

# Orange Polska

results for 4Q 2013 and  
full year 2013



Warsaw  
February 12, 2014



## forward looking statement

This presentation contains 'forward-looking statements' including, but not limited to, statements regarding anticipated future events and financial performance with respect to our operations. Forward-looking statements can be identified by the fact that they do not relate strictly to historical or current facts. They often include words like 'believe', 'expect', 'anticipate', 'estimated', 'project', 'plan', 'pro forma', and 'intend' or future or conditional verbs such as 'will', 'would', or 'may'. Factors that could cause actual results to differ materially from expected results include, but are not limited to, those set forth in our Registration Statement, as filed with the Polish securities and exchange commission, the competitive environment in which we operate, changes in general economic conditions and changes in the Polish, American and/or global financial and/or capital markets. Forward-looking statements represent management's views as of the date they are made, and we assume no obligation to update any forward-looking statements for actual events occurring after that date. You are cautioned not to place undue reliance on our forward-looking statements.

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# 1

## highlights

Bruno Duthoit

– chief executive officer

Mariusz Gaca

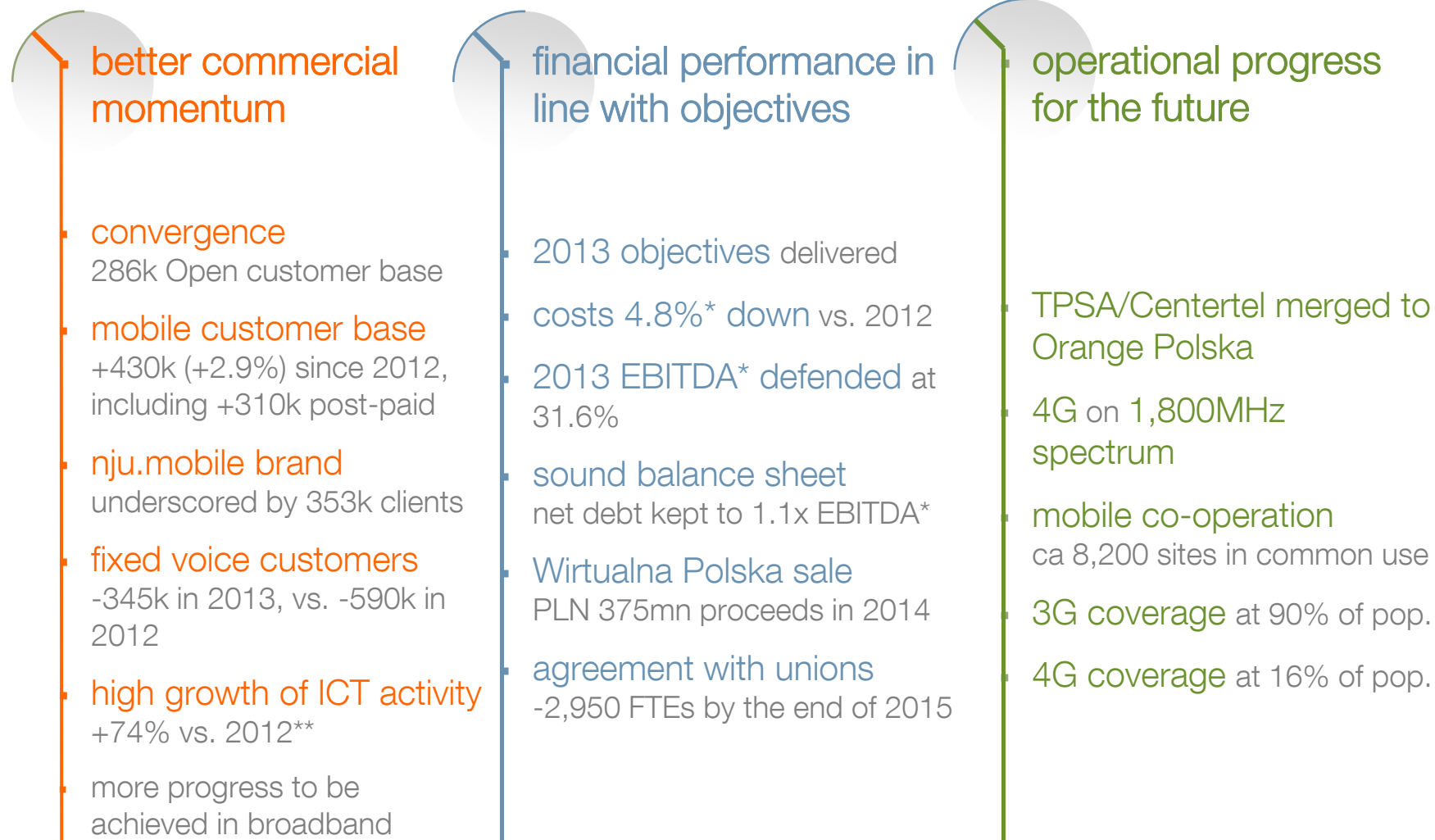
– management board member



## 2013 commitments achieved

2013 Organic Cash Flow* guidance	at least PLN 1bn	✓	PLN 1,105mn generated in 2013
2013 Capex* outlook	below PLN 2bn	✓	PLN 1,916mn spent in 2013

# disciplined plan execution delivered progress in 2013

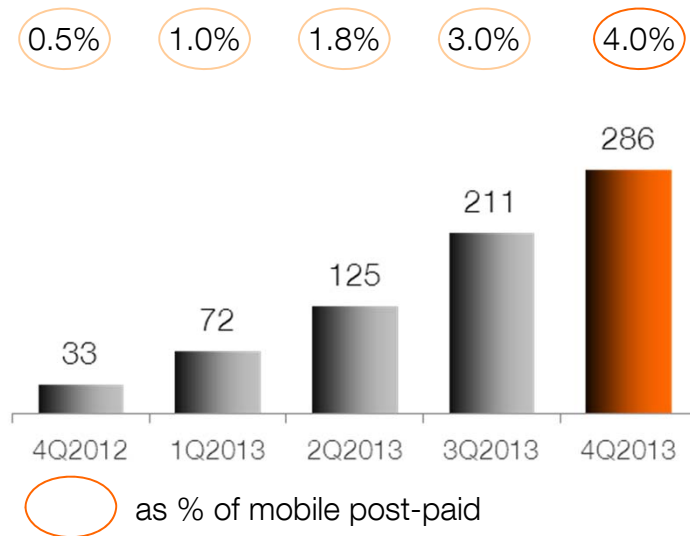


\* restated for restructuring costs (PLN -147mn) and PLN -33mn adjustment linked to TPSA/PTK merger (VAT and inventories)

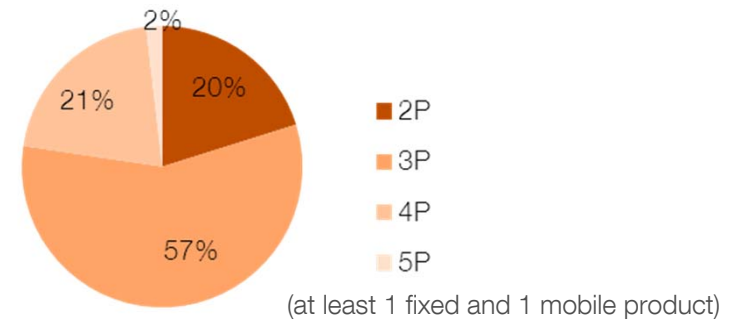
\*\* excluding UEFA EURO 2012 contract

# dynamic growth of Orange Open boosts up-sell and customer loyalty

orange open customers (in '000)



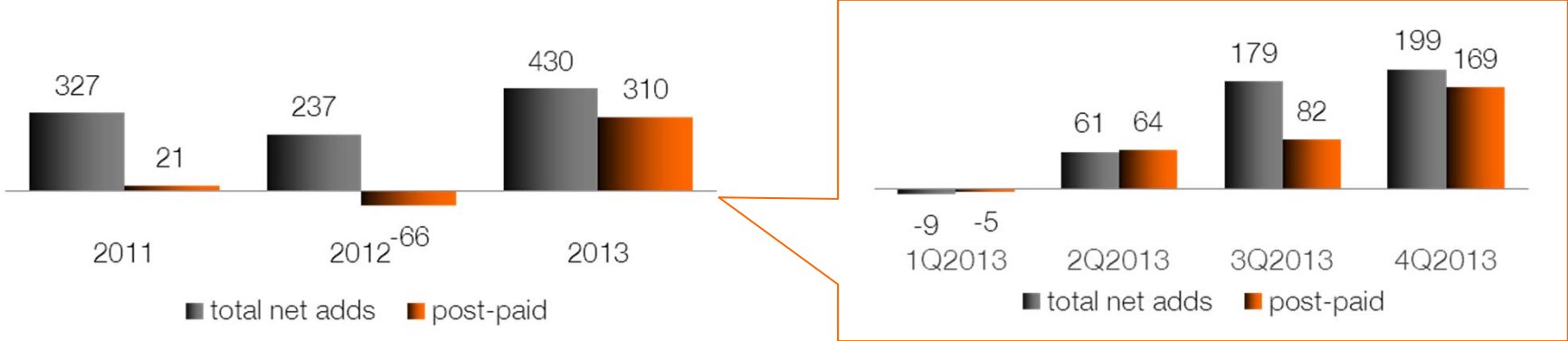
orange open customers by number of products



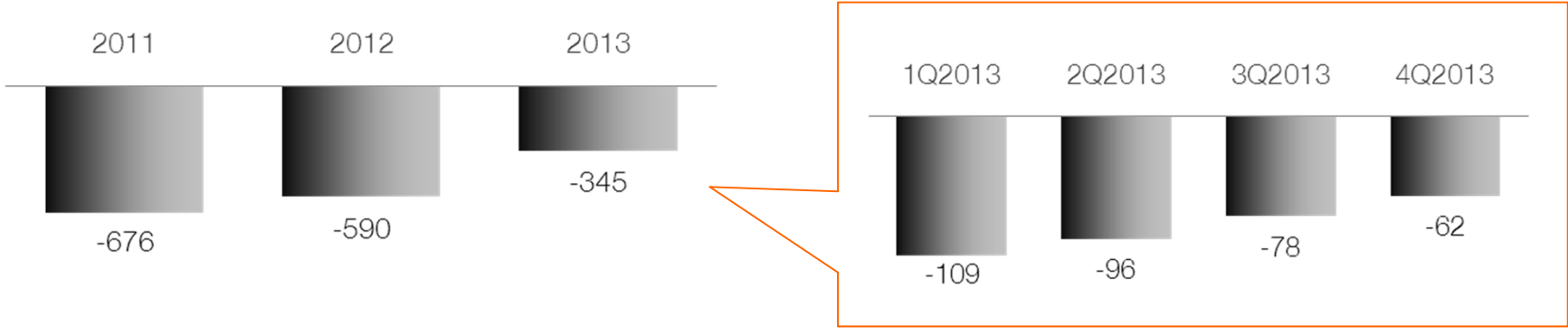
- 58% of Open Customers increased number of services when entering solution
- ARPU from private customers at PLN 141 per month in 4Q
- high number of services in a bundle increases customer loyalty
- number of Orange Open customers up by x 8.7 year-on-year

# commercial momentum improving in most areas

mobile clients net adds (in '000)

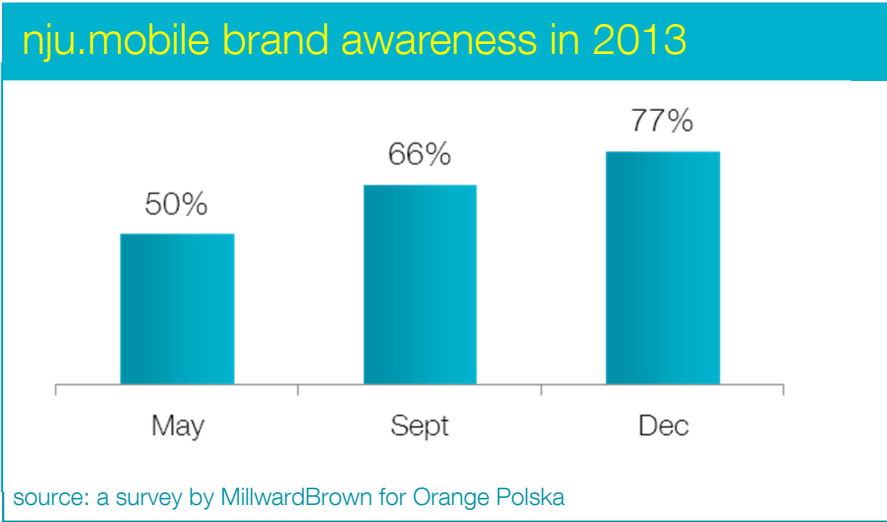
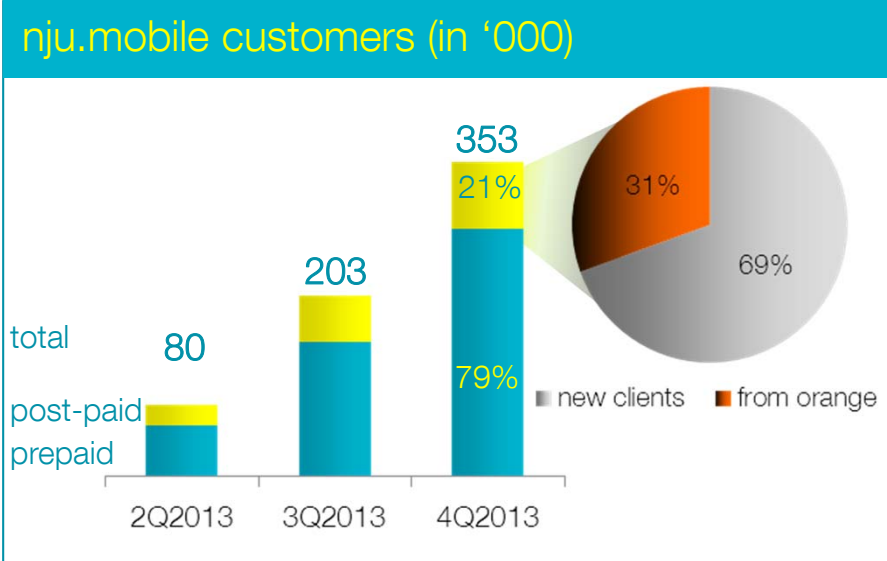


fixed voice clients net decrease (in '000)





# nju.mobile on a high growth path



## insight

- 75k post-paid clients
- > 2/3 post-paid clients new to Orange
- customer acquisition and retention costs lower than in standard offers:
  - there is no handset subsidies
  - sales and customer care are made online

# PLN 200mn annual cost savings run rate due to new workforce optimisation plan for 2014-2015

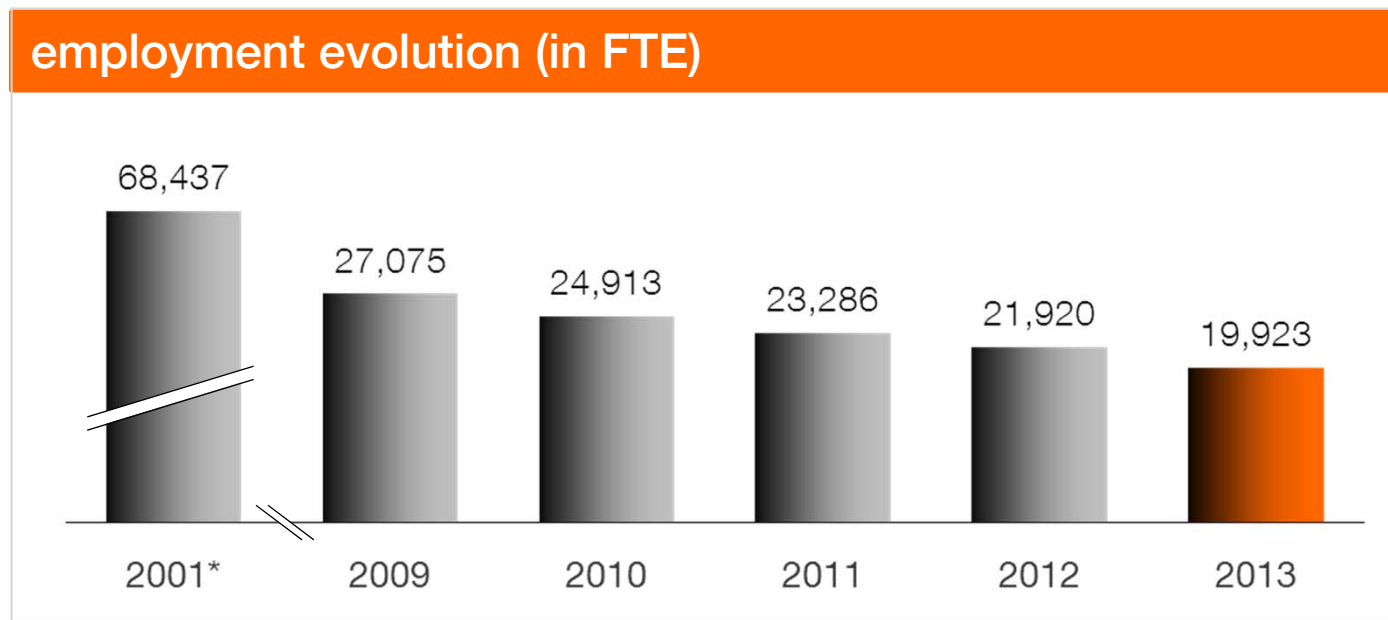
- **positive social climate**
- **unions agreed** to voluntary leaves program
- **severance packages** for departing employees
- **outplacement** support for departing employees
- **employee satisfaction** rising for the last three years (independent surveys)

- **2,950 FTEs less by the end of 2015**
- up to 2,950 employees to take advantage of voluntary departures
  - 1,530 FTEs in 2014
- **+2.5%** salary rises per year agreed for 2014 and 2015

- **positive financial impact**
- PLN 135mn\* provision accrued in 4Q 2013
- PLN 200mn yearly cost savings run-rate fully reached once the program is completed (gradual build-up in 2014-2015)

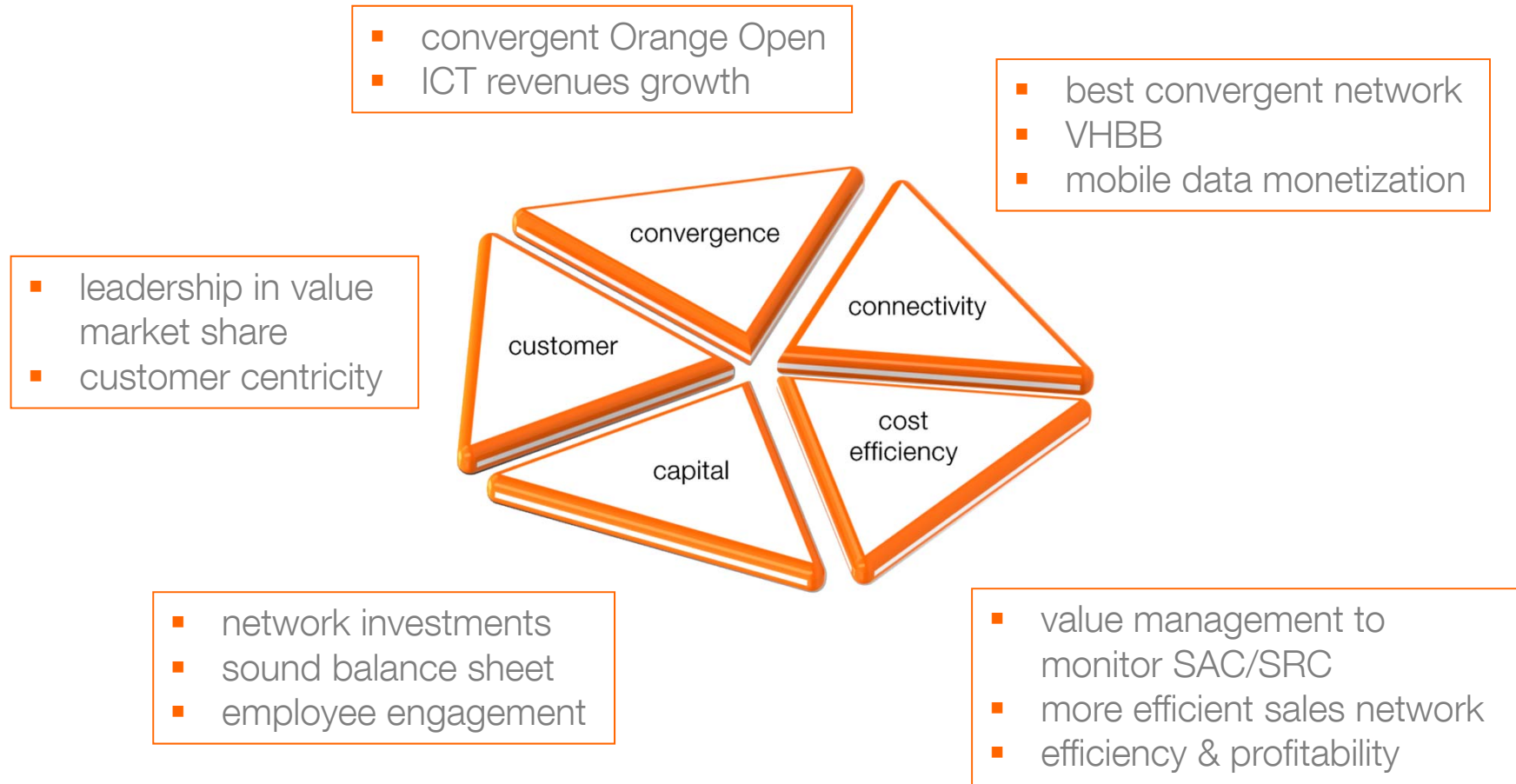
\* net of restructuring provision and change in jubilee and post-retirement provisions

# track record of workforce optimisation in a positive social climate



- social plan of 3.2k voluntary departures in 2012-2013 executed

# we are on track in most areas of our medium term plan



# 2

## financial review

Jacques de Galzain  
chief financial officer



## key financials in line with objectives

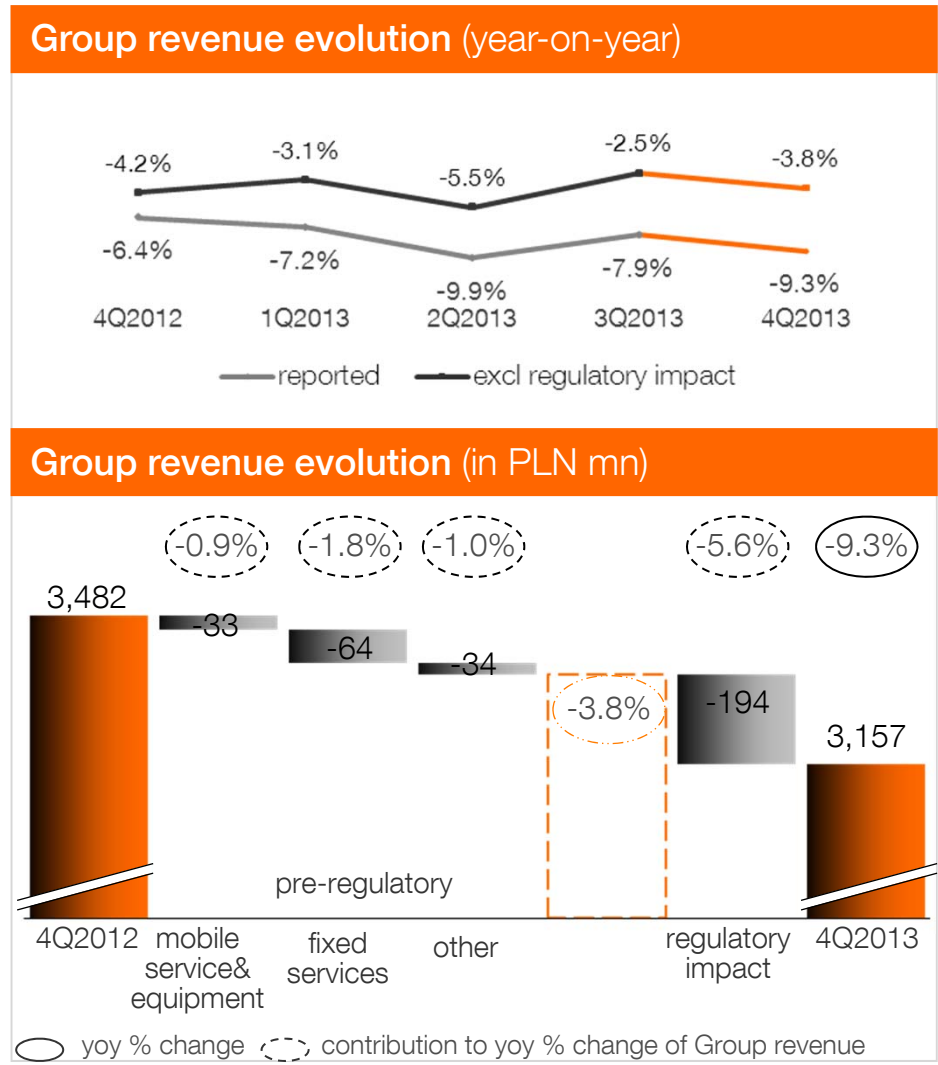
in PLN mn	4Q 2013	% y-o-y	FY 2013	% y-o-y	key points
<b>revenues</b>	<b>3,157</b>	<b>-9.3%</b>	<b>12,923</b>	<b>-8.6%</b>	+430k mobile customers
excl. regulations		<b>-3.8%</b>		<b>-3.7%</b>	PLN -693mn regulatory impact
<b>restated EBITDA***</b>	<b>864</b>	<b>-14.2%</b>	<b>4,084</b>	<b>-15.9%</b>	opex down by 4.8%*** y-o-y
% of revenues	<b>27.4%</b>	<b>-1.5pp.</b>	<b>31.6%</b>	<b>-2.7pp.</b>	high SAC in 4Q due to success in customer acquisition
<b>CAPEX*</b>	<b>626</b>	<b>-38.8%</b>	<b>1,916</b>	<b>-17.9%</b>	capex optimised and FY outlook reached
in % of revenues	<b>19.8%</b>	<b>-9.6pp.</b>	<b>14.8%</b>	<b>-1.7pp.</b>	
<b>organic cash flow</b>	<b>272</b>	<b>-49.0%</b>	<b>1,105</b>	<b>-30.6%**</b>	FY guidance delivered

\* excluding spectrum acquisition

\*\* 2012 adjusted for the payment to DPTG of PLN 2,449mn

\*\*\* restated for restructuring costs (PLN -147mn) and PLN -33mn adjustment linked to TPSA/PTK merger (VAT and inventories)

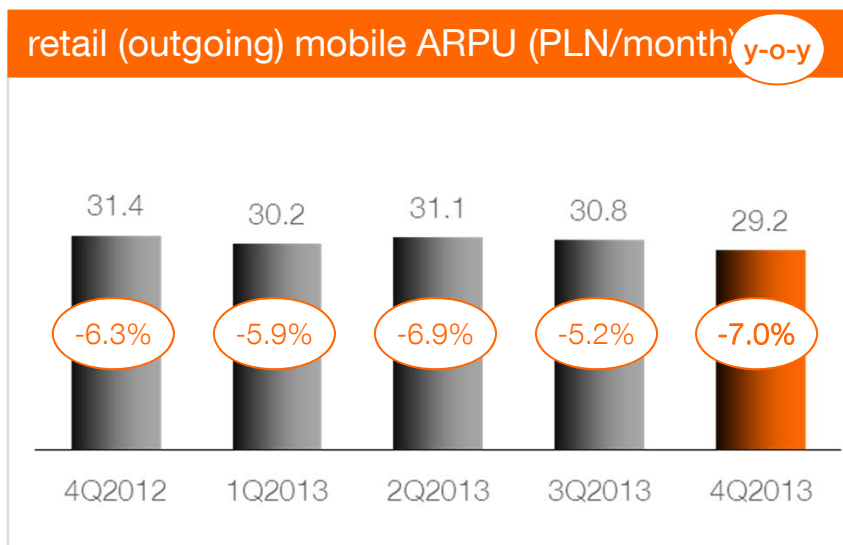
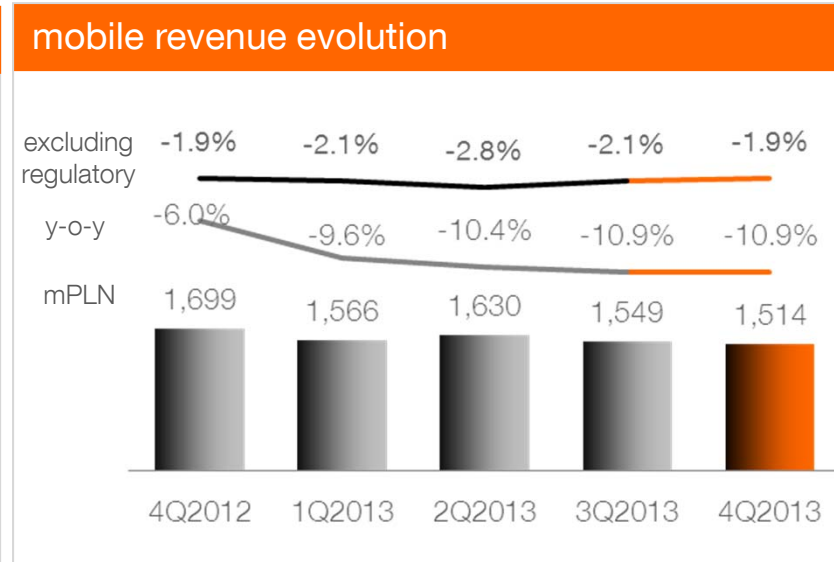
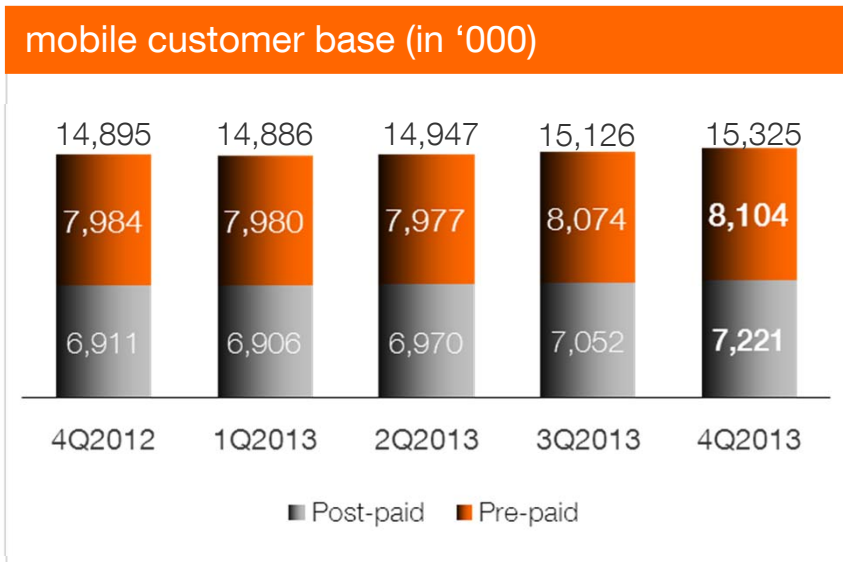
# Group's revenue trend still affected by regulatory



## insight

- reported 4Q revenue driven down by -5.6% impact of regulations:
  - PLN -164mn due to MTR cuts
  - PLN -30mn due to EU roaming rate cut and others (inc. F2M)
- 4Q mobile services revenue PLN -33mn year-on-year excl. regulatory:
  - customer base +2.9% year-on-year,
  - retail ARPU -7.0% year-on-year
- fixed service revenues decline (excl. regulatory) limited in 4Q to PLN -64mn year-on-year due to :
  - PLN +15mn (+3.7%) growth in broadband revenue
  - PLN +25mn (x2.7) growth in ICT services revenue

# record mobile customer additions in 4Q support future revenue recovery

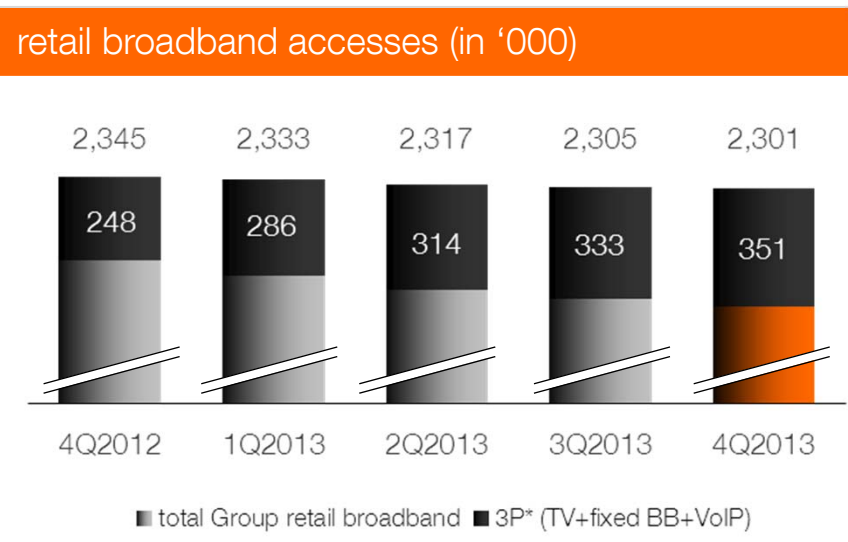
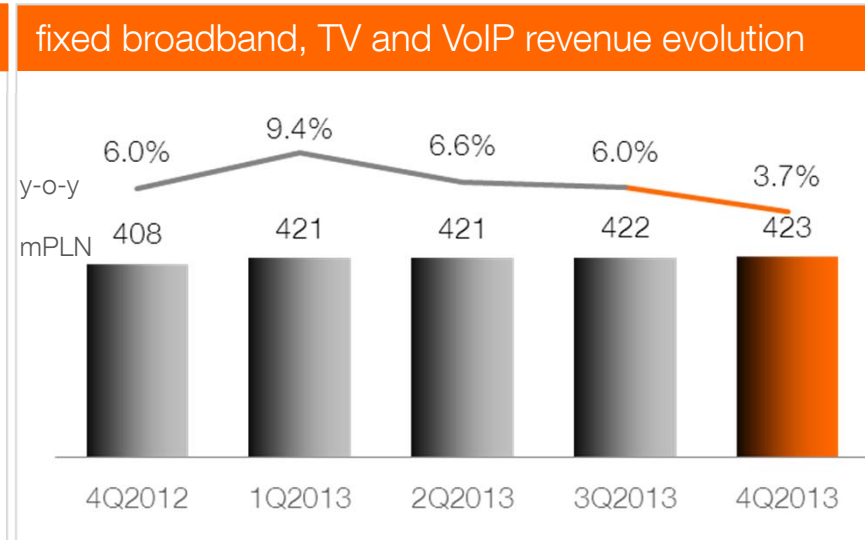
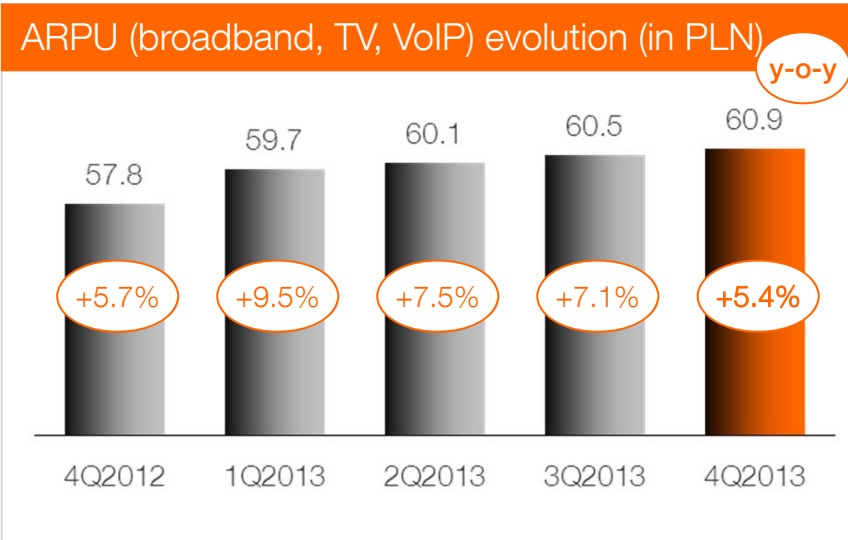


## insight

- 4Q customer net additions at +169k in post-paid - the highest result since 2009
- number of mobile customers up by 430k or (+2.9% year-on-year), including 310k post-paid
- post-paid data ARPU + 33% up year-on-year, driven by over 3,804mn smartphones
- mobile broadband accesses +18.3% year-on-year



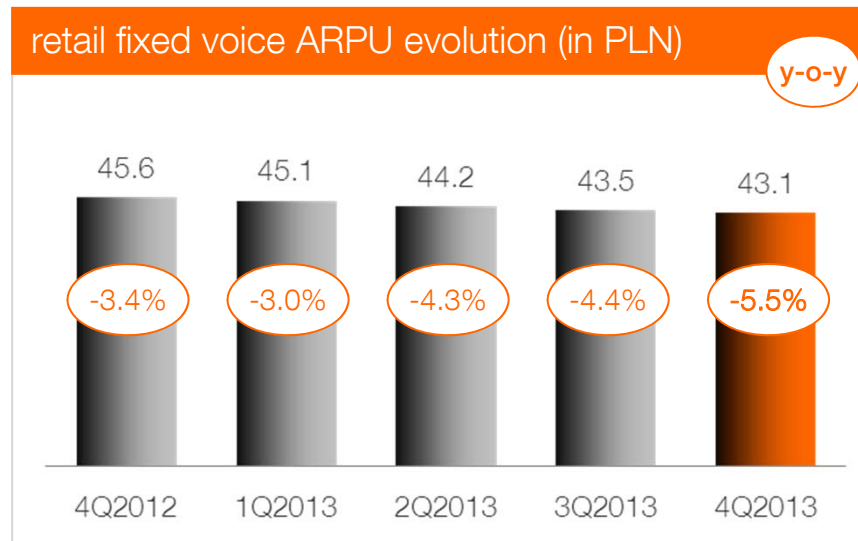
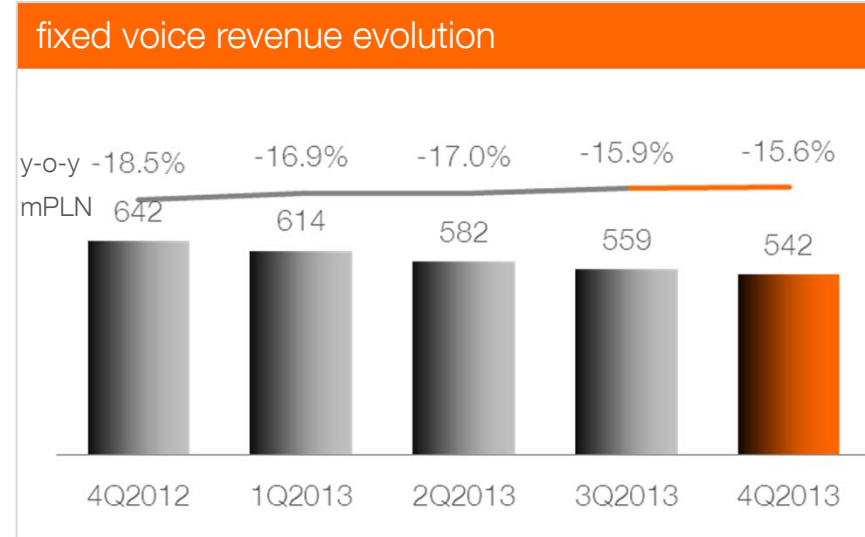
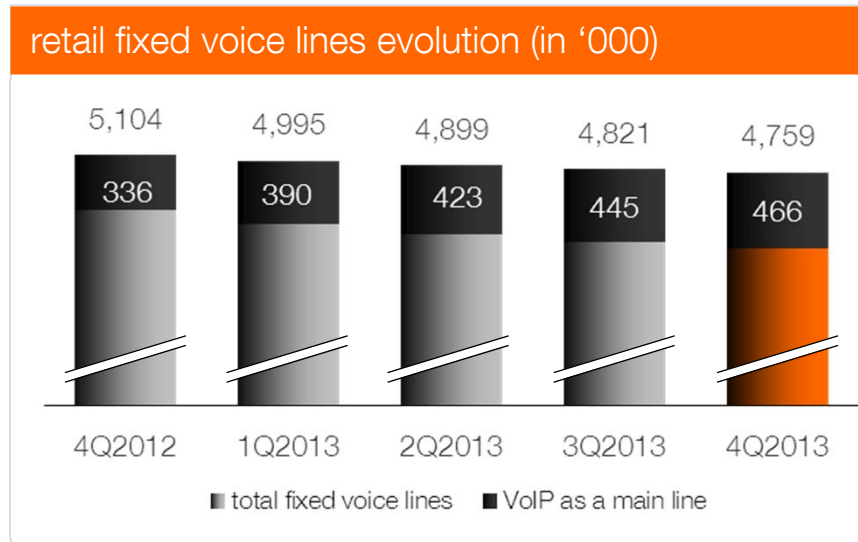
# 4Q fixed broadband revenues +3.7% year on year



## insight

- 4Q revenues up by PLN 15mn year-on-year
- continued upsell of TV and VoIP bundles
- customer base nearly flat since 3Q due to churn of CDMA and legacy products
- 15,000 VDSL clients added in 4Q

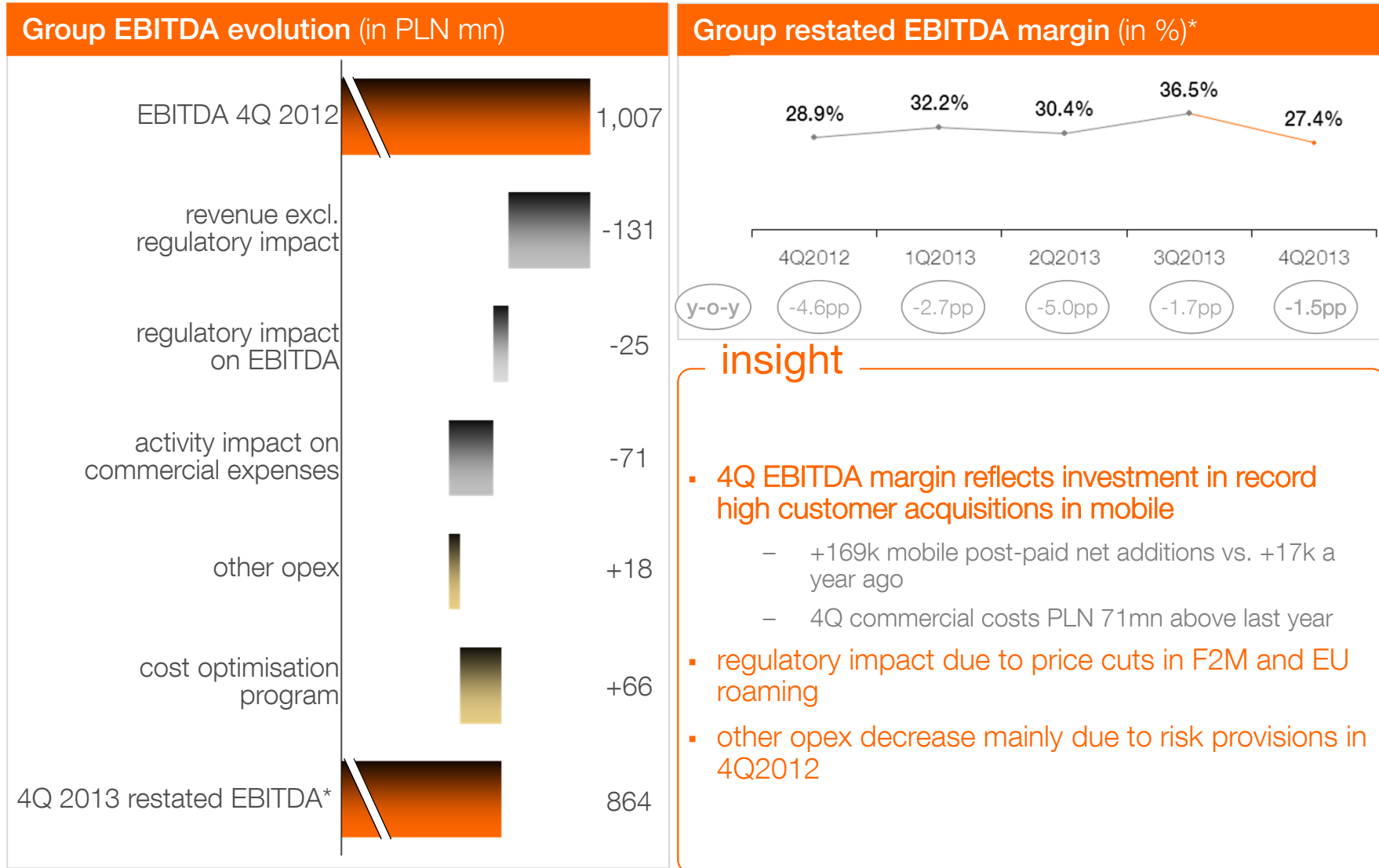
# fixed voice dynamics improving gradually



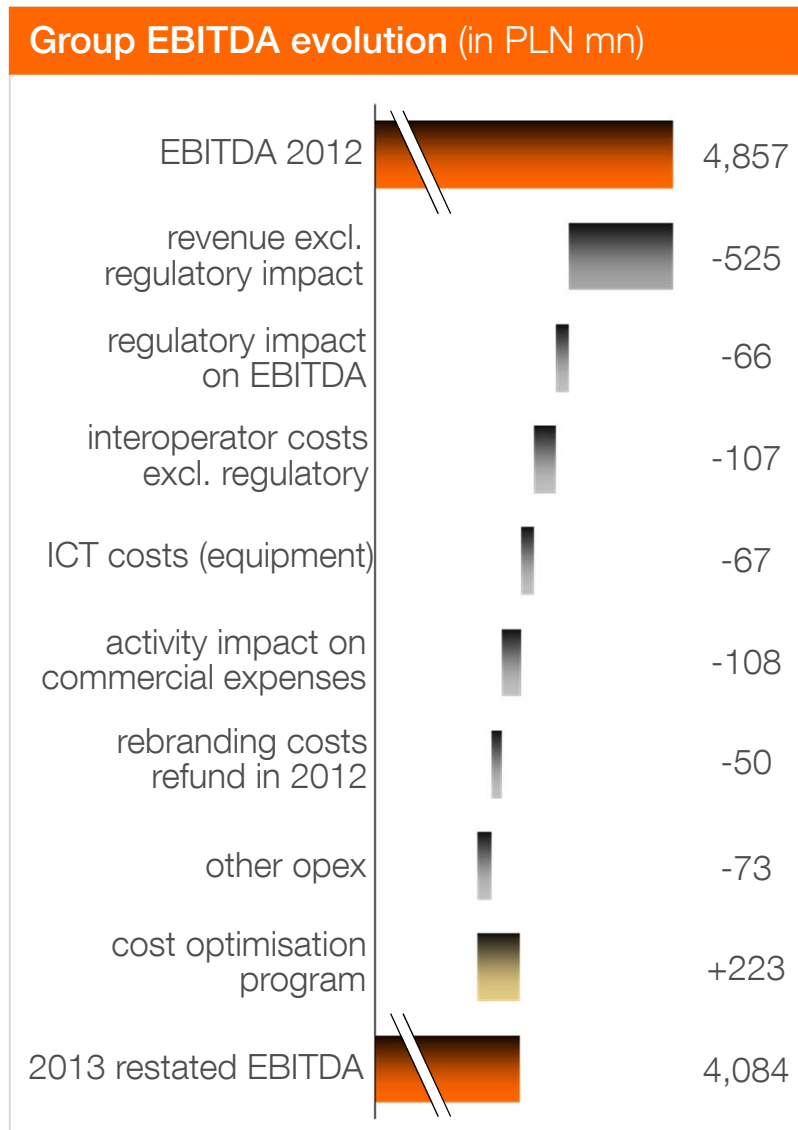
## insight

- **slower decline of fixed voice revenues**, driven by improving customer base dynamics
- **customer erosion progressively limited**, due to:
  - competitive POTS offers (e.g. unlimited)
  - upsell of VoIP to broadband in the bundled offer (466,000 VoIP lines)
  - fixed voice included within Orange Open

# 4Q EBITDA reflects investment in customer acquisitions



# 2013 EBITDA margin\* defended at 31.6%



## insight

- **regulatory impact** due to price cuts in F2M and EU roaming
- **interconnect (excl. MTR impact) driven up by mobile plans with unlimited usage**
- **PLN 216mn ICT costs supports PLN 265mn ICT revenue**
- **higher investment in customer acquisitions in mobile post-paid**
  - +310k post-paid subscribers in 2013 vs. -66k in 2012 and +21k in 2011
- **other opex** includes costs of infrastructure projects for the Polish regions
- **PLN 223mn cost optimisation effect vs. 2012 includes PLN 147 mn from workforce optimisation.**

## net income at PLN 294mn

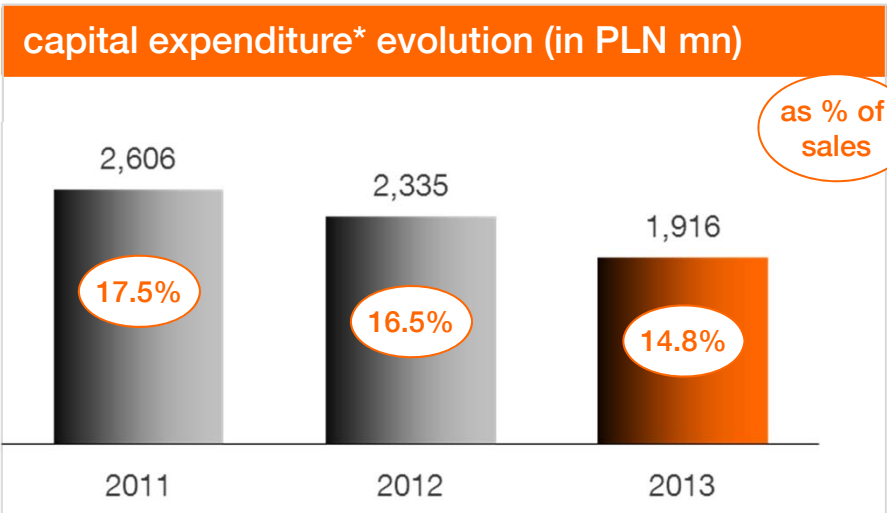
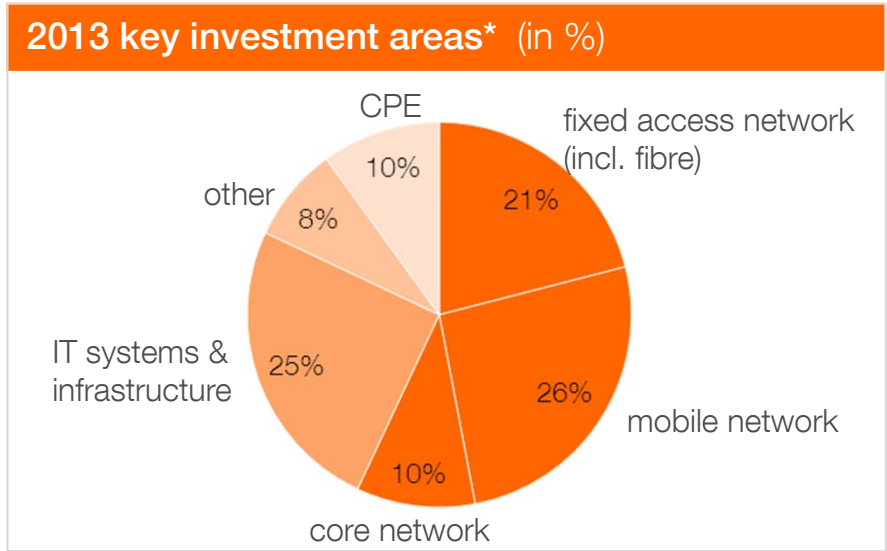
in million PLN	4Q2013	4Q2012	2013	2012
EBITDA incl. restructuring costs	702 <sup>1</sup>	1,007	3,904 <sup>1</sup>	4,857
<i>depreciation and amortization</i>	-758 <sup>2</sup>	-813	-3,107 <sup>2</sup>	-3,267
<i>impairment of non-current assets</i>	-5	-5	-9	-16
operating income	-61	189	788	1,574
<i>net financial costs</i>	-118 <sup>3</sup>	-175	-478	-556
of which foreign exchange gains / (losses)	0	6	-2	28
<i>income tax</i>	77	37	-16	-163
net income	-102 <sup>1</sup>	51	294 <sup>1</sup>	855
EPS (PLN)			0.22	0.65

<sup>1</sup> 4Q including PLN -129mn (PLN -147mn in FY) related to restructuring and PLN -33mn adjustment linked to TPSA/PTK merger (VAT and inventories)

<sup>2</sup> underlying trend of declining depreciation

<sup>3</sup> financial costs down due to lower interest rates

# capital expenditure\* optimisation achieved



### insight

- 57% of the full-year capex\* has been spent on network investments
- 26% of capex\* spent on mobile network, due to RAN co-use program
- intangible asset recognised in 3Q in relation to 1,800MHz spectrum – the contract is payable over 14.5 years

\* excluding spectrum acquisition made in 2013

## Organic Cash Flow guidance\* delivered

in million PLN	4Q2012	4Q2013	change	2012 excl. DPTG***	2013	change
cash from operating activities before income tax paid and change in working capital	941	771	-170	4,464	3,343	-1,121
change in working capital	205	76	-129	-88	54	+142
CAPEX**	-1,033	-637	+396	-2,330	****-2,180	+150
CAPEX payables	438	82	-356	-464	****-74	+390
income tax paid	-35	-35	0	-48	-105	-57
sales of assets	17	15	-2	59	67	+8
<b>organic cash flow</b>	<b>533</b>	<b>272</b>	<b>-261</b>	<b>1,593</b>	<b>1,105</b>	<b>-488</b>
<i>as % of revenues</i>	<i>15.3%</i>	<i>8.6%</i>	<i>-6.7 pp.</i>	<i>11.3%</i>	<i>8.6%</i>	<i>-2.7 pp.</i>

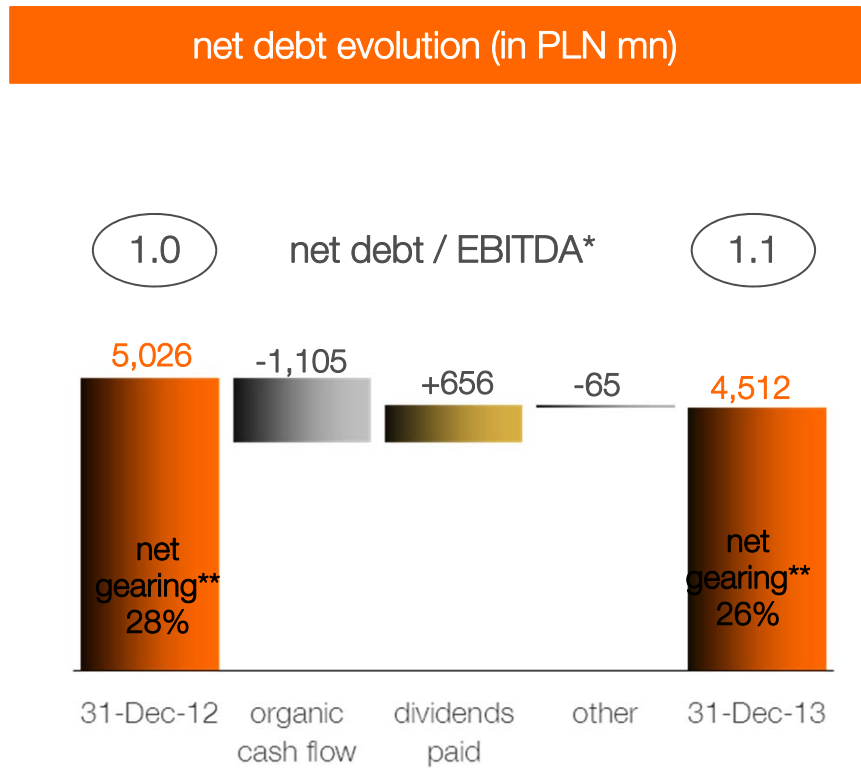
\* guidance revised up in 3Q 2013

\*\* excluding capex financed by lease and including exchange rate effect on derivatives economically hedging capital expenditures, net

\*\*\* €-550mn (PLN -2,449mn)

\*\*\*\* including spectrum acquisition made in 2013 which increases capex and decreases cash outflow for capex payables

# net debt decreased by PLN 0.5bn



## insight

- available liquidity, also thanks to financing from Orange Group :
  - cash & equivalents at PLN 0.2bn
  - unused credit lines at PLN 0.8bn
  - unused back-up lines up to PLN 1.75bn
- opportunity in 2014 to reduce the effective interests costs
  - EUR 700mn Notes to be refinanced in 2Q 2014
  - 6% coupon before hedging, as Notes were issued in 2009
- credit ratings at Baa1 / BBB with negative outlook



# 3 conclusion

Bruno Duthoit  
chief executive officer



# focus for 2014

- improve customer experience
  - growth customer trust  
customer excellence with a high priority
  - best mobile network  
co-used network project completed
  - improve service delivery  
optimise Points-of-Sale

- fight to increase value market shares
  - convergence  
a flagship commercial offer
  - nju.mobile  
for price conscious segment
  - mobile broadband  
on 3G/LTE
  - broadband recovery  
using VDSL / selectively FTTH
  - ICT and M2M growth  
to support B2B activity

- grow efficiency to recover the EBITDA margin
  - labour agreement execution  
helped by process automation
  - call centre consolidation
  - commercial costs optimisation
  - rigorous control of G&A costs

# key trends anticipated for 2014

	2013	2014 expectations
top-line evolution	PLN 12.9 bn -8.6% y-o-y	revenue decline should considerably slow down in 2H 2014*, 1H still affected by MTR cuts from 2013
cost base (up to EBITDA)	4.8% down y-o-y***	costs down vs. 2013**, due to further opex transformation to support the EBITDA margin**
capital expenses	PLN 1.9bn 14.8% of revenue	below PLN 1.8bn, excluding one-off spectrum costs: - renewal of existing 3G spectrum, at ca. PLN 340mn - acquisition of new spectrum

\* vs. pro-forma of 2013 (excluding change in consolidation scope due to disposals)

\*\* excluding any impact of risk and litigation

\*\*\* restated for restructuring costs (PLN -147mn) and PLN -33mn adjustment linked to TPSA/PTK merger (VAT and inventories)

## commitment for 2014

2013 Organic  
Cash Flow at  
PLN 1.1bn

2014 OCF  
at least stable  
versus 2013

excluding one-offs:

- renewal of existing spectrum, at ca. PLN -0.3 bn
- acquisition of any new spectrum
- potential payment of the EC fine, up to €127 mn,  
or other claims and litigations

## shareholders' remuneration maintained since 2013

cash  
dividend  
to be paid in  
2014\*

PLN 0.5 per  
share

<sup>29</sup> \* Management's proposal, to be approved by the Annual General Meeting of Shareholders

# 4 Q&A session



## glossary (1/3)

<b>4G</b>	fourth generation of mobile technology, sometimes called LTE or Long Term Evolution
<b>ARPL</b>	Average Revenue per Line
<b>ARPU</b>	Average Revenue per User
<b>AUPU</b>	Average Usage per User
<b>BSA</b>	Bit Stream Access
<b>CATV</b>	Cable Television
<b>Catch-up</b>	A type of VoD where broadcasters make programming available for streaming
<b>CPE</b>	Customer-premises equipment
<b>DSLAM</b>	Digital Subscriber Line Access Multiplexer
<b>DTH</b>	Direct To Home
<b>DVB-T</b>	Digital Video Broadcasting - Terrestrial
<b>DVB-H</b>	Digital Video Broadcast - Handheld
<b>EBITDA</b>	Operating income + depreciation and amortization + impairment of goodwill + impairment of non-current assets
<b>F2M</b>	Fixed to Mobile Calls
<b>FTE</b>	Full time equivalent
<b>FTTH</b>	Fiber To The Home

## glossary (2/3)

<b>HSPA</b>	High Speed Packet Access
<b>HSPA DC</b>	High Speed Packet Access Dual Carrier
<b>ICT</b>	Information and Communication Technologies
<b>IP TV</b>	TV over Internet Protocol
<b>IVR</b>	Interactive Voice Response
<b>Liquidity Ratio</b>	Cash and unused credit lines divided by debt to be repaid in the next 18 months
<b>LLU</b>	Local Loop Unbundling
<b>LTE</b>	Long Term Evolution ( <i>4G</i> )
<b>LTO</b>	Local Telecommunication Operator
<b>MoU wth UKE</b>	Memorandum of Understanding signed with UKE
<b>MTR</b>	Mobile Termination Rates
<b>MVNO</b>	Mobile Virtual Network Operator
<b>Net gearing</b>	$\text{net gearing after hedging ratio} = \frac{\text{net debt after hedging}}{\text{net debt after hedging} + \text{shareholders' equity}}$
<b>NGA</b>	Next Generation Access
<b>NGN</b>	Next Generation Network



## glossary (3/3)

<b>Organic Cash Flow</b>	Organic Cash Flow = Net cash provided by Operating Activities – (CAPEX + CAPEX payables) + proceeds from sale of assets
<b>POS</b>	Point-Of-Sale
<b>POTS</b>	Plain Old Telephone Service
<b>PVR</b>	Personal Video Recorder
<b>RAN</b>	Radio Access Network
<b>RIO</b>	Reference Interconnection Offer
<b>RLLO</b>	Reference Leased Line Offer
<b>SAC</b>	Subscriber Acquisition Costs
<b>SARC</b>	Subscription Acquisition and Retention Costs
<b>SMP</b>	Significant Market Power
<b>USO</b>	Universal Service Offer
<b>UKE</b>	Office of Electronic Communications - Regulator
<b>VAS</b>	Value Added Services
<b>VoIP</b>	Voice over Internet Protocol
<b>WLL</b>	Wireless Local Loop - a term for the use of a wireless communications, the "first mile"
<b>WLR</b>	Wholesale Line Rental