



# Cyfrowy Polsat IR Newsletter

July 11 - 17, 2016



Media about us	Date	Media about the TMT market in Poland
	12.07	<p><b>Dziennik Gazeta Prawna: Operators fight for the 27 million prepaid service users</b>  <i>by Sylwia Czubkowska</i></p> <p>The law requiring all prepaid SIMs to be registered has mobilized operators to try to take away customers from competitors. Orange started its campaign already in June, with Play following close behind. <i>“We are satisfied with the campaign, the number of registered users is growing quickly,”</i> says Marcin Gruszka from Play. Plus started its promotion too. It offers the possibility of registering prepaid SIMs also in Cyfrowy Polsat’s stores. Even though prepaid services offer much smaller earnings, operators are still interested in retaining prepaid customers. By eliminating the so-called “dead souls” (i.e. those SIMs which are not actively used), the registration process will also result in the determination of the actual number of prepaid SIMs. According to Piotr Mieczkowski, a telecommunications expert from EY, Polkomtel and T-Mobile are at present the operators with the most realistic customer base figures. In the case of Play and Orange the figures are overstated.</p> <p><b>Rzeczpospolita: First results of the web contest for funding</b>  <i>by ZIU</i></p> <p>Polska Cyfrowa (Digital Poland) Projects Center has published the initial list of projects, which will be granted support from the “Digital Poland” operating program for the construction of broadband access networks offering data transfer rates of</p>

# Press review

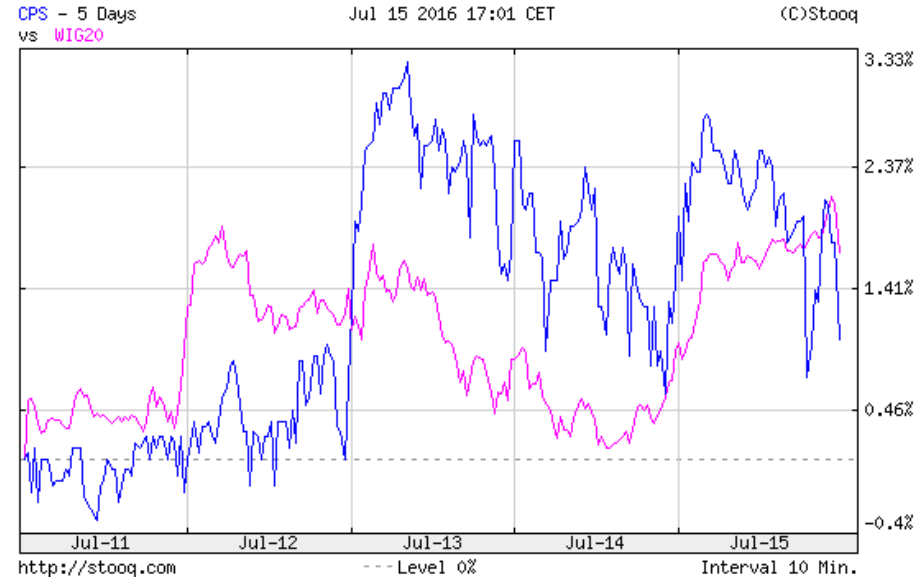


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		<p>minimum 30 Mbps (the so-called NGA networks). The list includes five projects, two of which have been proposed by Orange. Orange's projects will obtain PLN 4.4 million in financial support. A second contest will take place in autumn, where around PLN 3 billion will be provided for distribution among the companies building high speed broadband Internet access networks.</p>
<p><b>Rzeczpospolita: Media</b> <i>by ele</i></p> <p>Starcom Poland has estimated the total net revenue from commercials obtained by Polsat Group channels and by TVP in connection with the Euro 2016 at PLN 55 million. Polsat TV stations obtained PLN 37.7 million (upon deducting net expenses for advertising Cyfrowy Polsat's, Polkomtel's and Polsat's own brands, the figure is PLN 34.1 million), while TVP obtained PLN 21 million from commercials. According to Starcom's experts, Polsat Group has been able to generate profit from the investment it made into the Euro 2016. This was possible thanks to, among others, revenue from the sale of paid access to the TV channels dedicated to the Euro 2016.</p>	13.07	

# Cyfrowy Polsat shares



Date	Maximum price (PLN)	Minium price (PLN)	Closing price (PLN)	Change (%)	Trade value (kPLN)
2016-07-11	22.25	22.06	22.15	0.87%	5 837
2016-07-12	22.43	22.02	22.35	0.90%	11 139
2016-07-13	22.95	22.40	22.59	1.07%	13 195
2016-07-14	22.86	22.33	22.54	-0.22%	8 617
2016-07-15	22.88	22.36	22.43	-0.49%	9 105



# Investor's calendar



August 11 – 25, 2016	Closed period prior to the publication of H1 2016 results
August 25, 2016	Consolidated semi-annual report for the 1st half of 2016 Closed period prior to the publication of H1 2016 results