



# Cyfrowy Polsat IR Newsletter

February 15 – 21, 2016



Media about us	Date	Media about the TMT market in Poland
<p><b>Puls Biznesu: Polkomtel will pay a penalty for an advertisement</b>  <i>by Jarosław Królak</i></p> <p>The Court of Appeals upheld the decision of the Office for Competition and Consumer Protection from 2012, as well as the district court's ruling from 2014, and confirmed that Polkomtel infringed upon the collective interests of consumers by airing dishonest commercials in 2009. The court's decision results in a PLN 4.5 million penalty for the operator. The Office for Competition and Consumer Protection concluded that the campaigns, which advertised the 36.6 mobile services, were misleading as regards call pricing.</p>	<p>16.02</p>	<p><b>Rzeczpospolita: Prices of commercials should go up</b>  <i>An interview with Markus Tellenbach, the CEO of TVN</i></p> <p>In an interview for "Rzeczpospolita" daily, Markus Tellenbach said that TVN would continue the strategy of not providing access to its proprietary content to any Internet content aggregators. Thanks to such a strategy, TVN's Internet portal called Player can boast offering original content. According to the CEO of TVN, Player has acquired 160 thousand paying subscribers since last November. There are more than 1.7 million registered users. In Tellenbach's opinion, if the current pace of growth continues, the portal will potentially have 3 million users in two years. This year TVN plans 6-7 original productions for Player. Tellenbach estimates that by the end of the year the number of paid subscriptions to the Player service should exceed 250 thousand.</p> <p>Tellenbach has a positive view on TVN's results in Q4 2015. The pace of growth of the advertising market exceeds the pace of growth of GDP, and TVN has been growing faster than the market. In Tellenbach's opinion, in 2016 the TV advertising market will continue to grow faster than GDP, at a single-digit average annual pace.</p>
	<p>17.02</p>	<p><b>Parkiet: Analysts: investors have to wait too long to see growth of Orange Polska</b>  <i>by Urszula Zielińska</i></p> <p>The new mid-term plan of Orange Polska for the years 2016-2018 was poorly received by stock exchange investors. On Tuesday the company's shares lost as much 9%, going down to PLN 5.95 per share.</p>

# Press review



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	17.02	<p>In the coming years Orange wants to focus on 4 priorities: top quality connections, exploiting its advantage as a convergent operator, care for customer service quality and making the organization more flexible thanks to its digitization. To implement the plan, over the next 3 years the group intends to invest PLN 2.2 bn in rolling out the fiber-optic network (FTTH), which will reach an additional 2.8 million households. Analysts view the adopted development direction as positive. From the financial perspective, Orange's mid-term plan assumes growth of the group's revenue and profits starting in 2018. Assumed EBITDA for 2016 will be PLN 3.1-3.3 bn, which means a further decline, however not as strong as earlier. In the management board's opinion there will be space for dividend payments in each year of the mid-term plan.</p> <p>In Q4 2015 revenue of Orange Polska fell by 5.1%, down to PLN 2.93 bn, while EBITDA shrank even further than expected by the market. EBITDA decreased by 22%, down to PLN 673m, while the average of analysts' forecasts was PLN 723m. Orange reported a net loss of PLN 153m.</p>
<p><b>Parkiet: Cyfrowy Polsat</b></p> <p>Analysts at DM BDM brokerage house upgraded the recommendation for Cyfrowy Polsat shares from "hold" to "accumulate". They also raised the target price for the company's shares from PLN 24.21 to PLN 24.65. On Wednesday afternoon the company's shares traded at</p>	18.02	<p><b>Parkiet: Orange waits for the valuation from the Office of Electronic Communications</b></p> <p><i>by ziu</i></p> <p>The period for which the 450 MHz spectrum reservation was issued to PTK Centertel, currently part of Orange Group, will end in December 2016. At present the telecom is using this frequency band to offer</p>

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PLN 22.37, with the price increasing by 2.3%. The broker forecasted that in 2016 the company's net profit will be PLN 1.11 bn, with revenues of PLN 9.86 bn.	18.02	fixed-line Internet access services relying on CDMA technology to around 55 thousand customers. Orange Polska CEO told „Parkiet” daily that the company had not yet decided whether to apply for an extension of the spectrum reservation for this band. The decision will depend on the valuation of the spectrum by the regulator.
	19.02	<b>Rzeczpospolita: Giants are interested in the Digital Poland program</b> <i>by ziu</i> Until the end of February telecommunication operators can file applications in the contest organized as part of the “Digital Poland” operating program for grants for the construction of high speed Internet networks in areas which are not commercially attractive. PLN 600 million can be acquired in funding. Orange Polska has confirmed its participation in the contest. Orange wants to file for support for 7-8 projects. Also P4, the operator of Play network, has confirmed its intention to participate. Polkomtel, the operator of Plus network, is analyzing whether to take part in the contest or not. T-Mobile declined to comment on the matter. The giants admit that they are treating this round as a test before the serious game in the second contest where around PLN 3 bn will be at stake.



# Cyfrowy Polsat shares



Date	Maximum price (PLN)	Minium price (PLN)	Closing price (PLN)	Change (%)	Trade value (kPLN)
2016-02-15	22.48	21.79	21.97	-0.14%	5 422
2016-02-16	22.30	21.58	21.87	-0.46%	8 811
2016-02-17	22.56	21.94	22.56	3.16%	13 845
2016-02-18	22.92	22.24	22.38	-0.80%	10 922
2016-02-19	22.91	22.34	22.69	1.39%	8 909



# Investor's calendar



February 15 – 29, 2016

Closed period prior to the publication of 2015 results

## Publication of the 2015 results

### *Schedule of publication:*

7:00 a.m. Publication of the annual reports in ESPI (WSE publishing system)

8:00 a.m. Publication of the annual reports on our website  
<http://www.grupapolsat.pl/en/arc/results>

10:00 a.m. Meeting with investors and analysts (Radisson Blu Centrum Hotel, conference room Polonia 3, 1<sup>st</sup> floor, 24 Grzybowska Street, Warsaw)

12:00 p.m. Meeting with journalists

4:00 p.m. (CET) Conference call with investors and analysts

February 29, 2016

### *Conference call details:*

Date: February 29, 2016

Time: 4:00 p.m. (Warsaw), 3:00 p.m. (London), 10:00 a.m. (New York)

Phone numbers: +44 203 043 2440 (international);  
+48 22 295 35 28 (Poland)

Conference ID: 99095913#

In order to view our investor presentation during the conference call via a dedicated platform, please click on this link and then log in as a participant by providing your name.

<http://cyfrowypolsat.anywhereconference.com?UserAudioMode=DATA&Name=&Conference=135299487&PIN=99095913>

# Investor's calendar



March 16, 2016	PKO BP: CEE Capital Markets Conference – London 2016
March 17, 2016	Citi 16th Annual European & EM Telecoms Conference, London
April 12-13, 2016	RCB Investor Conference, Zürs 2016

