



Cyfrowy Polsat IR Newsletter

September 5 – 11, 2016



Media about us	Date	Media about the TMT market in Poland
	5.09	<p>Puls Biznesu: Play is tempting investment funds <i>by Magdalena Wierzchowska</i></p> <p>The long-awaited sale of Play mobile operator has finally been launched. Potential buyers will have one month to make their decisions while the sellers will be waiting for initial offers at the beginning of October. Shareholders have valued the company at PLN 12 bn, including debt. According to information obtained by Puls Biznesu daily, all the shares owned by Novator, seated in Iceland and the Greek Olympia will be offered for sale.</p> <p>The transaction is addressed mainly to financial investors who could improve Play's profitability by rolling out the telecommunication infrastructure for the operator (at present the company leases network capacity from other operators), and by restructuring its debt. The company's management board and its modus operandi, which could successfully implemented in other countries, could be the magnet attracting investors.</p> <p>Play's acquisition by any of the mobile operators present in Poland would not gain the approval of the anti-monopoly authorities, but the transaction is expected to be examined by foreign telecoms.</p>
	6.09	<p>Rzeczpospolita: New UKE President sees the office in ver. 3.0 <i>by Urszula Zielińska</i></p> <p>The Committee of Digitization, Innovation and New Technologies has approved Marcin Cichy as the President of the Office of Electronic Communications (UKE).</p>

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	6.09	<p>One of the goals that the new UKE President has set for himself is to halt the decline of the value of the retail telecommunication market, which is claimed to have shrunk by 3.5 bn PLN over the past 4 years. In the opinion of Mr. Cichy, the reason for such a situation is the low penetration of broadband services - a consequence of the unsatisfactory state of the infrastructure.</p> <p>Cichy announced, among others, the resolution of mutually interfering cable TV and 800 MHz band signals, involvement in the debate regarding the influence that the EMF emitted by telecommunication equipment has on human health, as well as activities aimed at reducing the scale of the problems arising between consumers and operators. He pointed to the necessity of supporting regional broadband networks in eastern Poland. He also announced that during his term of office UKE would tackle the issue of distributing the spectrum from the 700 MHz band, as well as the deregulation of declining markets. Marcin Cichy intends to continue the self-regulation policy, i.e. to continue developing solutions together with entrepreneurs.</p> <p>Rzeczpospolita: The potential is there but strategies are needed <i>by Urszula Zielińska</i></p> <p>Telecommunication companies who provide voice and Internet access services, especially the mobile companies, are treasure chests of untapped knowledge about consumer behavior. In spite of the existing potential, relatively few telecommunication companies have decided to implement the big data strategy.</p> <p>Based on big data analysis, operators are able to segment</p>

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	6.09	<p>customers, detect fraud, select the marketing actions to be taken, try to predict customers' behavior and prevent churn. In the opinion of a PwC expert, they could achieve much more but they are not developing behavior-driven products. They also do not monetize the information they have, i.e. do not offer the conclusions from customer lifecycle observations to third parties against a fee.</p> <p>In the opinion of a PwC expert, the telecommunication market in Poland is still strongly diversified in terms of possession of big data infrastructure. There are data warehouses or analytical engines but integration of IT systems is lacking. One of the problems is also the lack of the analytical function at managerial level.</p> <p>The managers of Polish telecoms indicate that the issue of analysis of big data sets is becoming increasingly important. However, there exist many obstacles restricting the companies in their ability to make use of the information that they possess about customers.</p> <p>Dziennik Gazeta Prawna: T-Mobile analyzed by UOKiK</p> <p>The President of UOKiK (Office for Competition and Consumer Protection) initiated an investigation against T-Mobile Polska in connection with Granie na Czekanie/Szafa Gra (Ring Back Tones) and Prenumerata (Subscription) services. The issue which raised the office's doubts is the lack of explicit consent of a consumer to the activation of these services.</p>

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	7.09	<p>Rzeczpospolita: There are still big reserves of efficiency on the market</p> <p>- <i>interview with Jacek Niewęłowski, board member of P4, Play network operator by Marcin Piasecki</i></p> <p>In Niewęłowski's opinion, the Polish telecommunication market is very competitive, mature and rooted in a growing economy. "The purchasing power of consumers is growing while at the same time the penetration of some services, including broadband data transmission, is still relatively low, which offers not only the possibility of development of these services but also space for their monetization on the demand side," said Niewęłowski.</p> <p>In his opinion, combining of data transmission with multimedia services, i.e. unlimited access to music or TV via streaming, and also with video consumption in a subscription-based model will be the future driving force for the telecommunication market. The offer can be extended further by adding financial sector-related services.</p> <p>In Niewęłowski's opinion, the market will continue to grow. Another factor driving the telecommunication market's value up are services related to the so-called connected devices, that is to devices which are connected with one another and communicate online.</p>

Press review



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	10.09	<p>Parkiet: Vice-President without the network <i>by ziu</i></p> <p>Last Friday Orange Polska informed of its new organizational structure which changed the scopes of responsibilities of board members and executive directors. New responsibilities have been assigned to Piotr Muszyński, the Vice-President responsible for operations. Strategy, transformation, innovations and development of new lines of business have become his areas of responsibility.</p> <p>Executive directors for IT and network will now be reporting to the CEO, Jean-François Fallacher. Piotr Jaworski has been named the executive director responsible for the network while corresponding position for IT resources is yet to be filled.</p>



Press release
September 6, 2016

Plus's LTE is the fastest mobile Internet access service in Poland

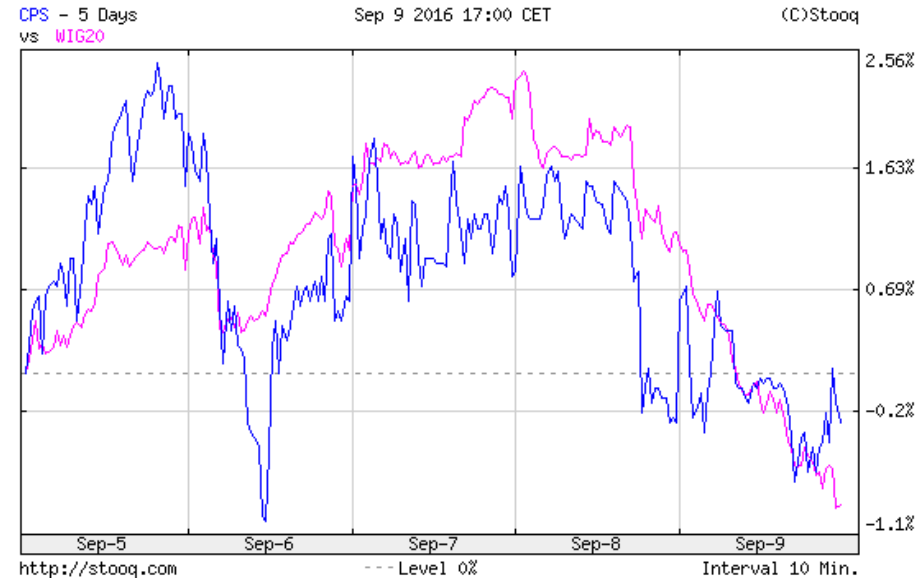
Plus is the winner of the big mobile Internet access test organized by "Komputer Świat" (Computer World) monthly. LTE Internet access offered by Plus and Cyfrowy Polsat is provided by the biggest and the most advanced LTE network in Poland whose coverage footprint extends over a territory inhabited by nearly 97% of Poland's population. The quality has once again been confirmed in independent tests which have demonstrated that Plus customers are offered definitely the fastest Internet access service, relying on LTE technology, as well as the most convenient network connections.

Mean transfer for LTE service in Plus network is around 40 Mbps for downlink and around 29 Mbps for uplink. In the case of data downloading it is twice the transfer rate offered by Play and about 25% faster than in the case of T-Mobile and Orange. Data download rates for T-Mobile and Orange were respectively 30.29 Mbps and 28.22 Mbps. Play's result was in turn 19.58 Mbps. Plus's LTE service also offers definitely the highest rate for data uploading – nearly 30 Mbps. In the case of the remaining operators, the results were as follows: Orange – 17.64 Mbps, T-Mobile – 17.25 Mbps and Play – 12.07 Mbps.

Cyfrowy Polsat shares



Date	Maximum price (PLN)	Minium price (PLN)	Closing price (PLN)	Change (%)	Trade value (kPLN)
2016-09-05	25.95	25.30	25.69	2.76%	6 893
2016-09-06	25.80	24.97	25.45	-0.93%	10 624
2016-09-07	25.79	25.44	25.50	0.20%	5 341
2016-09-08	25.74	25.07	25.20	-1.18%	8 688
2016-09-09	25.50	25.08	25.20	0.00%	6 783



Investor's calendar



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