



Cyfrowy Polsat IR Newsletter

November 2 – 8, 2015



Media about us	Date	Media about the TMT market in Poland
	3.11.	<p>Dziennik Gazeta Prawna: Price for LTE Internet will not increase</p> <p>In the interview for Dziennik Gazeta Prawna Magdalena Gaj, President of the Office of Electronic Communications (UKE) assured that she will block any increases of LTE Internet prices. She expects that telecoms will compensate their expenditures for frequencies with new customers.</p> <p>Gaj confirmed that all participants of the auction had submitted the applications and UKE is waiting for reservation payments. If any operator fails to pay, the enforcement of payment will be initiated. In the worst-case scenario the reservation of frequencies will be withdrawn, the company will be excluded from similar processes in the future and the frequency will be put on sale again.</p> <p>The President of UKE did not exclude the possibility of implementing a tool that would reduce the telecoms' liabilities towards the state, such as an exemption from annual fees for the use of a frequency band for the time of investment or free radio permits.</p> <p>Parkiet: Mobile networks will improve their results?</p> <p><i>by ziu</i></p> <p>On October 22, 2015, the Office of Electronic Communications issued a decision, upon the application of T-Mobile Polska, in which it explained that the regulated rates international MTR (ca. 4 gr per minute of terminated call) applies only to calls from the catalog of numbers of the European Economic Area.</p>

Press review



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	3.11.	<p>T-Mobile is satisfied with the explanation of UKE, as this means that operators may apply higher rates in settlements with the operators from outside the EEA the and therefore not incur losses.</p>
	5.11.	<p>Rzeczpospolita: TVP will negotiate rights to the Olympic Games <i>by Magdalena Lemańska</i></p> <p>TVP purchased a sublicense for the Ski Jumping World Cup series and women’s cross-country skiing for three seasons. The head of TVP Sport confirmed that TVP plans to start talks about purchasing the rights to the Olympic Games which had been acquired for EUR 1.3bn for the period of 2018-2024 by the owner of Eurosport – Discovery.</p> <p>Polska Agencja Prasowa: Companies belonging to Agora and Wirtualna Polska with licenses for TV channels on MUX-8</p> <p>The National Broadcasting Council (KRRiT) has allocated four licenses for the programs to be broadcast via a new television multiplex.</p> <p>TV Spectrum (first channel), Cable Television Network & Partners (second channel), Green Content (third channel) and WP1 (fourth channel) received the licenses.</p> <p>So far, three free-of-charge multiplexes have been launched in Poland, out of which one is fully reserved for Telewizja Polska (MUX3). 24 channels are broadcast via these multiplexes. Furthermore, one paid multiplex is in operation broadcasting Cyfrowy Polsat’s channels (MUX4).</p>



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	6.11.	<p>Rzeczpospolita: Operators want to be more digital <i>by Urszula Zielińska</i></p> <p>T-Mobile Polska decided to implement a program called Digital Transformation. According to Adam Sawicki, CEO at T-Mobile, the goals of the telecom for the coming several quarters include strengthening its market position and growing its customer base. T-Mobile is the largest mobile network in the country in terms of the number of users. However, from July until September the telecom lost 130 thousand SIM cards, totaling 15.696m at the end of the third quarter of 2015. In the third quarter T-Mobile Polska had PLN 1.64bn in revenue, i.e. 1.1% more than a year ago, due to the acquisition of the fixed-line operator for business – GTS. T-Mobile’s core business generated revenue at the level of PLN 1.53bn, that is 6% less compared to the previous year.</p> <p>Revenue of Netia, the second largest fixed-line operator in Poland after Orange, amounted to PLN 400m, less by 3.1% y-o-y. The problem consists in the substitution of fixed-line voice services by mobile ones. Netia is considering a project called Netia Digital, which is aimed to boost demand for services in the B2B segment. Next year the company expects to see the benefits of the platform of cloud services, launched in October, and the developed, own data center.</p>

Recent events



Press release
November 2, 2015

Polsat – an absolute leader in October 2015

October of 2015 was yet another month in which Telewizja Polsat turned out to be an absolute leader of viewership in both audience groups, reaching an audience share of 14.3% in the commercial group (up by 0.2 percentage points vs. previous month) and 12.9% (up by 0.5 percentage points vs. previous month) in the survey covering all viewers.

Telewizja Polsat is also the viewership leader in the commercial group after 10 months of this year – with the share at the level of 13.3% SHR, whereas in the survey covering all viewers, Telewizja Polsat is ranked second with 11.7% SHR.

Also the entire Polsat Group has achieved very good results in both groups, and thanks to the market share at the level of 26.1 % in the 16-49 group maintains its strong leadership on the Polish television market

Cyfrowy Polsat shares



Date	Maximum price (PLN)	Minium price (PLN)	Closing price (PLN)	Change (%)	Trade value (kPLN)
2015-11-02	25.29	24.50	25.16	1.00%	6 833
2015-11-03	25.29	25.01	25.29	0.52%	7 182
2015-11-04	25.98	25.10	25.90	2.41%	29 389
2015-11-05	25.99	25.47	25.99	0.35%	8 000
2015-11-06	25.99	25.33	25.50	-1.89%	4 559



Investor's calendar



October 29 –
November 12, 2015

Closed period prior to the publication of Q3 2015 results

Publication of the consolidated quarterly report for Q3 2015

Schedule of publication:

7:00 a.m. Publication of the quarterly report in ESPI (WSE publishing system)

8:00 a.m. Publication of the quarterly report on our website
<http://www.grupapolsat.pl/en/arc/results>

10:00 a.m. Meeting with investors and analysts (Hotel InterContinental, conference rooms Verdi&Puccini, 2nd floor, 49 Emilii Plater street, Warsaw)

12:00 p.m. Meeting with journalists

4:00 p.m. (CET) Conference call with investors and analysts

November 12, 2015

Conference call details:

Date: November 12, 2015

Time: 4:00 p.m. (Warsaw), 3:00 p.m. (London), 10:00 a.m. (New York)

Phone numbers: +44 203 043 2440 (international);
+48 22 295 35 28 (Poland)

Conference ID: 824109#

In order to view our investors' presentation during the conference call via a dedicated platform, please click on this link and then log in as a participant by providing your name.

<https://cyfrowypolsat.anywhereconference.com/?UserAudioMode=DATA&Name=&Conference=135297384&PIN=824109>