



THE  
**KINO  
POLSKA  
TV S.A.**  
GROUP  
Results for the year 2018

WARSAW, 2 APRIL 2019

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The only reliable source of the financial results of the Kino Polska TV S.A. Group are the current and periodic reports submitted by the companies which are members of the Kino Polska TV S.A. Group as part of performing their information obligations under the Polish law.

The viewership data contained in the Presentation has been provided by Nielsen Audience Measurement (live data).



## **I. INTRODUCTION**

## **II. KEY FACTS 2018**

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## **VI. BASIC OPERATING RESULTS**

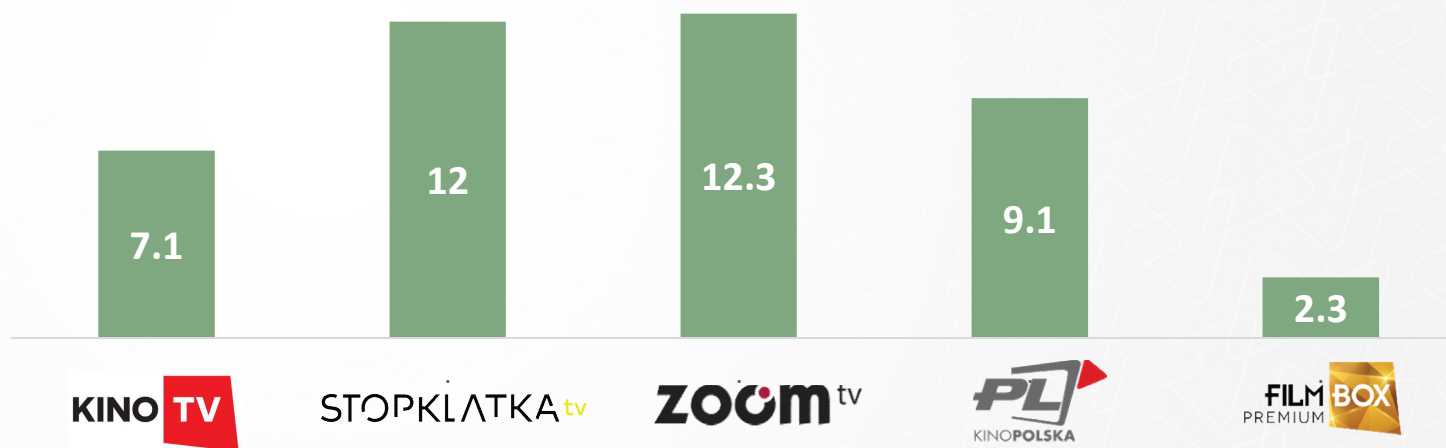
## **VII. FINANCIAL RESULTS**



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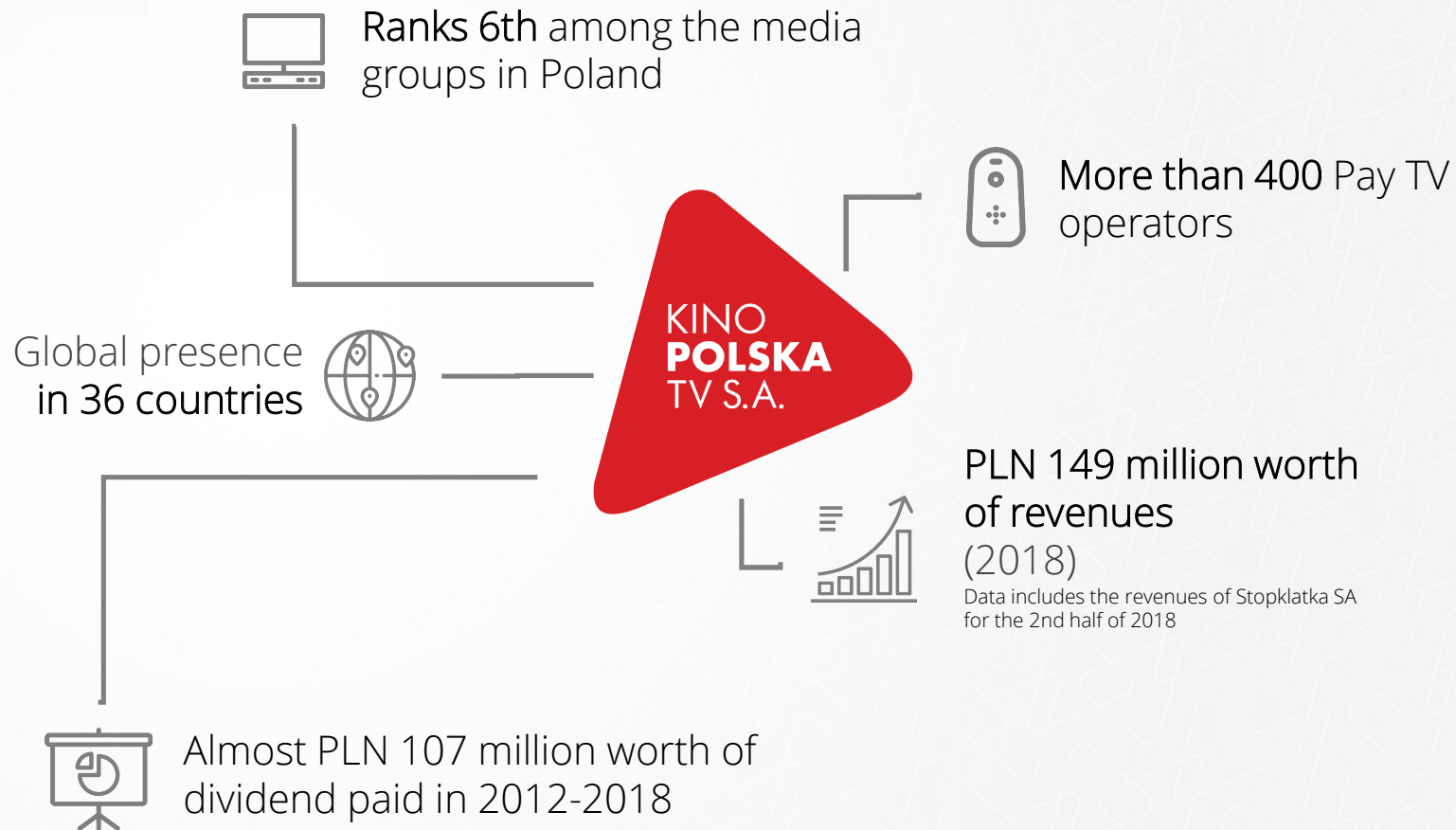
# THE KINO POLSKA TV SA GROUP IN NUMBERS

SUBSCRIBERS OF THE KINO POLSKA TV SA GROUP CHANNELS (IN MILLIONS)





# THE KINO POLSKA TV SA GROUP IN NUMBERS



# GEOGRAPHIC EXPANSION

Other countries (among others Australia, Middle East, France, Georgia, India, Baltic countries, Bulgaria, Turkey, Ukraine, USA) generate 7% of the Group's broadcasting revenue

Czech Republic (11%), Hungary (11%), Romania (6%), Ex-Yugo (8%), Slovakia (6%), other (7%)

Poland (52%)

The market with the biggest share in KPTV Group's broadcasting revenue

**33 countries**

in which the KPTV Group's products are available

**10 countries**

where the KPTV Group generates 41% of its broadcasting revenue

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## KEY FACTS 2018

### The year 2018

- ▶ **More than PLN 149 million of sales revenue** of the Kino Polska TV SA Group for 2018, including more than PLN 89 million of revenues from TV channels broadcasting.
- ▶ Taking over the broadcasting of Zoom TV through assuming **full control over Cable Television Networks & Partners sp. z o.o.**
- ▶ Acquisition of **50.46% of the shares of Stopklatka SA**, the broadcaster of the only generally accessible film channel in Poland, Stopklatka TV.
- ▶ **Business combination of Kino Polska TV SA with its subsidiaries** – Cable Television Networks & Partners sp. z o.o., KPTV Media Sp. z o.o. and Cyfrowe Repozytorium Filmowe Sp. z o.o.
- ▶ Launch of distribution and sales of topical channels in CEE by the Kino Polska TV SA Group – FashionBox, FightBox, DocuBox, Fast&FunBox, 360 Tunebox, Gametoon, FunBox UHD + VoD platform FilmBox Live and service FilmBox on Demand which offers 24 hours a day access to the best films from the broadcaster's library).
- ▶ Commencement of broadcasting of the Polish-language version of the e-sport channel Gametoon HD, on which advertisements are broadcast from 1 April 2019.



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## OUR STRATEGIC GOALS

### THE POLISH MARKET:

- ▶ The Kino Polska TV SA Group is **the fifth media group** in Poland, with an annual average audience share **in the commercial group (SHR, All 16-49) of 2,6% till the end of 2019** (3% till the end of 2020).
- ▶ Increasing the audience of the **Stopklatka TV** channel to an annual average share of **the commercial group 1.2% till the end of 2019** (SHR, All 16-49).
- ▶ Increasing the annual average share of the **Zoom TV** channel in audience from **the commercial group to 0.6% till the end of 2019** (SHR, All 16-49); further investments in the channel's programming offer, better adjustment of the schedule to the needs of viewers, introduction of a new visual identification, increasing the technical coverage\*.
- ▶ Increasing the annual average share of **Kino Polska** channel to **0.4% in the commercial group** (SHR, All 16-49) **until the end of 2019** (through, among others, brand-image advertising campaign, audience rejuvenation and investments in an attractive program offer).
- ▶ Intensification of marketing activities in 2019 - introduction of a new marketing strategy for the Stopklatka TV channel, introduction of a new visual identity of the Zoom TV channel, planned image and product campaigns for the channels of Kino Polska and Kino TV.
- ▶ Building of distribution and commencement of broadcasting of advertisements in the Polish-language version of the e-sport channel Gametoon HD.
- ▶ Increase in revenues from the sale of advertisements and from the issue of pay TV channels by improving the programme offer and marketing activities.

### FOREIGN MARKETS:

- ▶ Increase in revenue from the sale of advertisements abroad (among others by gradually entering advertisements in FilmBox basic). In the coming periods it is planned to start advertising on the FilmBox basic in Romania and Hungary.
- ▶ Increasing the revenues from the sales of **FilmBox Premium** packages on foreign markets by increasing the range of households and expanding the distribution of these channels to new territories.
- ▶ Increasing the share of non-linear products in the Group's sales – **FilmBox Live and FilmBox On Demand**.

\* at the end of 2018, the Zoom TV technical range in the NAM panel was 57% of the population in the terrestrial range

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# M&A 2018

## STOPKLATKA<sup>tv</sup>

Kino Polska TV acquired 41.14% of the shares in Stopklatka SA for PLN 32.2 million. After the transaction, Kino Polska TV SA holds 82.64% of the shares in the share capital of Stopklatka SA.

## STOPKLATKA<sup>tv</sup>

Kino Polska TV SA acquired 15.12% of the shares in Stopklatka SA for PLN 11.8 million. After the transactions, Kino Polska TV SA holds 97.76% of the shares in the share capital of Stopklatka SA.

23/01/2018

14/06/2018

26/06/2018

from 06/09/2018 to 05/10/2018

Kino Polska TV SA acquired 30% of the shares in Cable Television Networks & Partners for PLN 10.0 million. After the transaction, Kino Polska TV SA holds 100% of the shares in its share capital.

**zoom**tv

On 26 June 2018, a business combination took place between Kino Polska TV SA and Cable Television Networks & Partners sp. z o.o., KPTV Media Sp. z o.o. and Cyfrowe Repozytorium Filmowe Sp. z o.o.

**zoom**tv



CYFROWE  
REPOZYTORIUM  
FILMOWE

**KPTV Media**





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# KINO POLSKA TELEVISION

- ▶ In 2018, the Kino Polska channel reached a **0.34%** share in **the commercial audience** (the same result as in 2017) (SHR%, All 16-49).
- ▶ Kino Polska improved its viewership results among the users of digital satellite platforms. Its share of this market amounted to 0.47%, i.e. over 9% more than in 2017 (SHR%, All Satellite 16-49).
- ▶ In 2018, the average time of watching Kino Polska was 25 minutes and 20 seconds, i.e. it was almost 13% longer than in 2017 (ATS, All 16-49). The ATS increase reflects the channel's growing attractiveness.
- ▶ The Kino Polska channel celebrated its 15th anniversary. To commemorate this occasion, the channel broadcast a special collection of the best Polish films and organized a series of recordings with Polish film stars.
- ▶ Kino Polska started broadcasting in HD quality.



*Jesteś Bogiem*  
© KINO ŚWIAT

# STOPKLATKA TV

THE ONLY GENERALLY ACCESSIBLE FILM AND TELEVISION SERIES CHANNEL IN POLAND

STOPKLATKA **tv**

*The Handmaid's Tale*  
© 2017 Metro-Goldwyn-Mayer  
Studios Inc. All Rights Reserved.

- ▶ Kino Polska TV SA increased its share in the share capital of Stopklatka SA, the broadcaster of the Stopklatka TV channel, to 97.76%.
- ▶ In 2018, Stopklatka TV presented popular TV shows, such as „The Handmaid's Tale”, „Vikings” and „Sherlock”. „The Handmaid's Tale” premiere was accompanied by a nationwide advertising campaign. It was the first open television broadcast of this series.
- ▶ In 2018, Stopklatka TV ranked 2nd among all film and television series channels available on the Polish market.
- ▶ Stopklatka TV reached an average annual market share of 0.92% of the commercial audience (SHR, all 16-49, 2018). The average time of viewing the channel increased to 29 minutes and 49 seconds (a 1.4% increase vs 2017, ATS, all 16-49).
- ▶ The Company invested in new programmes from the following distributors, which should increase the viewership of Stopklatka TV in the coming periods: Disney, Miramax, MGM, Paramount and 20th Century Fox.
- ▶ After the acquisition of Stopklatka SA by Kino Polska TV SA, the organizational structure was optimized. Among other things, the Marketing and the Programme Purchase departments of both companies were integrated, which will help reduce operating expenses.



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Source: Nielsen Audience Measurement, live data

- ▶ In December 2018, Zoom TV recorded an 0.58% share in the audience in the commercial group (SHR, All 16-49, live), which remains the best ever monthly result achieved by this channel and the best monthly result achieved by a single channel in the history of the eighth multiplex.
- ▶ In 2018, the annual average share of Zoom TV in the commercial audience group amounted to 0.40%, i.e. it was 74% higher than in 2017 (SHR, All 16-49, live).
- ▶ The average number of viewers who watched Zoom TV for at least one minute a day was 529.4 thousand. It is almost 51% more than in 2017 (RCH, All 16-49).
- ▶ The average time of watching Zoom TV in 2018 was 25 minutes and 35 seconds (ATS, All 16-49), i.e. 12.5% longer than in 2017. The ATS increase reflects the growing attractiveness of the channel's programme offer.



*The Best of Polish Cabaret*  
© PhotoSense/ New Abra



# PREMIUM, EXTENDED BASIC CHANNELS

- ▶ Extending distribution in the Czech Republic by launching FilmBox Extra HD and FilmBox Family channels provided by the DIGI TV operator.
- ▶ Entry into force of a new agreement with M7/ Skylink (Czech Republic, Slovakia and Benelux).
- ▶ Increasing the number of viewers of the FilmBox (basic) channel in the Czech Republic and Slovakia by transferring it to a lower package; as a result, the number of households with access to this channel increased from 40,000 to 99,000 in the Czech Republic and from 20,000 to 75,000 in Slovakia.
- ▶ Launch of the VoD FilmBox on Demand platform on Skylink - the largest DTH operator in the Czech Republic and Slovakia.



*Picnic at Hanging Rock*  
©2017 Fremantle Media Australia Pty Ltd. Foxtel  
Management Ltd and Screen Australia

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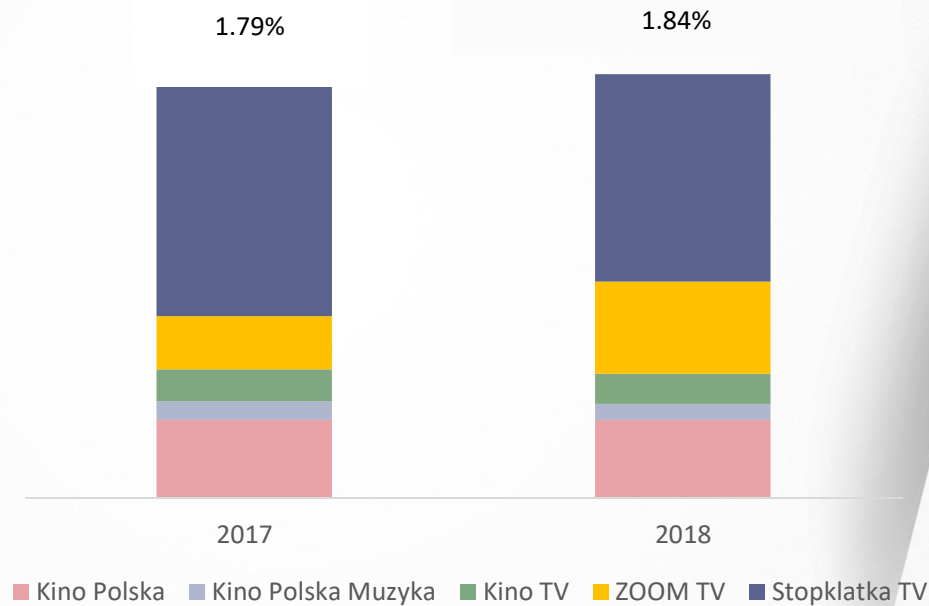
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# OUR SHARE IN THE MARKET OF TV CHANNELS

The Kino Polska TV Group – share in the commercial group 2017/2018

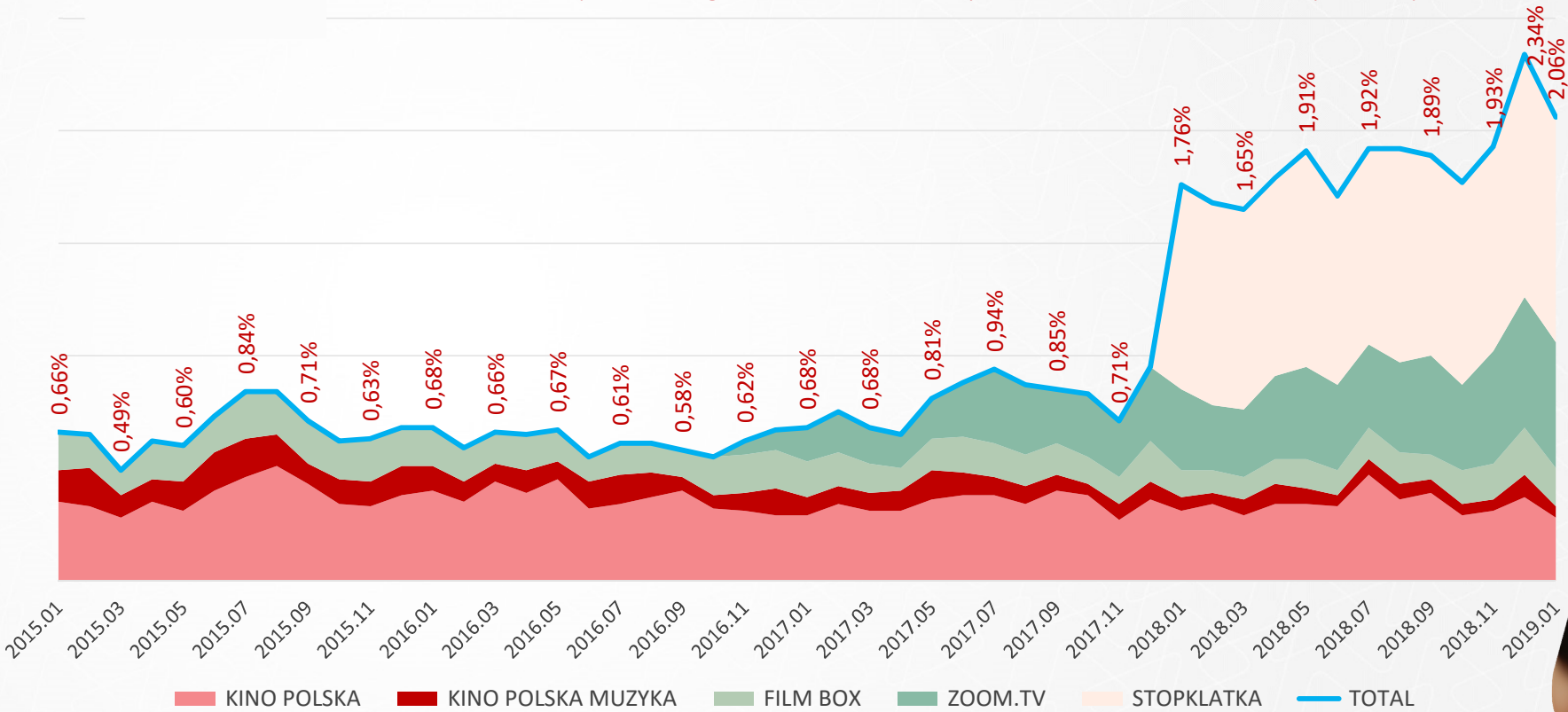


▶ In 2018, the Kino Polska TV SA Group channels cumulatively achieved a 1.84% share in the commercial audience group (SHR%, All 16-49)



# OUR SHARE IN THE MARKET OF TV CHANNELS

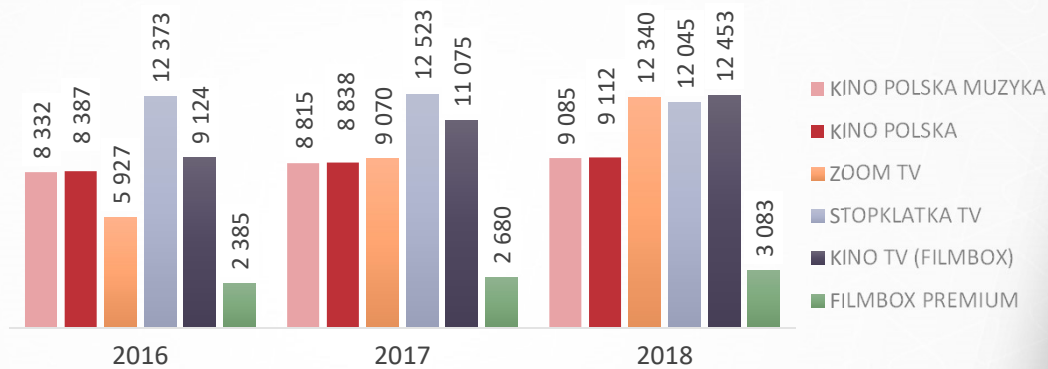
(including the share of Stopklatka TV from January 2018)



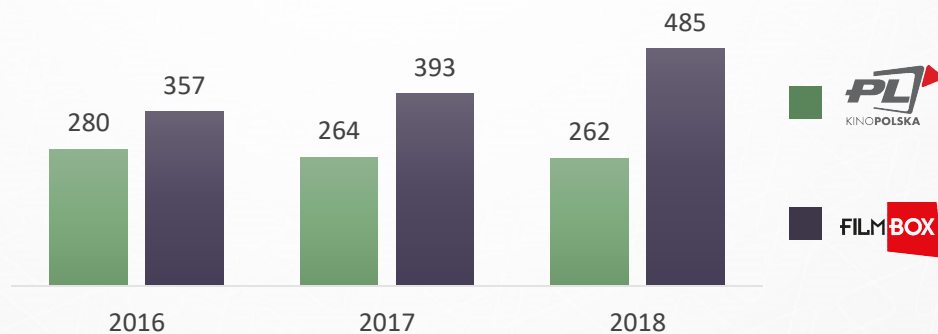


# OUR SUBSCRIBERS AND OPERATORS IN 2018

**NUMBER OF ACTIVE SUBSCRIBERS**  
(in thousands) as at the end of each year



**NUMBER OF ACTIVE OPERATORS**



- ▶ The number of active subscribers of Kino Polska and Kino Polska Muzyka increased by 3% in relation to they year 2017.
- ▶ The number of Zoom TV subscribers increased by 36% in relation to the year 2017.

- ▶ In 2018 there were 262 active Kino Polska operators.
- ▶ The number of active FilmBox operators was 485 (23% more than as at the end of 2017).

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## THE MOST IMPORTANT FINANCIAL INFORMATION



ACQUISITION OF  
30% OF SHARES  
IN ZOOM TV (CABLE  
TELEVISION  
NETWORKS &  
PARTNERS)



DIVIDENDS PAID  
TO THE  
SHAREHOLDERS  
FROM PROFIT FOR  
2017



ACQUISITION OF  
50,46% OF  
STOPKLATKA SA  
SHARES



EBITDA  
FOR 2018



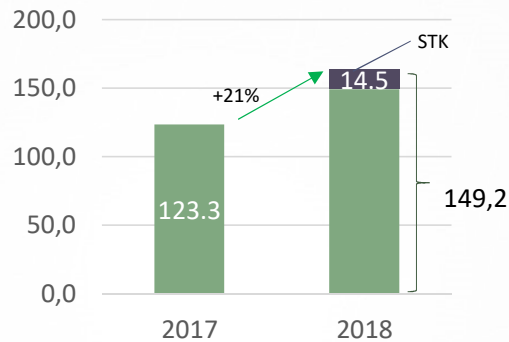
REVENUES  
IN THE FILMBOX  
FILM CHANNELS  
AND TOPICAL  
CHANNELS  
SEGMENT  
FOR 2018



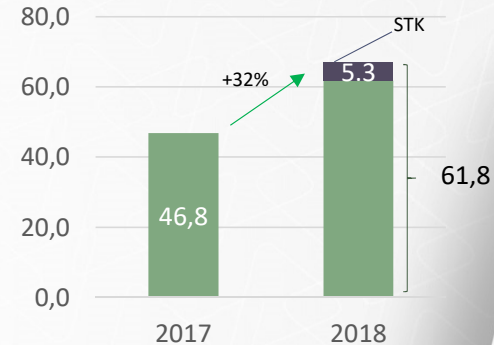
SALES  
REVENUE  
FOR 2018

# BASIC FINANCIAL DATA

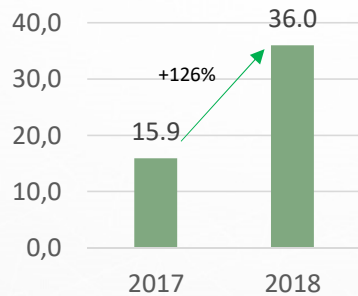
Sales revenue



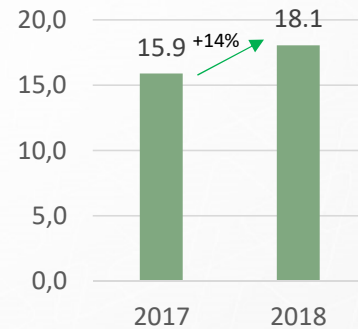
EBITDA



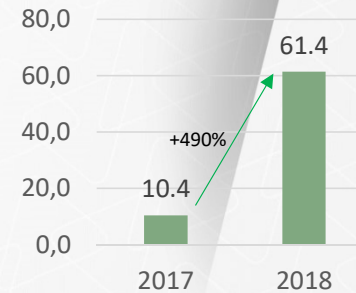
Net profit



Net profit  
(after eliminating the  
valuation of interest in STK)



Net debt\*



\*Loans and borrowings received - cash and cash equivalents

- ▶ The Kino Polska TV Group improved all its basic financial ratios for the 12 months of 2018, achieving significant increases even without taking into account the interest in Stopklatka SA.
- ▶ In 2018, the Group recorded an increase in sales of 20.9% and an increase in the net profit of 13.5% (after eliminating a one-off valuation of Stopklatka SA) in relation to the year 2017.
- ▶ In 2018, the Group continued strengthening its position on the Polish market. At the same time, it worked on the development of its offer on the international market.

## FILMBOX FILM CHANNELS AND TOPICAL CHANNELS

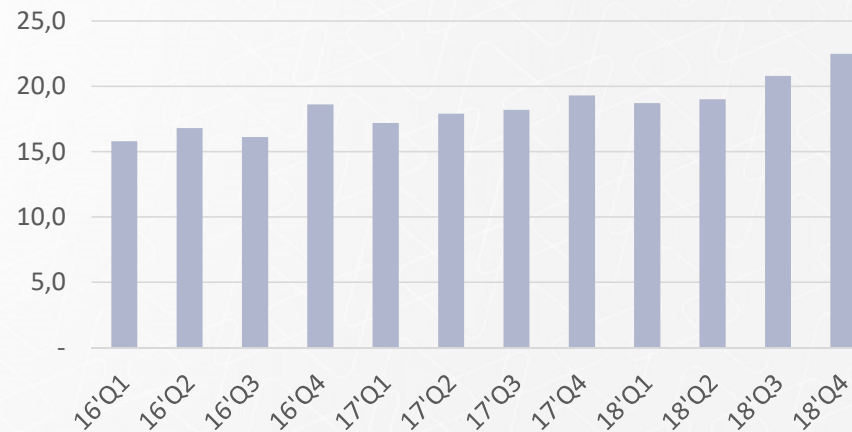
(in PLN  
millions)

- ▶ In 2018, the upward trend in sales revenues of the Filmbox film channels and topical channels segment was maintained: +11.2% y/y and +15.6% y/y for Q4 2018.
- ▶ The highest sales increases on Filmbox channels and topical channels were recorded on the following markets: Poland (an increase in the number of subscribers vs the existing customers), the Czech Republic, Slovakia (new contracts and organic growth), Hungary (fast growth of the number of subscribers and new contracts), ex-Yugo (new contracts e.g. in Croatia and organic growth of the number of subscribers), Bulgaria (mainly organic growth of the number of subscribers) and the Middle East (new customers).
- ▶ Some of the new contracts were a result of a change in the business model relating to settlements with related companies, which allowed the Group to retain the revenues from distribution of topical channels on the CEE markets.

Sales revenue



Sales 1Q'16 – 4Q'18





(in PLN  
millions)

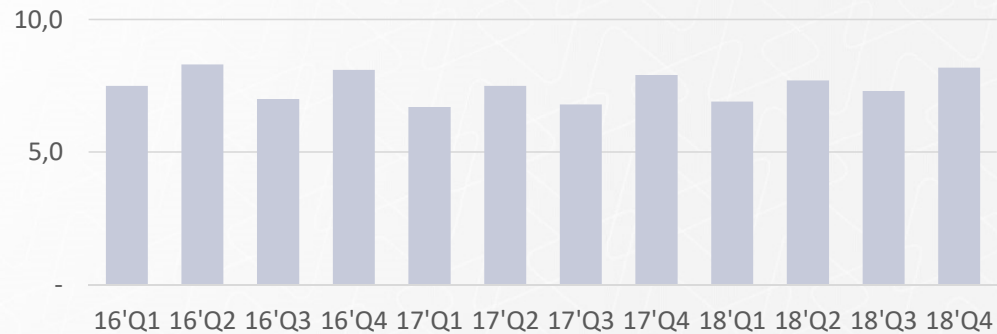
▶ In the reported period, the revenues of the Kino Polska channels segment were 4.3% higher than in 2017 (broadcasting revenue was 4% higher and advertising revenue was 4.7% higher). Profitability remained at a level similar to that recorded in 2017; the segment's operating result was 3% higher than in 2017 and amounted to PLN 13,847 thousand.

# KINO POLSKA TV FILM CHANNELS

Sales revenue



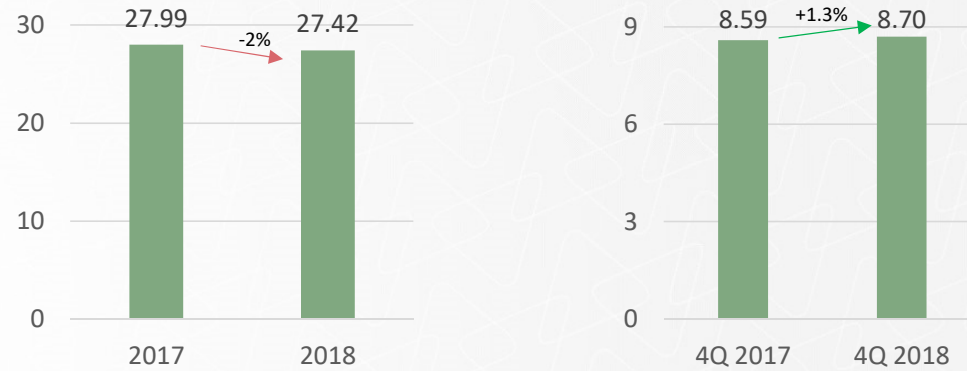
Sales 1Q'16 – 4Q'18



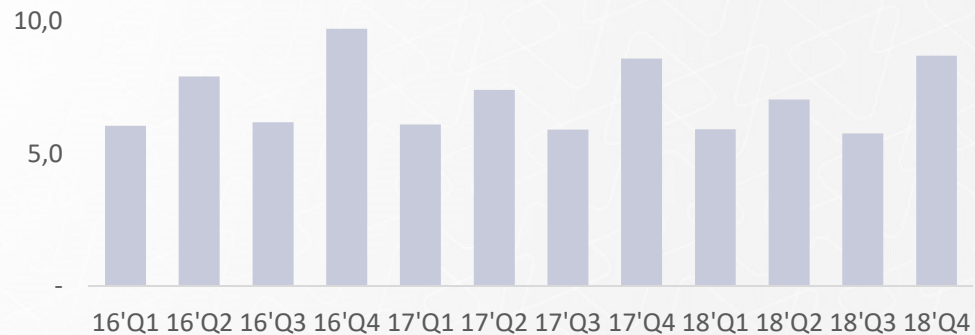
- ▶ On 14 June 2018, the Group purchased shares of Stopklatka S.A. and took over control over that company (previously the Group had joint control over Stopklatka).
- ▶ In 2018, the share of Stopklatka TV in viewership amounted to 0.92% in the commercial group (SHR, all 16-49) and 0.98% in the total audience.
- ▶ Stopklatka SA had revenues of PLN 27,422 thousand and a net loss of PLN 3,270 thousand. This was due to higher operating expenses associated with further investments in the programming content, which Stopklatka SA made in 2018.

## STOPKLATKA TV

### Sales revenue



### Sales 1Q'16 – 4Q'18

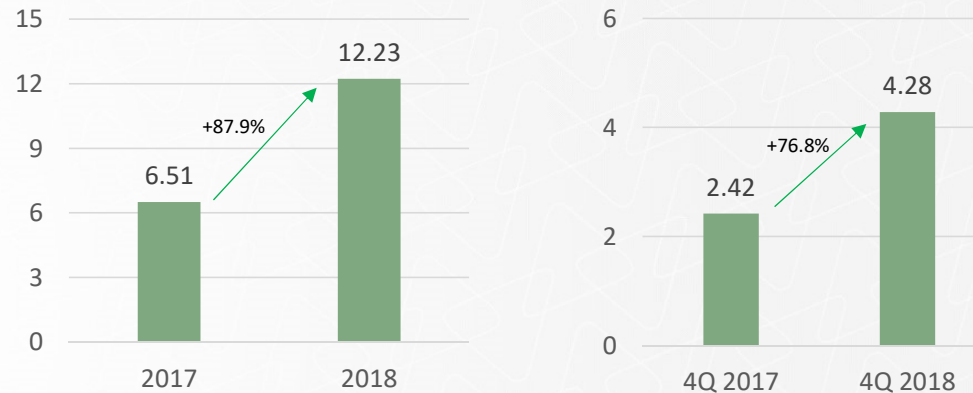


(in PLN  
millions)

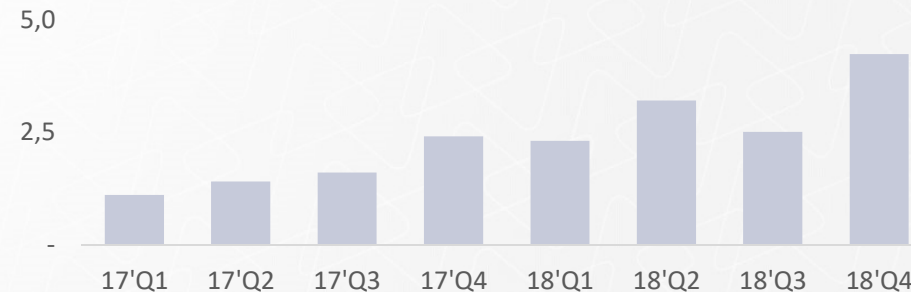
- ▶ The recognition of Zoom TV channel among viewers is growing (from 24% in 2017 to 42% in 2018).
- ▶ In the analysed period, Zoom TV improved its annual viewership result in the commercial group by almost 74% compared with the year 2017 (SHR%, All 16-49). As a result, in 2018 the sales revenue of this channel increased by as much as 88%. Consequently, the fast growth of the youngest TV channel of the Group was maintained.
- ▶ In 2018, the Zoom TV channel was the leader of the eighth multiplex. The profitability of this segment improved by PLN 3,090 thousand in 2017.

## ZOOM TV

### Sales revenue



### Sales 1Q'16 – 4Q'18



# SEGMENTS

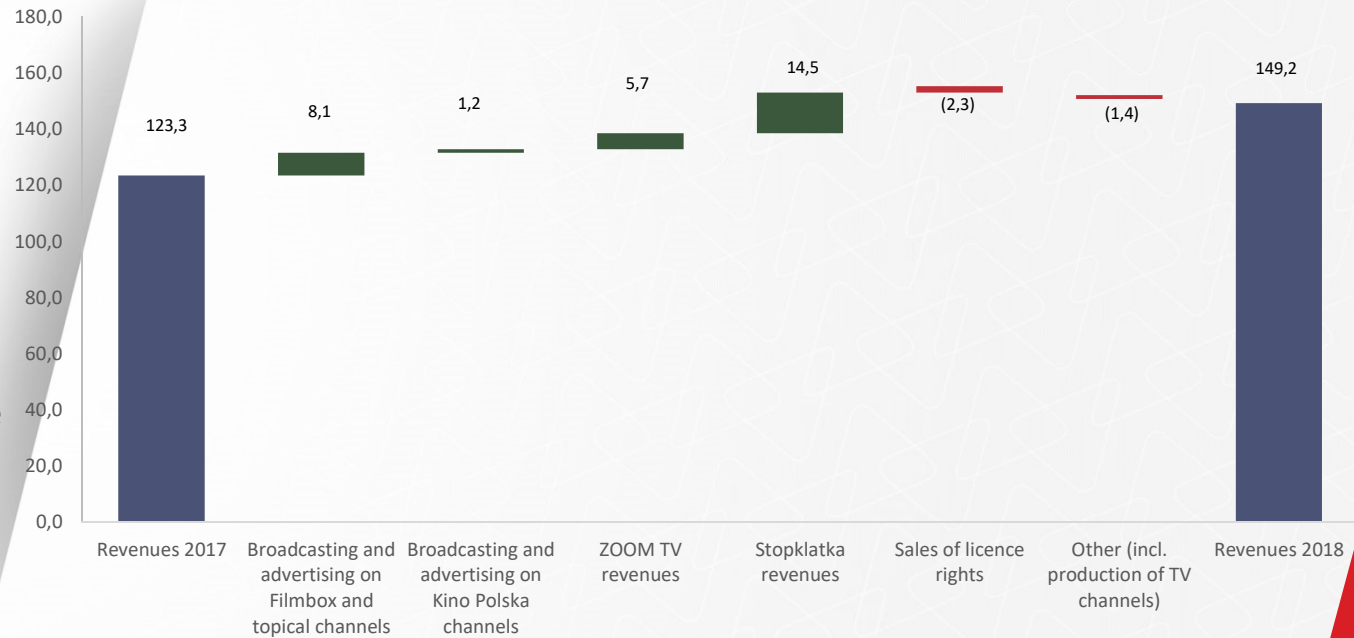
Operating result for the 12m of 2018

(PLN'000)	FilmBox film channels and topical channels	Kino Polska channels	Production of TV channels	Zoom TV	Stopklatka	Sales of licence rights	Other segments	Total
Broadcasting	73 098	15 465	-	2	-	241	-	<b>88 806</b>
Advertising	7 565	14 612	-	12 229	14 455	-	-	<b>48 861</b>
Other sales	-	-	3 434	-	-	4 307	<b>3 424</b>	<b>11 166</b>
Fees for film licenses	326	-	-	-	-	-	-	<b>326</b>
<b>Total sales</b>	<b>80 989</b>	<b>30 077</b>	<b>3 434</b>	<b>12 231</b>	<b>14 455</b>	<b>4 548</b>	<b>3 424</b>	<b>149 158</b>
<b>Operating expenses</b>	<b>(64 393,5)</b>	<b>(16 230,1)</b>	<b>(3 052,6)</b>	<b>(20 957,6)</b>	<b>(16 285,5)</b>	<b>(1 872,0)</b>	<b>(2 166,4)</b>	<b>(124 957,7)</b>
<b>Segment's results for 2018</b>	<b>16 595,8</b>	<b>13 847,0</b>	<b>381,3</b>	<b>(8 726,8)</b>	<b>(1 830,0)</b>	<b>2 676,3</b>	<b>1 257,1</b>	<b>24 200,7</b>
Segment's profitability for 2018	20%	46%	11%	-71%	-13%	59%	37%	16%
Segment's results for 2017	16 331,0	13 479,0	655,0	(11 817,0)	-	2 864,0	553,0	22 064,0
Segment's profitability for 2017	23%	47%	12%	-182%	0%	42%	17%	18%

# REVENUES

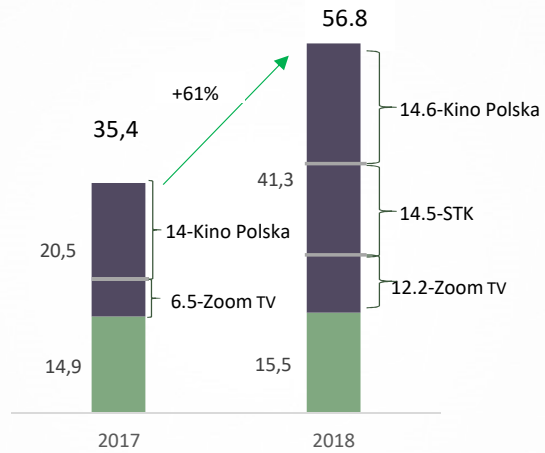
Revenues  
change: PLN 25.8m 20,9%

- ▶ The Group's sales revenues amounted to PLN 149.2 million in 2018 (a +21% growth in relation to the previous year).
- ▶ The advertising revenues of Stopklatka TV (PLN 14.5 million) have been consolidated since the 3rd quarter of 2018.
- ▶ The highest growth in terms of percentage was recorded in the case of FilmBox Channels and topical channels (+PLN 6.5 million, +10% y/y) and the Zoom TV segment revenues (+PLN 5.7 million, +88% y/y).

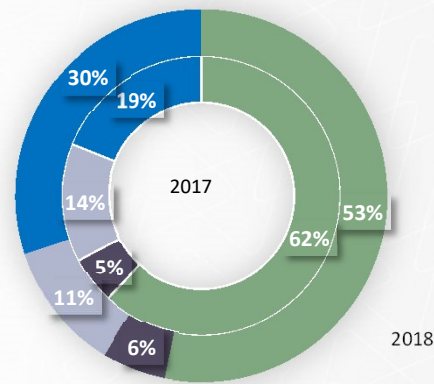




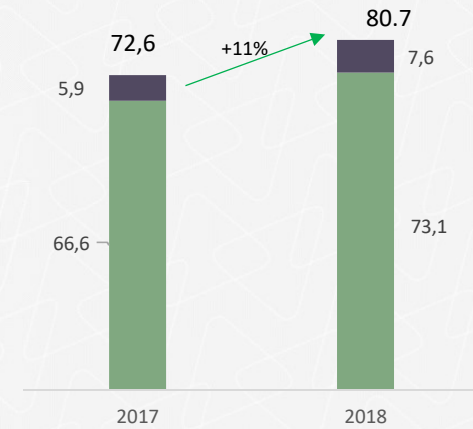
# BROADCASTING AND ADVERTISING REVENUES



- Advertising on Kino Polska, Zoom TV and STK channels
- Broadcasting of Kino Polska channels



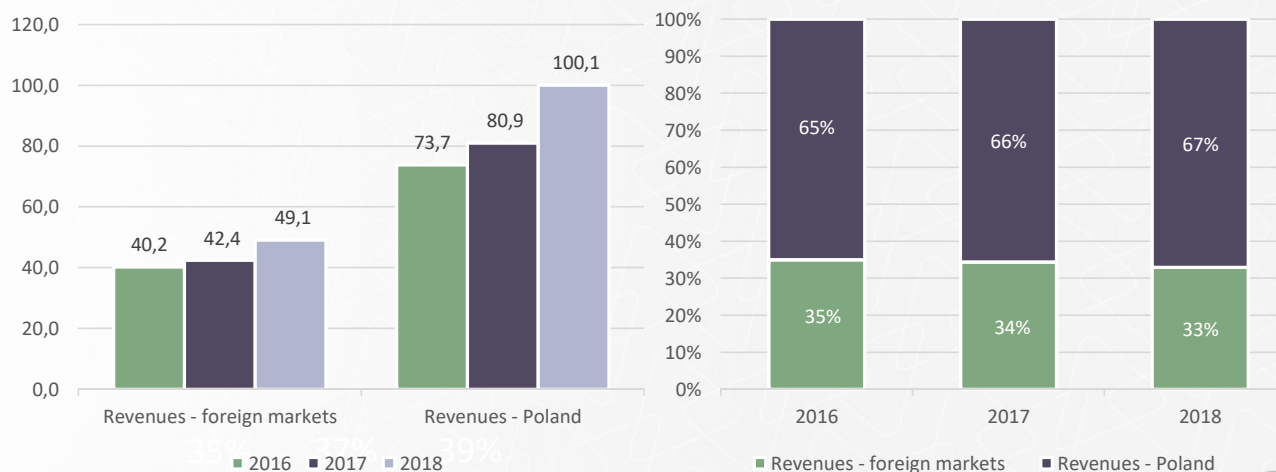
- Broadcasting of Filmbox and topical channels
- Advertising on Filmbox channel
- Broadcasting of Kino Polska channels
- Advertising on Kino Polska, Zoom TV and STK channels



- Advertising on Filmbox channel
- Broadcasting of Filmbox and topical channels

## TOTAL REVENUES BY TERRITORY\*

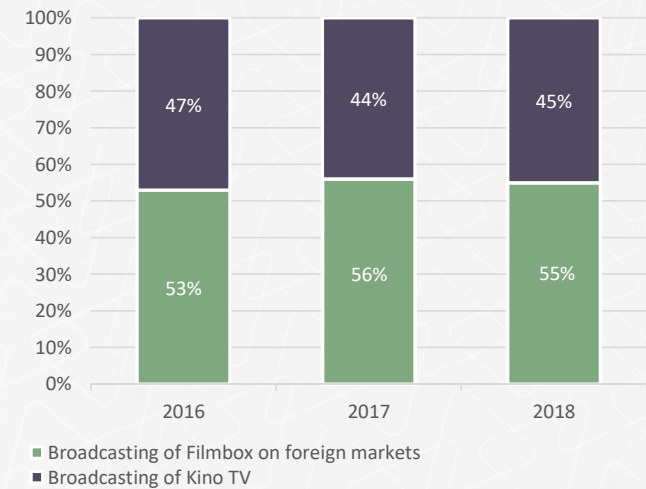
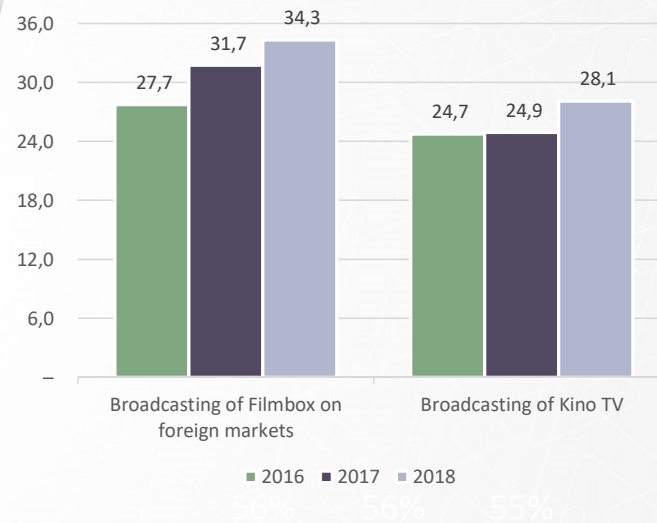
- ▶ In 2018, The Group maintained the growth trend in the revenues from foreign markets.
- ▶ The Group continues to increase the sales of FilmBox Premium packages on foreign markets and expands the distribution of those channels to new territories.
- ▶ It also conducts activities aimed at increasing the share of revenues from the sales of non-linear products – FilmBox Live and FilmBox On Demand.



\*Revenues include broadcasting, advertising, production, licence sales and other.

## REVENUES FROM BROADCASTING FILMBOX CHANNELS BY TERRITORY

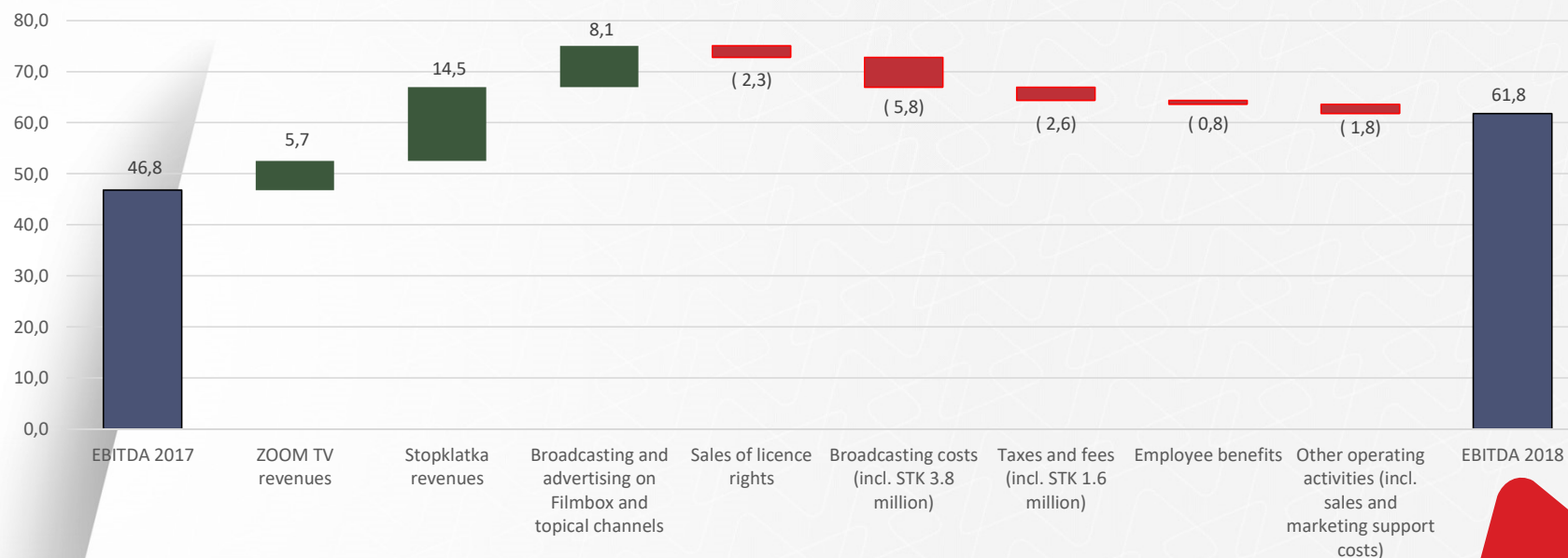
- ▶ The revenues from broadcasting FilmBox channels on foreign markets remain stable.
- ▶ In 2018, the revenues from broadcasting FilmBox channels on foreign markets increased and amounted to PLN 34.3 million as at the end of the year.
- ▶ In 2018, the revenue growth in Poland was a little faster than on the foreign markets.



# EBITDA –2018

EBITDA change: PLN 15m (32%)

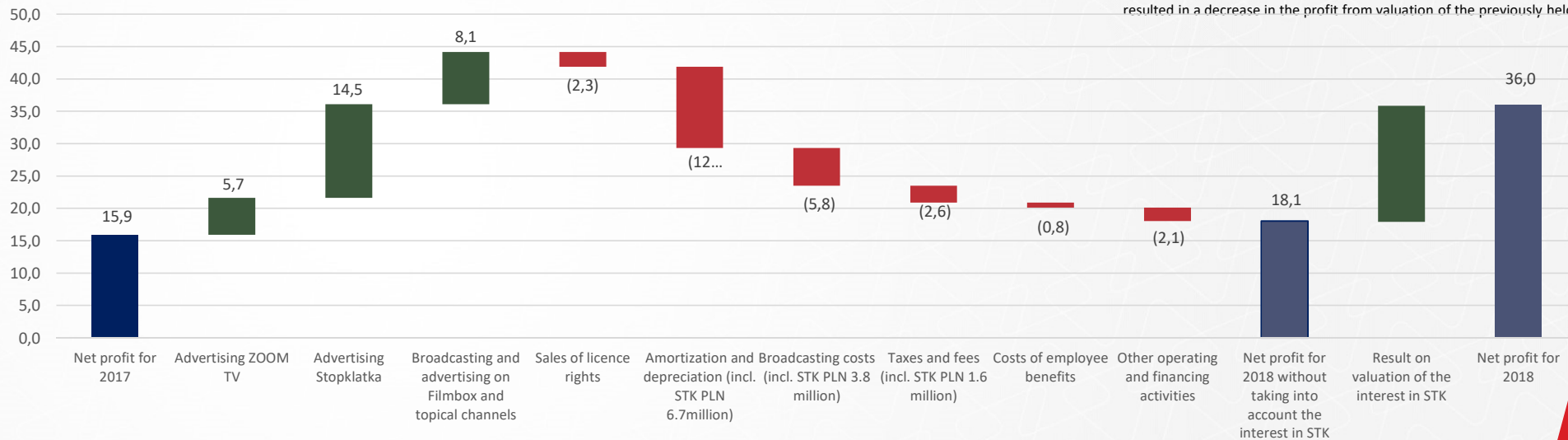
- ▶ EBITDA increased by PLN 15.0 million during 2018 to PLN 61.8 million (i.e. by +32.1% y/y).
- ▶ The main factor was an increase in the profitability of the FilmBox film channels and topical channels and Zoom TV segments.



# NET PROFIT - 2018

NET PROFIT(without taking into account the valuation of participation in STK) change: PLN 2.1m, 13%

\*The controlling stake was valued on the basis of the PPA (purchase price allocation) process, which resulted in a decrease in the profit from valuation of the previously held Stopklatka SA shares.

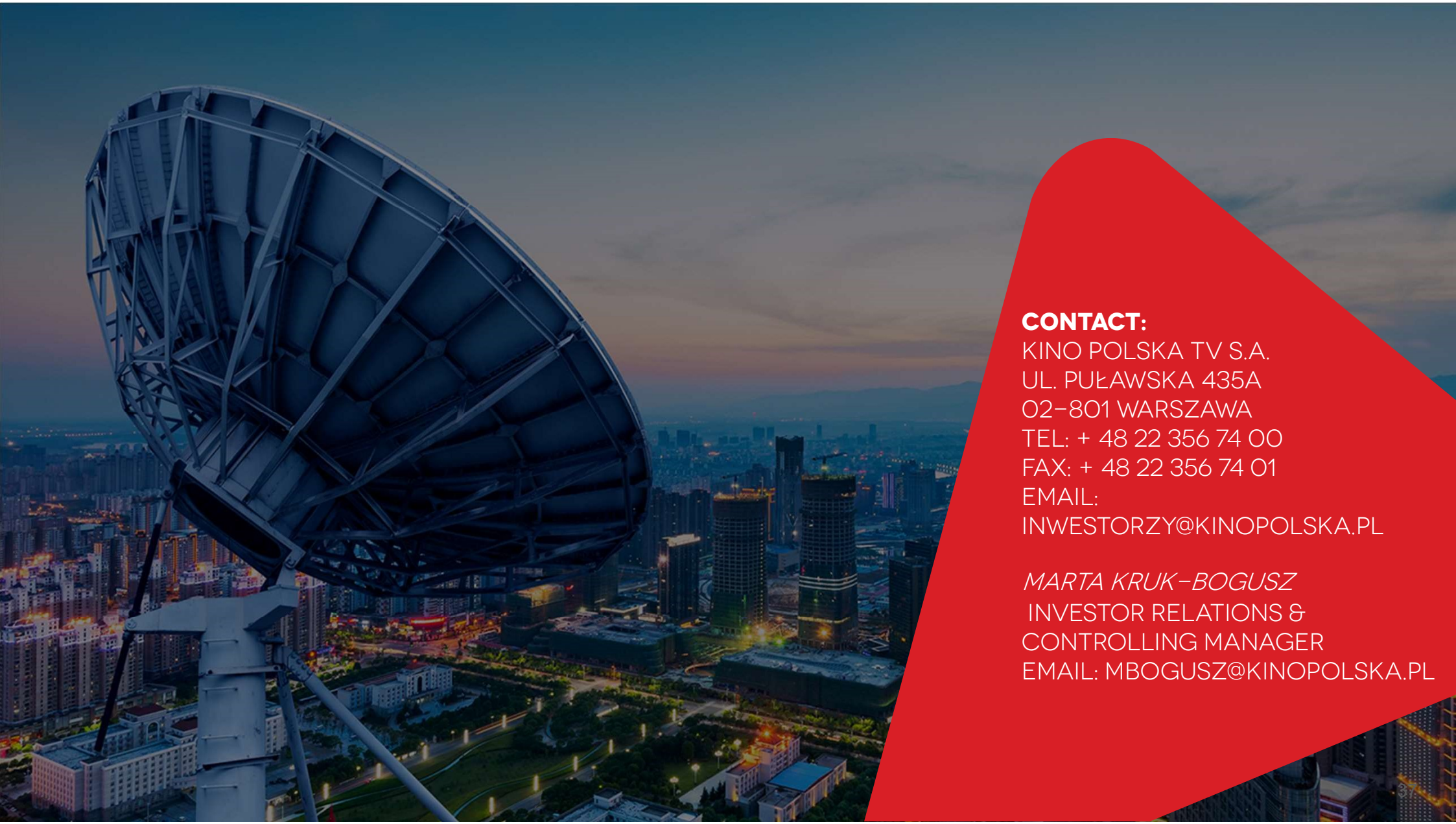


The net profit earned in 2018, net of the valuation of the interest held by the Company in Stopklatka SA, was 13.5% higher than in the previous year. After taking into account the said valuation, the profit amounted to PLN 36.0 million.



# DIVIDEND

THE PERIOD OF WHICH CONTAINS A PAID DIVIDEND	VALUE OF DIVIDEND ON 1 SHARE [PLN]	NUMBER OF DIVIDEND ACTIVITIES	VALUE OF DIVIDEND [PLN]	DETERMINATION OF THE RIGHT TO DIVIDEND	DIVIDEND PAYMENT DAY
Rok 2017	0,55	19 821 404	10 901 772	29 June 2018	16 July 2018
Rok 2016	1,13	19 821 404	22 398 187	4 July 2017	18 July 2017 3 October 2017
Rok 2015	1,00	19 821 404	19 821 404	6 June 2016	20 June 2016
Rok 2014	1,00	19 821 404	19 821 404	30 July 2015 r.	14 July 2015
Rok 2013	0,45	13 821 404	6 219 632	14 July 2014 r.	14 August 2014
Rok 2012	1,00	13 821 404	13 821 404	10 September 2013 r.	25 September 2013
Rok 2011	1,00	13 870 000	13 870 000	29 May 2012 r.	13 May 2012
			<b>106 853 803</b>		



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