



# Cyfrowy Polsat IR Newsletter

13 – 19 November 2017



Parkiet

14 November 2017

## Cyfrowy Polsat

by ziu

Cyfrowy Polsat Group, through Liberty Poland, will acquire Coltex - the biggest independent distributor of services of Plus mobile network - for PLN 27.5m. Liberty's application is currently waiting for the approval of the transaction by the antimonopoly office (UOKiK). Coltex currently has approx. 170 points of sale and employs ca. 1000 people.

PAP Biznes

15 November 2017

## Orange Polska started negotiations of the new social agreement

by sar/jtt/

Orange Polska started negotiations with its social partners on the terms of a new social agreement – announced the Group in its current report. The new agreement shall be valid in the years 2018-2019 and will determine, among others, the number of voluntary redundancies in these years, basic salary increases and the follow-up of the “Friendly Work Environment” programme.

In December 2015, Orange Polska and Orange Customer Service signed social agreements with trade unions for the years 2016-2017. Orange assumed at that time that in the years 2016-2017 up to 2050 employees of Orange Polska and Orange Customer Service could take advantage of voluntary redundancies. The agreement with trade unions assumed salary increases by 2.5% in 2016 and in 2017.

Parkiet

15 November 2017

## Network rollout is Play's priority

by Urszula Zielińska

*“We confirm all strategic goals: that in medium-term we will grow at an average single-digit rate, while taking care of profitability and simultaneously reducing debt, and that we will pay out PLN 650m in dividends in Q2 2018. We are also on track with our investment plan which assumes that by 2020 we will extend our own network to the degree which will make us independent from national roaming agreements,”* said Joergen Bang-Jensen, CEO of P4, the operator of Play mobile network, owned by Play Communications, listed on the Warsaw Stock Exchange.

The results for Q3 2017 were more or less consistent with market expectations. Revenue amounted to PLN 1.72bn (+9.9% YoY and above consensus), the value of recurring EBITDA was slightly below consensus and amounted to PLN 565m (+9.3% YoY). Net profit, affected by one-off items, decreased by 51.6%, to nearly PLN 187m.

**Parkiet**  
**15 November 2017**

After Q3 2017, Play reached the leading position in terms of the reported number of customers – the operator serviced nearly 14.89m SIM cards. The management board emphasized, however, that maintaining the leading position in terms of the number of users was not a strategic goal. Play would like to be the fastest growing mobile operator in Poland.

Play's management board pointed out that the roll-out of the company's own network of transceivers is very important. At the end of Q3 2017, the telecom already had 5423 base stations, which means a growth by 286 sites since the beginning of the year and by 152 sites in Q3 alone. According to Bang-Jensen, in Q4 the rate of growth will be even higher, and investments are proceeding as planned. The CEO confirmed that Play had signed a framework agreement with Orange Polska, under which Play can use over 1000 masts of its partner to install its transceivers.

Representatives of the company expect that in 2018 the mobile market will grow due to a strong economy and good consumer confidence. They expect a growing share of contract customers among mobile operators and continued demand for electronic devices due to the switch from 3G to 4G technology.

**Rzeczpospolita**  
**16 November 2017**

## **Televisions are preparing a price increase**

*by Magdalena Lemańska*

In the opinion of Maciej Stec, from the management board of Telewizja Polsat, the television advertising market was incorrectly set last year. The management of Wirtualna Polska also expects price increases in TV advertising.

The television advertising market next year is being shaped right now, because media houses and broadcasters are currently negotiating the terms of purchase of advertising campaigns for 2018, and they already see that prices will go up. According to experts, next year the demand for advertisements and the amount of money on the market will remain fairly constant, hence the biggest broadcasters will insist on price increases in order to boost revenue. According to information obtained by "Rzeczpospolita" daily, the television market will experience a price increase of about 8% next year.

Media houses point out that the four biggest channels (Polsat, TVN, TVP1 and TVP2) are losing their dominance on the market, which benefits medium-sized broadcasters. Experts emphasize that ad prices in strong thematic channels should grow faster than in the biggest channels. Advertising policy may be the barrier here as it is shaped across the entire market by advertising offices of the biggest TV stations for which the sale of advertising time in flag-ship channels remains the priority.

Current reprot no. 21  
15 November 2017

## Resignation of a Member of the Supervisory Board of Cyfrowy Polsat S.A.

The Management Board of Cyfrowy Polsat S.A. (the “**Company**”) hereby informs that on November 15, 2017 the Company was informed of Mr. Heronim Ruta’s resignation from membership in the Supervisory Board of the Company, effective as of November 30, 2017.

Press release  
17 November 2017

## Free Wi-Fi at Copernicus Science Center (CNK)

A free Wi-Fi service was launched today at the Copernicus Science Center at the initiative of Plus network. The Wi-Fi service can be used both in the Center’s building as well as in the adjacent “Discovery Park” (Park Odkrywców).

The Wi-Fi service offered at the premises of Copernicus Science Center is a free service, however access to the Internet is limited to half an hour at a time, after which one can log on again.

In the Center’s building data is transmitted to the Wi-Fi routers over a Plus fiber-optic link, while in the Discovery Park data is transmitted over Plus LTE network.

Free Wi-Fi zones have been created and are financed by Plus network who has been the Supporting Partner of the Copernicus Science Center nearly since very beginning of the center’s operations.

# Cyfrowy Polsat shares



Date	Maximum price (PLN)	Minium price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2017-11-13	25.22	24.30	24.43	-2.01%	13.18
2017-11-14	24.93	24.02	24.06	-1.51%	17.18
2017-11-15	24.44	24.01	24.16	0.42%	7.92
2017-11-16	24.70	23.90	24.35	0.79%	32.64
2017-11-17	25.26	24.33	24.84	2.01%	7.43



# Investor's calendar



5 – 6 December 2017

WOOD's winter in Prague

