



Cyfrowy Polsat IR Newsletter

January 23 - 29, 2017



Press review



Media about us	Date	Media about the TMT market in Poland
<p>Parkiet: Internet users are filling mobile networks with data traffic <i>by Urszula Zielińska</i></p> <p>Telecoms have recorded a leap in mobile Internet access usage. Their revenues from the service are growing, however at a slow pace. The customers of Cyfrowy Polsat Group used 514 million GBs of Internet access in 2016. Compared to 2015, usage increased by 80%. As regards Orange, mobile data usage is substantially lower – at 214 million GBs in 2016 versus 95 million GBs a year earlier. The difference results from the fact that last year Orange was trying to catch up with Cyfrowy Polsat in terms of LTE network coverage. Secondly, more Cyfrowy Polsat customers live outside big cities, where broadband fixed-line Internet access is not available.</p> <p>PMR estimates the total number of mobile Internet users in Poland in 2016 at over 26 million, with 10 million more coming over the next five years. Growing popularity of smartphones is an important factor.</p>	23.01	
	24.01	<p>Puls Biznesu: Mobile Internet access knocks out fixed-line access <i>by MZAT</i></p> <p>According to a consumer survey carried out by Millward Brown and Danae at the request of the Office of Electronic Communications, mobile telephony is preferred over fixed-line service, while mobile Internet access is slowly catching up in terms of popularity with cable or fiber-optic access.</p>



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	24.01	<p>For years fixed-line telephony has been losing customers and even older, more conservative customers are no longer so much interested in its offer. Mobile telephony is also evaluated better. Both, corporate clients as well as residential customers are most satisfied with network coverage and terms of the offer, while the elements that they are least satisfied with include customer service and roaming prices.</p> <p>As regards Internet access, fixed-line access remains more popular. Fixed-line access is used by two out of three residential customers, while Internet access via a mobile phone is used by 47.2% of customers. The survey shows that half of the residential customers are not willing to withdraw from using fixed-line access. The average price for fixed-line access is PLN 51 (guaranteeing transfer rate of around 55 Mbps) while in the case of mobile access it is PLN 48.</p>
<p>Rzeczpospolita: Private TVs will not be saving money this spring <i>by Magdalena Lemańska</i></p> <p>In spite of modest forecasts for the TV advertising market, TVN and Polsat are planning a rich programming offer for this spring. There will be new programs but we will also see the return of old hits.</p> <p>TVN invested into “Belle Epoque,” a costume drama which will be launched on February 15. Among other novelties, the TV station will have a new medical talk-show hosted by Ewa Drzyzga, which will be called “36,6 st. C” (36.6 centigrade) and “Misja pies” (Mission Dog), hosted by Joanna Krupa. In</p>	25.01	<p>Rzeczpospolita: It is going to be a good year for T-Mobile <i>by Urszula Zielińska</i></p> <p>Over the past few years T-Mobile Polska was losing market shares and saw its revenues shrink. In the opinion of Adam Sawicki, the company’s CEO, this year T-Mobile should see growth of sales not only thanks to the sale of devices but also from the sale of services. Sawicki stressed that Q3 2016 was the first quarter in a long time during which the company recorded growth revenue in the postpaid segment and he expects that the negative revenue trend will be reversed.</p> <p>T-Mobile believes that investments in network development will enable the company to return to the growth path. In 2016, the</p>

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<p>Polsat the new item in the spring programming will be a talent show entitled “The Brain – the Genial Mind” and a new soap opera entitled “Niania w wielkim mieście” (Nanny in a Big City).</p> <p>The programs that viewers remember from past years will return this season to both Polsat and TVN. In Polsat we will see the new edition of “The Idol”, while in TVN it will be the “Who Wants to be a Millionaire?” game show. There will also be continuations. In TVN we will see the second edition of “The Agent,” the show “Masterchef Junior,” the soap opera “The Second Chance,” or “Revolution in the Kitchen” - a Polish version of Kitchen Nightmares. Polsat will resume showing “Przyjaciółki” (The Friends), as well as such shows as “Dancing with the Stars” and “Your Face Sounds Familiar.”</p> <p>The plans are quite rich for a year in which the media houses forecast only a slight growth of revenue from advertising for TV stations. Carat Polska forecasts, for the entire TV market, growth of advertising revenue by 0.5%. Zenith assumes growth dynamics of around 0.7%, while MediaCom estimates that the total growth of video advertising spending (which includes TV and the Internet) will grow by 3-5%.</p> <p>Detailed plans for the spring have not been presented by the Polish state TV (TVP) yet.</p>	25.01	<p>company invested over PLN 900m in its network. Thus, together with the amount it spent for spectrum, total expenditures amounted to nearly PLN 5 bn. The coverage of this most intensely developed LTE network reached 99.1% of the country’s population in December 2016. T-Mobile did not disclose the volume of data its customers have consumed for Internet access, while only indicating that in 2016 the volume was by 275% higher than in 2015.</p>



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	26.01	<p>Rzeczpospolita: Prepaid cards are dragging the mobile market down <i>by Urszula Zielińska</i></p> <p>During the last quarter of 2016 mobile operators in Poland saw the loss of nearly 1.5 million SIMs, according to data published by the Central Statistical Office (GUS) on Wednesday. This means that the drop was much bigger than after Q3 2016 when the market shrank by 935 thousand SIM cards.</p> <p>At the end of December 2016 there were 54.736 million cards in the operators' systems. With such a figure, the market saturation was 142.4 versus 146.3 at the end of 2015. It could be possible that the prepaid segment is behind the entire drop visible in Q4 2016, which is connected with the mandatory registration of prepaid SIMs. The statutory deadline for registering prepaid SIMs is February 1, 2017 and unregistered cards will be deactivated after this date.</p> <p>During the three quarters of the past year the total number of prepaid SIMs fell to 24.86 million, i.e. by 2.7 million.</p>

Recent events



Current report no. 4
January 27, 2017

Change of date of publication of the annual report and consolidated annual report for the financial year ended December 31, 2016

The Management Board of Cyfrowy Polsat S.A. (the “Company”) hereby informs that the date of publication of the annual report and consolidated annual report for the financial year ended December 31, 2016 has been changed from March 7, 2017 to March 16, 2017.

Cyfrowy Polsat shares



Date	Maximum price (PLN)	Minium price (PLN)	Closing price (PLN)	Change (%)	Trade value (kPLN)
2017-01-23	24.38	24.11	24.11	-0.58%	351 104
2017-01-24	24.52	24.13	24.47	1.49%	948 236
2017-01-25	24.83	24.42	24.60	0.53%	848 911
2017-01-26	24.89	24.42	24.65	0.20%	651 280
2017-01-27	24.98	24.40	24.49	-0.65%	260 274



Investor's calendar



March 2 - 16, 2017

Closed period prior to the publication of 2016 results

March 16, 2017

Annual report and consolidated annual report for 2016