



KINO POLSKA TV S.A.

# KINO POLSKA TV S.A. CAPITAL GROUP ACTIVITY AND FINANCIAL RESULTS

## 3 Q 2016

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# AGENDA

- ▶ Key facts
- ▶ FilmBox Premium
- ▶ FilmBox Basic & Extended Basic
- ▶ Number of active subscribers
- ▶ Kino Polska channels
- ▶ Channels Market Share
- ▶ Zoom TV
- ▶ Stopklatka TV
- ▶ Financial results





**Key** facts

# Key facts

- ▶ **Zoom TV** channel launched on **October 25<sup>th</sup>, 2016 at 20:07** (a new network developed by Kino Polska and PIKSEL Foundation).
- ▶ **Record high revenue** in 3Q 2016 (compared to the same periods from last 3 years).
- ▶ Increase in revenue from broadcasting of FilmBox and thematic channels - **15%**.
- ▶ Highest revenue increase achieved in **Czech, Hungary, the Baltics and Bulgaria**.
- ▶ Increase of revenue from emerging markets (**the Baltics, Ukraine, Africa and Middle East**) - meeting expectations.





# FilmBox Premium





# FilmBox Premium

- ▶ FilmBox Premium pack launched with new operators:

- ▶ Slovak Telekom (Slovakia) 

- ▶ Digi Slovakia (Slovakia) 

- ▶ Intensified cross-promotion on FilmBox Basic and FilmBox Premium channels across the CEE markets.





# FilmBox

Basic & Extended Basic






# FilmBox Basic & Extended Basic

- ▶ Basic FilmBox channel package launched with the following operators:

- ▶ Slovak Telekom (Slovakia) 

- ▶ Digi Slovakia (Slovakia) 

- ▶ Turkcell (Turcja) 

- ▶ Miabox (Ivory Coast) 

- ▶ Zip TV (Ghana)

- ▶ Intensified cross promotion on Kino Polska and FilmBox channels in Poland.





# NUMBER OF ACTIVE SUBSCRIBERS

# NUMBER OF ACTIVE SUBSCRIBERS

Poland 

CHANNEL	CHANGE %	NUMBER OF SUBS. AS OF 30.09.2016	NUMBER OF SUBS. AS OF 30.09.2015
KINO POLSKA	↑ 2%	8 339	8 186
KINO POLSKA MUZYKA	↑ 16%	7 743	6 699
FILMBOX BASIC	↑ 4%	5 807	5 595
PAKIET FILMBOX PREMIUM	↓ -3%	2 247	2 309

(in thousands)



# NUMBER OF ACTIVE SUBSCRIBERS

Czech Republic 

CHANNEL	CHANGE %	NUMBER OF SUBS. AS OF 30.09.2016	NUMBER OF SUBS. AS OF 30.09.2015
FILMBOX BASIC	↑ 28%	978	766
FILMBOX PLUS	↑ 31%	652	499
FILMBOX EXTRA HD	↑ 51%	537	356
FILMBOX FAMILY	↑ 196%	163	55
FILMBOX PREMIUM	↑ 126%	88	39

(in thousands)

# NUMBER OF ACTIVE SUBSCRIBERS

Slovakia 

CHANNEL	CHANGE %	NUMBER OF SUBS. AS OF 30.09.2016	NUMBER OF SUBS. AS OF 30.09.2015
FILMBOX BASIC	↑ 11%	452	407
FILMBOX PLUS	↑ 24%	31	25
FILMBOX EXTRA HD	↑ 83%	11	6
FILMBOX FAMILY	↑ 57%	11	7
FILMBOX PREMIUM	↑ 71%	12	7

(in thousands)

# NUMBER OF ACTIVE SUBSCRIBERS

Hungary 

CHANNEL	CHANGE %	NUMBER OF SUBS. AS OF 30.09.2016	NUMBER OF SUBS. AS OF 30.09.2015
FILMBOX BASIC	↑ 5%	813	777
FILMBOX PLUS	↑ 37%	137	100
FILMBOX EXTRA HD	↑ 115%	112	52
FILMBOX FAMILY	↑ 41%	128	91
FILMBOX PREMIUM	↑ 48%	135	91

(in thousands)



# NUMBER OF ACTIVE SUBSCRIBERS

Romania 

CHANNEL	CHANGE %	NUMBER OF SUBS. AS OF 30.09.2016	NUMBER OF SUBS. AS OF 30.09.2015
FILMBOX BASIC	↑ 5%	1 022	974
FILMBOX PLUS	↑ 1%	216	214
FILMBOX EXTRA HD	↑ 23%	189	154
FILMBOX FAMILY	↓ -6%	58	62
FILMBOX PREMIUM	↑ 12%	66	59

(in thousands)



# Kino Polska Channels



# Kino Polska Channels

- ▶ **Kino Polska Muzyka** channel currently available to all **nc+** subscribers.
- ▶ Short film „**Najlepsze fajerwerki ever**” was produced based on the winning script from the Kino Polska, TOR Studio, Munk Studio and KIPA competition commemorating the **Kieślowski Year in Kino Polska**.
- ▶ Kino Polska TV released a special **anniversary DVD edition** featuring **Andrzej Wajda’s films - the box had an official premiere during the renowned Polish Film Festival in Gdynia**.
- ▶ **Kino Polska** funded the **Audience Award** for “**Ostatnia Rodzina**” - the prize was officially presented at this year’s **Polish Film Festival in Gdynia**.





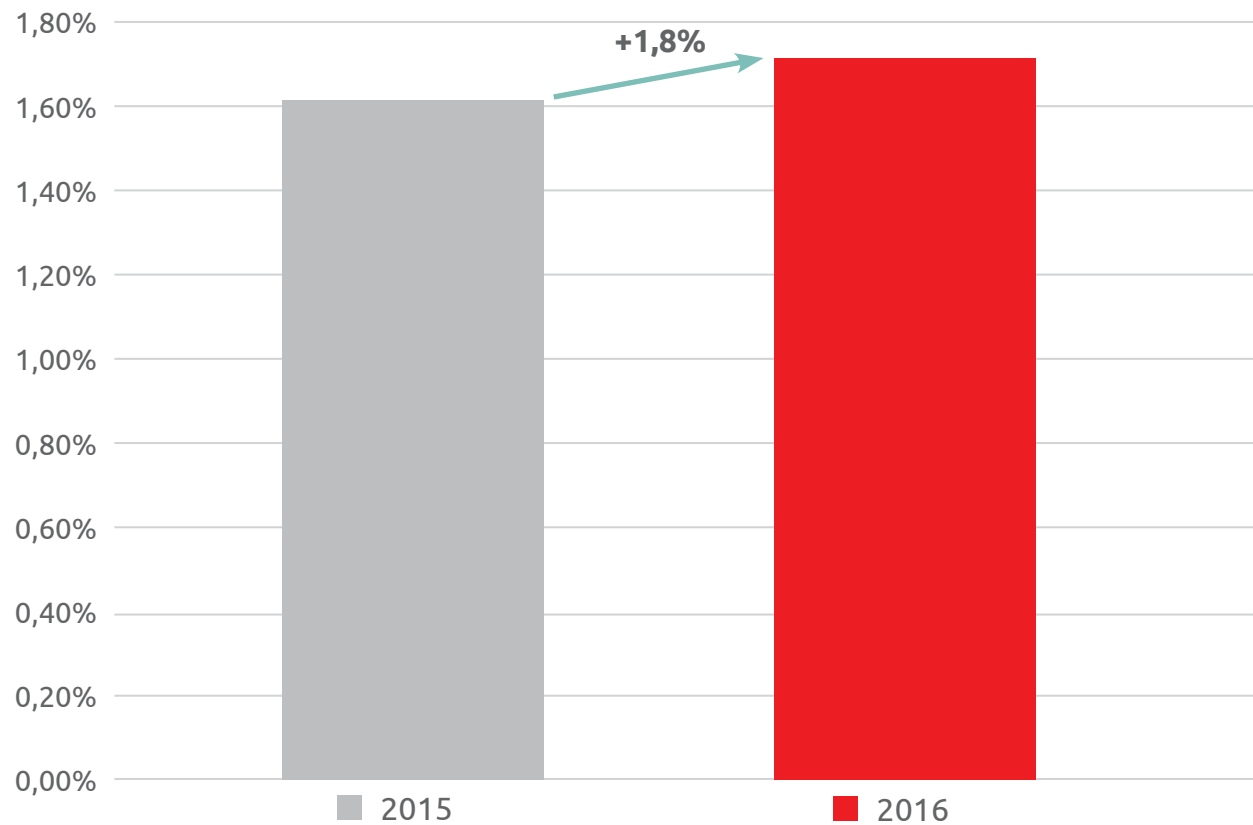


# Market share



# KINO POLSKA TV S.A. CAPITAL GROUP + Stopklatka TV ■

Market share (TV channels) - Poland



Source:  
NAM, 01.01.-30.09.2015, 01.01.-30.09.2016, SHR 16-49



**Zoom TV**

**zoom**tv  
BLIŻEJ LUDZI

# Zoom TV

- ▶ **Zoom TV** channel launched on **October 25<sup>th</sup>, 2016 at 20:07** (a new network developed by Kino Polska and PIKSEL Foundation).
- ▶ The channel is currently available on Poland's DTT network - **MUX 8** (covering 70% households in Poland), also distributed by numerous cable networks including: **UPC Polska, Multimedia Polska, TOYA** and **INEA**.
- ▶ The channel features original programming and shows produced by Onet.pl and hosted by Poland's most popular TV personalities such as **Jarostaw Kuźniar, Bartosz Węglarczyk** and **Łukasz Gross**.







# Stopklatka TV

stopklatka tv

# Stopklatka TV

## Poland's second film/TV series channel

- ▶ **16% increase in ad revenue in 3Q 2016 vs 3Q 2015.**
- ▶ Online film portal stopklatka.pl has been ingested as the official online site of the Stopklatka TV channel as part of a strategic goal to create synergy between TV and Internet.

Seans prawdziwych emocji stopklatka tv

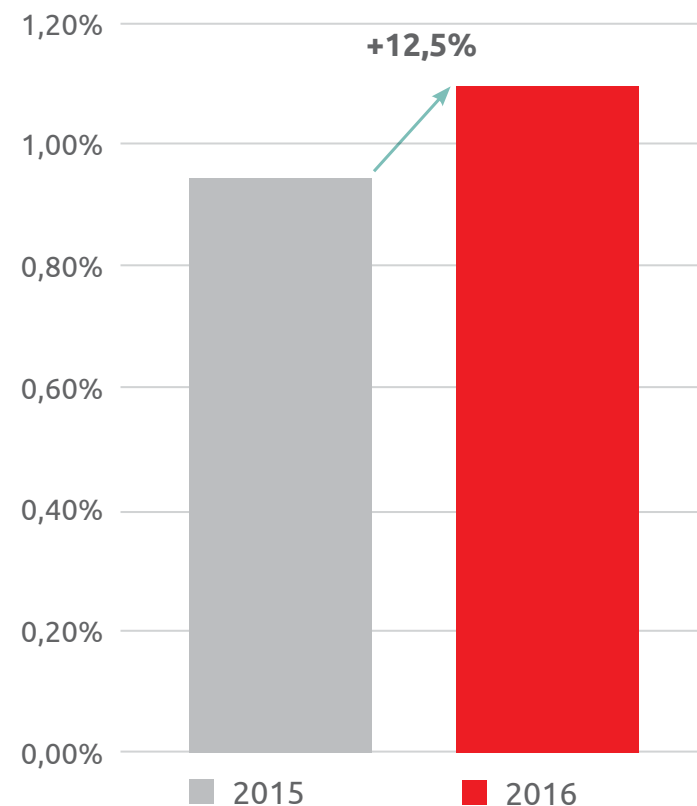
W POGONI ZA SZCZĘCIEM PIĄTEK 20:00

ŻONY ZE STEPFORD SOBOTA 20:00

TOP GUN NIEDZIELA 20:00

DVB-T TERRESTRIAL poz. 17, UPC, ncp, orange, multiMedia, VECTRA, NETIA, TOYA, inea

Stopklatka TV - SHR %  
July-September 2015/2016

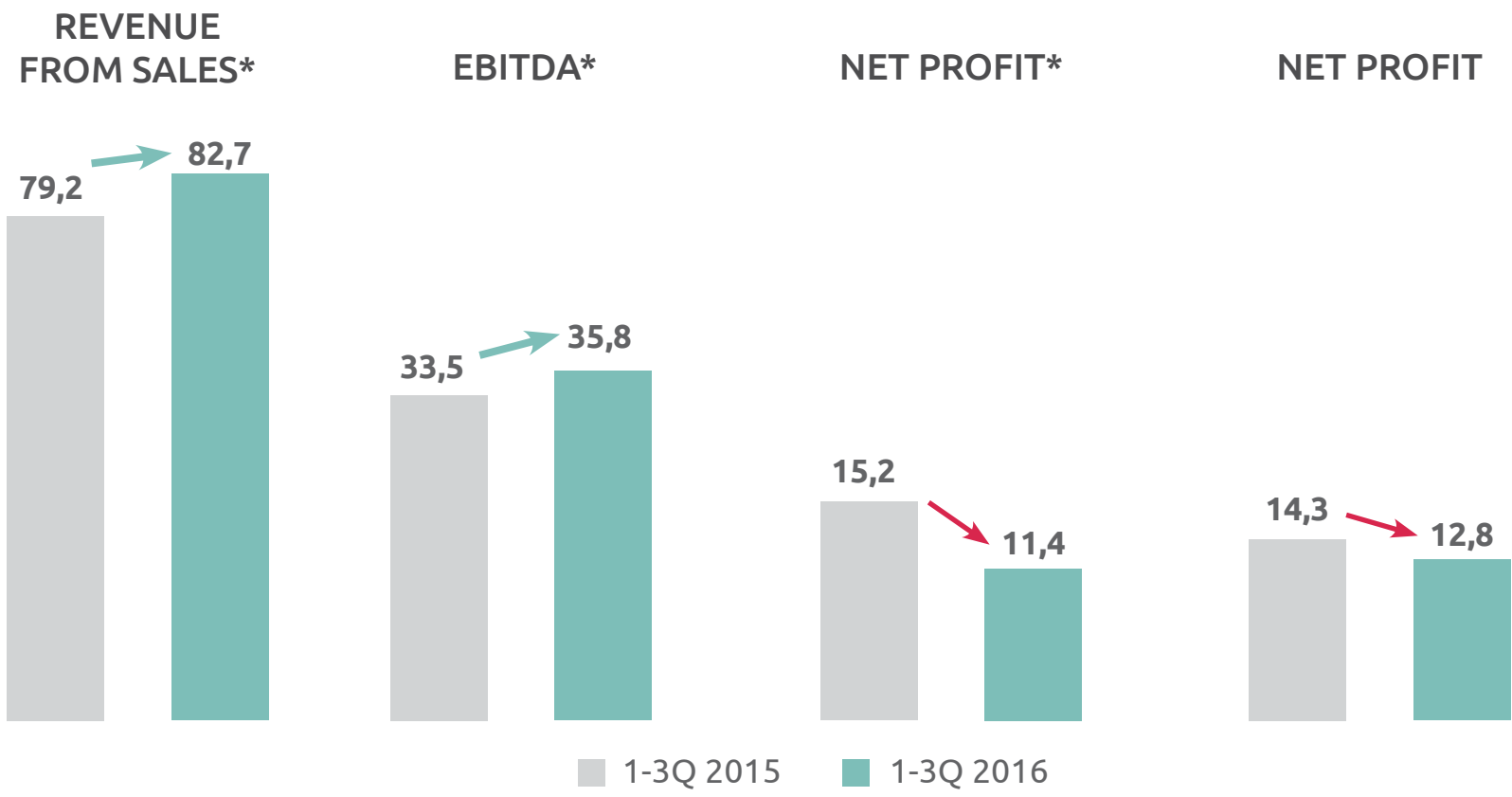


Source:  
NAM, 01.07.2015-30.09.2015, 01.07.2016-30.09.2016, SHR 16-49



# Financial results

# Basic financial data



in PLN mln

\* FROM CONTINUING OPERATIONS, WITHOUT RESULTS FROM TV OKAZJE SP. Z O.O. (COMPANY WAS SOLD IN FEBRUARY 2016)





# Basic

## financial data

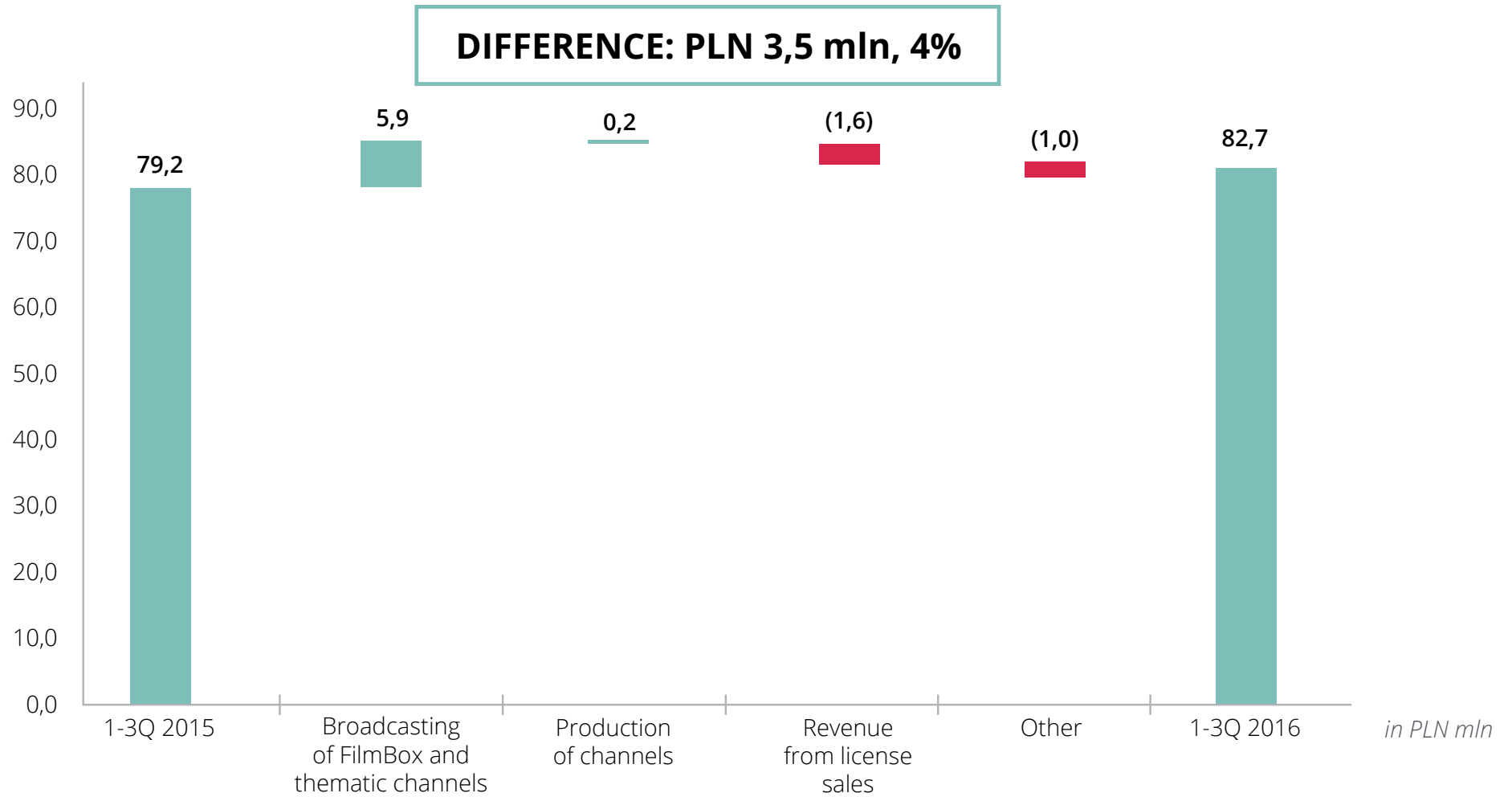
IN DETAIL	1-3Q 2015	1-3Q 2016	CHANGE	%	
REVENUE FROM SALES *	79,2	82,7	3,5	4,5%	↑
EBITDA*	33,5	35,8	2,3	7,0%	↑
NET PROFIT FROM CONTINUING OPERATIONS *	15,2	11,4	(3,8)	(25,0%)	↓
NET PROFIT	14,3	12,8	(1,5)	(10,4%)	↓
CASH ASSETS AT END OF PERIOD	10,6	10,9	0,3	2,8%	↑

\* FROM CONTINUING OPERATIONS, WITHOUT RESULTS FROM TV OKAZJE SP. Z O.O. (COMPANY WAS SOLD IN FEBRUARY 2016)

in PLN mln



# REVENUE

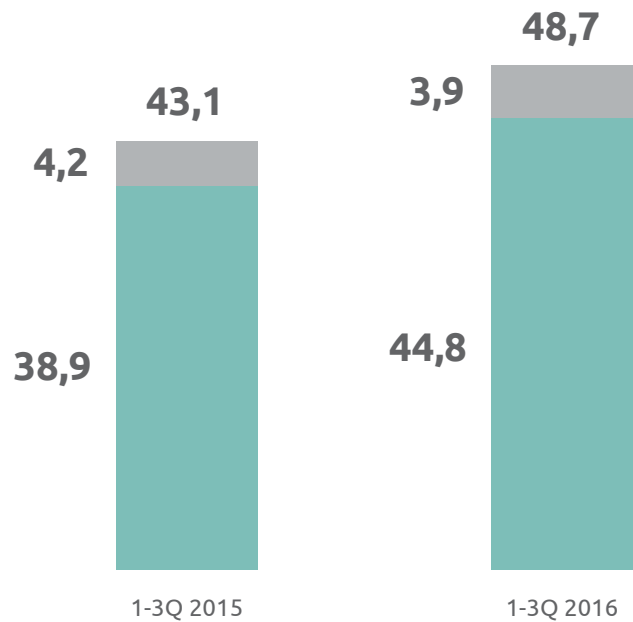


# Revenues from broadcasting and advertising



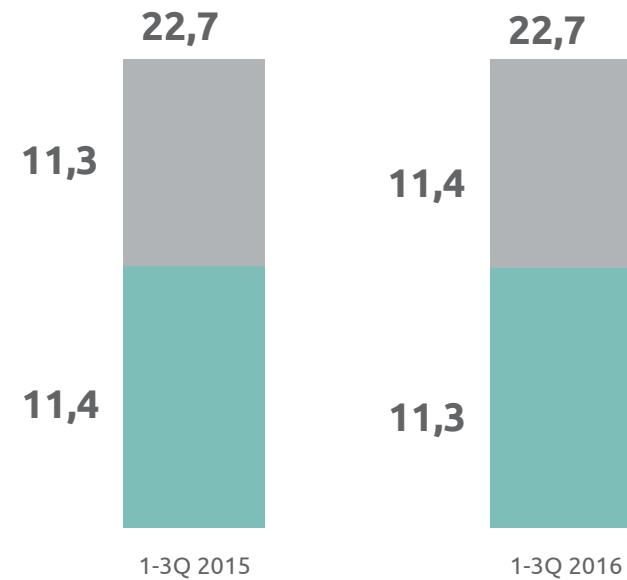
FilmBox and thematic channels

**DIFFERENCE: PLN 5,6 mln, 13%**



Kino Polska Channels

**DIFFERENCE: (PLN 26 k), (0,11%)**



*in PLN mln*

■ Advertising FilmBox and thematic channels

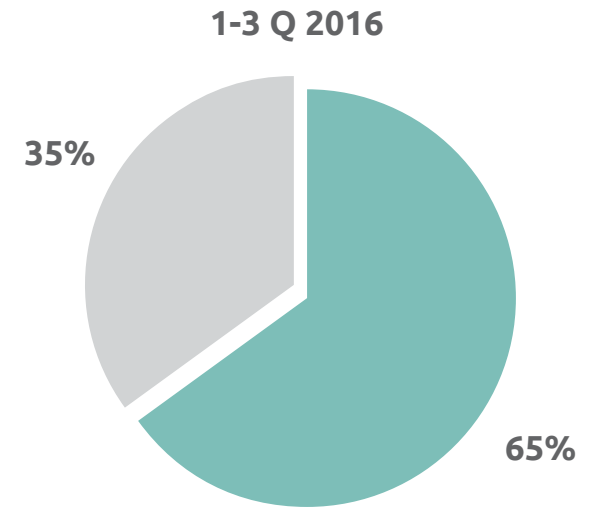
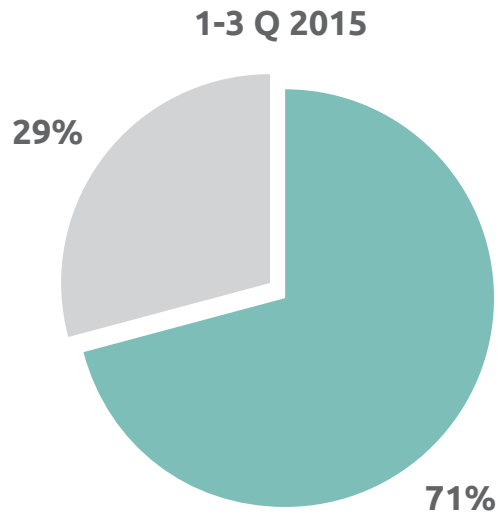
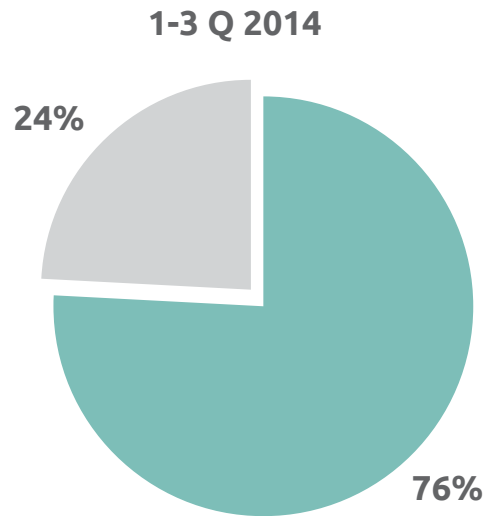
■ Broadcasting FilmBox and thematic channels

■ Advertising Kino Polska channels

■ Broadcasting Kino Polska channels



# Total revenues by territory



■ Revenue - foreign markets

■ Revenue - Poland

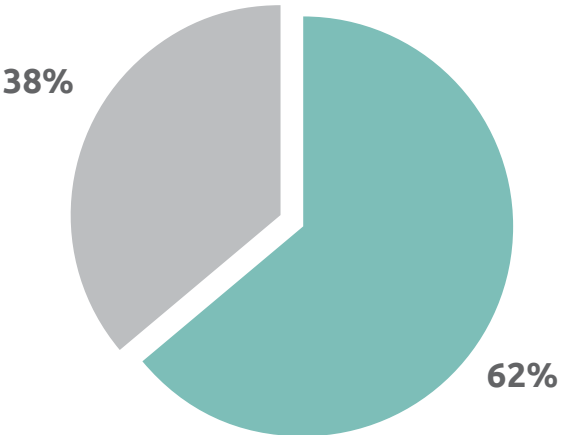




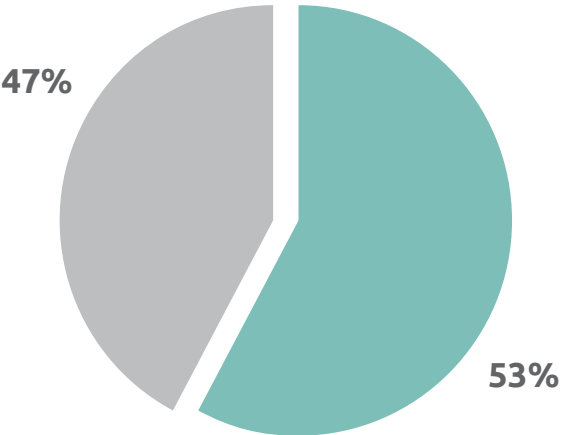
# FilmBox broadcasting revenues by territory



1-3 Q 2014



1-3 Q 2015



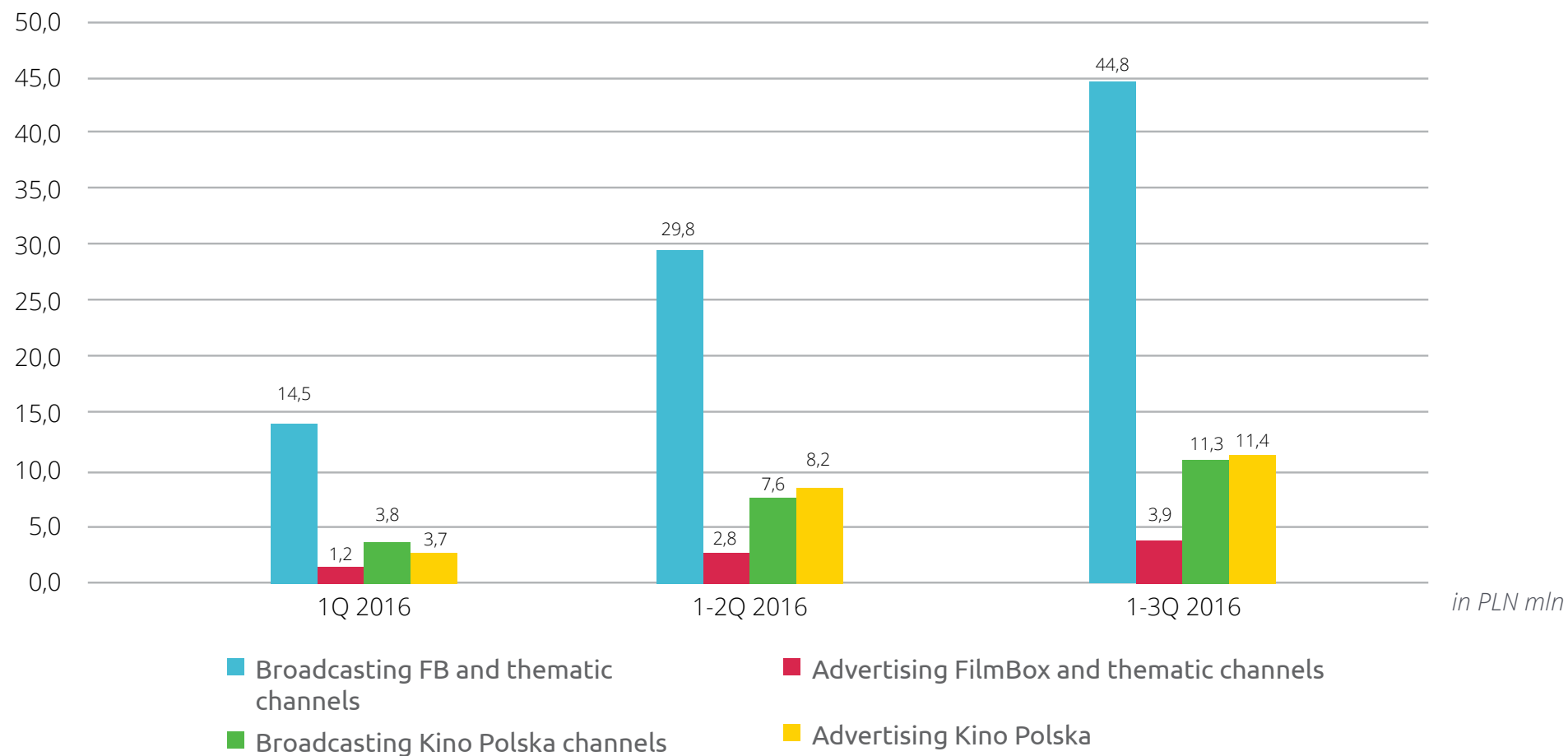
1-3 Q 2016



■ Broadcasting - foreign markets    ■ Broadcasting - Poland



# Quarterly revenue



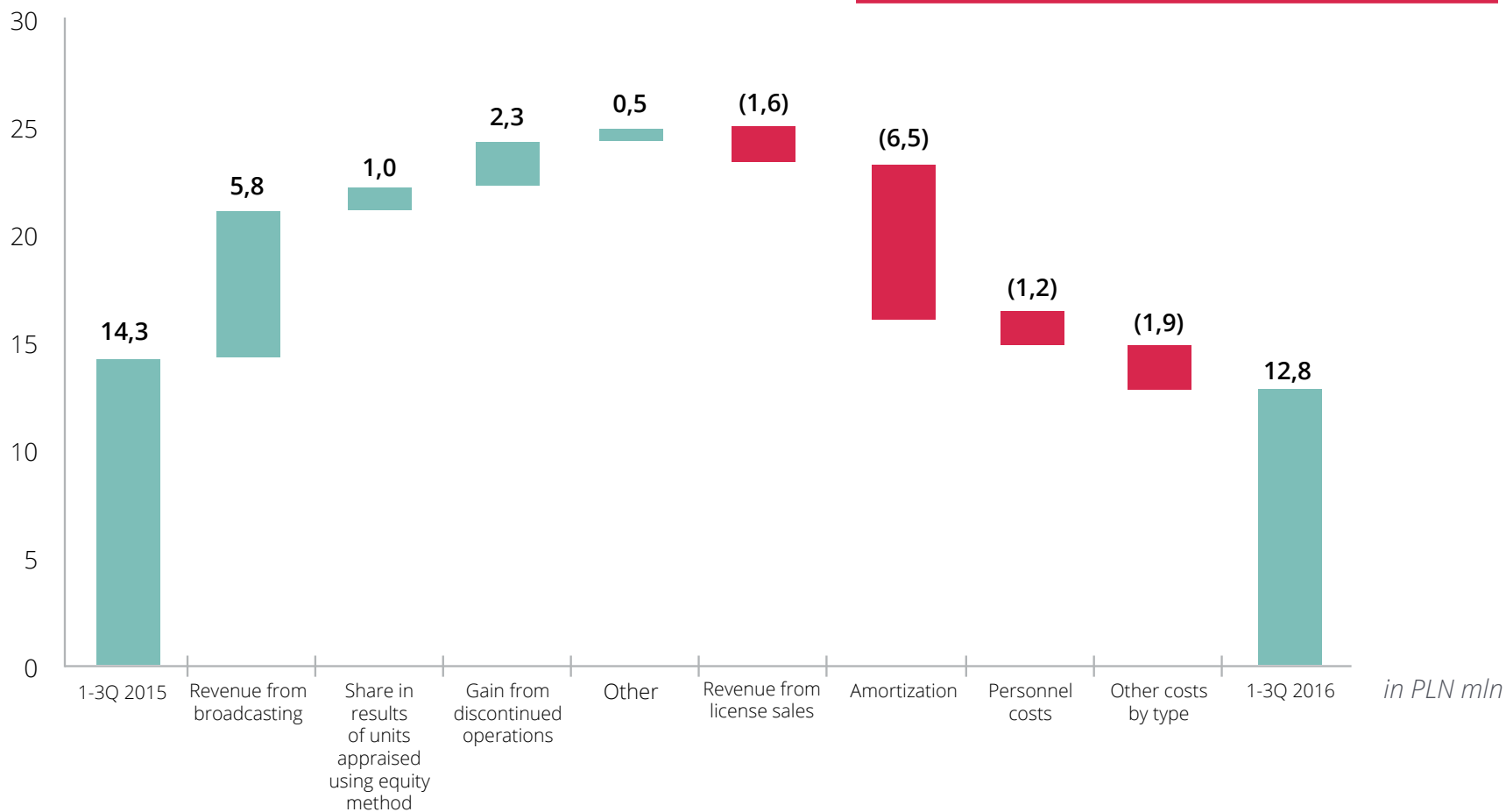
# EBITDA 1-3Q 2016

**DIFFERENCE: PLN 2,3 mln, 7%**



# Net income 1-3Q 2016

**DIFFERENCE: (PLN 1,5 mln), (10%)**







KINO **POLSKA** TV S.A.

Thank you!