



Cyfrowy Polsat IR Newsletter

August 3 – 9, 2015



Media about us	Date	Media about the TMT market in Poland
	5.08	<p>Puls Biznesu: Reaching the billion mark</p> <p>The price per single block in the 800 MHz band in the frequency auction, conducted by the Office of Electronic Communications (UKE) since February this year, reached PLN 994.9m, i.e. four times the opening price. Prior to the start of the auction, analysts had estimated that such a block might be worth PLN 700-750m.</p> <p>In the bidding for 14 blocks in the 2600MHz band, the opening price (PLN 25m) has been exceeded to much a smaller degree. Currently, the highest declared amounts reach PLN 35.4m.</p> <p>Parkiet: TVN sees a rebound on the market <i>by Magdalena Lemańska</i></p> <p>TVN informed that the withdrawal of its shares from trading on the WSE is planned at the end of this year. When publishing its results, TVN also announced that in the 2nd half of 2015 the company plans to redeem all its 2018 Senior Notes and 10-20% of its 2020 Senior Notes. Thanks to this the company will reduce its ratio of debt to adjusted EBITDA to the level of 3-3.5 by the end of the year.</p> <p>The results of TVN for Q2 fell below analysts' expectations. TVN's revenue from sales in Q2 amounted to PLN 445.4m (up by 3% vs. last year), operating profit was equal to PLN 141.9m (down by 14.4% y-o-y), and net profit decreased by 68% y-o-y to PLN 36.9m (analysts' estimations mentioned PLN 445.8m, 152.9m and 45.7m, respectively).</p>

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	5.08	<p>The results of nc+ satellite platform were worse than last year. The number of subscribers decreased by 3% y-o-y to 2.11m with APRU at the level of PLN 68. Sales revenues of nc+ in the 1st half of 2015 amounted to PLN 1.04 bn (down by 2% as compared to the corresponding period of 2014), and EBITDA reached PLN 210m (down by 6% y-o-y).</p> <p>In Q2 2015 the audience share of the main channel decreased, and the entire advertising market slowed down. Nevertheless, the management expects that the 2nd half of the year will be better than the 1st half on the television advertising market.</p> <p>Rzeczpospolita: Broadcasters against the multiplex operator <i>by ele</i></p> <p>Time, a company from ZPR Media Group and Polski Operator Telewizyjny sent motions to the Office of Electronic Communications (UKE) demanding the invalidation of the tender for the operator of the new planned package of digital terrestrial television (the so-called 8th multiplex).</p> <p>Emitel won the tender for the operator of the 8th multiplex. „Rzeczpospolita” claims that the companies demanding the invalidation of the tender are contesting the provisions of the tender documentation.</p>

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	6.08	<p>Rzeczpospolita: Contest for new digital channels has started <i>by Magdalena Lemańska</i></p> <p>According to the contest announced by the National Broadcasting Council (KRRiT), the new multiplex of digital terrestrial channels will include, apart from three TVP channels, 4 channels with universal contents.</p> <p>Based on the announcement, each channel will be profiled slightly differently. One channel will broadcast feature films, series and entertainment programs. The second will broadcast healthy life style, professional and social development programs. The third channel will be devoted to social, economic and cultural themes, whereas the last one will focus on self-government and local community issues. Wirtualna Polska, companies from ZPR Media Group, Kino Polska TV and Agora, among others, are considering participation in the contest.</p> <p>Rzeczpospolita: TVN and Polsat focus on children <i>by Magdalena Lemańska</i></p> <p>Apart from entertainment formats known from previous seasons, the autumn will bring a few novelties in TVN. The station will feature, among others, „Aplauz, aplauz!” - a show presenting the competition between singing family duos (a child plus an adult) and new series. An interesting position in the autumn scheduling will be the first TV series ordered exclusively for TVN’s internet platform – Player – based on the American hit “Web Therapy”. Representatives of TVN say that Player and</p>

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	6.08	<p>traditional television are to be TVN's equivalent channels of content distribution.</p> <p>The show "SuperDzieciak" (SuperKid), promoting talented children, will be a novelty in Polsat's programming. Polsat will also focus mainly on the already proven entertainment shows and TV series. Furthermore, a new TV series and a documentary drama about legal issues will appear in autumn.</p>
	7.08	<p>Parkiet: Netia is losing customers at a slower pace and is thinks about ways to integrate TK Telekom <i>by Urszula Zielińska</i></p> <p>In Q2 2015 Netia had PLN 380m of revenue, PLN 109.8m of recurring EBITDA, PLN 10.2 of operating income and PLN 6.6m of net profit. Acting CEO, Bogusława Matuszewska, positively assessed the quarterly results and maintained that the goal of the management board is to limit the rate of revenue decrease to a single digit figure.</p> <p>EBITDA margin in the B2B segment has improved. The rate of decline of the operator's RGUs (2.25m at the end of the quarter) also slowed down, among others as a result of the growth of number of customers connected by Netia to its own network. In June 2015, services provided to customers of Netia's own network constituted 53% of all services.</p>

Press review



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	7.08	Netia is still losing fixed-line telephony customers at a fast rate. At the end of the first half of 2015 the operator was providing 1.27m fixed-line telephony services (down by 20% in one quarter), 771k broadband Internet access services (down by 9k), 152k TV services (up by 6-7k) and 55.8k mobile services.



Recent events



Press release
August 3, 2015

Polsat Group best in July

In July the main channel and thematic channels had a total audience share of 25% in the commercial group. Polsat recorded excellent results. In July, Polsat was the leader among 4 biggest national channels achieving 12% SHR. Since the beginning of the year, Polsat has been the leader in the commercial group as many as 6 times and is the most viewed channel this year with the result of 13.2% SHR.

In Polsat Group, apart from the main channel, the highest audience shares in July were recorded by TV4 (3.8%), TV6 (1.7%), Polsat 2 (1.6%), as well as Polsat Sport (1%), Polsat News (0.92%) and Polsat Sport News (0.81%).

Cyfrowy Polsat shares



Date	Maximum price (PLN)	Minium price (PLN)	Closing price (PLN)	Change (%)	Trade value (kPLN)
2015-08-03	23.16	22.70	22.90	-0.87%	2 016
2015-08-04	22.86	22.53	22.83	-0.31%	3 502
2015-08-05	23.15	22.69	23.07	1.05%	4 749
2015-08-06	23.32	22.55	22.70	-1.60%	10 821
2015-08-07	22.61	22.16	22.25	-1.98%	22 761



Investor's calendar



August 18, 2015	Extraordinary General Meeting
August 12 – 26, 2015	Closed period prior to the publication of H1 2015 results
August 26, 2015	Publication of the consolidated semi-annual report for the 1st half of 2015