



Cyfrowy Polsat IR Newsletter

7 – 12 January 2020



N E T I A

Wirtuanemedia.pl
7 January 2020

TV watching time dropped in 2019 but advertising spend increased. "M jak miłość" ("L for love") was the top hit (a report)

by Michał Kurdupski

According to the data collected by Nielsen Audience Measurement, in 2019 a statistical Pole spent an average of 4 hours 16 minutes daily watching TV. It was by 1 minute and 4 seconds less compared to 2018 and 2 minutes 28 seconds less than in 2016.

Polsat was the most popular TV station, with a daily audience share of 9.85% (-3.71% y/y). TVP1 was second, with 9.68% (-0.51%). TVN took the third spot, with the audience share of 8.45%

(-9.91% y/y), while TVP2 was fourth, with a share of 8.34% (+2.21% y/y).

The total share of the "Big Four" decreased from 37.50% in 2018 to 36.32% in 2019. The decrease of audience shares held by major channels was associated with the outflow of viewers to theme channels and/or change of the TV consumption patterns.

TVN was the leader in the commercial viewer group (viewers aged 16-49), holding a share of 11.06% (-9.27% r/r). Polsat was second, with the audience share of 11.02% (-3.33% y/y). Further spots went to TVP2 (7.16% audience share; +4.37% y/y) and TVP1 (6.27% audience share;

- 6,28% y/y).

Puls Biznesu
8 January 2020

Telecoms accelerate with 5G

by Marcel Zatoński

Mobile operators no longer only boast of doing 5G trials but have started talking about commercial network implementations.

The frequencies on which 5G networks will be deployed have not been allocated yet, but telecoms are making efforts to provide access to the new technology to customers by other means. On 7 January 2020 Play announced that its 5G network would be on air soon in Gdynia. The network will be using the spectrum from the 2100 MHz band. The operator informed that it had over 100 base stations in Gdynia and other parts of the Tri-City. Once the new software

is installed in these stations, and once some other changes are introduced, the base stations will be able to provide 5G services in a model which will rely on dynamic spectrum sharing with the older generation network (i.e. LTE).

Initially the operator intends to offer access to the hardware supporting 5G services to such groups of customers as senior citizens, students and households. Moreover, it wants to carry out activities to educate the public. The operator also expects that the network could be utilized more extensively once 5G-supporting mobile phones are introduced to sales, which could take place at the end of Q1 2020, following the 2020 Mobile World Congress in Barcelona.

Slightly earlier, on 3 January 2020, the launch of a 5G network was announced by Polkomtel, the operator of Plus network and a member of Cyfrowy Polsat Group. Plus announced that the network would be launched using 2600 MHz TDD spectrum. Plus customers from at least seven major cities, including Warsaw, Gdansk, Katowice, Lodz, Poznan, Szczecin and Wroclaw, should be able to enjoy 5G technology already in Q1 2020.

The auction of the 5G-dedicated spectrum is planned to start in H1 2020. The consultation process, regarding the rules governing the auction ended on 10 January 2020. Four blocks of 80 MHz of spectrum each, with the initial price of PLN 450 million per frequency block, are planned to be offered to operators. According to the rules of the auction, the operators are expected to have at least 10 5G base stations on air in one selected provincial capital before the end of 2020. At least 250 base stations are expected to be on air nationwide by the end of 2023.

Puls Biznesu
8 January 2020

Plus is taking customers away from others, Play is losing them

by MZAT

According to the data published by the Office of Electronic Communications (UKE), more than 410 thousand mobile service users changed their operator while porting numbers in Q4 2019. Polkomtel (Cyfrowy Polsat Group) was the only one among the four biggest infrastructural operators to have recorded positive MNP balance (+34.1 thousand MSISDNs net). Play recorded loss of 65 thousand numbers, Orange lost 16 thousand while T-Mobile – 8 thousand.

Among virtual network operators, Premium Mobile (Cyfrowy Polsat Group) gained 16.3 thousand MSISDNs. Positive MNP balances were also posted by cable TV operators offering MVNO services, namely Multimedia, Inea, UPC and Vectra.

Wirtualnemedia.pl
10 January 2020

Internet from Plus, offered using Orange Polska fixed-lines, to be available in additional 3.2 million households
by TW

The fixed-line Internet access service offered by Plus (Cyfrowy Polsat Group) will be provided while also using parts of Orange Polska fixed-line network infrastructure. Thanks to this the coverage of this service will increase over twofold, with the footprint being expanded by as many as 3.2 million households.

So far fixed-line Internet access offered by Plus has been provided while using Netia (a Cyfrowy Polsat Group member) lines only, reaching nearly 2.7 million households and over 800 biggest office buildings.

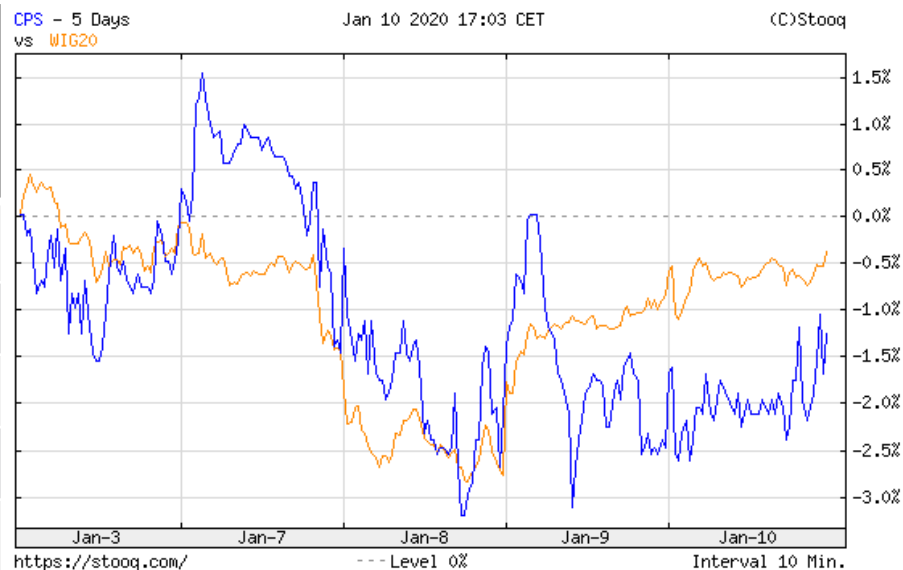
Now the service's coverage will increase with Orange lines being added in the so-called "regulated" local communes in which, based on the regulatory decision of the Office of Electronic Communications (UKE), Orange provides access to its infrastructure to other operators.

Plus estimates that the service will be available to 39% of all households in Poland.

Cyfrowy Polsat shares



Data	Maximum price (PLN)	Minium price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2020-01-06	-	-	-	-	-
2020-01-07	28.76	27.84	27.88	0	4.71
2020-01-08	28.22	27.38	27.70	-0.65	6.28
2020-01-09	28.40	27.40	27.60	-0.36	10.14
2020-01-10	28.06	27.52	27.94	0.00	5.78



Investor's calendar



27 February – 12 March 2020	Closed period prior to the publication of 2019 results
12 March 2020	Annual report and consolidated annual report for 2019
30 April – 14 May 2020	Closed period prior to the publication of Q1 2020 results
14 May 2020	Quarterly report for Q1 2020
6 – 20 August 2020	Closed period prior to the publication of H1 2020 results
20 August 2020	Consolidated semi-annual report for the 1st half of 2020
27 October – 10 November 2020	Closed period prior to the publication of Q3 2020 results
10 November 2020	Quarterly report for Q3 2020