



# Cyfrowy Polsat IR Newsletter

November 30 – December 6, 2015



Media about us	Date	Media about the TMT market in Poland
	30.11	<p><b>Parkiet: Layoffs in TK Telekom</b> <i>by ziu</i></p> <p>Layoffs are in progress in the telecom operator which Netia acquired from PKP for PLN 221m – around 30 people may lose their jobs.</p> <p>The package employee guarantees adopted prior to the privatization covers 315 people. If fired, they will be entitled to receive from 6 to 18 monthly salaries. Paweł Puchalski, DM BZ WBK brokerage house analyst, estimates that Netia will make a PLN 10m provision in the 4th quarter as a result of the restructuring program in TK Telekom. At the same time, he expects that the integration of TK Telekom with Netia will result in an upside, increasing the group’s EBITDA by around PLN 20m.</p>
<p><b>Rzeczpospolita – Ranking of the Most Valuable Polish Brands: Polish brands give a reason for being optimistic</b> <i>by Marcin Anklewicz, Jacek Ślusarczyk</i></p> <p>For the 12th time Rzeczpospolita, together with Acropolis Advisory, estimated the values of 330 Polish trademarks.</p> <p>Polkomtel brand “Plus”, having the estimated value of PLN 2,618.2m, ranked no. 4. The brand of Cyfrowy Polsat satellite TV was valued at PLN 816.8m while the value of Polsat TV’s brand was estimated at PLN 783.8m, with the two brands ranking respectively as no. 16 and no. 18.</p>	1.12	

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<p><b>Rzeczpospolita – Ranking of the Most Valuable Polish Brands: Big TV broadcasters confirm their advantage</b></p> <p><i>by Magdalena Lemańska</i></p> <p>TVN, Polsat and TVP are the strongest Polish brands on the media market. TVN is the leader. As has been stressed by the TV station's new owner, Scripps Networks Interactive, TVN is a strong brand and the new owner has no intention of scrapping it. Even if in times of increasing TV market fragmentation the viewership shares of the main TVN station no longer grow, still the timely development of smaller thematic channels, also operating under the TVN brand, enable the company to maintain its strong position, both on the advertising market and in the viewers' awareness. Events not directly associated with TV broadcasting, such as the New Year's Eve Night in Cracow, help TVN develop the strength of its brand.</p> <p>Polsat is the second strongest brand on the media market. During the past few seasons, the station invested heavily in its content and developed a portfolio of thematic channels. In July Polsat applied to the National Broadcasting Council for its consent to launching 5 new channels. Similarly as TVN, Polsat also runs additional actions, including a New Year's Eve Night event in Katowice.</p> <p>TVP is no. 3 among the leaders of the ranking of media companies. TVP bets on the continuation of TV series which are popular with viewers and also promotes its brand in the</p>	1.12	

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<p>Internet, in its VOD service (TVN and Polsat have independent Internet brands). Being a public broadcaster, TVP broadcasts more channels in digital terrestrial television than other companies.</p> <p><b>Rzeczpospolita – Ranking of the Most Valuable Polish Brands: Play gains and increases its advantage over Plus</b></p> <p><i>by Urszula Zielińska</i></p> <p>Play brand, owned by P4, is the leader in the ranking of the most valuable brands in the telecommunications category. The brand obtained 612 points for its “power.” Polkomtel’s brand, Plus, is 80 points behind. Both companies focused on growth generated by mobile Internet access using LTE technology. Plus was the LTE technology pioneer in Poland. At present Plus’s LTE service can be enjoyed by over 90% of Poland’s population. For Play, the new technology has become an element of a bigger strategy according to which LTE is going to be their core service, rather than just one more, though innovative, service they offer. The brand benefits not only from the growth of the coverage of its own LTE network (now available to 78% of the population) but also from the consistently exploited, since 2011, format of its ads and commercials which feature pop-culture, music and sports stars.</p>	1.12	

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<p>During the passing year, Plus implemented a new way of communication with the public. It is worth noting that the old Plus logo is now less visible in its campaigns, as the telecom's products are promoted in a bundle together with the Cyfrowy Polsat pay TV services as part of the smartDOM program.</p> <p>The no. 3 spot belongs to Neostrada, a brand under which fixed-line Internet access is offered by Orange Polska.</p>	<p>1.12</p>	
	<p>2.12</p>	<p><b>Rzeczpospolita: Addicted to smartphones</b>  <i>by Urszula Zielińska</i></p> <p>The conclusions which can be drawn from the "Global Mobile Consumer Survey" report, prepared by Deloitte, are that 80% of Poles aged 18-59 own or have access to smartphones, while over half of them have tablets. Deloitte concludes that use of mobile devices has become one of the strongest habits of modern-day Poles.</p> <p>The report also offers the possibility of assessing the telecom industry's potential and the changes taking place. As the report indicates, during the past 5 years around 60% of the participants of the survey had not decided to change their operator, while 34% never did. Polish mobile networks still have a relatively strong position on the smartphone sales market. 37% of those buying smartphones over the Internet use an operator's website. Over half of the people who bought smartphones in a traditional store in 2015, chose a telecom's own point of sales.</p>

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	3.12	<p><b>Parkiet: Emitel is awaiting the operators' move</b>  <i>by Urszula Zielińska</i></p> <p>Przemysław Kurczewski, the CEO of Emitel, told "Parkiet" that the company is interested in buying mobile operators' masts if these are offered for sale. Emitel would only be buying the real estate (the passive part of the infrastructure), rather than the electronic equipment. Kurczewski sees competition in this area coming from specialized international firms. He noted that the prices of telecommunication masts and towers in Poland may differ substantially from the ones functioning in the United States or Western Europe.</p> <p>Emitel's CEO informed officially that his company did not seek cancellation of the LTE auction. He also informed that the new, eighth, digital TV multiplex will take off commercially in July 2016, however its coverage will remain limited until the costly infrastructural investments are completed.</p>
	4.12	<p><b>Puls Biznesu: Orange</b>  <i>by MD, DI</i></p> <p>2050 is the number of employees who could leave Orange Polska in the years 2016-2017. This will take place under a voluntary leave scheme. The employees who have been working for at least 10 years will leave the company. Orange has already concluded an agreement with the trade unions. 1030 people are expected to leave the company in 2016. The compensation obtained for leaving will depend on the employees' job seniority.</p>

Press release  
December 1, 2015

## FreeWiFi from Plus in public transport buses in Warsaw

Plus has become the Technology Partner and the provider of LTE Internet for the Municipal Bus Company (MZA) in Warsaw. MZA buses have been equipped with state-of-the-art Wi-Fi hotspot devices which enable use of free Internet access during a trip.

free.wifi.waw.pl network is already available on board 500 Warsaw buses and ultimately it will cover 100% of MZA buses, i.e. over 1200. The completion of the system's roll-out is planned for February 2016.

Freewifi.waw.pl in Warsaw buses is the biggest network of this type. In November 70 000 sessions were set up in the freewifi.waw.pl system, with the volume of transferred data reaching 1.68 TB.

# Cyfrowy Polsat shares



Date	Maximum price (PLN)	Minium price (PLN)	Closing price (PLN)	Change (%)	Trade value (kPLN)
2015-11-30	25.04	23.50	24.06	-2.98%	45 727
2015-12-01	24.59	24.12	24.34	1.16%	9 744
2015-12-02	24.35	23.77	24.20	-0.58%	9 961
2015-12-03	24.47	23.92	24.18	-0.08%	8 219
2015-12-04	24.50	23.27	23.91	-1.12%	14 187



# Investor's calendar



January 20 – 21, 2016	dbAccess CEEMEA Conference, London
February 15 – 29, 2016	Closed period prior to the publication of 2015 results
February 29, 2016	Publication of the annual report and consolidated annual report for 2015