



Cyfrowy Polsat IR Newsletter

July 27 – August 2, 2015



Media about us	Date	Media about the TMT market in Poland
	29.07	<p>Parkiet: Savings easier than development <i>by ziu</i></p> <p>The results of Orange Polska for Q2 and H1 were slightly better than expected by the market. The company confirmed that it will generate ca. PLN 900m of cash for 2015. At the same time the management stated that it expected H2 to be more difficult than H1. In H1 the company's revenues were supported by revenue from infrastructural projects associated with broadband regional networks. Savings in the range of around PLN 300m will help Orange maintain its profitability.</p> <p>The company expects a decline of revenue from mobile voice services offered to business clients and there is no certainty as to whether the residential segment will not be affected by revenue loss as well. In the opinion of Orange's CEO, Bruno Duthoit, the situation will depend on the company's ability to grow its customer base. In Q2 2015 the company acquired 170 thousand postpaid SIM cards, including 102 thousand cards for dedicated mobile Internet access service.</p> <p>Duthoit expects that in H2 revenue from mobile and fixed-line Internet access will continue to grow, among others as a result of investments in fiber-optic networks, whose coverage is expected to increase from less than 200 thousand households in H1 to over 650 thousand by the end of this year.</p> <p>In Q2 2015 Orange Polska generated over PLN 3.08 bn of revenue while achieving net profit of PLN 94m versus PLN 3.01</p>

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	29.07	<p>bn and PLN 126 m in Q2 2014. H1 revenue exceeded PLN 6.06 bn (PLN 5.94 bn in the corresponding period of 2014), while net profit dropped from PLN 297m in H1 2014 down to PLN 170m in H1 2015.</p> <p>Rzeczpospolita: "Hold" Orange Polska shares <i>by ziu</i></p> <p>Analysts at Raiffeisen Centrobank issued a "hold" recommendation for Orange Polska shares with the target price of PLN 9.3. On Tuesday the shares traded at PLN 8.46. Experts at Raiffeisen believe that the dragging 800 MHz spectrum auction is the biggest risk for Orange's valuation. At the same time they still expect Orange to be able to pay a dividend of PLN 0.5 per share for 2015.</p> <p>Parkiet: Kino Polska will invest in an UltraHD channel <i>by ele</i></p> <p>4KFunBox UltraHD channel will be the first channel in the world offering regular Ultra HD broadcasting (with the resolution of 3840x2160). Kino Polska intends to start offering wide-scale distribution of this channel in autumn this year. The station broadcasts documentary series, concerts, feature films and sports event coverage. According to "Parkiet" daily, the new channel will be offered to customers of TV operators as a premium channel, independently of the FilmBox premium channels package. Kino Polska has not quoted the cost of</p>

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	29.07	<p>launching the project but it is intended to generate earnings right from the start. Broadcasting costs for 4K technology are high due to the high throughput that is required. According to the estimates of Kino Polska, there are as many as 7 million TV sets in Europe which can receive 4K images.</p> <p>Kino Polska does not rule out the possibility of offering a channel in the new multiplex for digital terrestrial TV. According to the company's CEO, Bogusław Kisielewski, the company focuses on increasing distribution on new markets.</p>
	30.07	<p>Rzeczpospolita: Three years for transformation <i>by ziu</i></p> <p>In an interview for "Rzeczpospolita" daily, the new CEO of T-Mobile Polska, Adam Sawicki, talked about an enormous crisis of trust in the industry and the need to simplify communication, fulfil promises and introduce transparency.</p> <p>T-Mobile Polska plans a new marketing opening this September and wants to transform its organization over the next three years.</p> <p>Sawicki said that T-Mobile wants to be the first choice operator in terms of quality of the services and approach to customers.</p> <p>Sawicki is of the opinion that this year the mobile market has a chance for "small stabilization" while the on-going spectrum auction has a chance of successful completion.</p>

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<p>Rzeczpospolita: “Hold” for Cyfrowy Polsat stock</p> <p>In their report dated 22 July, analysts at DM BOS brokerage house reduced the target price for Cyfrowy Polsat shares to PLN 25, from an earlier value of PLN 26.5. They upheld their recommendation “hold” for the shares. On Thursday the price paid for CP shares was PLN 22.55. The price decreased by 2.8%. Experts from DM BOS point to lower EBITDA in a year-on-year perspective, as well as to the recent deterioration of key operational indicators in the segment of services offered to residential customers.</p>	31.07	<p>Puls Biznesu: Virgin, or a kind of a new Play</p> <p><i>by Karol Jedliński</i></p> <p>While talking to Puls Biznesu daily, Grażyna Piotrowska-Oliwa, the CEO of Virgin Mobile Polska, said that the company was planning to achieve profitability at the beginning of 2017. In her opinion the company has a good product – a simple offer, without any small print, limits or hidden charges. Since June the number of new users has been growing at the pace of even as many as 1.1 thousand daily. According to “PB” Virgin Mobile has 175 thousand active SIM cards and in August their number is expected to surpass the 200 thousand mark.</p> <p>According to Piotrowska-Oliwa, good marketing offers an opportunity for extending the target group. The company is also preparing for implementation, by the middle of next year, of its own technical platform, which will enable full account management.</p>

Press release
July 28, 2015

Download data transfer rates of up to 450 Mbps in LTE Advanced tests

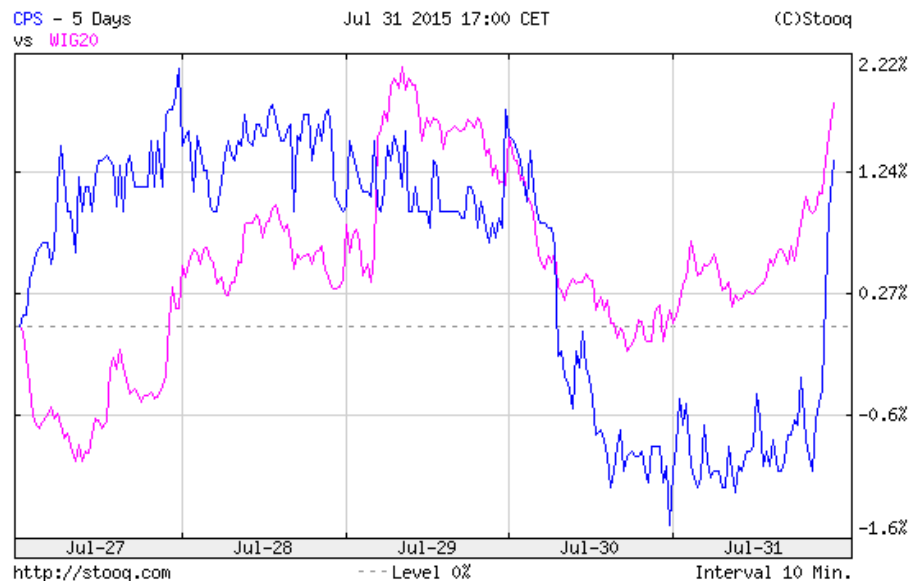
Polkomtel and Ericsson carried out joint tests of aggregation of three spectrum bandwidths in the LTE-Advanced standard and obtained a download speed of as much as 450 Mbps. It was possible thanks to simultaneous use of three 20 MHz carrier frequency slots from 800 MHz, 1800 MHz and 2600 MHz bandwidths. Ericsson software, enabling the aggregation of frequency blocks of up to 60 MHz, was used during the tests.

LTE-Advanced Carrier Aggregation technology enables not only increased maximum download data rates but it also increases the capacity of the LTE network, thus ensuring access to broadband services for a larger group of users. The tests confirmed that the LTE-Advanced standard, together with Carrier Aggregation, could offer a real alternative to fixed-line links.

Cyfrowy Polsat shares



Date	Maximum price (PLN)	Minium price (PLN)	Closing price (PLN)	Change (%)	Trade value (kPLN)
2015-07-27	23.40	22.78	23.28	1.22%	4 932
2015-07-28	23.23	22.95	23.00	-1.20%	8 921
2015-07-29	23.20	22.91	23.20	0.87%	8 028
2015-07-30	23.15	22.40	22.40	-3.45%	10 991
2015-07-31	23.10	22.41	23.10	3.13%	11 321



Investor's calendar



August 18, 2015	Extraordinary General Meeting
August 12 – 26, 2015	Closed period prior to the publication of H1 2015 results
August 26, 2015	Publication of the consolidated semi-annual report for the 1st half of 2015