



# Planned alliance of Polish TMT sector leaders

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Cyfrowy Polsat S.A. Capital Group



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# Agenda

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1. Justification and structure of the transaction
2. Benefits from the strategic alliance
3. Summary and Q&A



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# 1. Justification and structure of the transaction

# Strategic alliance of two Polish TMT sector leaders



- #1 on the Polish media and telecommunications market
- 28 years of continued business development
- provides services to 47% of Polish households
- effective strategy allowed to outpace all local competitors
- full spectrum of products providing content, connectivity and other services for the home
- full range of key assets
- new areas of growth (geographic- and product-wise)
- 11-year success story on the WSE

## ASSECO

- #1 software producer in Poland and CEE
- #6 software producer in Europe
- 30 years of experience in the IT sector
- 25K employees, including 5K in Poland
- 4.8K employees engaged in R&D
- rich experience in the TMT sector gained on the Polish and international markets
- focus on proprietary software for key economy sectors
- one of Polsat Group's key partners in the past
- 15-year success story on the WSE

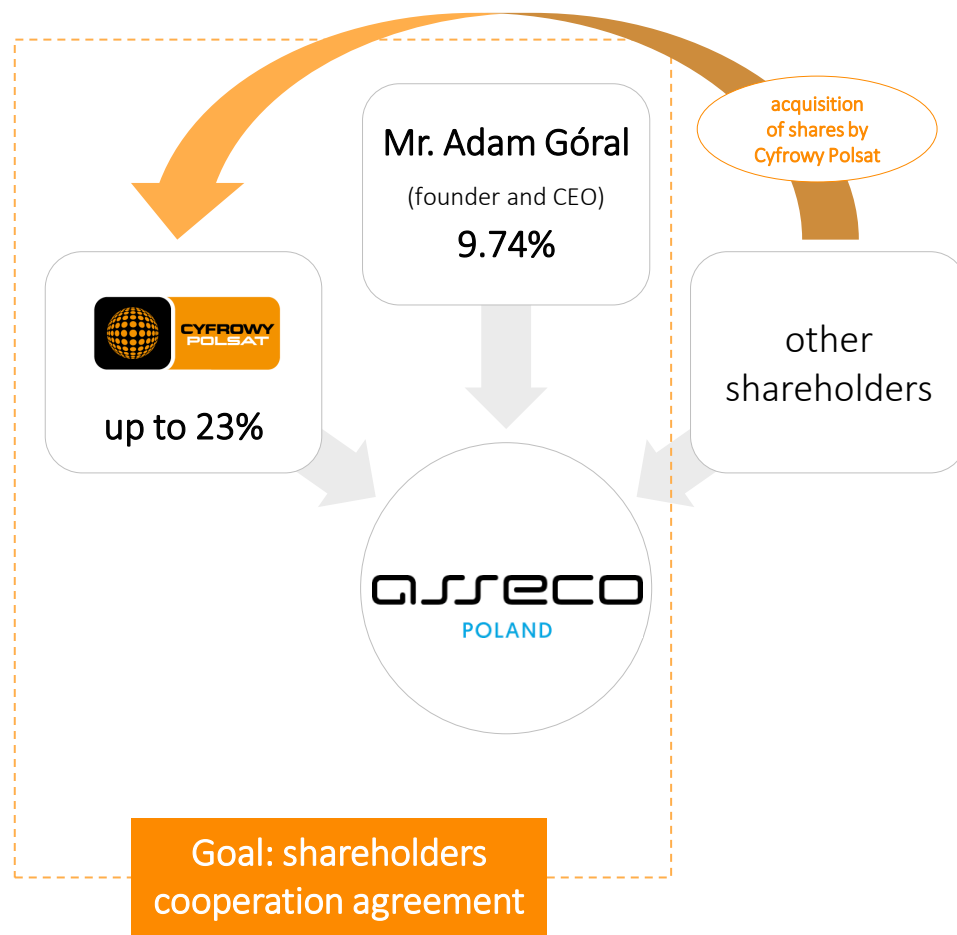
Our organizations have a lot in common

Polish companies that perfectly manage international competition on a local market

# Capital commitment as a guaranty of close cooperation



- Cyfrowy Polsat along with the companies owned by Mr. Zygmunt Solorz intends to **acquire up to 23% of shares**, representing up to 23% of votes at the general meeting of Asseco Poland S.A., through their purchase from the existing shareholders
- For this purpose the existing shareholders of Asseco have been approached with an invitation to submit offers at the price of PLN 65.0 per share
- The project's execution cost reaches **PLN 1.2 billion**, to be financed from own resources or indebtedness
- In the next step, Cyfrowy Polsat's and Mr. Adam Góral's intent is to **sign a shareholders cooperation agreement**, depending on a final size of Cyfrowy Polsat's shareholding in Asseco

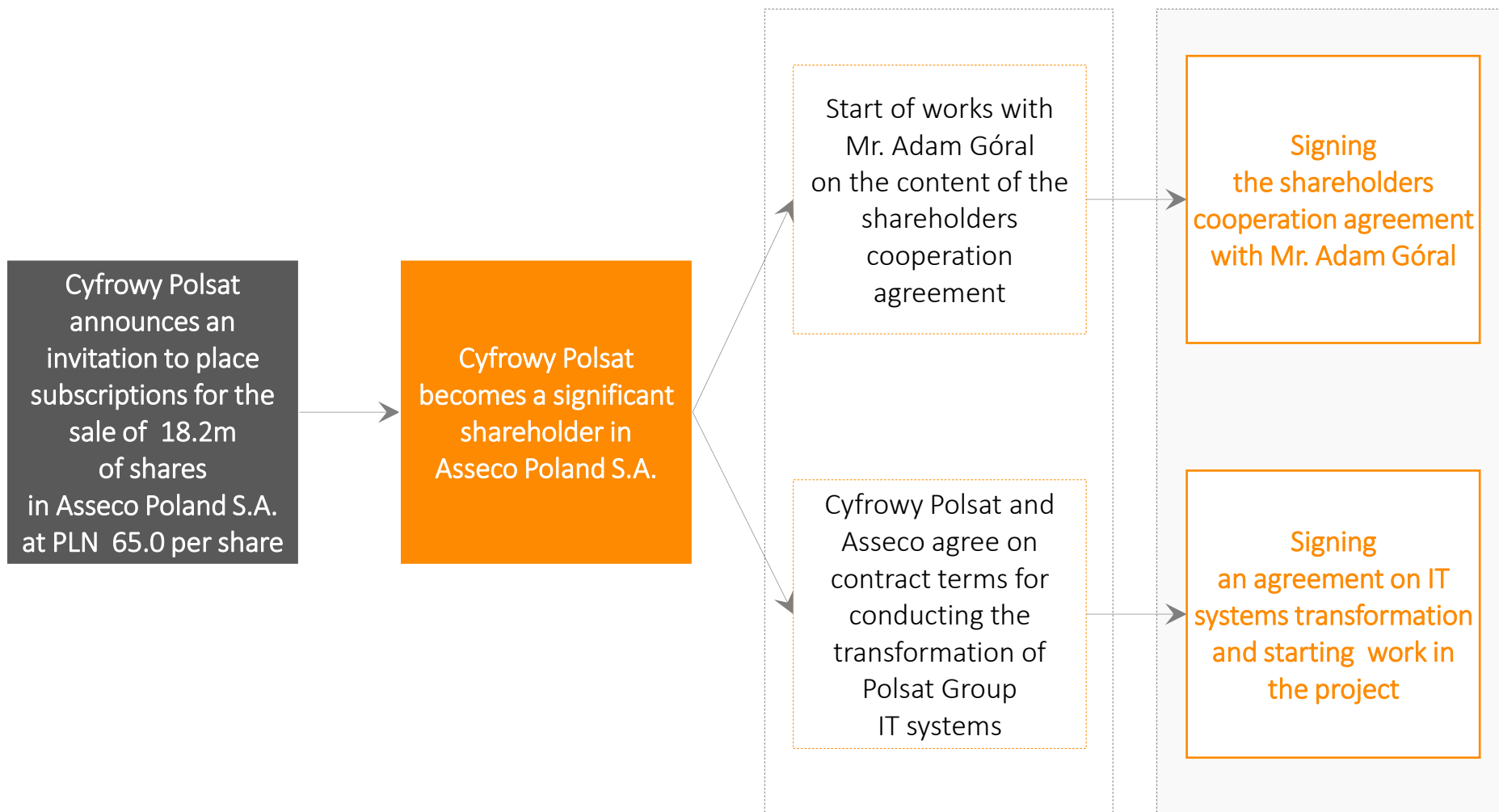


# Key parameters of the offer



Planned number of shares to be acquired	18,221,000
Price per share	PLN 65.00
Commencing date for placing subscriptions for shares	19/12/2019
Closing date for placing subscriptions for shares	23/12/2019
Expected date for the acquisition of shares	30/12/2019
Expected date for settling the share purchase transaction by the National Depository of Securities	30/12/2019
Financing	own resources or indebtedness

# Project's next milestones





## 2. Benefits from the strategic alliance



# Expected synergies from cooperation with Asseco



Further efficiency growth of Polsat Group IT area



Even better service of existing and acquisition of new customers



Development of new products and services



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# Benefits of the project from Cyfrowy Polsat's perspective



- Opting for a local partner, strongly engaged in the implementation of Polsat Group's IT environment, as a way to **diversify risk in the IT area**
- **Polsat Group's focus on core media and telecommunications activities.** Asseco shall ensure the highest level of IT solutions and services
- Ensuring the possibility to influence the **directions of development in prospective areas of technology** (payments, cybersecurity, business intelligence, 5G, etc.) thanks to the capital alliance
- **Guarantee of support for dynamically developing operations of Polsat Group** thanks to the significant competence potential of Asseco
- Execution opportunities for **new products and services** thanks to Asseco's scale of operations
- Asseco's international experience **an inspiration for further development of services provided by Polsat Group**
- Shares of Asseco Poland, with a dividend yield of approximately 5%, represent an **outstanding capital investment for Cyfrowy Polsat**

# Today Polsat Group's IT area generates nearly PLN 400m of costs annually<sup>1</sup>



## CP Group's IT area in numbers<sup>2</sup>

- Along with the development of operations, the complexity of Polsat Group IT area grows dramatically
- Providing products tailored to the needs of our customers **will generate further pressure on cost increases in the IT area**
- High expertise in IT area will be also crucial for **success of B2B projects run by Netia and Polkomtel**

522 FTEs	175 IT partners and subcontractors	295 projects run in 2019
Operator services 24x7x365	62.6K incidents solved annually	5.5K problems solved annually
120K calls to service desk annually	82K product offers	447 applications
5,267 servers	9,134 TB of gross capacity on disk arrays	10K PC computers in maintenance

Note: (1) includes software + hardware

(2) concerns Polkomtel and Cyfrowy Polsat



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# Asseco's TMT offering in Poland



## Software:

- 1 CRM
- 2 Automation of business processes
- 3 Business Intelligence
- 4 Middleware, EAI
- 5 Added services
- 6 Billing
- 7 E-commerce websites
- 8 Network assets management

## Capabilities:

- 1 Complex implementations
- 2 Integrator Projects
- 3 System maintenance

## References – media



## References – telecoms



Over **350 engineers** highly experienced in the execution of the most complex and demanding projects within the telecommunications and media sectors

# Asseco's international TMT references

# Benefits of the project from Asseco's perspective



## ASSECO

- Asseco becomes a **strategic technology partner** for the leader on the telecommunications and media markets
- **Ensuring continuity** for TMT projects in Poland, which gives a possibility to increase potential and continue market expansion
- A possibility to sell own products to a **wider group of companies of the main shareholder** of Cyfrowy Polsat
- **An opportunity for a unique R&D approach** – constant access to business needs shall translate into the development of innovative products that meet highest global standards
- A possibility to develop **new products and services** in terms of cloud solutions, IoT, AI and, in the future, 5G
- Obtaining **strong references** from Cyfrowy Polsat
- Strengthening the **solid position** on the software market in Europe

## 3. Summary & Q&A





Strategic alliance with Asseco shall guarantee smooth development of Polsat Group's operations in the future



**ASSECO**  
POLAND

Dynamically growing operations of Cyfrowy Polsat require opting for dependable and reliable partners



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