



# Cyfrowy Polsat IR Newsletter

January 4 – 10, 2016



Media about us	Date	Media about the TMT market in Poland
	4.01	<p><b>Puls Biznesu: Slight rebound coming up</b>  <i>by MZAT</i></p> <p>According to the forecasts of Audytel analytics and advisory company, the value of the Polish telecommunication market will grow by ca. 1% next year, to PLN 45.96 bn. Revenues from fixed-line services will continue to decline. Fixed-line and mobile broadband Internet access will bring revenues to telecoms, who are losing money in other areas.</p> <p>The consequences of the LTE auction will be the most important issue in the coming year, especially as it is unclear whether all those who obtained spectrum from the auction will pay the fees for it, or not. Stock analysts expect Cyfrowy Polsat Group to acquire Midas. The sale of P4, Play network operator, is also possible.</p>
	6.01	<p><b>PAP Polish Press Agency: 800 MHz spectrum auction faulty but Minister of Digitization will not intervene</b>  <i>by luo/rcze/son/pr</i></p> <p>Though the auction for the spectrum from the 800 MHz bandwidth was carried in a faulty manner, the Minister of Digitization, Ms. Anna Streżyńska told PAP that she would not interfere with the decisions of the chairman of the Office of Electronic Communications (UKE) and of the operators as regards further developments in the process. She stressed that at this stage the minister had no role to play.</p> <p>Ms. Streżyńska would like to see the funds obtained from the auction invested in the development of the information society, also in order to eliminate the coverage gaps in terms of availability of Internet access in Poland.</p>

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	7.01	<p><b>Rzeczpospolita: We are contemplating cooperation with Orange – an interview with Tomasz Szopa, the CEO of Netia</b>  <i>by Urszula Zielińska</i></p> <p>In an interview for “Rzeczpospolita” daily, Tomasz Szopa, the new CEO of Netia, said that in Q4 2015 the company maintained the trends from Q3, which will enable it to retain ca. 100 thousand services more than assumed in its plans, with slightly growing margins. Netia’s churn ratio for the entire customer base is 17-18%. Szopa also confirmed that the group’s revenue for 2015 will fall by less than 10% and he sustained the assumed EBITDA margin of 30%.</p> <p>According to Szopa, the company is looking for projects which will enable it to increase coverage and revenue. Investments in fiber-optic lines (FTTH) and cooperation with construction development companies are analyzed by the company. Szopa added that Netia is involved in discussions with Orange as regards potential models of cooperation in the context of the operational program “Digital Poland”. In his opinion synergies associated with potential cooperation of the two companies and exploitation of the synergies between their infrastructures could be substantial.</p> <p>Szopa said that Netia does not rule out acquisitions, with potential targets including ATM and Hawe Telekom.</p>

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	8.01	<p><b>Rzeczpospolita: Will Netflix cause a revolution?</b> <i>by Magdalena Lemańska</i></p> <p>Netflix launched its services in Poland. It does not offer a Polish language version of its programs, the archival episodes of the hit series "House of Cards" are not available, and, in addition, it costs quite a lot, as for Polish market, i.e. at least EUR 7.99 monthly.</p> <p>In experts' opinions, the new player will not rapidly take away viewers from local competitors, including e.g. Player (owned by TVN), IPLA (Cyfrowy Polsat), or VoD (TVP). Polish players have been preparing for such a situation for some time now: they were producing their own TV series, securing licenses for sports events and generally re-arranging their offers. For the time being Netflix has no plan of showing any sports events or Polish classical shows, or producing any dedicated content for the Polish market. According to experts, it is still too early to say whether Polish broadcasters will decide to sell its content to Netflix. The estimates are that Netflix will acquire up to 150 thousand customers in the first year of operations. Nonetheless, its launch in Poland poses a challenge for the industry and may reshape the Internet video-on-demand market.</p>

Press release  
January 4, 2016

## 2015 was definitely the year of Telewizja Polsat

Last year was extremely successful for Telewizja Polsat. The station managed to outpace its competitors, TVN and TVP, in the commercial viewer group (16-49 age bracket), while achieving market share of 13.2%. It demonstrated that it is a market leader and the most readily watched TV station out of the “big four”. TVN, the no. 2, recorded SHR of 12.4%, with TVP1 taking the third spot with SHR of 8.4%. When the total audience is taken into account (the 4+ group), Polsat is no. 2 with a share of 11.6%, right behind TVP1 (12.3%), and ahead of TVN (10.7%) and TVP2 (8.7%).

Polsat Group, as a whole, also proved to be the definitive leader in the commercial viewer group in 2015, recording a share growth in the group which is most desirable for advertisers. Polsat Group accomplished the result of 24.6%, ahead of its competitors: TVP Group (23.8% SHR) and TVN Group (22.3% SHR).

# Cyfrowy Polsat shares



Date	Maximum price (PLN)	Minium price (PLN)	Closing price (PLN)	Change (%)	Trade value (kPLN)
2016-01-04	21.35	20.45	21.00	0.57%	8 767
2016-01-05	21.50	20.90	21.34	1.62%	5 961
2016-01-06	-	-	-	-	-
2016-01-07	21.00	20.45	20.70	-3.00%	15 899
2016-01-08	20.90	20.21	20.42	-1.35%	10 707



# Investor's calendar



February 15 – 29, 2016

Closed period prior to the publication of 2015 results

February 29, 2016

Publication of the annual report and consolidated annual report for 2015