



Cyfrowy Polsat IR Newsletter

15 – 21 October 2018



N E T I A

Parkiet
15 October 2018

Pilot operations without national roaming

by ZIU

Play mobile operator has started testing the possibility of deactivation of national roaming.

The process will start from downtown Poznań where the operator has just completed upgrading its base stations. Successive deactivation of national roaming will be transparent for the customers on the condition that they use automatic network selection feature on their mobile phones, as the operator's spokesman assured.

National roaming involves use of competitors' towers and means additional costs for Play. To reduce the fees that it pays, Play plans to expand its network infrastructure. By the end of 2020 it wants to provide nationwide network coverage with the use of 9 thousand sites which will house latest generation base stations. The operator plans to end this year with 7 thousand of own base stations.

Wyborcza.pl
16 October 2018

Polish media and entertainment market is growing. In 2022 it will be worth USD 13.4 billion

by Sebastian Kucharski

PwC presented its annual report entitled "*Perspektywy rozwoju branży rozrywki i mediów w Polsce 2018-2022*" (Global Media and Entertainment Outlook). According to the report, until 2022 Polish media and entertainment market will continue growing at an average yearly pace of 3.5%. Growth will be fastest in such categories as advertising in streaming services (13.3%) and advertising in the Internet (12.5%).

Contrary to the expectations, streaming in the Internet does not substitute traditional TV and develops in parallel with it. According to the report's authors, by 2022 Internet streaming services will account for 26% of the global market of TV subscriptions.

The value of the Internet advertising market, in turn, will reach nearly USD 1.7 billion by the end of 2022, according to the authors, compared to USD 1.1 billion at the end of the present year. Simultaneously the value of TV advertising will grow to USD 1.1 billion, up from USD 0.95 billion in 2018.

"In five years from now, the TV advertising market will be by one third smaller than the Internet advertising market, though TV will remain one of the essential components of the media and entertainment sector", says a PwC representative.

Global media and entertainment segment will be growing at the average annual rate of 4.4%, and in 2022 its value will reach nearly USD 2.4 trillion. The areas which will develop most dynamically include such countries as India and Indonesia, with the slowest growth seen in Western Europe - in Austria, Belgium, or Denmark.

Parkiet.com

19 October 2018

Polish leaders of CSR reporting

by Anita Błaszczak

In this year's 12th edition of the contest for the best Corporate Social Responsibility Report, organized by the Responsible Business Forum and Deloitte, the awards were presented for the reports prepared by Orange and Cyfrowy Polsat.

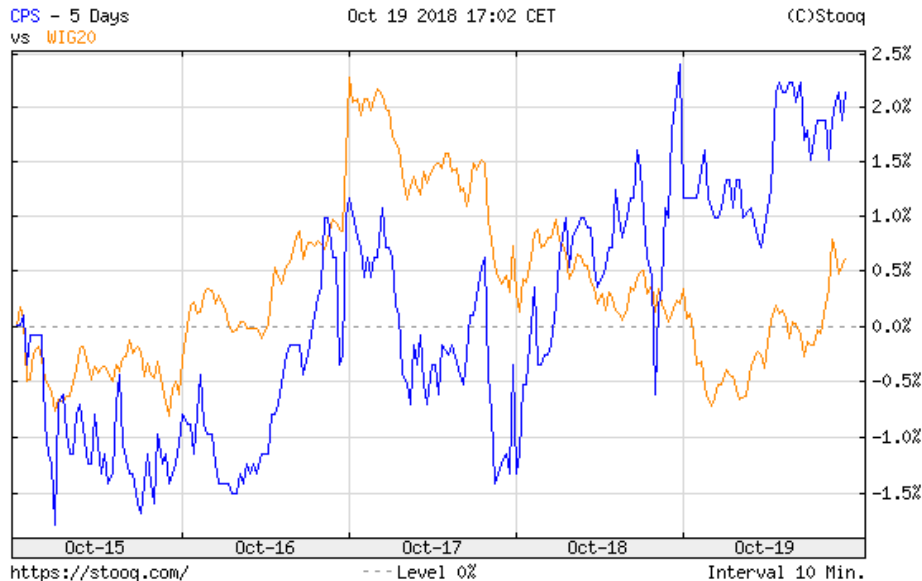
The criteria according to which the jury assesses the publications submitted to the contest include completeness, trust, communication. The contest appreciates the companies and the organizations which present their CSR publications in a meticulous, well-thought-out and reliable manner.

As has been stressed by a Deloitte representative, the quality of the reports which are submitted for the contest has been improving from year to year. Integrated reports form an increasing number of the documents. This year as many as 92% of the reports were prepared in accordance with the Global Reporting Initiative (GRI) standard.

Cyfrowy Polsat shares



Data	Maximum price (PLN)	Minium price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2018-10-15	22.56	22.06	22.24	-0.89	6.34
2018-10-16	22.70	22.12	22.70	2.07	11.34
2018-10-17	22.74	22.16	22.40	-1.32	6.46
2018-10-18	23.06	22.16	23.02	2.77	8.07
2018-10-19	22.98	22.64	22.96	-0.26	4.87



Investor's calendar



24 October 2018	Media & Entertainment – Haitong, Warsaw
25 October – 8 November 2018	Closed period prior to the publication of Q3 2018 results
8 November 2018	Quarterly report for Q3 2018
12 – 13 November 2018	Goldman Sachs Tenth Annual CEEMEA One-on-One Conference, London
27 – 28 November 2018	UBS, Global Emerging Markets One-on-One Conference, New York
4 – 5 December 2018	WOOD's Winter Wonderland – EME Conference in Prague