet, mobile subscription, and streaming – will be even easier, more convenient, better tailored to customer needs, and more attractively priced. Starting June 2, the offer will be available to both new and existing customers, featuring simple S, M, and L subscriptions and clear, transparent bundling rules.

Our new offer addresses what today's customer wants and needs. It should be simple, understandable, and ideally all in one place. That's how we save – both time and money. We say it clearly – bundle services and benefit from it," says **Michał Sobolewski, Vice President of the Management Board of Plus, Polsat Plus Group.**

A new launch in practice – simple offer, clear rules

According to a study conducted for Plus titled *[“In the jungle of offers. How do Poles shop?”](#)*, 50% of respondents said the number of products and services available today is often overwhelming.

As a result, many consumers opt for the simplest and quickest solutions. That's exactly what Plus and Polsat Box have prepared for their customers. Both brands are introducing simple and beneficial **S, M, and L** plans covering all key services: fiber internet, TV, mobile internet, and mobile subscription. [More >>](#)

	S	M	L	
PLUS ABO	40 ZŁ 6 GB	60 ZŁ 3 X 60 GB	90 ZŁ BEZ LIMITU	80 ZŁ ZA DWIE DOWOLNE USŁUGI
PLUS ŚWIATŁOWÓD	40 ZŁ 300 MB/S	60 ZŁ 600 MB/S	90 ZŁ 1 GB/S	+30 ZŁ ZA KAŻDĄ DODATKOWĄ OFERTĘ
PLUS INTERNET	40 ZŁ 50 GB	60 ZŁ 600 GB	90 ZŁ BEZ LIMITU	+30 ZŁ ZA POWIĘKSZENIE ZESTAWU DO L
TELEWIZJA POLSAT BOX	30 ZŁ 57 KANAŁÓW + PBG	40 ZŁ 82 KANAŁY + PBG + CINEMAX	70 ZŁ 139 KANAŁÓW + PBG + CINEMAX + PSP + ELEVEN	+30 ZŁ ZA DWA DOWOLNE STREAMINGI
				max Disney+ slyd WME polsat box @ go

Recent events

Currnet report 7/2025, 30 May 2025

Opinion of the Supervisory Board concerning the distribution of profit for the year 2024

In connection with current report No. 6/2025 dated 21 May 2025, the Management Board of Cyfrowy Polsat S.A. (the "**Company**") hereby informs that on 30 May 2025 the Supervisory Board of the Company adopted a resolution in which it issued a positive opinion on the Management Board's proposal concerning the distribution of the Company's net profit for the fiscal year 2024 in the amount of PLN 405,839,754.30 (four hundred and five million eight hundred and thirty nine thousand seven hundred and fifty four zlotys and thirty grosze) by allocating it in full to the reserve capital. In parallel, the Supervisory Board recommends that the Annual General Meeting adopt a resolution regarding the distribution of the Company's net profit for the fiscal year ended 31 December 2024 in accordance with the proposal of the Management Board.

Recent events

Currnet report 8/2025, 30 May 2025

Convocation of the Annual General Meeting of Cyfrowy Polsat S.A. on 26 June 2025 and draft of resolutions

The Management Board of Cyfrowy Polsat S.A. (the “**Company**”), acting pursuant to Articles 395 § 1 and 399 § 1 in conjunction with Articles 402(1) and 402(2) of the Commercial Companies Code (the “**CCC**”) and in accordance with the provisions of Article 24 Section 2 of the Company’s Statutes, convenes the Annual General Meeting of the Company, which will be held on 26 June 2025 at 11:00 am CET in Warsaw, in the registered office of the Company at ul. Łubinowa 4a.

Agenda of the Annual Meeting:

1. Opening of the Annual General Meeting.
2. Appointment of the Chairman of the Annual General Meeting.
3. Validation of the correctness of convening the Annual General Meeting and its ability to adopt binding resolutions.
4. Appointment of the Ballot Committee.
5. Adoption of the agenda.
6. Management Board’s presentation of the Management Board’s report on the activities of Cyfrowy Polsat S.A. and Cyfrowy Polsat S.A. Capital Group in the financial year 2024, the Company’s financial statements for the financial year 2024 and also the consolidated financial statements of the Cyfrowy Polsat S.A. Capital Group for the financial year 2024. >>

Recent events

7. The Supervisory Board's presentation of:
 - a) its statement concerning the evaluation of the Management Board's report on the activities of Cyfrowy Polsat S.A. and Cyfrowy Polsat S.A. Capital Group in the financial year 2024, the Company's financial statements for the financial year 2024 and the financial statements of the Cyfrowy Polsat S.A. Capital Group for the financial year 2024, as well as the Management Board's motion regarding the distribution of the Company's profit generated in the financial year 2024;
 - b) its assessment of the Company's standing and evaluation of the work of the Management Board;
 - c) its report concerning the remuneration of the Management Board and Supervisory Board Members for the year 2024.
8. Consideration and adoption of a resolution approving the Management Board's report on the activities of Cyfrowy Polsat S.A. and Cyfrowy Polsat S.A. Capital Group in the financial year 2024.
9. Consideration and adoption of a resolution approving the Company's annual financial statements for the financial year 2024.
10. Consideration and adoption of a resolution approving the consolidated annual financial statements of the Cyfrowy Polsat S.A. Capital Group for the financial year 2024.
11. Consideration and adoption of a resolution approving the Supervisory Board's report for the financial year 2024.
12. Consideration and adoption of a resolution concerning the evaluation of the report on the remuneration of the Management Board and Supervisory Board Members for the year 2024.
13. Adoption of resolutions granting a vote of approval to the Members of the Management Board for the performance of their duties in the year 2024. >>

Recent events

14. Adoption of resolutions granting a vote of approval to the Members of the Supervisory Board for the performance of their duties in the year 2024.
15. Adoption of a resolution on the distribution of the Company's profit for the financial year 2024.
16. Adoption of a resolution on the selection of an audit firm for the attestation of sustainability reporting.
17. Closing of the Annual General Meeting.

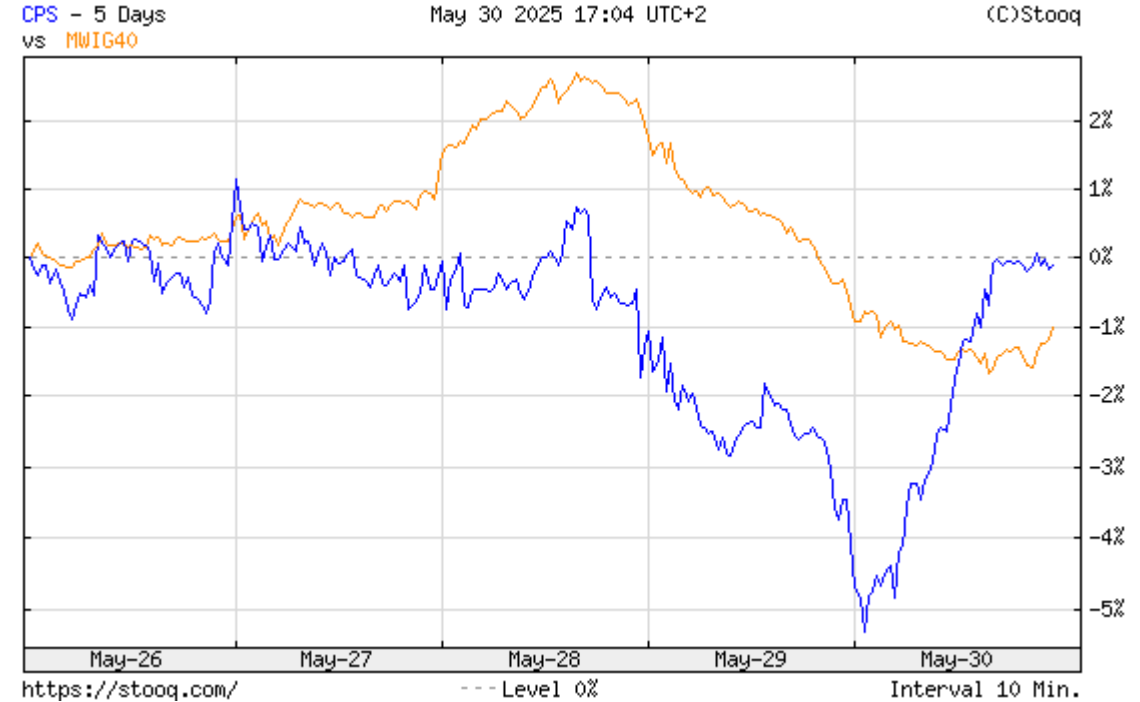
The Management Board attaches to this Current Report as follows:

- the announcement of the convocation of the Annual General Meeting on 26 June 2025, prepared in accordance with Article 402(2) of the CCC ([Attachment no. 1](#));
- draft resolutions to be adopted by the Annual General Meeting of the Company convened on 26 June 2025 ([Attachment no. 2](#));
- Report on the activities of the Supervisory Board in 2024 ([Attachment no. 3](#));
- Report on the remuneration of the Management Board and Supervisory Board members of Cyfrowy Polsat S.A. in the year 2024 ([Attachment no. 4](#)).

The Company provides information in accordance with Article 402(3) of the CCC on the Company's website at: <http://www.grupapolsatplus.pl/> , subpage: Corporate Governance, tab: General Meetings – Materials.

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2025-05-26	16.86	16.51	16.70	0.60	3.60
2025-05-27	16.91	16.59	16.64	-0.36	4.20
2025-05-28	16.85	16.40	16.50	- 0.84	12.15
2025-05-29	16.59	16.07	16.14	- 2.18	13.94
2025-05-30	16.76	15.78	16.70	3.47	20.05



Investor's calendar

Date	Event
16 June 2025	2025 Santander Poland Conference, Warszawa
26 June 2025	Annual General Meeting more>>
<i>13 – 27 August 2025</i>	<i>Closed period prior to the publication of H1 2025 results</i>
27 August 2025	Consolidated semi-annual report for the 1st half of 2025
8-9 September 2025	22 nd Annual Emerging Europe Investment Conference – Pekao, Warszawa
<i>5 – 19 November 2025</i>	<i>Closed period prior to the publication of Q3 2025 results</i>
19 November 2025	Quarterly report for Q3 2025