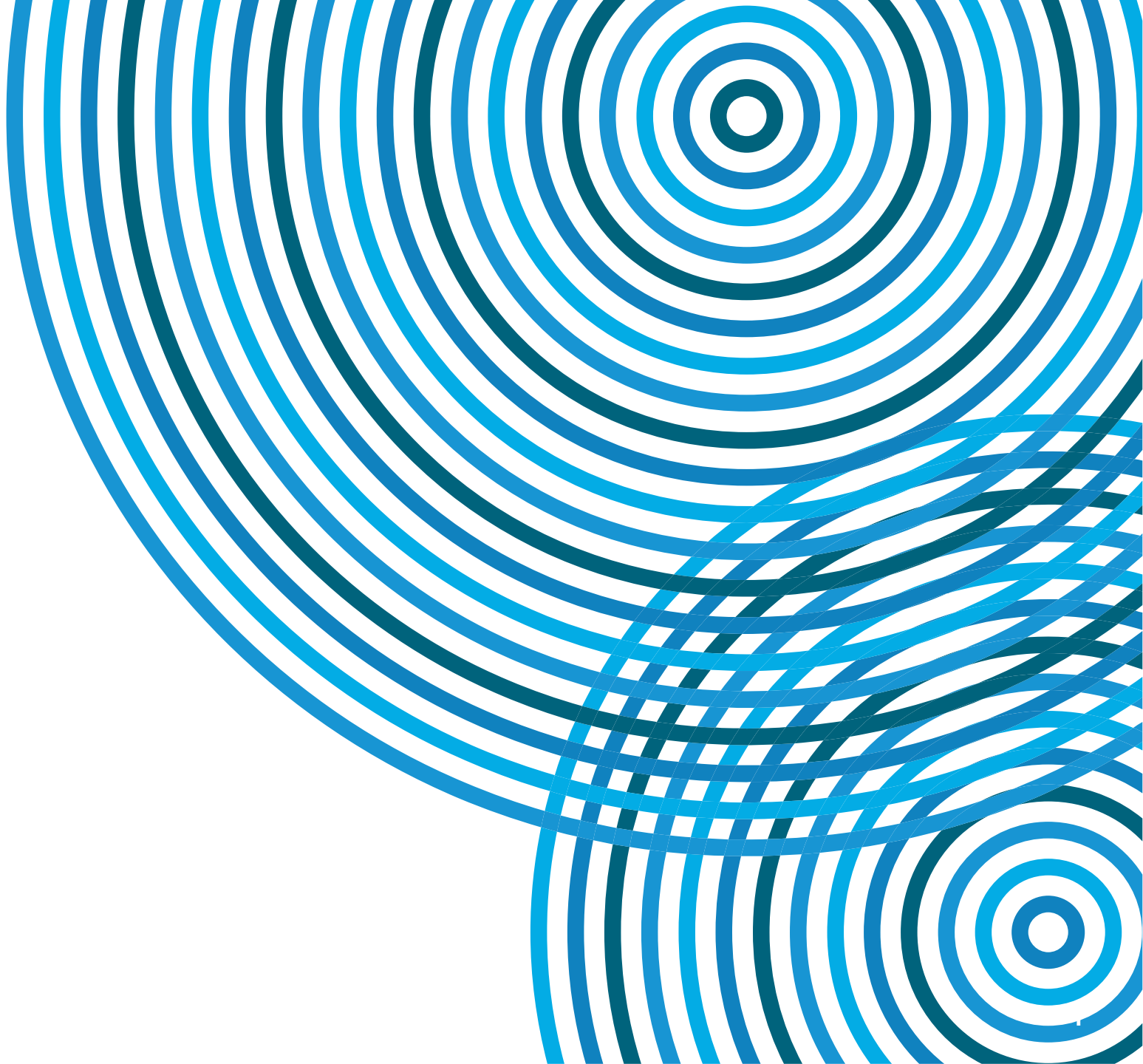


14 July 2025

# IR Newsletter 25/2025



# Press review

**PAP Biznes, 4 July 2025**

*by mcb/ gor/*

## **In Q2 2025, a total of 394,944 mobile numbers were ported in Poland – UKE**

In the second quarter of 2025, a total of 394.9 thousand mobile numbers were ported in Poland, representing a decrease of approximately 49.8 thousand compared to the first quarter of the year, according to a statement from the Office of Electronic Communications (UKE).

Operator P4 (Play) recorded a net gain of 10.7 thousand numbers. Orange Polska ended the quarter with an increase of 0.7 thousand numbers. T-Mobile Polska reported a net loss of 2.6 thousand numbers. Polsat Plus Group closed the quarter with a net loss of 28.6 thousand numbers.

On a monthly basis, the number of ported numbers declined steadily: 139.4 thousand in April, 134.6 thousand in May, and 121.0 thousand in June.

# Press review

**Wirtualnemedi.pl, 7 July 2025**

*by Maciej Dural ski*

## Is television in Poland really losing viewers?

Despite declining viewership, television in Poland continues to hold a strong position in the media landscape. In 2024, the average daily viewing time (ATV) among all individuals aged 4 and above was 3 hours and 43 minutes—a 15% decrease compared to 2020. The largest drop in viewership occurred among those aged 40–49, contrary to the common belief that young adults are driving the decline. In the key commercial demographic (ages 16–59), ATV fell by 18%, with women reducing their viewing time more significantly than men (–21% vs –14%).

The combined audience share of the four major broadcasters (TVP1, TVP2, Polsat, and TVN) declined from 33% to 27%, reflecting increasing market fragmentation. Nevertheless, television still delivers mass reach—91% of Poles watch TV at least once a month. Even young adults (ages 20–24) spend over an hour a day watching television on average.

The growing popularity of Smart TVs and video-on-demand (VOD) platforms does not signal the end of video consumption, but rather a shift in how content is accessed. For advertisers, television remains a key reach medium, offering high-quality audience engagement.

# Press review

My.netia.pl, 8 July 2025

## Netia achieves ISO 27001 recertification and confirms cloud security standards

Netia (Polsat Plus Group) has successfully completed the recertification process for its Information Security Management System, achieving compliance with the ISO/IEC 27001:2022 standard. In addition, the company obtained ISO/IEC 27017 and ISO/IEC 27018 certifications, confirming adherence to the highest standards for cloud environment security and personal data protection in public cloud services.

The certifications cover key Netia services, including Netia Compute (public cloud), dedicated servers, colocation, and cybersecurity solutions such as the Security Operations Center. They also confirm compliance with regulatory requirements, including the Digital Operational Resilience Act (DORA), which is particularly relevant for the financial, insurance, and telecommunications sectors.

The audit confirmed the effectiveness of Netia's processes in protecting information, mitigating incident risks, and ensuring compliance with GDPR. As Netia emphasizes, these certifications provide tangible value to clients by guaranteeing that its services meet current international standards for security and compliance.

# Press review

**Telco.in, 10 July 2025**

*by Łukasz Dec*

## T-Mobile launches 5G on new frequency band

T-Mobile Polska has begun deploying its 5G network in the 700 MHz band, utilizing newly acquired spectrum from the latest frequency auction. The 5G signal has been activated at 22 base stations in selected locations, including areas near Warsaw.

# Recent events

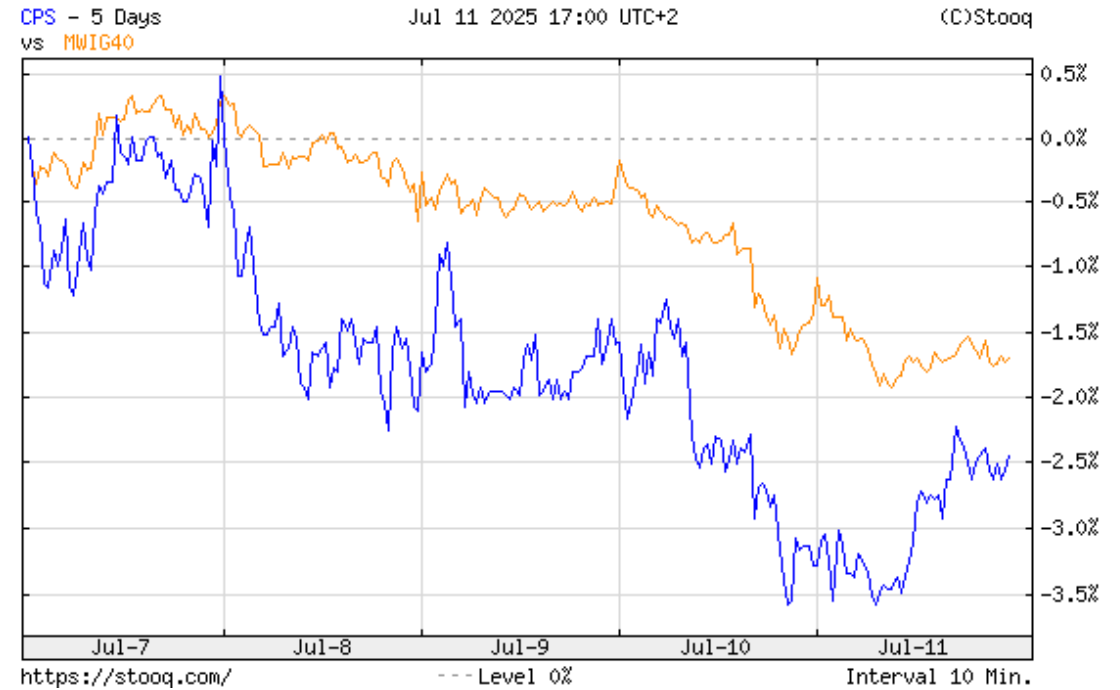
Current report 12/2025, 8 July 2025

## Obtaining information on the withdrawal of the lawsuit related to the resolutions adopted by the Extraordinary General Meeting of Cyfrowy Polsat S.A. on October 8, 2024

With reference to the current report No. 22/2024 dated December 6, 2024, the Management Board of Cyfrowy Polsat S.A. (the "Company") informs that it was notified about the withdrawal, in its entirety, of the lawsuit related to the resolutions adopted by the Extraordinary General Meeting of the Company on October 8, 2024, filed by the representatives of Mr. Tobias Solorz.

# Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2025-07-07	17.25	16.82	17.15	- 0.29	6.85
2025-07-08	17.19	16.66	16.71	- 2.57	10.49
2025-07-09	16.95	16.69	16.80	0.51	7.28
2025-07-10	16.86	16.43	16.51	- 1.70	4.13
2025-07-11	16.70	16.43	16.65	0.85	4.54



# Investor's calendar

Date	Event
<i>6 – 20 August 2025</i>	<i>Closed period prior to the publication of H1 2025 results</i>
<b>20 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>