



# Cyfrowy Polsat IR Newsletter

18 - 25 March 2019



N E T I A

**Parkiet.com**  
19 March 2019

## **45 percent of fixed-line Internet access users would not change the provider**

by Urszula Zielińska

More than half of fixed-line Internet access users in Poland have changed the provider of the service, according to the survey “Role of the Internet in private and professional life” which was conducted at the request of the Office of Electronic Communications by ARC Rynek i Opinia research company in December 2018.

Majority of the survey’s participants confirmed the positive aspects of changing the service to the fiber-optic Internet access. According to the survey’s participants, the change is particularly visible when watching movies and making audio/video calls. Moreover, nearly 2/3 of the respondents claim that fiber-optic Internet access helps them in dealing with their everyday chores.

According to the survey, fixed-line Internet access users are among the most loyal users of telecommunication services. As many as 45% of them have not changed the provider even once to-date. The survey indicates that introduction of data transfer caps could be the main reason to change the provider.

**Money.pl**  
21 March 2019

## **Cyfrowy Polsat bets on strengthening the market position and growth of the number of services in 2019**

Source: ISBNews

In the letter to shareholders, published together with the annual report for 2018, Tobias Solorz, the CEO of Cyfrowy Polsat, presented the Group’s plans for the coming year. The plans include further development and strengthening of the position and the value on the media-and-telecommunications market, growth of the number of provided services (RGUs), including the number of customers using multiplay services, care for the high quality of customer care as well as extensive distribution and high quality of the content produced by the Group.

Moreover, Tobias Solorz pointed to the new dividend policy which has been recently proposed by Cyfrowy Polsat. In the years 2019-2021 the Company intends to pay out not less than PLN 2.79 per share in dividend. This means a payout in the amount of at least PLN 0.93 per share annually in the period from 2019 to 2021.

# Press review



Wirtualnemedia.pl  
21 March 2019

## Eleven Sports will be broadcasting Formula 1 races during the next three years

*by tw*

The broadcaster of Eleven Sports TV channels (Cyfrowy Polsat Group) has extended the contract for broadcasting Formula 1, Formula 2, Formula 3 Championship and Porsche Supercup Series races in Poland in the years 2020 – 2022. Formula 1 races will be shown in Eleven Sports channels, with the remaining events being broadcasted in Polsat's sports channels.

Krzysztof Świergiel, the CEO of Eleven Sports in Poland, noted that Formula 1 fans are a very big and loyal group, while F1 has become one of the most important elements of Eleven Sports' programming offer.

Press release  
21 March 2019

## Cyfrowy Polsat Group sums up 2018: acquisition of Netia, stronger position in premium sport content, consistent implementation of multiplay strategy and nearly PLN 10.7 billion in revenue

Cyfrowy Polsat Group ended 2018 with very good financial and operating results. The Group accomplished its assumed goals and strengthened its position on the pay TV, telecommunications as well as TV broadcasting and production markets. It currently provides nearly 14.3 million services and thanks to the consistent implementation of the multiplay strategy it has seen further reduction of the already record-low churn level. Its current operations have been effectively supported by strategic acquisitions and multi-faceted distribution of broadcasting rights to UEFA Champions League matches. The revenue grew by more than 10%, reaching PLN 10.7 bn while EBITDA increased by 7%, to PLN 3.7 bn.

PLN million	Q4 2018	Change YoY	2018	Change YoY
Revenue	3 002	17.3%	10 686	10.6%
EBITDA	941	10.3%	3 698	7.1%
EBITDA margin	31.4%	-	34.6%	-

*“In 2018 we are able to implement all our plans and assumptions while strengthening our position on pay TV, telecommunications as well as TV broadcasting and production markets. We continued growth in the segment of multiplay services while offering a wide range of services and attractive bundles to our customers. Our success is best demonstrated by the figures – we have nearly 1.8 million multiplay customers who have bundled together nearly 5.4 million pay TV, mobile telephony and Internet access services. Plus was the leader in the MNP area, and it was the only infrastructural operator to have recorded positive MNP balance last year. For the first time in history we were providing in excess of 14 million contract services while the churn level continued to decrease and reached a record-low level of 7.6%, which is indicative of high satisfaction of our customers with the services we provide to them. We can confidently say that we have the most loyal customers. And we would like to thank them very much for their trust”, says Tobiasz Solorz, the CEO of Cyfrowy Polsat S.A. and Polkomtel Sp. z o.o. “In 2018 our operations were effectively supported by our strategic acquisitions. Adding Netia to Cyfrowy Polsat Group enabled our companies to embark on operational cooperation in key areas. Fiber-optic Internet access, offering transfer rates of up to 900 Mbps, has been added to our smartDOM loyalty program, while Netia’s TV offer has been extended to include new TV stations from Polsat TV’s rich portfolio of channels and the package including the UEFA Champions League and the UEFA Europa League matches. Acquisition of shares in Eleven Sports Network’s Polish operations resulted in strengthening of our premium sports offer”, adds Mr. Solorz.*

[More>>](#)

Press release  
25 March 2019

## Novelty in Cyfrowy Polsat! Cable IPTV and a new EVOBOX IP set-top box! Over 150 channels, flexible use of content, service packages starting from PLN 20

Cyfrowy Polsat introduces a new service – Cable TV in IPTV technology, thanks to which viewers will be able to watch TV channels over the fixed broadband Internet, that is without a need to install a satellite antenna. The service is accompanied by a dedicated, new EVOBOX IP set-top box – a device which is a part of the appreciated by customers and award-winning EVOBOX series manufactured in InterPhone Service belonging to Cyfrowy Polsat Group. EVOBOX IP ensures access on the TV set to over 150 TV channels and is equipped with state-of-the-art features, including reStart or CatchUP, thus enabling the subscriber to use the television on his/her own terms.

The new service will be available with subscription under the same package offering as on Cyfrowy Polsat satellite platform and will ensure access to the rich content offer of this platform, giving the customers a possibility to choose an optimum technology of TV signal delivery – via satellite or cable in IPTV technology. Thanks to this, everyone will be able to adapt the television services provided by Cyfrowy Polsat to the home infrastructure or local conditions. To use the new solution, the customer will need a new EVOBOX IP set-top box and the fixed broadband Internet access from the operators of Plus, Netia or Orange networks with a minimum downlink speed of 8 Mbps (per one set-top box).

*“Introduction of a new offer based on the IPTV technology is another stage of development of our Group as well as our response to the ever changing needs and expectations of our customers who will now be able to decide which method of delivery of the television content – via satellite or IPTV – is most convenient to them. Since December last year, Plus network has offered the fixed Internet access based on the Netia’s infrastructure, which is an ideal tool to be combined with the new TV service from Cyfrowy Polsat”, says Maciej Stec, a Management Board Member of Cyfrowy Polsat S.A. and Telewizja Polsat Sp. z o.o.*

*„EVOBOX IP is the first device in the offer of Cyfrowy Polsat which will enable the reception of TV channels via the Internet in the closed telecommunication network. For a few years already our set-top boxes has combined the satellite reception of TV channels with the Internet access to VoD content. Now, we are going to make another step and introduce the service fully based on the IPTV technology. This is a next stage of execution of our long-term strategy the goal of which is to provide our customers with free and flexible access to content that they like and expect, regardless of the technology of their delivery. Furthermore, along with the set-top box we offer our subscribers a set of interesting, state-of-the-art features thanks to which they will be able to personalize TV watching experience even more”, says Dariusz Działkowski, a Management Board Member of Cyfrowy Polsat S.A. and Telewizja Polsat Sp. z o.o.*

[More>>>](#)

Current report 8/2019  
25 March 2019

## Information on establishing a bond issue program and launching actions to refinance indebtedness under Series A Bonds

*Not for release, publication or distribution directly or indirectly, in or into the United States of America, Australia, Canada or Japan or in any other jurisdiction where to do so would be restricted or prohibited by law.*

In reference to current report No. 32/2018 of October 24, 2018 on taking initial steps by Cyfrowy Polsat S.A. (the “Company”) in connection with the potential refinancing of indebtedness under series A unsecured, bearer bonds with the nominal value of PLN 1,000 each and the combined net value of PLN 1,000,000,000, maturing on July 21, 2021 (the “Series A Bonds”) the Management Board of the Company hereby gives notice that on March 25, 2019 a resolution has been adopted to establish a new, non-renewable program for the issuance of the Company’s bonds with the total maximum nominal value of PLN 1,000,000,000 (one billion) (the “Program”), under which the Company will be able to incur financial indebtedness through the issuance of unsecured PLN bearer bonds of the Company (the “Bonds”) and on taking actions to refinance the Company’s indebtedness under the Series A Bonds.

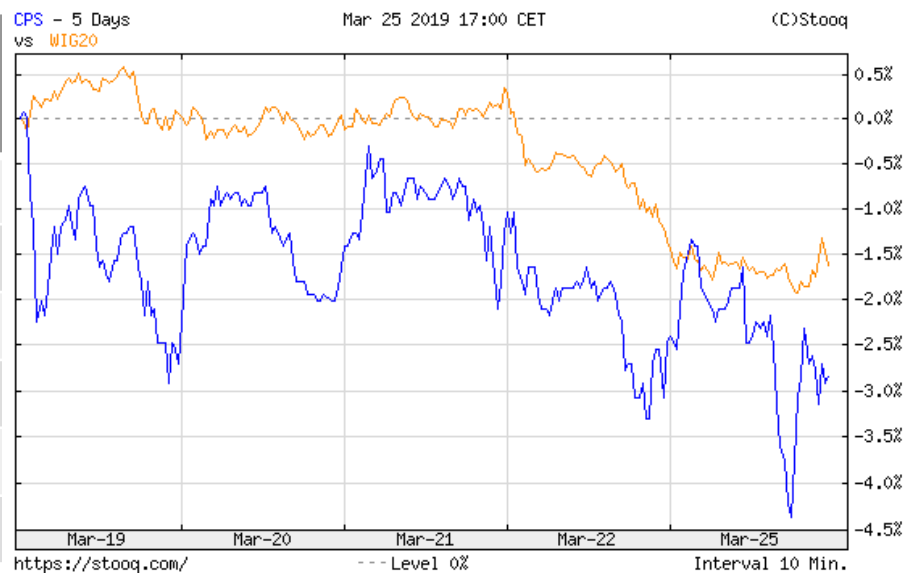
The Company’s intention is to issue Bonds under the Program in the second quarter of 2019, subject to right conditions prevailing on debt market. The Company will make its final decision on issuing the Bonds and their terms in a relevant resolution adopted by the Management Board of the Company, of which it will inform in a separate current report.

[More>>](#)

# Cyfrowy Polsat shares



Data	Maximum price (PLN)	Minium price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2019-03-18	26.60	25.70	26.28	- 2.23	20.26
2019-03-19	26.60	25.76	25.86	- 1.60	14.27
2019-03-20	26.46	25.76	26.14	1.08	8.21
2019-03-21	26.50	25.94	26.24	0.38	6.57
2019-03-22	26.32	25.68	25.92	- 1.22	13.75
2019-03-25	26.28	25.36	25.82	- 0.39	15.38



# Investor's calendar



1 – 2 April 2019	Roadshow, London
2 – 16 May 2019	Closed period prior to the publication of Q1 2019 results
16 May 2019	Quarterly report for Q1 2019
17 May 2019	Investor's day: TMT , Warsaw, DM PKO BP
15 – 29 August 2019	Closed period prior to the publication of H1 2019 results
29 August 2019	Consolidated semi-annual report for the 1st half of 2019
24 October – 7 November 2019	Closed period prior to the publication of Q3 2019 results
7 November 2019	Quarterly report for Q3 2019