



Press about Cyfrowy Polsat	Date	Press about DTH/MVNO market in Poland
	9.11	Media2.pl: Satellite platforms: Over million of new subscribers. In the period of twelve months 2009 satellite in Poland (Cyfrowy Polsat, Cyfra+, "n", Telekomunikacja Polska) will add over a million new subscribers. From year to year the growth dynamics will be slower. The Digest Screen estimates that in 2010 there will be 0.7m new subscribers of the satellite digital television added (up to 6.5 m), in 2011 the number will rise by 0.6 m (up to 7.1 m), and in 2012 will rise by 0.4 m (up to 7.5 m).
Media i Marketing: Cyfrowy Polsat distinguished in the Marketer Report 2009 Increase in subscriber base to over 2.8m at the end of the first half of year places Cyfrowy Polsat is at the lead of European satellite platforms. However, it is not putting the vigilance of the Management Board of the Company to sleep which resulted in distinguishing for the Cyfrowy Polsat	10.11	
	11.11	Media2.pl: Cyfra+ New editions of the promotion and free multiroom The fight for the subscriber of the pay television amongst satellite platforms lasts still. On Thursday (12 November 2009) Cyfra+ is launching a new edition of their promotions into its offer, including the TV set for PLN 1 and a free multiroom service. For clients signing a new agreements with Cyfra+ - payment of PLN 10 for the lease of set-top box with the CD writer and HD



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<p>Parkiet, Puls Biznesu, Gazeta Wyborcza, Rzeczpospolita, interia.pl, brief.pl, euro.bankier.pl, bankier.pl, bloomberg.com: Cyfrowy Polsat financial results for Q3 2009</p> <p>Cyfrowy Polsat subscriber base grew by 73 ths. in Q3 2009 to 2.917 ths. The total number of users of Cyfrowy Polsat set-top boxes amounted to 3.531 ths.</p> <p>Highlights of H1 2009 (as compared to H1 2008): gross additions were 431 ths. compared to 439 ths., Family Package ARPU increased by 3%, revenues increased by 20% to PLN 983m, EBITDA was PLN 254m, adjusted EBITDA* increased by 10% to PLN 329m, net profit was PLN189m, adjusted net profit increased by 10 % to PLN 250m.</p> <p>We had 36 ths. MVNO users as at 30 September 2009</p> <p>Parkiet, Puls Biznesu, Rzeczpospolita, interia.pl, euro.bankier.pl, bankier.pl, bloomberg.com, media2.pl, satkurier.pl: Cyfrowy Polsat purchase 45% of stake in mPunkt</p> <p>Cyfrowy Polsat, aiming to extend the sales network of the multi-play services (television, telephony and the Internet), purchased 45 per cent of shares in the company owning the third largest mobile telephony services distributor in Poland – mPunkt for PLN 24.6m. Cyfrowy Polsat’s ultimate goal is to purchase a majority stake in the company – owner of mPunkt, provided that the Office of Competition and Consumer Protection grant their consent for the transaction.</p>	12.11	<p>Puls Biznesu: Digital fight to TV sets</p> <p>Starting from today Cyfra+ is launching new promotion with TV sets for PLN 1. Any time now competitors will react. Three last months of the year are for the operators of digital platforms marked with strengthened competition. At that time platforms are generating over half of annual sales. The game is all about even 600 customers. In „ n ” platform a new turbo-set-top box with the „ n ” logo appeared and the fee for the richest package fell off PLN 215 on PLN 99.</p>

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Volume (PLN ths.)
13-11-2009	14.19	14.03	14.05	-0.99%	21 402
12-11-2009	14.19	14.01	14.19	0.92%	11 009
10-11-2009	14.27	14.03	14.06	0.07%	2 348
09-11-2009	14.10	13.98	14.00	-0.36%	3 218
13-11-2009	14.19	14.03	14.05	-0.99%	21 402

