



Cyfrowy Polsat IR Newsletter

November 9 – 15, 2015



| Media about us | Date | Media about the TMT market in Poland |
|----------------|------------|--|
| | 9.11 | <p>Rzeczpospolita: Roaming: more questions than answers <i>by Urszula Zielińska</i></p> <p>According to the regulation adopted by the European Parliament on eliminating additional roaming charges in the UE, telecommunication services are supposed to become cheaper starting in May 2016. According to the provisions of the regulation, the basis of price calculation in the transition period from May 2016 to June 2017 will be the domestic retail price to which the operator can add a determined surcharge. The domestic retail price had not been precisely defined, however, and operators will be able to determine it in multiple ways. The Body of European Regulators for Electronic Communications BEREC is currently working on guidelines to the regulation, including the abovementioned definition. The guidelines are expected to be sent to the European Commission by the end of June 2016.</p> |
| | 10 – 11.11 | <p>Parkiet: TV for PLN 30m <i>by ele</i></p> <p>Agora informed that preparations for the launch of the channel Kiwi TV in the new pack of DTT channels are underway. The channel will be based on documentaries, news and programs on education, counseling and public affairs. The planned launch of the channel is several months after the issue of the concession decision and related investments are estimated at PLN 30m. The fee for the 10-year concession for Kiwi TV channel is PLN 13.5m.</p> |

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| <p>Puls Biznesu: Polkomtel challenges the results of the auction <i>by MZAT</i></p> <p>The Office of Electronic Communications informed that Polkomtel, operator of Plus network, has filed a motion to cancel the auction of frequencies in the 800 and 2600 MHz spectrum. Before the resolution of the auction procedure, Polkomtel had presented analyses of constitutionalists, saying that the method of ending the auction, forced by the minister of digitization, violated the basic rules of a state of law.</p> | 12.11 | |
| <p>Rzeczpospolita: Three against the auction <i>by Urszula Zielińska</i></p> <p>In the third quarter of 2015 Cyfrowy Polsat group had revenue amounting to PLN 2.4bn (down by 0.2% y-o-y), EBITDA of PLN 930m (up by 2% y-o-y) and net profit equal to PLN 502m, increased on a one-off basis by operations related to the process of refinancing the group's debt.</p> <p>Tomasz Gillner-Gorywoda, CEO at Cyfrowy Polsat, emphasized that the satellite platform managed to reverse the negative trend and once again the number of customers of pay TV is increasing and, what is more, statistics on contract customers in the mobile telephony segment are improving. In the third quarter of 2015 Cyfrowy Polsat group recorded the highest balance of number portability from other networks in 6 years.</p> | 13.11 | |

Press review



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| <p>Gillner-Gorywoda did not comment on the reasons behind Polkomtel's motion to cancel the LTE auction. The Office of Electronic Communications informed that the companies NetNet and T-Mobile Polska also filed motions to cancel the auction. According to Gillner-Gorywoda, two coalitions of operators holding the 800 MHz spectrum are possible – Orange with T-Mobile and the remaining three companies holding one block each, i.e. Sferia, NetNet and Play.</p> | <p>13.11</p> | |



Press release

November 9, 2015

Get yourself a Christmas gift from Cyfrowy Polsat

The largest satellite platform just launched its new TV offer. Customers, who will sign a contract with the operator in the near future, can get, among others, LG Smart TV Full HD TV sets for PLN 0 for a start, over 170 channels without any additional charges for 6 months and 50% discounts on the smartDOM program.

State-of-the-art LED TV sets – LG Smart TV 49” Full HD and LG Smart TV 55” Full HD – are available in the promotional scheme “Tablets or TV sets with Internet and TV from Cyfrowy Polsat” for those customers, who chose at least the package Familijny Max HD + Sport HD + Film HD + Cinemax HD with access to 168 channels for PLN 59.99 per month. The offer can be supplemented with a chosen LG product under an installment plan – PLN 0 for a start followed by 48 equal installments of PLN 45 for the LG Smart TV 49” Full HD and PLN 55 for the LG Smart TV 55” Full HD. The offer is open to both existing and new customers.

Customers can also choose from ready-to-go sets of equipment (including TV sets, tablets, laptops, smartphones, routers and modems) and services – pay TV, telephony or LTE Internet – or compose their own combination that meets the needs of their family. In the smartDOM program the customers will receive the second service with a 50% discount and the third service for even PLN 1 monthly for the entire duration of the contract.

Press release

November 12, 2015

Very good financial results of Cyfrowy Polsat Group in Q3 of 2015

Cyfrowy Polsat Group published very good financial results for Q3 2015, showing the growth of number of contract services, including LTE Internet access service, while consistently striving to achieve the announced goal of 1 million users of the smartDOM program by the end of 2015. The Group recorded a growth of revenue per customer, stabilized the mobile service customer base and achieved exceptionally good results of TV broadcasting and production segment, where for the first time in the history of Polsat Group the audience share exceeded the threshold of 25%. It is the first quarter in which the data are fully comparable with the data in the corresponding period of the previous year due to the full consolidation of the results of Plus network operator.

More>><http://www.grupapolsat.pl/en/archive/very-good-financial-results-cyfrowy-polsat-group-q3-2015>

Recent events



Press release
November 13, 2015

33rd KSW GALA: Khalidov vs Materla in Cyfrowy Polsat and IPLA

The subscribers of Cyfrowy Polsat and users of the largest online TV IPLA can order access to the 33rd KWS Gala: Khalidov vs Materla, starting today. The gala, broadcast in the “pay-per-view” system, will take place on November 28. The cost of access in PLN 40.

Cyfrowy Polsat shares



| Date | Maximum price (PLN) | Minium price (PLN) | Closing price (PLN) | Change (%) | Trade value (kPLN) |
|------------|---------------------|--------------------|---------------------|------------|--------------------|
| 2015-11-09 | 26.17 | 25.33 | 26.05 | 2.16% | 6 600 |
| 2015-11-10 | 26.05 | 25.36 | 25.97 | -0.31% | 8 371 |
| 2015-11-11 | - | - | - | - | - |
| 2015-11-12 | 26.15 | 25.28 | 25.44 | -2.04% | 8 814 |
| 2015-11-13 | 25.75 | 24.66 | 25.10 | -1.34% | 8 392 |

