



# Cyfrowy Polsat IR Newsletter

January 11 – 17, 2016



Media about us	Date	Media about the TMT market in Poland
	12.01	<p><b>Dziennik Gazeta Prawna: Mobile calls are no longer getting cheaper – interview with Adam Sawicki, CEO of T-Mobile Polska</b> <i>by Krzysztof Majdan and Marek Tejchman</i></p> <p>In an interview for “Dziennik Gazeta Prawna” daily Adam Sawicki said that in a country as big as Poland and with such a dispersed population, mobile infrastructure will remain the basic channel for accessing Internet content. In his opinion, there is no more space for further price erosion. Additionally, thanks to the growing popularity of mobile applications and higher web content consumption, we should be able to observe small stabilization of the market in 2016, though not yet market growth.</p> <p>In Sawicki’s opinion, as regards the LTE auction so many errors have piled up that the invalidation of the process seems the only solution. He added that due to such high expenses on the auction, the operators will lack funds for infrastructure roll out.</p> <p>In Sawicki’s view, T-Mobile must work on customer care. In 2016 each employee of the company will be evaluated based on customer satisfaction. The company is also changing its approach to small and medium companies.</p>

Media about us	Date	Media about the TMT market in Poland
	13.01	<p><b>Rzeczpospolita: End of construction of Internet motorways</b> <i>by Urszula Zielińska</i></p> <p>Anna Strężyńska, the Minister of Digitization, has announced that in the years 2007 – 2015 the 14 regional broadband network programs resulted in the construction of 29.34 thousand kilometers of infrastructure, including 23.48 thousand kilometers of new networks. Also 5.86 thousand kilometers of existing infrastructure were used. According to the ministry, all the projects were completed on schedule.</p> <p>Regional networks are at various stages of readiness for starting operations. Only six regional fiber-optic network operators have approvals of the Office of Electronic Communications for their framework offers and price lists which will be now used by commercial telecoms to provide services to households and businesses.</p> <p>Profits will not be easy to achieve since most of the networks will be providing their services in areas of so-called “coverage gaps,” i.e. areas that are not attractive for investments. In addition, regional networks may not flexibly shape their pricing.</p>

Media about us	Date	Media about the TMT market in Poland
	15.01	<p><b>Rzeczpospolita: We are switching changing more willingly once again</b> <i>by Urszula Zielińska</i></p> <p>In 2015 slightly over 1.65 million numbers were ported by users from network to network. The result is by 5.5% higher than in 2014. The MNP (mobile number portability) market accelerated - in 2014 the volume of MNP operations was merely 2.6% higher than in 2013. Similarly as in recent years, also in 2015 Play was the network to which customers ported their numbers most willingly. Play had a net gain of 442 thousand numbers (590 thousand a year earlier). Other big telecoms had negative MNP balances last year. Orange was the network which lost the smallest number of customers -35 thousand. Plus, the network owned by Polkomtel, significantly reduced its loss, giving away ca. 156 thousand numbers net, compared to 299 thousand a year earlier. T-Mobile lost over 310 thousand numbers last year (237 thousand in 2014).</p> <p>MNP is the second, next to mobile Internet access, source of growth of mobile operators, who operate on the already saturated Polish market. In the opinion of Przemysław Sawala-Uryasz, a Pekao IB analyst, MNP figures are an essential indicator of customers' perception of offers of individual operators. Stability and potential growth of the user base of a given network depends on the consumers' assessment of the offers.</p>

Media about us	Date	Media about the TMT market in Poland
	15.01	<p><b>Rzeczpospolita: Poles trust telecoms</b> <i>by Jarosław Gabryś, Dawid Krzysiak</i></p> <p>The results of a survey prepared by A.T. Kearney indicate that Polish mobile operators enjoy high confidence of their customers. The survey showed that over 40% of Polish consumers prefer to buy applications and digital content directly from their operators than from global players' stores. Poles prefer to buy handsets from an operator rather than directly from a producer. They are also more inclined to buy service packages from one operator.</p> <p>This is followed by greater willingness to pay higher amounts for services: customers who expect a full service offer and additions, such as applications, music or films, are willing to pay 40% more for Internet access service than those who are looking for a simple product. The phenomenon is stronger among customers of mature operators, like Plus, Orange and T-Mobile, and it is less visible in the case of Play, whose customer base is younger. According to the survey, only 24% of customers expect a simple, basic service that does not require any support from their operator. The results of A.T. Kearney's survey also show that when selecting a telecommunication operator, Poles are mainly guided by price, with other criteria not playing a significant role.</p>

Press release  
January 11, 2016

## All matches of the Men's European Handball Championship on Polsat sports channels

The Men's European Handball Championship is starting in Poland on January 15th. Poland is among the 16 teams competing for the championship title. In the initial stage of the tournament Poland will take on the current World and European Champions, France, as well as Serbia and Macedonia. All the matches can be watched on Polsat Sport and Polsat Sport Extra, as well as in the open channel Polsat Sport News. The matches played by the Polish team will be also shown by Polsat and Polsat Sport channels.

During the event, at 10.45 p.m. each day, Polsat Sport and Polsat Sport News will show a live, 45-minute "Men's EHF EURO 2016 Magazine," offering the summary of the day's events.

Press release  
January 14, 2016

## "Safe Winter with GOPR (Voluntary Mountain Rescue Service) " - Plus and POLSAT TV support safe winter holidays in the mountains

Another edition of "Safe Winter with GOPR" is taking off. During seven consecutive weekends GOPR rescuers will be promoting safe leisure in the mountains at popular skiing resorts. Once again Polsat News TV station will support GOPR's winter action, with the "Nowy Dzień z Polsat News" (New Day with Polsat News) morning program broadcast live every Saturday and Sunday. In the evenings the viewers will be also able to watch the chronicle of "Safe Winter with GOPR," which will summarize the events of a given day of the action. Plus mobile operator, Tauron and LG are the partners of the action.

While on holidays in the mountains, please remember the phone number 601100300. It is a special emergency number operating across all mountain ranges in Poland and constitutes an element of the integrated Rescue System. The Integrated Rescue System was developed thanks to the cooperation between rescue units and Plus network, who has been cooperating with mountain rescuers for over a dozen years and is their technology partner.

A solution worth recommending is the mobile application "RATUNEK" ("RESCUE"), which supports safe leisure in the mountains. Thanks to this application, the location from which an emergency call is made or of a hazardous place in the mountains can be determined with an accuracy of three meters. The application has been introduced by GOPR together with Plus network and Paga Solutions.

Press release  
January 15, 2016

## **New EVOBOX PVR set-top box manufactured by Cyfrowy Polsat**

In January 2016 a new set-to-box for satellite TV with a recording function will be added to the offer of the biggest satellite TV platform in Poland. EVOBOX PVR is the latest and the most advanced device created in Cyfrowy Polsat Group's factory in Mielec. The STB enables simultaneous recording of programs from three channels and has modern design while its innovative software based on solutions offering integrated and personalized TV, was developed in cooperation with ADB. EVOBOX PVR will be available to both, new customers and existing subscribers, at prices starting from PLN 49.

With a view to fully exploit all the possibilities and functions of EVOBOX PVR, a special antenna installation, with Unicable digital-to-analog converter, will be available in Cyfrowy Polsat sales network. Thanks to the converter, the satellite signal can be delivered not only to the EVOBOX PVR set-top box but also to as many as two additional STB's connected thanks to the Multiroom HD service.

More>><http://www.grupapolsat.pl/en/archive/new-evobox-pvr-set-top-box-manufactured-cyfrowy-polsat>

Press release  
January 15, 2016

## **Polsat Sport and IPLA content distributed via Onet-RASP Group services**

Cyfrowy Polsat, the biggest media-and-telecommunication group in Poland, Polsat Sport sports TV channel and Onet – Ringier Axel Springer Polska Group (RASP) entered into cooperation in the field of distribution of exclusive sports video content produced by Polsat TV's sports channels and by IPLA web TV. The content will be distributed on Onet Portal and via Onet-RASP sports services.

For starters, users of Onet portal and przegladSPORTOWY.PL sports news service will be offered free access to highlights of the matches played during Men's EHF EURO 2016 Poland, as well as to related materials, such as interviews with players and coaches, comments and summaries by experts and guests, behind-the-scenes information.

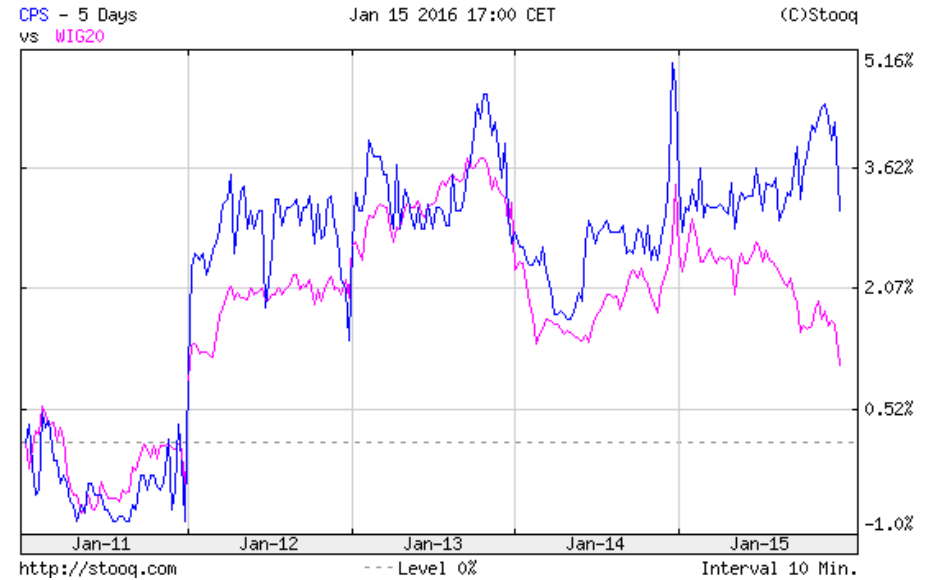
The viewers will be also able to watch all the matches of the Polish team live, in HD quality, in IPLA web TV. The 2016 European Championship matches are available in IPLA PIŁKA RĘCZNA (IPLA HANDBALL) dedicated package. The matches are available at no additional charge for Cyfrowy Polsat subscribers and customers of Plus mobile network.

More>><http://www.grupapolsat.pl/en/archive/polsat-sport-and-ipla-content-distributed-onet-rasp-group-services>

# Cyfrowy Polsat shares



Date	Maximum price (PLN)	Minium price (PLN)	Closing price (PLN)	Change (%)	Trade value (kPLN)
2016-01-11	20.68	20.25	20.30	-0.59%	7 969
2016-01-12	21.25	20.54	20.79	2.41%	9 305
2016-01-13	21.57	21.02	21.06	1.30%	11 344
2016-01-14	21.57	20.85	21.50	2.09%	14 472
2016-01-15	21.56	21.07	21.15	-1.63%	10 483





# Investor's calendar



February 20 – 21, 2016	dbAccess CEEMEA Conference, Londyn
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