



Cyfrowy Polsat IR Newsletter

August 31 – September 6, 2015



Media about us	Date	Media about the TMT market in Poland
	1.09	<p>Rzeczpospolita: TV Puls wants to have more channels <i>by Magdalena Lemańska</i></p> <p>Dariusz Dąbski, CEO and owner of TV Puls, announced that the company will offer a movie and series channel under the new multiplex of digital terrestrial television. Dąbski added that the eighth multiplex was incomparable to the already existing ones, since it would have a smaller coverage and would require viewers to invest in new antennas. Until the appeal process against the selection of the operator is completed at the Office of Electronic Communications (UKE) it is impossible to precisely evaluate the broadcasting costs of the new channel.</p> <p>Dąbski maintained the estimates regarding the revenues of TV Puls in 2015 at the level of PLN 200m and programming costs in the amount of PLN 100m. The estimated share of both TV Plus channels in the 16-49 group is 7%.</p> <p>Rzeczpospolita: Kino Polska grows outside of Poland <i>by ele</i></p> <p>In the 1st half of 2015, Kino Polska TV recorded nearly 18% growth of revenues (up to PLN 56.6m), growth of the operating profit up to PLN 11.3m (by nearly 50%), and the net result for the shareholders of the dominant entity increased by 61%, to PLN 9.7m. This is a result of extending the coverage of channels belonging to this group – in recent months FilmBox channels have entered into distribution in Hungary, Serbia, Bosnia and Hercegovina, Bulgaria and Latvia, whereas in Poland the</p>

Media about us	Date	Media about the TMT market in Poland
	1.09	<p>coverage of the channel Kino Polska Muzyka has been extended. In autumn Kino Polska TV plans to launch an international channel in 4K resolution. The management board of the company announced that it will also apply for all four channels reserved for private broadcasters on the new multiplex of digital terrestrial television. The company, together with Agora, already broadcasts the channel Stopklatka TV in digital terrestrial television. After the 1st half of 2015 the revenues of this channel more than doubled.</p>
	2.09	<p>Rzeczpospolita: Telecommunications <i>by ziu</i></p> <p>On September 1, 2015, the 101st day of the auction of radio frequencies in the 800 and 2600 MHz bands (the so-called LTE auction) organized by the Office of Electronic Communications (UKE), the value of the maximum bids submitted by the bidding companies exceeded PLN 6.5bn. The average value of a single frequency block in the 800 MHz band exceeded PLN 1.2bn, that is a maximum threshold perceived as reasonable, whereas in the case of a block in the 2600 MHz band – it was PLN 36.7m.</p>
	3.09	<p>Rzeczpospolita: Government to decide about the LTE auction <i>by Urszula Zielińska</i></p> <p>The Ministry of Administration and Digitization presented a proposal which should enable the UKE President to finalize the auction which has been going on for more than 100 days and the</p>

Media about us	Date	Media about the TMT market in Poland
	3.09	<p>prices reached the level of PLN 6.6bn. The Ministry presented a draft amendment of the Regulation about tenders for frequencies and auctions. The Ministry would like to introduce a provision to the Regulation which envisages that if the auction drags in time, the UKE President may end the auction after 115 days of bidding. The last round would take place on the 116th day, while omitting the electronic system and bidding steps, provided for in the auction documentation. Auction participants would submit their final bids for frequencies in sealed envelopes. If the bids are equal, playoffs would be organized.</p> <p>Consultations of the draft amendment started on Tuesday and will continue for 7 days. If the draft comes into force, the current LTE auction might be finalized in October this year.</p>
		<p>Parkiet: Dividend splits by Urszula Zielińska</p> <p>On Thursday, September 3, the bidding for radio frequencies in the 800 and 2600 MHz band in the Polish LTE auction reached the level of nearly PLN 6.8bn and this threshold will be exceeded on Friday. Afterwards the auction will be paused for supplementing the mandatory deposits. If the proposal of the Ministry of Administration and Digitization, which enables finalizing the auction after 115 days, is converted into a law, there are still 12 auction days ahead of us.</p> <p>Konrad Książopolski, analyst at BESI, believes that the Ministry's plan is not favorable to Orange. He made a calculation that the</p>

Press review



Media about us	Date	Media about the TMT market in Poland
	4.09	<p>State Treasury may obtain the amount of PLN 9bn. In his opinion Orange, in order to acquire two 800 MHz blocks and three 2600 MHz blocks, will pay PLN 3.5bn. Włodzimierz Giller, analyst at PKO BP Brokerage House, believes on the contrary, that the Ministry's proposal is favorable to the shareholders of Orange and anticipates that the company will manage to pay a PLN 0.5 per share dividend in 2016, if it does not spend much more than PLN 3bn. He estimates that the sum of bids after the 115th day will reach the level of ca. PLN 8bn. Paweł Szpigel, analyst at Brokerage House of mBank, expected that the auction would be invalidated. He believes that the implementation of the Ministry's proposal will substantially increase the probability of Orange reducing dividend.</p>



Press release
August 31, 2015

Telewizja Polsat opens a new production center

From the beginning of September, Telewizja Polsat will have its own state-of-the-art sound stage for production of television shows. The facility is located at Łubinowa Street in Warsaw. Having its own production studio for execution of television shows will ensure higher independence for Telewizja Polsat and the entire Polsat Group and permanent access to the production facilities. This fits in the long-term strategy of building the company's own technological base for TV production. The base for Telewizja Polsat broadcast vans and the satellite center of Cyfrowy Polsat are located in the vicinity.

Press release
September 1, 2015

Polsat – the viewership leader during the summer months

In the summer period, i.e. from June 1st to August 31, Telewizja POLSAT was the viewership leader, recording an average share in the commercial group of 12.1% SHR. Polsat outranked TVN and both public TV channels. The shares of Polsat Group in the holiday season are as follows: 24.7% SHR in 16-49 group and 22.6% SHR in the survey covering all viewers aged 4 +.

Telewizja POLSAT is also the leader of viewership in the commercial group after 8 months of this year – with the share at the level of 13.1% SHR, whereas in the survey covering all viewers POLSAT is ranked second with the result of 11.5% SHR. For the first 8 months of this year, Polsat Group had shares at the level of 24.4% SHR in 16-49 group and 22% SHR in the survey covering all viewers aged 4+.

Press release
September 2, 2015

LTE in Cyfrowy Polsat without data limit and with the maximum speed at the price of the subscription fee

The new Power LTE offer means above all bigger data packs. Customers of Cyfrowy Polsat may select one of four data packs – from 20 GB at the price of PLN 39.99 to 90 GB for PLN 99.99. Thanks to the smartDOM discount program, the new offer will be available already from PLN 35 monthly for a 40 GB data pack with LTE without any data limits within the price of the subscription fee during the entire term of the agreement.

Customers who previously used the services of another operator and now buy Internet access from Cyfrowy Polsat will receive as many as 6 months without any fee for a start. Whereas people who decide to purchase the offer online, will receive an additional 10 GB as a gift and 3 months without any fees.

Press release
September 2, 2015

Furthermore, the LTE offer without data limit will change for the better. Together with the 40 GB data pack at the price of PLN 59.99 per month or PLN 35 per month with the smartDOM discount, the customer will receive unlimited LTE and the maximum available speed within the price of the subscription fee. This proposal will be ideally supplemented with a range of state-of-the-art devices which can be found in the operator's offer: LTE Home Internet sets, modems supporting HSPA+ and LTE technologies, mobile routers offering transfer rates up to 150 Mb/s.

In Cyfrowy Polsat's new offer, LTE Home Internet will be available at a very favorable price – for a set consisting of an external LTE modem and Wi-Fi router the customer will pay only PLN 1 and obtain wireless Internet access of much bigger coverage and signal strength. With this set the customer may select one of the data packs at the price from PLN 35 for a 40 GB data pack to PLN 75 for 90 GB data pack in the smartDOM program.

Press release
September 2, 2015

JA+ Master LTE without data limit and with maximum speed

Plus introduces another master offer – LTE Internet without data limit and with maximum speed. A new offer means even bigger data packs and, as is always the case in Plus, state-of-the-art devices supporting LTE technology. The new offer „JA+ POWER LTE 2.0” will be launched on Thursday, September 3, and will be available both with equipment and in the SIM-only option, and on top of that a special promotion for university students and lecturers as well as a master school set – LTE router, laptop, LTE tablet – at the price of PLN 0 for a start.

Press release
September 3, 2015

Cyfrowy Polsat and ADB enter into cooperation in order to develop state-of-the-art TV solutions for their customers

Cyfrowy Polsat and ADB entered into cooperation in order to jointly develop solutions and state-of-the-art television services. Both companies, using their to-date technologies and engineering knowledge, plan to deliver new, attractive and competitive TV services based on the ConnectedOS platform located in the cloud newly launched by ADB and set-top boxes manufactured by Cyfrowy Polsat.

Cyfrowy Polsat will implement in its set-top boxed software developed by ADB based on integrated and personalized television solutions, thus improving television experience of its subscribers and offering a totally new method of navigation and interaction. At the same time Cyfrowy Polsat will be the provider of set-top boxes for ADB which will use them for developing comprehensive products for personalized television for its business clients.

Press release
September 3, 2015

ConnectedOS is a hybrid platform based on cloud services and the central software installed in the device, which allows for developing, implementing and managing the devices connected to the Internet and Internet of Things (IoT) applications. By combining solutions and services, ConnectedOS simplifies the integration, streamlines the market implementation of the operator's services and reduces the costs of delivery of interactive television services to subscribers. ADB's new platform will be presented for the first time during the IBC 2015 Exhibition, which will take place in Amsterdam from 11 to 15 September 2015.

[More>><http://www.grupapolsat.pl/en/archive/cyfrowy-polsat-and-adb-partner-enhance-personal-tv-experience-global-consumers>](http://www.grupapolsat.pl/en/archive/cyfrowy-polsat-and-adb-partner-enhance-personal-tv-experience-global-consumers)

Press release
September 3, 2015

HBO GO in Plus

Plus is the first mobile operator in Poland to offer to its customers the possibility to purchase access to the HBO GO service with the subscription fee for a mobile phone with Internet access or with LTE Internet subscription. For a start Plus offers the service for free for two months as a gift. The new service is available from September 3.

After adding HBO GO, Plus has now the most versatile video offer on the market for its customers.

The operator's customers may use, on promotional terms, IPLA - Internet TV and watch nearly 40 different TV channels online. These include, among others, sport channels broadcasting attractive sport events e.g. volleyball matches, EURO 2016 qualifying matches, Formula 1, Bundesliga matches, Grand Slam tennis tournaments or the biggest cycling races. IPLA also offers a wide selection of movies, a large library of children's shows, most popular programming from Polsat channels, news, nature and scientific programs.

Now, thanks to HBO GO, the customers of Plus will be able to watch latest movies and cult TV series. All this is available, just as they like it and at any place.

Cyfrowy Polsat shares



Date	Maximum price (PLN)	Minium price (PLN)	Closing price (PLN)	Change (%)	Trade value (kPLN)
2015-08-31	22.62	21.62	22.62	3.86%	11 371
2015-09-01	22.58	21.89	22.35	-1.19%	12 527
2015-09-02	22.51	22.07	22.27	-0.36%	9 372
2015-09-03	23.08	22.27	22.95	3.05%	7 498
2015-09-04	23.10	22.47	23.00	0.22%	10 851



Investor's calendar



October 29 –
November 12, 2015

Closed period prior to the publication of Q3 2015 results

November 12, 2015

Publication of the consolidated quarterly report for Q3 2015

