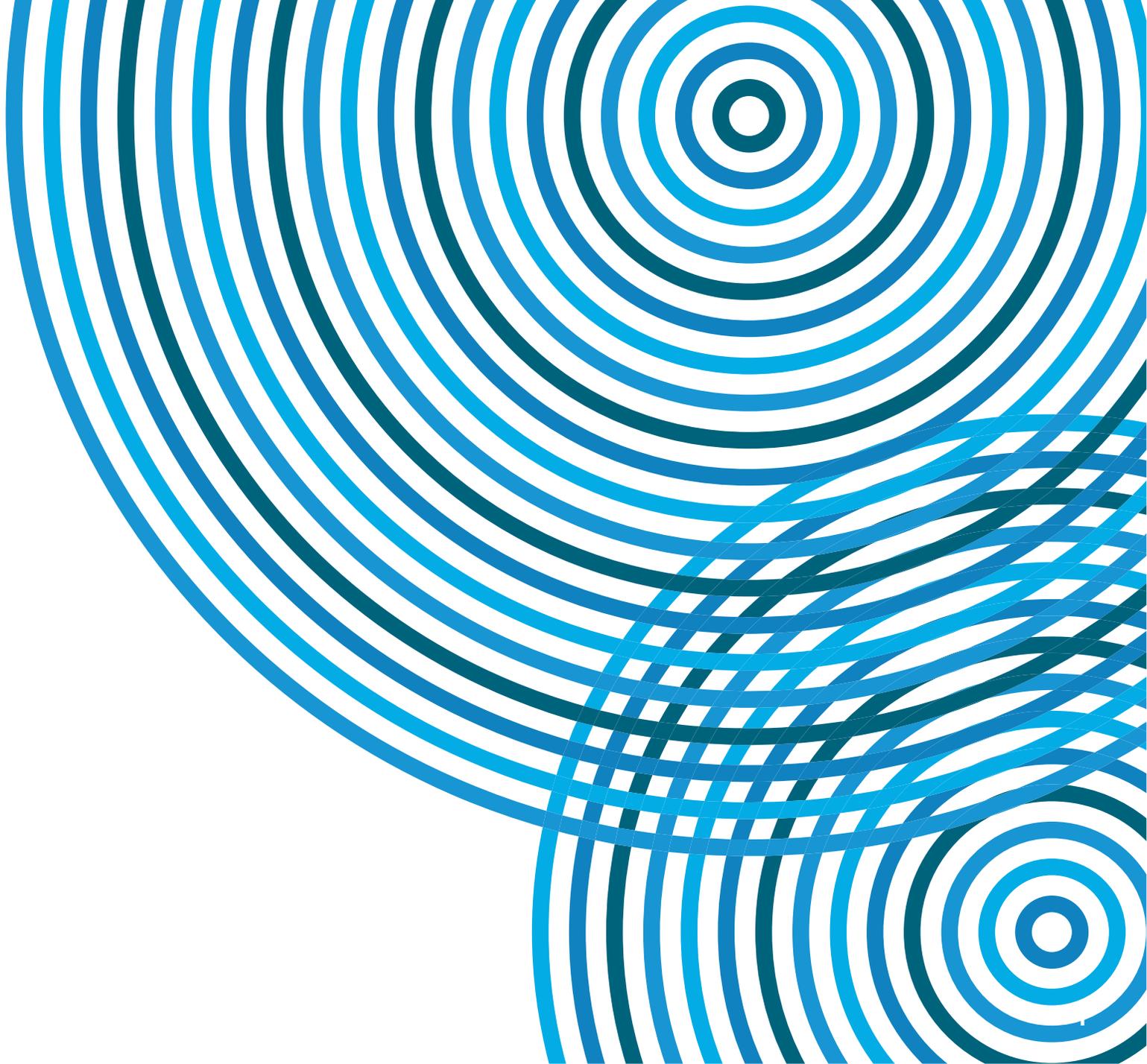


2 March 2026

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Press review

Wirtualnemedi.pl, 23 February 2026

by Tomasz Wojtas

Vectra Expands Fixed Broadband Coverage via Play and UPC Networks

Vectra has entered into an agreement with Polski Światłowód Otwarty (PŚO) that significantly expands the reach of its fixed broadband services. Under the deal, the operator will gain wholesale access to PŚO's FTTH and HFC infrastructure under the BSA (bitstream access) model, enabling Vectra to offer services without undertaking its own network investments in new locations.

As a result, Vectra's footprint will increase by approximately 2.6 million households to around 11 million addresses nationwide, representing an expansion of roughly 25%. As part of the cooperation, customers will have access to internet speeds of up to 1 Gb/s on the HFC network and up to 8 Gb/s using FTTH technology. The rollout of services on the PŚO network will begin in the Wielkopolska region and parts of Mazovia, and will subsequently be gradually extended to other regions across Poland.

Press review

Wirtualnemedi.pl, 25 February 2026

by Tomasz Wojtas

PLN 900m Increase in the Polish Advertising Market, Driven by Retail and Banking; TV Posts Modest Growth

In 2025, the net value of the Polish advertising market increased by 6.9% year-on-year to approximately PLN 14.0bn, continuing a multi-year growth trend, according to data from Publicis Groupe. Market performance, however, varied significantly across media channels. Online advertising recorded the fastest growth, particularly online video, where spending rose by more than 17% y/y. The overall video segment grew by 5.9%, with linear television advertising up only 1.2%, weighed down by a high comparison base in 2024 related to major sporting events.

Television remained the largest advertising medium in Poland, generating revenues of around PLN 5.0bn, although its market share continued to gradually decline in favor of internet and digital formats. From a sectoral perspective, the strongest growth in advertising spend was recorded in retail, while the telecommunications sector significantly reduced its marketing budgets.

Press review

Telepolis.pl, 25 February 2026

by Mieszko Zagańczyk

Orange Streamlines nju; Inflation Clause to Affect Prepaid Offers

Orange has announced price increases for nju mobile prepaid offers following the activation of an inflation adjustment clause. The changes will take effect on 1 April 2026 and are directly linked to the average annual inflation rate for 2025, which stood at 3.6% according to Statistics Poland (GUS). The increases will apply solely to so-called spending thresholds—i.e. the maximum amounts after which users gain unlimited access to voice calls, messages, or data.

The operator emphasized that base tariff rates for minutes, SMS, MMS, and data packages will remain unchanged, and that the adjustments are indexation-related rather than structural. In practice, this means small increases, amounting to several dozen groszy in monthly spending limits for popular services such as “Miesio” and daily or monthly “all-inclusive in nju” offers. The changes will also include simplification of the naming of selected tariffs.

Press review

Rp.pl, 26 February 2026

by Urszula Zielińska

T-Mobile Unveils Five-Year Strategy Focused on 5G, Home Internet and Multi-Billion Investments

T-Mobile Polska has presented a new five-year growth strategy centered on further expansion of its 5G network, development of home internet services, and increasing the number of customers using bundled offerings. A key objective is to reach 1 million convergent customers by 2030, primarily driven by home internet services based on wholesale access to partners' fiber-optic networks, with no plans to build its own retail FTTH network.

Investments in mobile infrastructure remain a core pillar of the strategy. T-Mobile plans to maintain a high level of capital expenditure. Following capex of approximately PLN 1.5bn in 2025 (including spectrum spending), investments in 2026 are expected to amount to around PLN 1.0–1.1bn, assuming no new frequency auctions take place. These funds are intended to support continued network modernization and further rollout of 5G.

The strategy also assumes continued growth in bundled sales, stable expansion of the mobile customer base, and a strong focus on investment efficiency. From a broader market perspective, the plan confirms T-Mobile's commitment to an asset-light model in fixed broadband and highlights the growing importance of convergence as a key competitive battleground among telecom operators in Poland.

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2026-02-23	12.81	12.51	12.80	2.40	10.79
2026-02-24	12.85	12.50	12.60	- 1.56	7.39
2026-02-25	12.67	12.41	12.57	- 0.24	4.91
2026-02-26	12.84	12.42	12.75	1.43	12.06
2026-02-27	12.81	12.59	12.67	- 0.63	8.80



Investor's calendar

Date	Event
24 – 25 March 2026	CEE Capital Markets Conference - PKO BP, Londyn
<i>2 – 16 April 2026</i>	<i>Closed period prior to the publication of 2025 results</i>
16 April 2026	Annual report and consolidated annual report for 2025
<i>6 – 20 May 2026</i>	<i>Closed period prior to the publication of Q1 2026 results</i>
20 May 2026	Quarterly report for Q1 2026
25 – 26 May 2026	The Finest CEElection Equity Investor Conference, ERSTE, Warsaw
15 – 15 June 2026	1 st Pekao&BofA Capital Martket Conference, London
<i>5 – 19 August 2026</i>	<i>Closed period prior to the publication of H1 2026 results</i>
19 August 2026	Consolidated semi-annual report for the 1st half of 2026
<i>4 – 18 November 2026</i>	<i>Closed period prior to the publication of Q3 2026 results</i>
18 November 2026	Quarterly report for Q3 2026