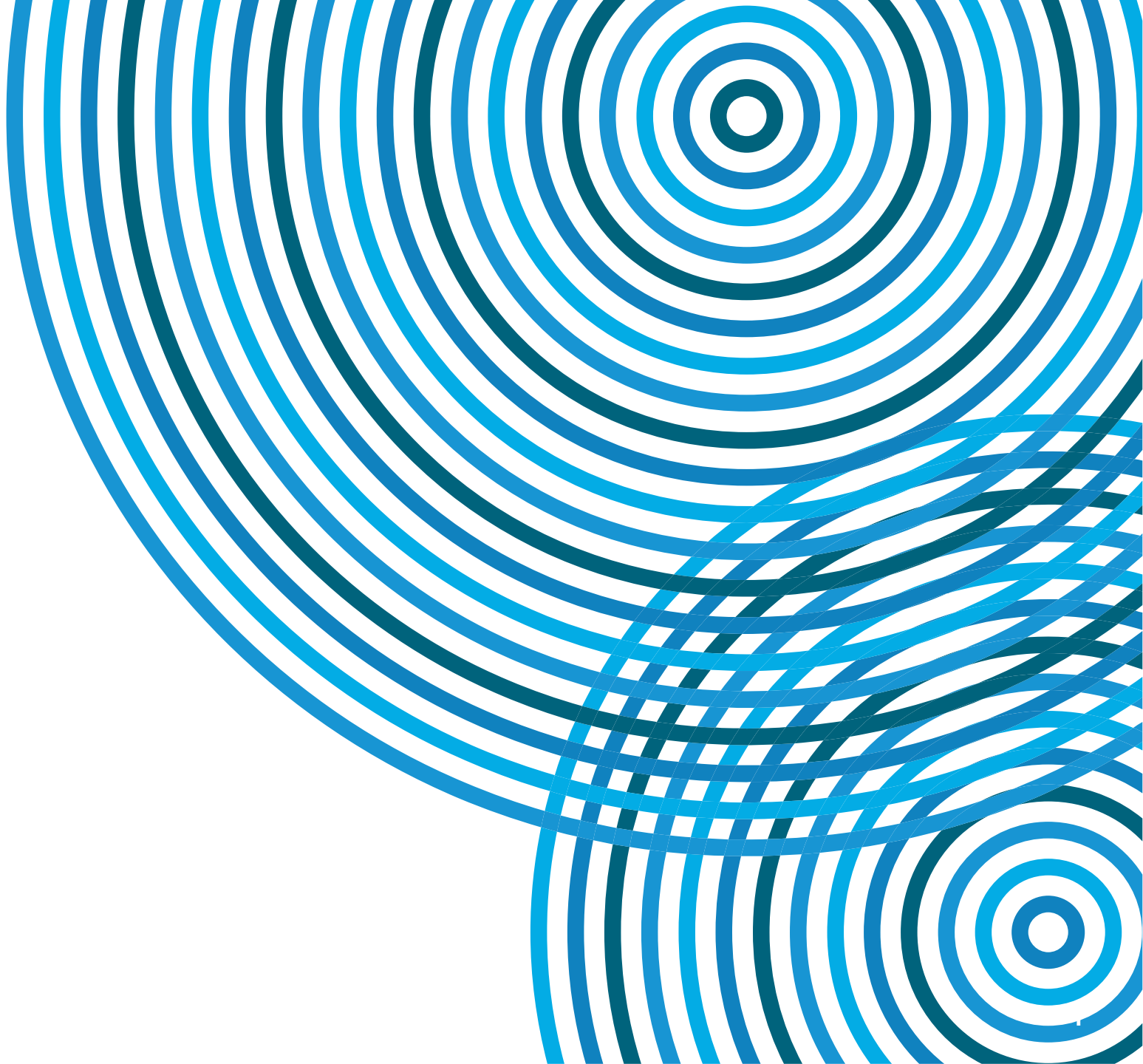


7 September 2025

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Press review

Telko.in, 1 September 2025

by Marek Jaślan

Orange: demographic shifts will significantly impact Poland's telecommunications market

In its analysis *“Polish Telecommunications Market 2025: Consumer Trends and the Wholesale Landscape”*, Orange Polska highlights that demographic changes—including population decline, aging society, and migration—will have a substantial effect on the domestic telecom sector. A shrinking population, particularly outside major urban centers, will require operators to adapt their offerings to groups such as seniors and single-person households.

Despite the anticipated population decline, Orange does not foresee a drop in demand for telecom services. Rising affluence, increased property ownership, and the growing number of single-person households are helping sustain strong demand for both services and devices. Consumers are willing to pay more, which supports market stability.

The demographic shifts are especially evident among people aged 60 and above, whose numbers are steadily increasing, notably in rural and eastern regions of Poland. This segment is becoming more active in using mobile services, although it still expects more traditional customer service experiences.

Younger users are driving mobile Internet usage, with speeds of 300 Mb/s becoming standard. The popularity of streaming, social media, and digital apps is pushing operators to offer modern solutions. Flexibility and security are increasingly important, especially with the rise of smartphones and IoT devices.

Orange also emphasizes the need for industry consolidation, with larger firms acquiring local ISPs to maintain operational efficiency.

Press review

Telko.in, 1 September 2025

by Marek Jaślan

Orange adds 600 Mb/s option to nju światłowód offer

Orange Polska has expanded the portfolio of its budget brand nju światłowód by introducing a new 600 Mb/s Internet plan. Available from September 2025, the service is offered on a non-fixed-term contract at a monthly rate of PLN 59.

This new option responds to growing user demand, offering double the speed of the previous top-tier plan (300 Mb/s) with a modest price increase. The offer is primarily targeted at residents of large urban areas, including students and renters, for whom contract flexibility is a key consideration.

In 2025, the coverage of nju światłowód has grown to reach 5 million households. The most affordable plan is priced at PLN 39 per month and includes a modem at no additional cost.

Press review

Wirtualnemedi.pl, 3 September 2025

by Beata Goczał

Game show rivalry: what to expect from Polish television this fall

The fall 2025 television season in Poland is marked by cautious programming strategies and intensified competition among broadcasters.

Polsat has significantly strengthened its prime-time lineup by acquiring the iconic game show “Who Wants to Be a Millionaire?” from TVN, along with its long-time host Hubert Urbański. This strategic move aims to boost Polsat’s advertising market share and attract the show’s loyal audience.

In response, TVN is launching a new format, “The Floor”, airing four times a week, while also bringing back proven hits such as “Top Model” and “Kitchen Nightmares”.

Meanwhile, public broadcaster TVP is focusing on new and continuing drama series, avoiding major entertainment premieres. Across the board, networks are minimizing risk by relying on familiar formats to ensure stable viewership and advertising revenue.

Industry experts forecast a roughly 10% increase in audience numbers compared to the summer season, with the main battle for advertising dominance expected to play out between Polsat and TVN.

Press review

Telko.in, 3 September 2025

by Łukasz Dec

Play and Ericsson announce strategic technology partnership

Play and Ericsson have announced a strategic technology partnership aimed at deepening cooperation in key areas of network development. The agreement covers joint testing of the 5G Standalone (SA) standard, initiatives to improve energy efficiency across infrastructure, and optimization of radio resources within Ericsson's R&D centers.

Ericsson, which has been Play's second equipment supplier since 2018 (alongside Huawei), has increased its share of the operator's infrastructure to nearly 50%, now accounting for approximately 6,000 transmitters.

Press review

Telko.in, 4 September 2025

by Marek Jaślan

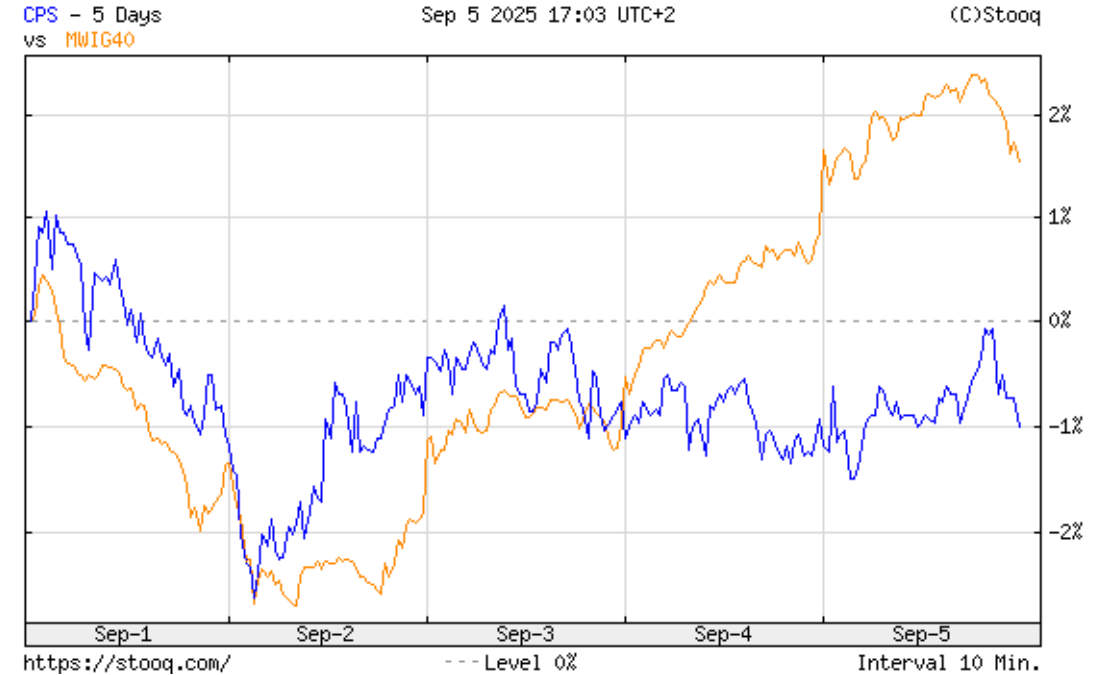
Orange fiber now available through Canal+

Orange Polska and Canal+ have expanded their strategic partnership: as of September 2025, Canal+ customers can order Orange Światłowód (Orange Fiber) directly at Canal+ retail locations. Previously, the service was only available via telephone sales channels. Beside Internet access, the new bundled offer includes also promotional benefits: six months of free access to a selected Canal+ satellite TV package and full access to the Canal+ streaming platform for the entire duration of the contract.

Prices for Orange Światłowód in this offer start at PLN 65.01 per month. Depending on the promotion, customers may benefit from up to 12 months of free service.

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2025-09-01	14.52	14.15	14.18	- 0.87	5.15
2025-09-02	14.30	13.93	14.20	0.18	7.09
2025-09-03	14.37	14.12	14.16	- 0.28	5.69
2025-09-04	14.26	14.11	14.20	0.25	4.84
2025-09-05	14.32	14.12	14.19	- 0.07	5.35



Investor's calendar

Date	Event
8 September 2025	22 nd Annual Emerging Europe Investment Conference – Pekao, Warszawa
7 October 2025	Trigon TMT Days – Trigon, online
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>
19 November 2025	Quarterly report for Q3 2025
4 – 5 December 2025	WOOD's Winter Wonderland EMEA Conference, Prague