



Cyfrowy Polsat IR Newsletter

November 23 – 29, 2015



Media about us	Date	Media about the TMT market in Poland
	23.11	<p>Rzeczpospolita: Customer satisfaction gives a bonus <i>by Urszula Zielińska</i></p> <p>Revenue growth is difficult to achieve on the highly competitive telecommunication market so telecoms are trying to compete with customer care quality. In Orange Polska and P4 the bonus systems take into account customers' opinions on the quality of service. Starting from next year, T-Mobile also wants to tie the remuneration of its staff to customer satisfaction. This is how companies motivate their employees and partners to take care of this aspect of their business as it is becoming increasingly important for their financial results. The better the opinions of customers, the better the sales results. Operators are of the opinion that customer satisfaction increases when customers are able to use self-service tools, such as IVRs, Internet applications, or chats with customer service representatives.</p>
	24.11	<p>Parkiet: Priorities for the iron lady of digitization – an interview with Anna Streżyńska, the Minister of Digitization <i>by Andrzej Stec</i></p> <p>In an interview for "Parkiet" daily Anna Streżyńska, the new Minister of Digitization, talked about her short and long-term priorities. She mentioned, among others, the creation of a ministry which will concentrate in one place the tasks and the competencies in such areas as information technology development and digitization, construction of high speed Internet networks, especially in places where such networks will</p>

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	24.11	<p>not be constructed by private investors, as well as cyber security. Strężyńska supports incorporation of the Office of Electronic Communications (UKE) into the National Broadcasting Council (KRRiT).</p> <p>In the opinion of the new minister, Poland does not have sufficient funds to assure that needs associated with universal Internet access will be covered in 100%. Due to that she wants to invest the proceeds from the LTE auction, once it is completed and the fees for spectrum reservations are paid in, into filling the coverage gaps. At the same time, as Strężyńska added, analyses are carried out in search for a way of resolving the LTE auction which will be safe for all the parties involved.</p> <p>Rzeczpospolita: TV competes with the Internet <i>by Magdalena Lemańska</i></p> <p>The so-called multi-screening, namely dividing your attention between several screens, is now a permanent custom of Internet users. Already 59% of Internet users in Poland access the Internet from a tablet or a smartphone while watching traditional TV. 73% of all the people using the Internet have a custom of using several devices simultaneously, as indicated by the Multiscreen Study done by MEC media house. This puts into question both the quality of TV viewership surveys as well as the effectiveness of TV advertising. In the opinion of a MEC expert, in spite of the fact that a smartphone or a tablet takes away part of the attention, still it ensures a viewer's presence in front of the</p>

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	24.11	<p>TV set. Advertisers should try to exploit this by informing e.g. about the places where additional information about the advertised product can be sought in the Internet. In Poland only 1/3 of commercials contain such information.</p> <p>As a result of the popularity of multi-screening TV also faces increasing competition. As a GfK Polonia survey indicates, the coverage of video transmission over the Internet in Poland continuously grows and approaches the coverage footprint of traditional TV. This year TV will be reaching 96% of Poles aged 4+ while 58% of that group will be reached by on-line video. Two years from now the figures will be 95% and 67%, respectively.</p>
	25.11	<p>Parkiet: P4 is no. 3 and wants to grow further by Urszula Zielińska</p> <p>In Q3 the operator of Play recorded PLN 1.37 bn of revenue, i.e. 19% more than a year earlier. EBITDA, including adjustments for one-time events, increased to PLN 0.4 bn while EBITDA margin increased by nearly 6 percentage points – to 30.9%. During 9 months of 2015, Play generated PLN 3.9 bn of revenue, i.e. 22% more than a year earlier and PLN 1.1 bn of adjusted EBITDA (growth by 41%). The operator’s profitability improved from 24% to 28.2%.</p> <p>At the end of September Play had 13.55 million SIM cards, acquiring 520 thousand new ones over the period of 3 months. This way the telecom has become no. 3 in Poland in terms of the number of users, overtaking Cyfrowy Polsat Group. In terms of</p>

Press review



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	25.11	<p>number of users, overtaking Cyfrowy Polsat Group. In terms of the number contract customers, P4 went ahead of T-Mobile and at the end of September it operated 6.72 million postpaid SIM cards.</p> <p>Joergen Bang-Jensen, the CEO of P4, said that the operator had funds to pay for the spectrum reservation it acquired in the LTE auction – PLN 0.5 bn comes from a bank loan while more than PLN 1 bn is the cash that the company generated.</p> <p>At the end of September P4's net debt amounted to EUR 749 million, i.e. 2.9 x the company's EBITDA over the last 12 months. This ratio is expected to increase as a result of the financing related to spectrum payment.</p>



Current report no. 49
November 23, 2015

Dates of publication of periodic reports and information on submitting consolidated periodic reports of Cyfrowy Polsat S.A. in the financial year 2016

The Management Board of Cyfrowy Polsat S.A. (the "**Company**"), hereby announces the publication dates of periodic reports in 2016.

1. Consolidated quarterly reports:
 - Quarterly report for Q1 2016 – May 12, 2016
 - Quarterly report for Q3 2016 – November 9, 2016
2. Consolidated semi-annual report for the 1st half of 2016 – August 25, 2016
3. Annual reports:
 - Annual report for 2015 – February 29, 2016
 - Consolidated annual report for 2015 – February 29, 2016

In addition, pursuant to the provisions of § 83 sec. 1 and 3 of the Ordinance of the Minister of Finance of February 19, 2009 regarding current and periodic information to be submitted by issuers of securities, and the conditions for recognizing equivalence of information required under non-member states regulations (the "**Ordinance**"), the Company will not publish standalone quarterly or semi-annual reports. The Company informs that it is its intention to present in the consolidated quarterly reports in 2016 condensed standalone financial statements as referred to in § 83 sec. 1 of the Ordinance as well as to present the consolidated semi-annual report for the first half of 2016 including the condensed standalone financial statements for the six months ended June 30, 2016 as referred to § 83 sec. 3 of the Ordinance.

The Company also announces that it will not publish a consolidated quarterly report for 4Q 2015 nor a consolidated quarterly report for 2Q 2016 pursuant to the provisions of § 102 sec. 1 and § 101 sec. 2 of the Ordinance.

Cyfrowy Polsat shares



Date	Maximum price (PLN)	Minium price (PLN)	Closing price (PLN)	Change (%)	Trade value (kPLN)
2015-11-23	25.93	25.31	25.93	0.97%	4 428
2015-11-24	25.97	24.58	25.32	-2.35%	14 171
2015-11-25	25.66	24.65	24.90	-1.66%	13 463
2015-11-26	25.44	25.00	25.13	0.92%	8 724
2015-11-27	25.35	24.74	24.80	-1.31%	25 280



Investor's calendar



December 3 – 4, 2015	WOOD's Winter in Prague
January 20 – 21, 2016	dbAccess CEEMEA Conference, London
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

