



Cyfrowy Polsat IR Newsletter

12 – 18 February 2018



Parkiet
13 February 2018

New smartDOM loyalty program in Cyfrowy Polsat

by ziu

Cyfrowy Polsat has decided to modify both, the core offer of its Plus mobile network as well as its smartDOM offer of bundled services.

Even though the prices in the Plus offer seem more attractive than to-date, the new smartDOM formula offers Cyfrowy Polsat Group an opportunity for additional earnings thanks to greater flexibility and a broader package of services (fixed-line voice services have been added). Cyfrowy Polsat is giving up entry thresholds, which means that discounts will be offered for each additional service, irrespective of the monthly access fee paid by a subscriber for the first of the activated services.

So far the rule according to which Cyfrowy Polsat's discount scheme operated stated that the second activated product was offered for half of its regular price while the third added product was offered for 1 PLN. The formula has changed since Wednesday, and the discount offered for the second product is 10 PLN.

Competitors are saying that both, Cyfrowy Polsat now, as well as Orange Polska earlier, changed their offers so as to earn more. Wojciech Jabczyński, Orange Polska spokesperson, is of the opinion that the operator's strategy of continuous enriching of its offer works well. *"The offer's attractiveness is confirmed by the growing number of customers subscribing to it. During the year since its implementation the offer gained 600 thousand users,"* says Jabczyński.

At the end of September 2017 Orange's convergent packages were used by 1.13 million subscribers while smartDOM had 1.44 million users.

telko.in
16 February 2018

BSA deregulation repealed by the Court of Appeals

by Łukasz Dec

Last week the decision of the President of the Office of Electronic Communications (UKE), declaring existence of competition on 76 local broadband markets in 2014, was repealed by the Court of Appeals. It was one of the documents by means of which UKE relieved (partially) Orange Polska of its regulatory duties on selected markets – thus relieving the operator of the duty of providing the BSA service on a wholesale basis.

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A complaint against the UKE President's decision was filed by the Polish Electronic Communications Chamber (PIKE) which represents cable network operators. PIKE's charge was that UKE's decision contained numerous formal faults, including an invalid definition of the markets to which the deregulation applied.

The implications of the court's decision are difficult to assess at this point. BSA deregulation took place in several releases and was subject to various decisions whose legal status has not been finally decided yet. The obligation to provide BSA access ended 24 months after the date of UKE's decision and was replaced by Orange's commercial offer which is being used on the deregulated markets by the recipients of the BSA service – mainly by Netia. Soon after the BSA deregulation Orange itself introduced dedicated offers for 76 local communes. A short time afterwards these offers were replaced by one uniform nationwide offer. It is difficult to note any significant impact of the deregulation on the operator's retail offer.

Repealing of the BSA decision may however pave the way for civil suits and claims from operators.

Puls Biznesu
16 February 2018

Cable TV leader has grown slightly bigger

by Marcel Zatoński

UPC Polska, a member of Liberty Global and the leader of Polish cable market, improved its revenue and network footprint but failed to acquire more customers.

Last year UPC significantly expanded its network and fed fiber optic lines to a further 200 thousand households. Its Happy Home offer reaches over 3.3 million households. However the operator's customer base fell slightly – at the end of 2016 it was 1.439 million customers while at the end of last year the base was 4 thousand smaller. The company's revenue grew to ca. PLN 1.58 bn, while in 2016 it was lower by 2.2%, when converted into PLN. UPC customers used 2.98 million Internet access, TV and voice services, which meant growth by 0.9% yoy.

Over the past five years UPC invested nearly EUR 1 bn in network roll out in Poland. In Q4 alone the operator connected 93 thousand new households to its network. Although the pace of organic growth is limited, UPC could quickly expand thanks to acquisitions. In 2016, UPC signed an agreement to acquire the no. 3 cable TV player in the country, i.e. Multimedia Polska, for ca. PLN 3 bn. The transaction has not been approved by the Polish

antimonopoly office yet. The competition watchdog informed in October of its concentration-related objections, as in its opinion the deal could restrict competition in a dozen or so Polish cities.

Press release
13 February 2018

Even more LTE Internet for less – Cyfrowy Polsat launches new services and bigger data packs

Effective February 14 Cyfrowy Polsat is modifying its Internet access offer. In the new release Internet access with the super LTE Plus and LTE Plus Advanced coverage will be available with bigger data packs at even lower prices. The offer will include new data packs with bigger numbers of gigabytes as well as the new service *Internet Security*, which can be used on try&buy basis, for free, for even as long as 2 months. The new offer also features 12-month contracts and a solution which is unique on the Polish market – the Home Internet 300 Set which enables data download rates of even up to 300 Mbps.

[Read more>>](#)

Press release
14 February 2018

A new TV offer in Cyfrowy Polsat – even for 6 months for free

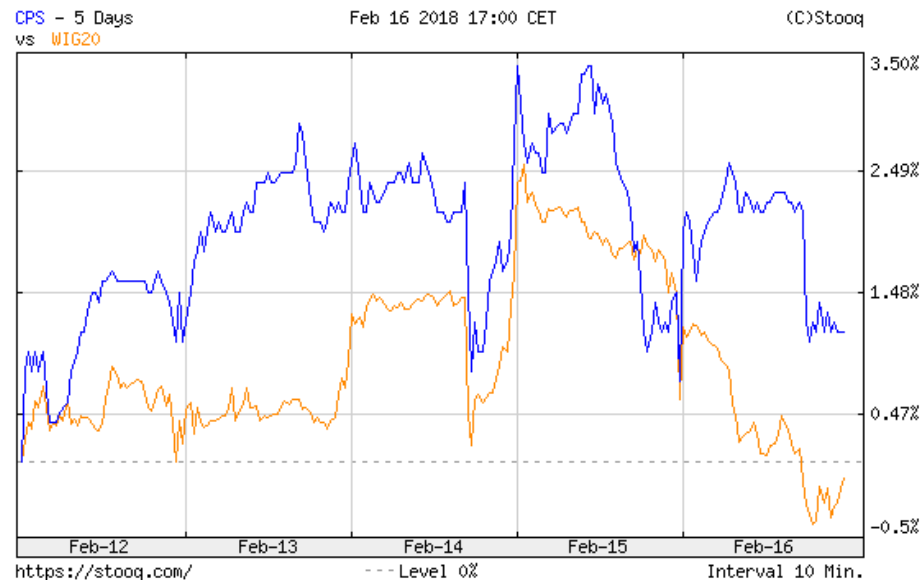
Cyfrowy Polsat introduced a modified TV offer today. The operator is promoting the popular Rodzinny HD (Family HD) package which includes premium Cinemax HD channels at the price of 20 PLN. Customers will be able to enjoy this offer for free for 6 months, together with additional 28 other channels available as a gift for the duration of the promotion. In addition Cyfrowy Polsat is launching a new Premium MAX Plus offer which includes a wide array of the channels from the platform's offer, including the TV stations offered in Rozrywka HD (Entertainment HD) package.

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Cyfrowy Polsat shares



Date	Maximum price (PLN)	Minium price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2018-02-12	23.22	22.76	23.08	1.58%	6.13
2018-02-13	23.52	23.12	23.40	1.39%	7.50
2018-02-14	23.54	23.02	23.48	0.34%	17.67
2018-02-15	23.70	23.00	23.00	-2.04%	27.58
2018-02-16	23.44	22.98	23.10	0.43%	10.25



Investor's calendar



8 – 22 March 2018	Closed period prior to the publication of 2017 results
22 March 2018	Annual report and consolidated annual report for 2017
16 April – 10 May 2018	Closed period prior to the publication of Q1 2018 results
10 May 2018	Quarterly report for Q1 2018
9 – 23 August 2018	Closed period prior to the publication of H1 2018 results
23 August 2018	Consolidated semi-annual report for H1 2018
25 October – 8 November 2018	Closed period prior to the publication of Q3 2018 results
8 November 2018	Quarterly report for Q3 2018