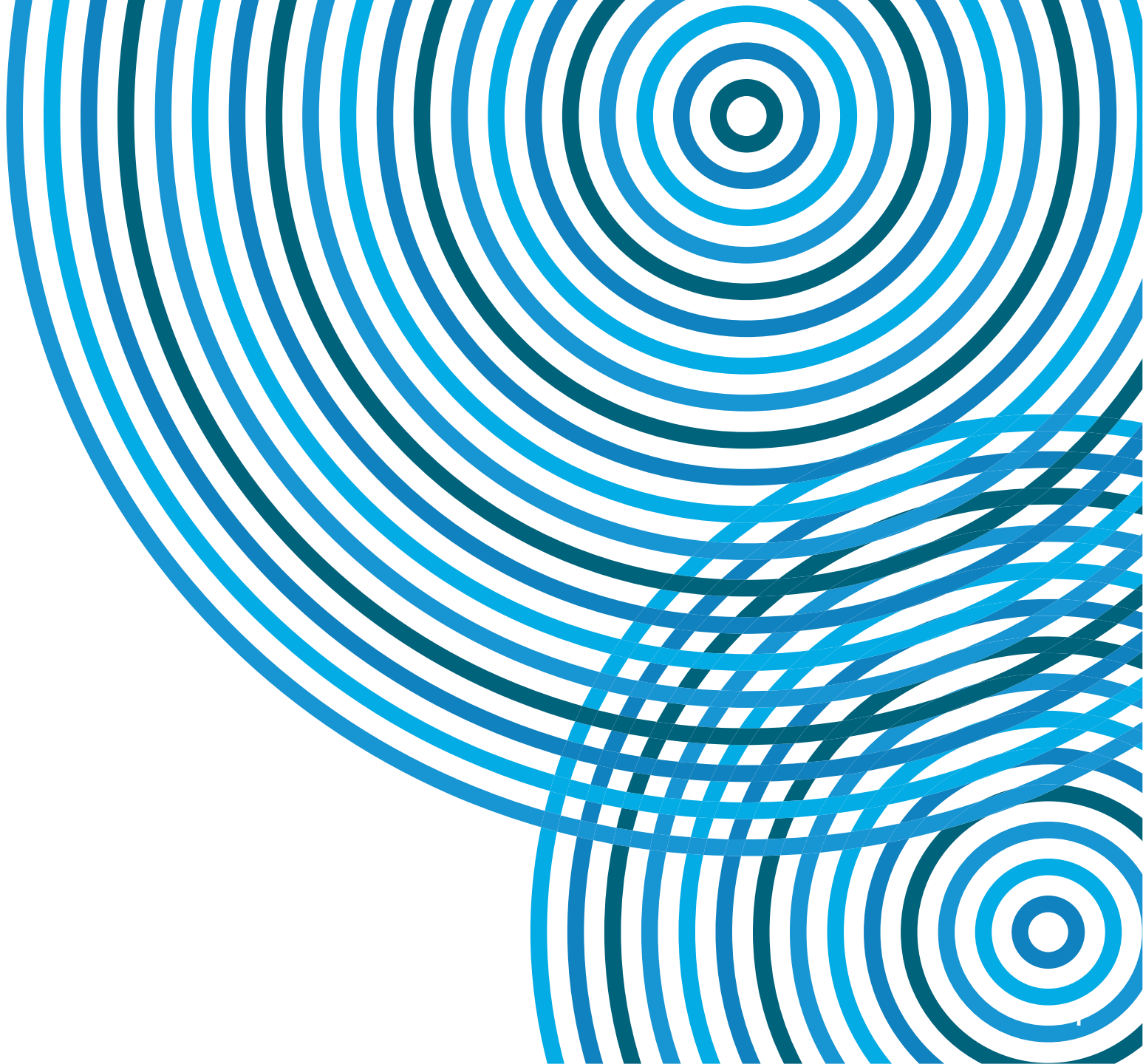


23 June 2025

# IR Newsletter 22/2025



# Press review

**Telko.in, 9 June 2025**

*by Marek Jaślan*

## Orange raises subscription prices in nju

Orange has announced the first price increase in the 12-year history of the nju mobile brand. Starting June 9, 2025, the subscription price for the first number has increased from 29 PLN to 31 PLN, and each additional number costs 15 PLN. The change applies only to new customers. Under the new offer, users receive unlimited calls, SMS, MMS, and 60 GB of internet, which increases with the length of service: up to 120 GB after six months, 150 GB after one year, and 180 GB after two years.

The offer still includes subscriptions for 39 PLN and 49 PLN, with 80 GB and 100 GB of internet, respectively. Additional numbers for 15 PLN also receive full data packages, which grow over time.

# Press review

**Wirtualnemedia.pl, 11 June 2025**

*by Tomasz Wojtas*

## How are streaming platforms doing? Max close to a record, Pilot WP ahead of Polsat Box Go

In May 2025, Netflix remains the leader in the Polish streaming market with 9.39 million users and a 45.08% share of total video platform usage time. The average time spent per user exceeded 6 hours. In second place is Max (formerly HBO Max), which achieved a 12.73% share of viewing time with 3.49 million users. Prime Video and Disney+ followed with 5.41% and 5.02% shares, respectively. Among Polish platforms, TVP VOD performed best with 2.79 million users and a 7.89% share. Canal+ online reached 5.09%, Player – 3.97%, Pilot WP – 3.39%, and Polsat Box Go – 3.24%. The data comes from the Mediapanel study.

**Telko.in, 11 June 2025**

*by Łukasz Dec*

## Goran Marković leaves T-Mobile Polska

After five years at T-Mobile Polska as a board member responsible for the B2C segment, Goran Marković is leaving the company to become CEO of Makedonski Telekom, part of the Deutsche Telekom Group. His position in the Polish branch will be taken over by Maximiliano Bellassai, currently Chief Commercial Officer at T-Mobile Czech Republic. Bellassai brings extensive experience in the telecommunications and banking sectors, gained in countries such as Paraguay and Colombia. The transition will be formalized at the end of June, and the new B2C director will officially assume the role on September 1.

# Press review

**Rp.pl, 12 June 2025**

*by Urszula Zielińska*

## Orange Polska CEO: The Future Lies in Fiber and 5G

In an interview with Rzeczpospolita, Orange Polska CEO Liudmila Climoc emphasized that the future of telecommunications is rooted in fiber optics and 5G technology. She also stated that the company has no plans to sell its mobile infrastructure, considering its current business model effective.

Climoc highlighted that the new strategy, Lead the Future, focuses on continued organic growth as well as selective acquisitions—primarily in the ICT sector (IT services and cybersecurity) and among small fiber-optic operators. Orange plans to continue its partnership with Światłowód Inwestycje, aiming to expand fiber coverage to an additional 500,000 households by 2027. The company also expects annual growth in both retail and wholesale customers using its network. Between 2025 and 2028, Orange plans to invest around PLN 0.5 billion annually in mobile network development, particularly in 5G, to enhance its reach, capacity, and quality. The strategy centers on digitalization, market consolidation, and strengthening its position in key infrastructure and digital service segments.

# Press review

**Wirtualnemedia.pl, 17 June 2025**

*by Patryk Pallus*

## Streaming Isn't Killing TV – What's Next for the Video Distribution Market?

During the panel “Video in the Age of the Streaming Revolution”, media industry experts agreed that television is not in crisis but is evolving and coexisting with streaming. Katarzyna Drogowska from TVN Warner Bros. Discovery emphasized that audiences follow quality content, regardless of the distribution format. Artur Dominiak from Play noted that customers value flexibility in choosing services, and hybrid models combining TV and streaming are gaining popularity. Joanna Kopeć from Nielsen pointed out that pay TV in Poland is still doing well, mainly due to attractive pricing.

The growing popularity of IPTV and cable TV at the expense of satellite TV was also highlighted, driven by the expansion of fiber-optic networks. Experts agreed that the future lies in integrated content distribution models rather than competition between traditional television and streaming.

# Press review

**Telko.in, 17 June 2025**

*by Marek Jaślan*

## Changes in Netia's Mobile Internet Offer: Packages from PLN 10 to 90

Netia has introduced new mobile Internet packages using 5G Ultra technology, offering speeds of up to 1 Gb/s and flexible pricing options ranging from PLN 10 to 90 per month. The new offer includes five variants: 10 GB for PLN 10, 20 GB for PLN 20, 50 GB for PLN 40, 600 GB for PLN 60, and a new unlimited data package for PLN 90. Netia also allows router rentals (from PLN 10 to 30 per month) and offers packages with Disney+ access, which increases the price by PLN 20. The service operates within the coverage of the Plus 5G network, which reaches over 26 million residents in Poland. The new offer aims to provide greater flexibility and better match individual customer needs.

# Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2025-06-09	16.74	16.25	16.48	- 0.48	3.96
2025-06-10	16.66	16.43	16.55	0.46	5.31
2025-06-11	16.69	16.35	16.43	- 0.76	6.11
2025-06-12	16.46	16.11	16.24	- 1.16	5.69
2025-06-13	16.28	15.98	16.12	- 0.74	7.93
2025-06-16	16.25	15.81	16.10	- 0.12	5.14
2025-06-17	16.11	15.90	16.07	- 0.19	6.35
2025-06-18	16.15	15.81	15.93	- 0.90	6.17
2025-06-20	16.09	15.87	15.94	0.09	14.58



# Investor's calendar

Date	Event
16 June 2025	2025 Santander Poland Conference, Warszawa
<b>26 June 2025</b>	<b>Annual General Meeting</b> <a href="#">more&gt;&gt;</a>
<i>13 – 27 August 2025</i>	<i>Closed period prior to the publication of H1 2025 results</i>
<b>27 August 2025</b>	<b>Consolidated semi-annual report for the 1<sup>st</sup> half of 2025</b>
8-9 September 2025	22 <sup>nd</sup> Annual Emerging Europe Investment Conference – Pekao, Warszawa
7 October 2025	Trigon TMT Days – Trigon, online
9-10 October 2025	PKO by the Sea – PKO, Sopot
<i>5 – 19 November 2025</i>	<i>Closed period prior to the publication of Q3 2025 results</i>
<b>19 November 2025</b>	<b>Quarterly report for Q3 2025</b>