



Cyfrowy Polsat IR Newsletter

August 29 – September 4, 2016



Media about us	Date	Media about the TMT market in Poland
<p>Rzeczpospolita: This autumn Polsat bets on cabarets and proven hits <i>by ele</i></p> <p>The Sunday night cabaret marathon is the biggest novelty in Polsat's autumn programming schedule. It will replace the show "Must be the Music", which is no longer in the plans for autumn. The TV station will also show two para-documentary TV series: "Gliniarze" ("Cops") and "Na ratunek 112" ("112. To the Rescue"). In addition Polsat will focus on the continuation of popular entertainment hits, i.e. "Dancing with the Stars", "Your Face Sounds Familiar", "Hell's Kitchen" and "Top Chef". "Rinke behind bars" is returning a year after the first season.</p> <p>As opposed to TVN, for the time being Polsat does not plan the production of shows or TV series for the Internet only. However, premiere episodes of TV series will be shown in Ipla ahead of their airing in TV.</p>	<p>29.08</p>	<p>Puls Biznesu: EU funding for the Internet is taking off <i>by Marcel Zatoński</i></p> <p>Funding worth over PLN 250m has been awarded in the contests within the framework of the Operational Program Digital Poland. The beneficiaries of the contests include local giants. Orange obtained funding in 7 areas, in the total amount of nearly PLN 20m. Big cable TV operators are also active. PLN 13.4m was awarded to Vectra's subsidiary, while the no. 3 market player, Multimedia, obtained PLN 7.5m.</p> <p>Meanwhile T-Mobile received PLN 12.5m for three projects, but ultimately withdrew from these projects since their implementation on the technical terms defined in the contest would be economically ineffective. The company will roll out its own mobile broadband network in the counties in which it sought funding.</p>
	<p>31.08</p>	<p>Rzeczpospolita: Poles are ready to pay for TV "a la carte" <i>by ele</i></p> <p>The latest VideoTrack II survey, performed by MEC media house, demonstrates that as many as 46% of Internet users want to enjoy the freedom of constructing their own pay TV channel packages. PLN 10 is the most frequently declared fee for access to a single channel (indicated by 60% of Internet users). Nearly 20% of the survey's participants would spend between PLN 11 and 20, while over 7% as much as PLN 21-30.</p>

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	31.08	<p>In spite of such declarations from viewers, currently operators are not introducing the possibility of choosing individual channels. However, there are solutions on the market which to some extent try to meet such expectations. HBO Go package can be purchased from several pay TV operators in a bundle with Internet access, even if a subscriber has no cable TV subscription.</p> <p>MEC survey indicates that TVN is perceived by Internet users as the TV station with the best internet offer. However, it is Polsat's Ipla that is indicated by Internet users as their favorite service.</p>
	1.09	<p>Parkiet: Shareholders dispute has Netia's board involved by Urszula Zielińska</p> <p>Sisu Capital fund, which holds 13% of the company's shares, filed a protest against part of the resolutions of the annual general meeting of Netia and demanded that the court repeal some of the adopted resolutions: the resolution approving the management board's report on the company's activities in 2015, the resolution regarding the approval of the consolidated financial statements for 2015, as well as the resolution granting a vote of approval to Zbigniew Jakubas, the Supervisory Board Chairman and, indirectly, the main shareholder. What is important, the fund did not question the resolutions regarding the stand-alone financial statements or the resolution regarding dividend payment.</p> <p>Netia deems that Sisu's protest is unjustified and will be requesting that the suit be repealed.</p>

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	1.09	<p>Rzeczpospolita: nc+ launches new service packages <i>by ele</i></p> <p>nc+ digital platform is launching new service packages, which include Internet access, TV and voice services in cooperation with Play mobile operator. The company is betting more heavily on triple play services and it will enable packaging of its nc+ Go service together with Internet access as part of a new service called “unlimited TV”. Nonetheless, nc+ continues to maintain its cooperation related to joint offers with Orange Polska. However, it does not intend to expand its service packages by adding any items which are remote from the TV industry, such as gas bills.</p>
<p>Rzeczpospolita: Next stage of telecoms’ strategy: a refrigerator or a washing machine offered in a package <i>by Urszula Zielińska</i></p> <p>Household appliances can now be ordered at points of sale of Cyfrowy Polsat satellite platform and Plus mobile network. The move opens a new chapter in the strategy of the companies belonging to Zygmunt Solorz-Żak’s group, which wants to deliver as many products as possible to households. If the project proves successful, the group will gain another source of revenue since Cyfrowy Polsat will include the full payment for household appliances in its financial statements, rather than only the margin for acting as an intermediary.</p>	2.09	<p>Parkiet: Mobile networks have a chance for subsidies <i>by Urszula Zielińska</i></p> <p>A contest will be announced before the end of September in which telecom operators will be able to apply for a total of PLN 3 bn in subsidies for upgrading and roll-out of their Internet access networks so as to bring them to the so-called NGA standard. Polkomtel, Play and T-Mobile presented their own proposals of new technical terms for the upcoming contest, while postulating that it should be technology-neutral. Fiber-optic lines turned out to be the preferred technology in the first contest. An analysis developed by the Institute of Telecommunications, indicating the technologies to be supported, was expected to be received by the ministry on Friday.</p>

Press review



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<p>Apart from offering pay-TV services or LTE mobile Internet access, Cyfrowy Polsat Group's offer also includes the supply of electricity, as well as financial and insurance services. It has also announced the introduction of sale of gas.</p>	<p>2.09</p>	<p>The Ministry of Digitization has been changing its approach to the roll-out of broadband networks in Poland. The ministry accepts two-three standards of connecting schools to the Internet, including MW links which guarantee data rates of 100 Mbps, while earlier fiber optic lines were the only permitted standard.</p>



Press release
September 1, 2016

Next stage of the development of smartDOM Program

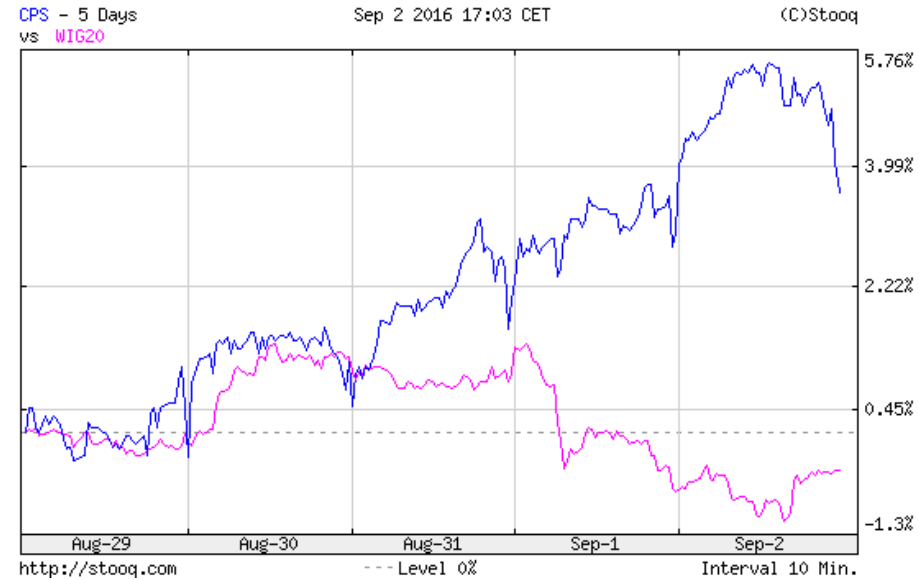
The offer of comprehensive smartDOM services for homes and families, i.e. the offer which includes telephone services, Internet access, TV, banking, insurance and electricity supply, has been extended by yet another category – devices which are indispensable in every home, i.e. household appliances. The appliances will be offered in a pilot program via Plus's and Cyfrowy Polsat's sales network and also via www.plus.pl Internet store.

Household appliances available from Plus and Cyfrowy Polsat can be purchased by anyone, however members of smartDOM Program or PlusBank account holders can enjoy further discounts.

Cyfrowy Polsat shares



Date	Maximum price (PLN)	Minium price (PLN)	Closing price (PLN)	Change (%)	Trade value (kPLN)
2016-08-29	24.35	24.00	24.20	0.75%	4 970
2016-08-30	24.50	24.02	24.37	0.70%	5 183
2016-08-31	24.96	24.09	24.60	0.94%	11 644
2016-09-01	25.10	24.53	24.85	1.02%	13 264
2016-09-02	25.50	24.96	25.00	0.60%	14 480



Investor's calendar



September 6, 2016	Media & Entertainment - Haitong
September 7 - 8, 2016	Deutsche Bank 2015, 15th Global Emerging Markets One-on-One Conference
September 12 - 13, 2016	13th Emerging Europe Investment Conference - Pekao Investment Banking
October 26 – November 9, 2016	Closed period prior to the publication of Q3 2016 results
November 9, 2016	Quarterly report for Q3 2016