



Cyfrowy Polsat IR Newsletter

11 – 17 December 2017



Puls Biznesu
13 December 2017

Play's insurance delicatessen

by Karolina Wysota

Mobile network Play, 14m customers of which ensure a near-30% market share for the operator, is trying its hands as an insurance broker. On Tuesday, the operator launched an application for smartphones for sale of simple insurance policies. So far, the offer is addressed exclusively to the customers of Play, and the insurance fee will be added to the bill for telecommunication services. However, the operator intends to address the broader market soon.

Play invited major players on the insurance market to cooperate: Allianz, BNP Paribas Cardif, Compensa, Gothaer, InterRisk, Nationale-Nederlanden, Oney and Uniqa. At the launch, the broker offers ca. 30 insurance products. Through the application one can insure also smartphones, cars, houses or purchase a tourist insurance. The operator is responsible for the sales and marketing and the insurance companies – for customer's insurance coverage.

Parkiet
14 December 2017

Operators' sub-brands are paying off

by ziu

Nju Mobile, a sub-brand of Orange Polska offering prepaid and postpaid services though the Internet, has half a million contract customers. The project will be five years old next year. Heyah is the oldest sub-brand, introduced by Polska Telefonia Cyfrowa (currently T-Mobile Polska) at the turn of 2003 and 2004 with a big marketing splash. Red Bull Mobile is currently the main sub-brand of Play, although the owners of Play are building a new mobile virtual network operator Folx.com and it is possible that ultimately it will become part of the telecom.

Plush, owned by Polkomtel from Cyfrowy Polsat Group, is the youngest mobile sub-brand. 1.9m users have used the services under the Plush brand since the beginning of its operations. Cyfrowy Polsat Group has one more sub-brand– Aero2 – which was launched as a provider of free Internet access (BDI) and introduced a commercial, paid offer three years ago.

Press review



Parkiet

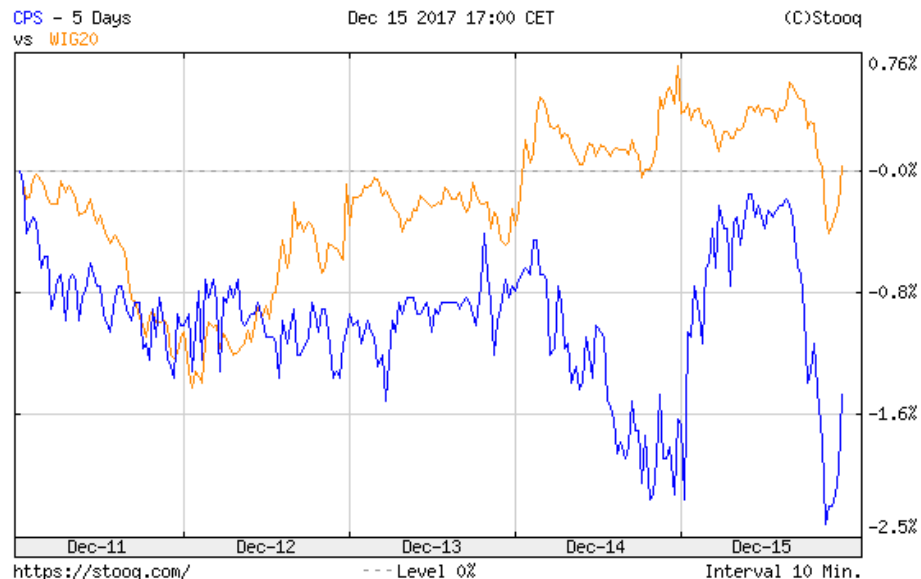
14 December 2017

In the opinion of Grzegorz Bernatek, chief analyst at consulting firm Audytel, sub-brands are the basis for creation of offers under the so-called marketing of affinity groups: small groups that share distinctive common features. *“If properly defined, they may be willing to pay more for services or decide to select our offer,”* says Bernatek. A possibility to compete with prices, without the need of introducing price reductions in the main brand, is the second reason behind sub-brands.

Cyfrowy Polsat shares



Date	Maximum price (PLN)	Minium price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2017-12-11	24.18	23.72	23.91	-0.37%	12.62
2017-12-12	24.01	23.72	23.90	-0.04%	16.31
2017-12-13	24.11	23.75	23.98	0.33%	11.60
2017-12-14	24.08	23.51	23.75	-0.96%	19.13
2017-12-15	24.14	23.51	23.79	0.17%	21.53



Investor's calendar



9 January 2018

CPS: Extraordinary General Meeting