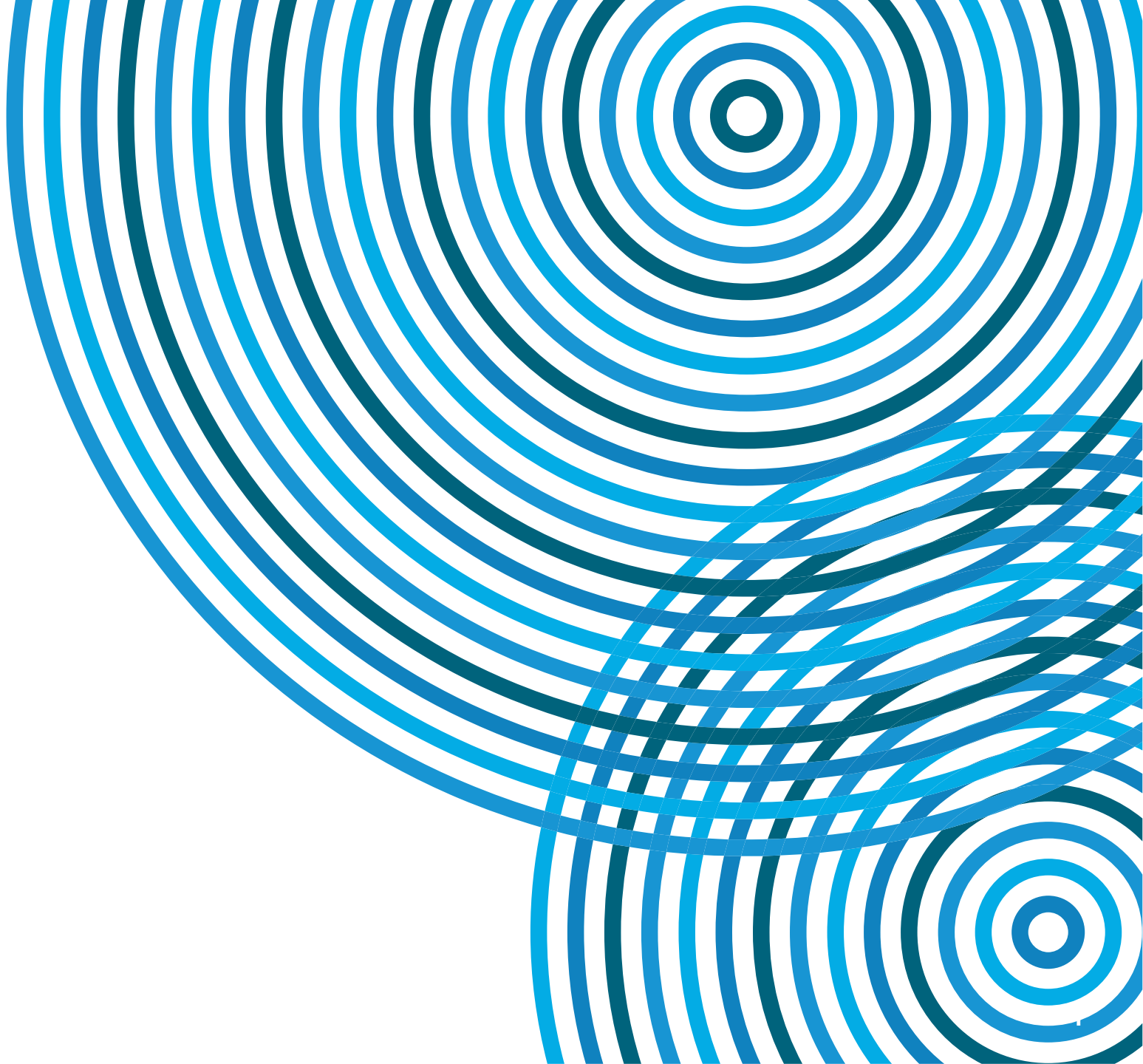


18 August 2025

# IR Newsletter 30/2025



# Press review

**Telko.in, 11 August 2025**

*by Marek Jaślan*

## **In July, PSO expanded FTTH coverage to an additional 44,000 households**

In July 2025, Polski Światłowód Otwarty (PSO) extended the reach of its fiber-to-the-home (FTTH) network to over 44,000 additional households. As part of this expansion, more than 14,000 new addresses were added, and nearly 30,000 existing locations were upgraded from HFC (Hybrid Fiber-Coaxial) technology to FTTH.

Currently, PSO's infrastructure covers over 4.1 million households, with more than 1.1 million already within the FTTH network's range. The company operates exclusively as a wholesale provider, offering open access to its broadband network on a non-discriminatory basis.

PSO collaborates with nine telecommunications operators, including nationwide providers such as Plus, Netia, Play, T-Mobil, and Orange, as well as regional operators.

# Press review

**PAP Biznes, 12 August 2025**

*by mcb/ gor/*

## Polish video advertising market grew by 6.7% YoY in H1 2025 – Publicis Groupe

In the first half of 2025, the Polish video advertising market (TV + online video) grew by 6.7% year-over-year, reaching nearly PLN 3.5 billion, according to Publicis Groupe Polska. Linear television remained dominant with a 70.1% share, though its importance declined by 3.1 percentage points. Investments in TV advertising rose by 2.2%, and ad spots by 2.8%, driven by strong performance in Q2.

Online video accounted for 30% of the market, with revenue growth of 19.1% YoY. Streaming services (BVOD, HVOD, VOD) surged by 64.7%, while short-form video grew by 16.6%, including a 15.8% increase in social media video. YouTube saw notable growth due to stricter Adblock policies and new ad formats.

Average daily TV viewing time rose by 3 minutes to 3 hours 33 minutes, while non-TV video content reached 36 minutes (+3 minutes, too). The top 10 TV channels' share fell to 43.2%, with Polsat, TV Puls, and TV4 gaining viewership, while TVP1, TVP2, TVN, TTV, and TVN24 declined. YouTube remains the leading streaming platform with a 7.7% share.

# Press review

**Wirtualnemedia.pl, 14 August 2025**

*by Adrian Gąbka*

## Canal+ and Orange pilot a new service offering: “Strategic Partnership”

Canal+ Polska has launched a pilot program to offer fiber-optic internet services using Orange’s infrastructure. The service is currently available exclusively via telephone sales and is targeted at selected customers. Pricing starts at PLN 65 per month, and the package includes Canal+ TV channels with a six-month promotional period during which the television component is free of charge. The service is expected to be extended to Canal+ customer service points in the near future.

This partnership aligns with a broader industry shift from satellite services toward IPTV and fiber-optic connectivity. Orange currently serves 969,000 IPTV customers and 39,000 satellite users, while Canal+ Polska has approximately 1.9 million subscribers. The collaboration aims to strengthen Canal+’s position in the Internet services market, where it previously offered only LTE-based access. Competing pay-TV providers, including Polsat Box (part of the Polsat Plus Group), already offer fiber-optic services to their customers.

# Recent events

Current report 16/2025, 12 August 2025

## Disclosure of information provided to a shareholder of Cyfrowy Polsat S.A.

The Management Board of Cyfrowy Polsat S.A. (the "**Company**") hereby discloses to the public the information provided to a shareholder on 12 August 2025, pursuant to Article 429 § 1 of the Commercial Companies Code, resulting from the obligation of the Company's Management Board by the District Court for the Capital City of Warsaw in Warsaw, 14th Commercial Division of the National Court Register, to provide information to a shareholder who objected to the minutes regarding the refusal to disclose the requested information at the general meeting. The information was provided to the shareholder in response to questions presented during the Annual General Meeting of the Company held on 26 June 2025, namely:

*On what basis and from which entity did Ms. Justyna Kulka receive additional remuneration within the Cyfrowy Polsat Capital Group in the amount of PLN 8,224,000? In what period was this remuneration paid, and who and on what basis decided to pay it? What was the justification for granting Ms. Justyna Kulka such remuneration?*

*On what basis and from which entity did Mr. Tomasz Szeląg receive additional remuneration within the Cyfrowy Polsat Capital Group in the amount of over PLN 1,520,000? In what period was this remuneration paid, and who and on what basis decided to pay it? What was the justification for granting Mr. Tomasz Szeląg such remuneration?*

### Response provided:

The additional remuneration for Ms. Justyna Kulka and Mr. Tomasz Szeląg was paid by Cyfrowy Polsat S.A.'s subsidiary, Polkomtel Sp. z o.o. It was a one-time payment related to the successful implementation of a strategic project by this company. The remuneration was paid in the third and fourth quarters of 2024.

The decision to grant additional remuneration fell within the scope of resolutions adopted by the subsidiary's governing bodies concerning the strategic project. The justification for awarding remuneration to Ms. Justyna Kulka and Mr. Tomasz Szeląg was their engagement and intermediation, which enabled the successful execution and completion of the project.

# Recent events

**Current report 17/2025, 18 August 2025**

## Information regarding the dominant entity in relation to Cyfrowy Polsat S.A.

The Management Board of Cyfrowy Polsat S.A. (the “Company”) hereby informs that, in response to its letter addressed to TiVi Foundation, based in Liechtenstein (“TiVi Foundation”, the “Foundation”), as a shareholder of the Company, requesting identification of its dominant entity within the meaning of Article 4(14) of the Act of 29 July 2005 on Public Offering and Conditions for Introducing Financial Instruments to an Organized Trading System and on Public Companies (as amended) (the “Public Offering Act”), on 18 August 2025 the Company received a reply in which the Foundation confirms that it does not have a dominant entity within the meaning of Article 4(14) of the Public Offering Act. In particular, there is no entity that:

1. directly or indirectly holds a majority of votes in the Foundation’s governing body (Foundation Board), or
2. has the authority to appoint or remove the majority of the Foundation Board members, or
3. more than half of the members of the management board of such another entity are also members of the Foundation Board, proxies or persons performing managerial functions in the Foundation, or persons in managerial positions within the parent or its subsidiaries.

Concurrently, the Foundation states that it does not have a management or supervisory board. Its governing body is the Foundation Board, which is responsible for managing the Foundation’s affairs and representation. The current members of the Foundation Board are:

1. Peter Schierscher – appointed by the Princely Court in Vaduz, Liechtenstein;
2. Jarosław Grzesiak – appointed jointly by Tobias Solorz, Aleksandra Żak, and Piotr Żak;
3. Tomasz Szelaąg – appointed by Zygmunt Solorz.

The Foundation is represented jointly by Peter Schierscher acting together with either Tomasz Szelaąg or Jarosław Grzesiak.

# Recent events

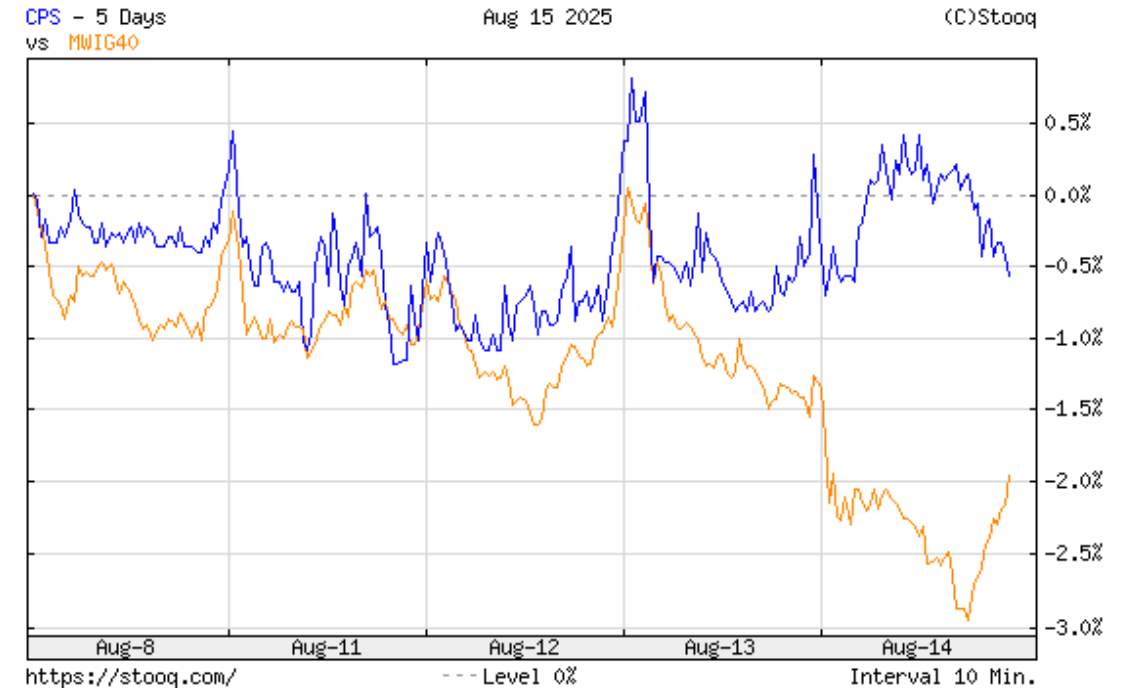
Furthermore, in its response the Foundation informs that the register of beneficial owners of the Foundation sets out:

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;
4. Tomasz Szelaḡ as Foundation Board member.

The Company hereby publishes [the content of the received letter](#) as an attachment to this current report.

# Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2025-08-11	14.73	14.46	14.52	- 0.99	12.72
2025-08-12	14.63	14.51	14.63	0.79	8.38
2025-08-13	14.80	14.53	14.71	0.51	10.50
2025-08-14	14.73	14.55	14.58	- 0.85	7.91
2025-08-15	-	-	-	-	-





# 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>
<b>21 August 2025 at 4.00pm (CET)</b>	Cyfrowy Polsat's presentation H1 2025 financial results – <b>online meeting with investors and analysts*</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>

\* If you are interested in participating in the meeting, please contact IR team: [ir@cyfrowypolsat.pl](mailto:ir@cyfrowypolsat.pl)