



# Cyfrowy Polsat IR Newsletter

December 27, 2016 – January 1, 2017



Media about us	Date	Media about the TMT market in Poland
	27.12	<p><b>Dziennik Gazeta Prawna: Telecoms don't trust the speed tests</b>  <i>by Barbara Sowa</i></p> <p>Implementation of the EU open Internet regulation has imposed information duties on Internet service providers, requiring them to publish precise information on data transfer rates. Fixed-line operators have been obligated to indicate, in their customer contracts, the maximum and the minimum data transfer rates, the normally available data transfer rate as well as the declared data transfer rate, i.e. the rate indicated in their marketing communication. As regards mobile services, the contract should include information on the maximum and declared data transfer rates. The aforementioned contractual provisions may serve as the basis for customer claims, or even for termination a contract with an Internet service provider.</p> <p>The issue is that there is no certified tool in Poland which could enable verification of the credibility of the information published by a service provider. There are numerous speed testing applications but the operators do not want to respect the results of their measurements. It is the Office of Electronic Communications (UKE) who is obligated to develop a certified data transfer rate measuring mechanism.</p>
<p><b>Wirtualnemedial.pl: UKE report: T-Mobile offers the best quality of voice calls while Plus offers the fastest Internet access on trains</b>  <i>by ps</i></p> <p>Surveys concerning the quality of telecommunication services available along the major railway routes in Poland</p>	29.12	

# Press review



Media about us	Date	Media about the TMT market in Poland
<p>were carried out by UKE (Office of Electronic Communications) between 3 and 23 August 2016.</p> <p>In the case of voice calls via mobile networks while traveling by rail, the best Call Set up Success Rate (CSSR) was demonstrated by T-Mobile (93.6%), followed by Play (93.49%) and Plus (92.65%). Orange Polska ended up off the podium with the CSSR rate of 91.45%.</p> <p>The quality of mobile Internet access on railways is shown by another parameter that UKE examined, namely the data transfer rate for downlink transmission. Plus was the best in this category, with the result of 12.4 Mbps, Orange's mean result was 11.3 Mbps, while in the case of Play it was 11.1 Mbps.</p>		
	30.12	<p><b>Parkiet: Orange protests against the valuation of the 450 MHz spectrum. The reservation will come later</b>  <i>by Urszula Zielińska</i></p> <p>According to the statement from UKE's press office, "The matter of renewal of the 450 MHz spectrum reservation for Orange will not be finalized before year end." Last month Orange Polska issued a statement paper questioning the amount of the fee for spectrum reservation. While working at UKE's request, Audytel consulting firm estimated the value of the spectrum from the 450 MHz band at PLN 115 million and this has been the amount placed by UKE in the draft spectrum reservation decision. In the opinion of Orange Polska, the valuation was prepared while relying on wrong methodology. In some unofficial statements the operator assessed that the fee should be half of what is indicated in the decision.</p>



# Recent events



Press release  
27 December 2016

POLSAT had unmatched proposal for Christmas Eve and Christmas. "Great Carol Singing with Polsat – Warsaw 2016" and "Home Alone" were the leading items in the Christmas Eve schedule

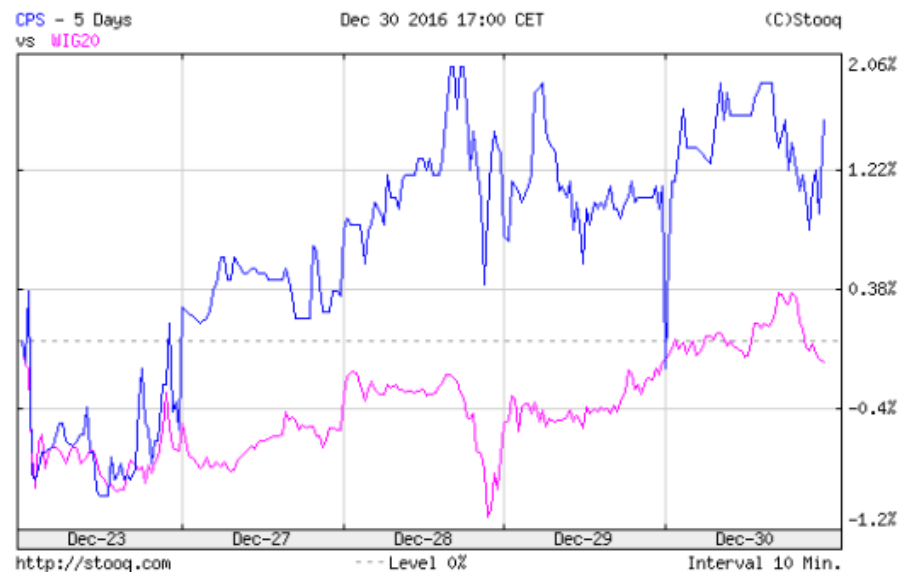
POLSAT TV definitely ruled on Christmas Eve. On that day one out of every five viewers, on the average, switched to Polsat. In the commercial viewer group POLSAT had a viewership share of 18.4%, leaving competitors behind. Nearly 3 million viewers sat down to their Christmas Eve dinner while listening to the most beautiful Polish Christmas carols sang by various Polish artists and televised by POLSAT TV. "The Great Carol Singing with Polsat – Warsaw 2016" gave the station record audience shares, reaching 29% for all viewers and 28.4% for the commercial group "Alone Home" is a movie that half of the kids cannot imagine not watching at Christmas. The naughty boy's adventures was the most watched movie at Christmas time and attracted 4.3 million viewers during Christmas Eve. While the movie was shown, POLSAT was the most willingly watched TV station by both viewer groups, recording excellent audience shares: nearly 36% in the 16-49 age bracket and 31% in the 4+ group. In the case of the children aged 4-12, the share was as much as 45%. During the three days of Christmas holidays Polsat surpassed its competitors and achieved respective average audience shares of 13.8% in the commercial group and 11.7% in 4+ group, which meant that POLSAT TV was the most favorite station with viewers during Christmas Eve and at Christmas.



# Cyfrowy Polsat shares



Date	Maximum price (PLN)	Minium price (PLN)	Closing price (PLN)	Change (%)	Trade value (kPLN)
2016-12-26	-	-	-	-	-
2016-12-27	24.49	24.21	24,28	1.00%	1 835
2016-12-28	24.71	24.22	24,54	1.07%	6 876
2016-12-29	24.68	24,34	24.48	-0.24%	3 346
2016-12-30	24.69	24,15	24.60	0.49%	4 659



# Investor's calendar



February 21 – March 7, 2017

Closed period prior to the publication of 2016 results

March 7, 2017

Annual report and consolidated annual report for 2016