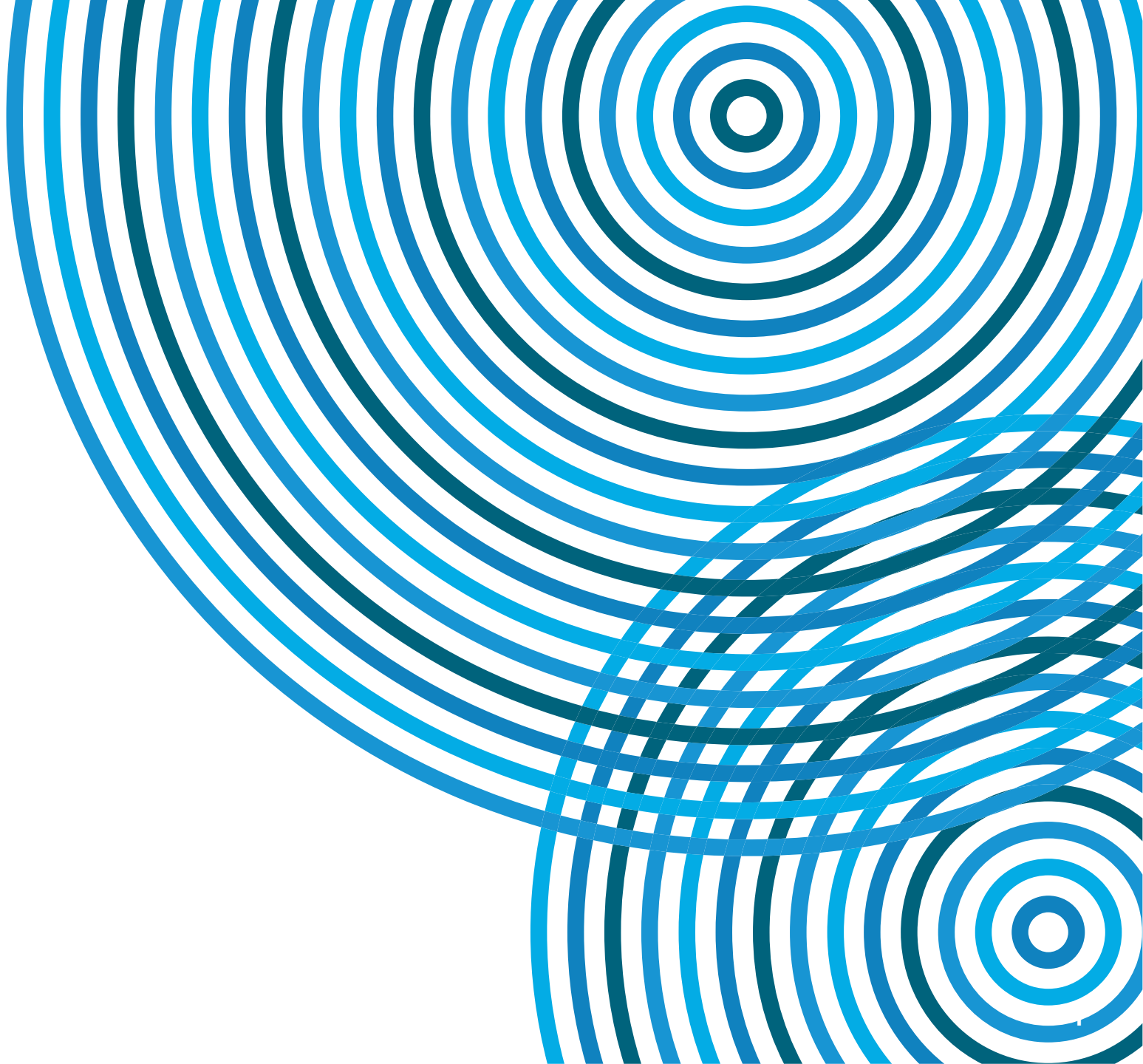


6 October 2025

IR Newsletter 37/2025



Press review

Rzeczpospolita, 29 September 2025

by Urszula Zielińska

Television and streaming: silent pact or forced relationship

Contrary to earlier forecasts that streaming platforms would displace traditional television, current data shows that both forms of media are beginning to coexist and collaborate. The reach of linear channels is growing thanks to the presence of their content on streaming platforms, which were previously seen as competition. Viewers freely switch between television and streaming, choosing the format depending on their needs.

The latest Nielsen Media report, “All Screens Video Landscape,” which illustrates video content viewership not only on TVs but also on smartphones, tablets, and personal computers, shows that Polish viewers still most often choose content from the largest traditional TV broadcasters. Polsat jumped to the top of the ranking in August. Second place belongs to Telewizja Polska. Third is Warner Bros Discovery – the owner of TVN. Only after them are YouTube and Netflix.

Experts emphasize that instead of rivalry, we are dealing with symbiosis – streaming supports television, and television provides valuable content for VOD services. *“In our data, we see that viewers freely navigate between linear and on-demand content – depending on their needs. TV viewers are also users of social media and other streaming platforms, and vice versa,”* says Lucyna Koba, head of Nielsen in Poland. *“I therefore risk the thesis that streaming and traditional television simultaneously compete but also complement each other,”* adds Lucyna Koba.

Press review

Wirtualnemedi.pl, 1 October 2025

by Patryk Pallus

Polsat, BBC, TV Puls, HBO Max awarded. Golden PIKE for the President of Cyfrowy Polsat

During the 52nd International Conference of Electronic Communication Operators PIKE-CONNECT, the "Titanium Eye" statuettes, the Golden PIKE, and special distinctions from the PIKE President were presented. The most important award – the Golden PIKE – was received by Andrzej Abramczuk, President of Netia and Cyfrowy Polsat. “A man whose vision, determination, and ability to combine business strategy with sensitivity to people's needs make him one of the most important leaders in our industry” – said Prof. Józef Modelski, Chairman of the Program Council, while presenting the award. The award was granted for long-term contribution to the development of the telecommunications and media market, effective management of digital transformation, and skillful combination of business strategy with social responsibility.

In the category “Debut of the Year with Potential,” the award went to Polsat for the morning show “Halo tu Polsat”, which gained recognition for its dynamic development and growing popularity. Honorable mentions in this category were awarded to TVN for the program “The Floor” and HBO Max for the series “Przesmyk”.

In the category “Thematic Channel,” the award went to BBC Earth, and honorable mentions were given to Viasat True Crime and Eleven Sports Networks.

The awards aimed to honor broadcasters, producers, and program creators who combine high-quality services with active cooperation with cable television operators.

Press review

Spidersweb.pl, 1 October 2025

by Albert Żurek

Report on 5G around the world. Finally, Poland has nothing to be ashamed of

A new report by OpenSignal shows that Poland has achieved a high level of 5G infrastructure development, comparable to global standards. The “5G Global Mobile Network Experience” ranking evaluated countries across six categories: coverage, download speed, reliability, online gaming quality, video streaming quality, and communication app performance.

Poland did not take first place in any category, but several operators in the country were recognised as global leaders or rising stars in 5G. Mobile internet speeds were particularly praised, being comparable to those in Norway, Oman, and France. In terms of network reliability, Poland ranked alongside countries such as Finland, Germany, Canada, and Japan.

Polish services were also recognised in the categories of video streaming quality and communication app performance, meaning users in Poland can expect experiences on par with those offered in the most technologically advanced countries.

The report highlights that despite a late start in 5G development, Poland is quickly catching up. The pace of mobile network modernisation and the quality of mobile services are so high that other countries may envy us. This is a positive signal for users, regulators, and the entire telecommunications industry in Poland.

Recent events

Press release, 2 October 2025

Plus, Ericsson and GlobalLogic partner in the deployment of a private 5G network

The mobile network operator Plus, Ericsson and GlobalLogic have reached a breakthrough stage on the path to Poland's digital transformation. GlobalLogic, in cooperation with Plus, has launched an independent Ericsson Private 5G campus network at its facilities in Kraków. The solution provides a secure and intelligent foundation for new Industry 4.0 applications.

The new network supports advanced analytics based on artificial intelligence, video analytics, and intelligent asset management. This demonstrates the growing value of specialized 5G connectivity in real-world conditions. The project was carried out as part of the cooperation between Plus and GlobalLogic and the long-standing partnership between Ericsson and Plus. The Ericsson Private 5G solution will enable GlobalLogic to further develop and implement industry solutions based on next-generation technologies.

GlobalLogic already has a number of innovative solutions for the telecommunications sector, including systems using AI for network traffic analysis and anomaly detection, real-time telemetry, and video image analysis – such as the use of drones in the automotive and industrial sectors. The company also continues R&D work on applications in other sectors. Future projects include remotely controlled demonstration vehicles and intelligent asset management systems enabling predictive network maintenance and real-time data collection.

“The first deployment of an independent private 5G campus network, in cooperation with GlobalLogic and Ericsson, is an important step in the development of our offer for business clients. It is a concrete realization of our announcement, made jointly with Ericsson at the beginning of the year, regarding the construction of independent private 5G networks in Poland and another step towards digitization and the implementation of Industry 4.0 solutions,” says Michał Sobolewski, Vice President of Plus. [>> Read more](#)

Recent events

Current report 19/2025, 2 October 2025

Request regarding the convention of an Extraordinary General Meeting

The Management Board of Cyfrowy Polsat S.A. (the "**Company**") hereby informs, that on October 2, 2025 it received a letter from a shareholder of the Company, Reddev Investments Limited, with its registered office in Limassol, Cyprus, representing at least one twentieth of the share capital of the Company, requesting the convention of an Extraordinary General Meeting. The received request is attached to this report.

In parallel, the Management Board of the Company informs that the General Meeting will be convened in accordance with the applicable law and that information on the convening of the General Meeting and the agenda will be published in a separate report and on the Company's website.

Attachment: [Request to convene an Extraordinary General Meeting](#) (.pdf)

Recent events

Current report 20/2025, 2 October 2025

Convocation of the Extraordinary General Meeting of Cyfrowy Polsat S.A. on 30 October 2025 and draft resolutions

The Management Board of Cyfrowy Polsat S.A. (the “**Company**”), in connection with the request to convene an extraordinary general meeting and place certain matters on the agenda of this meeting, submitted by a shareholder representing at least one-twentieth of the share capital, acting pursuant to Article 400 §1 and 2 of the Code of Commercial Companies in connection with the Articles 398 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 Articles of Association, convenes the Extraordinary General Meeting of the Company, which will be held on 30 October 2025 at 11:00 a.m. CET in Warsaw, in the registered office of the Company at ul. Łubinowa 4a.

Agenda of the Extraordinary General Meeting, including the shareholder’s request, expanded by an additional item No. 4, proposed by the Company for organizational purposes:

1. Opening of the Extraordinary General Meeting.
2. Election of the Chairperson of the Extraordinary General Meeting.
3. Confirming that the Extraordinary General Meeting has been properly convened and is capable of adopting binding resolutions.
4. Adoption of the agenda.
5. Determination of the number of members of the Supervisory Board.

Recent events

6. Changes in the composition of the Supervisory Board.
7. Adoption of a resolution on covering the costs of convening and holding the Extraordinary General Meeting.
8. Closing of the Extraordinary General Meeting.

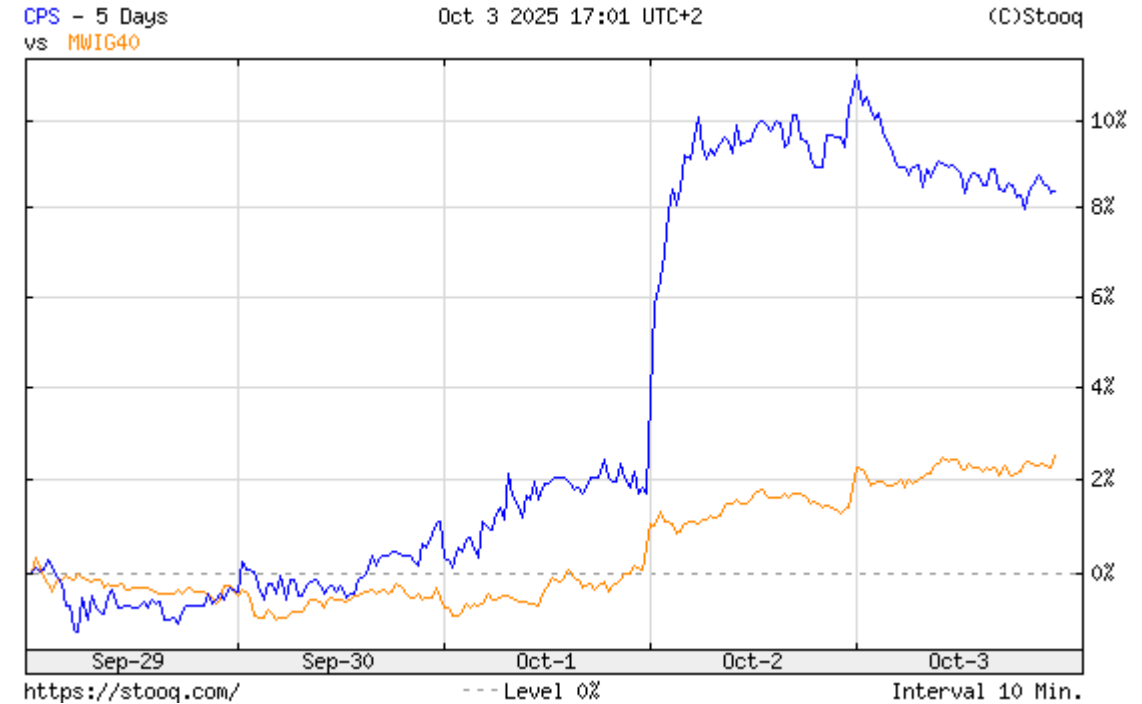
The Management Board attaches to this Current Report as follows:

- an announcement of the convocation of the Extraordinary General Meeting on 30 October 2025, prepared in accordance with Article 402(2) of the CCC ([Appendix 1](#));
- draft resolutions to be discussed at the Extraordinary General Meeting of the Company convened on 30 October 2025 ([Appendix 2](#));

The Company publishes all information regarding the Extraordinary General Meeting on the Company's website at <https://grupapolsatplus.pl/en/corporate-governance/general-meeting/materials>.

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2025-09-29	13.88	13.55	13.72	- 0.33	6.61
2025-09-30	13.98	13.67	13.92	1.42	6.36
2025-10-01	14.10	13.76	14.00	0.57	9.20
2025-10-02	15.18	14.10	15.18	8.43	29.49
2025-10-03	15.30	14.86	14.92	- 1.71	10.05



Investor's calendar

Date	Event
7 October 2025	Trigon TMT Days – Trigon, online
10 October 2025	PKO by the Sea – PKO, Sopot
30 October 2025, at 11.00 a.m.	Extraordinary General Meeting >>more
<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