

Cyfrowy Polsat Newsletter

8 – 15 August 2011



| The press about Cyfrowy Polsat | Date | The press about DTH/MVNO/Internet market in Poland |
|--------------------------------|-------|--|
| | 09.08 | <p>Rzeczpospolita B: Internet expands TV market In Europe, the number of users of Internet TV will grow the fastest. Within 5 years, in Europe the number of households using IPTV (Internet Protocol Television) will increase by 8.6 million. Pay-TV market will grow much more slowly, by the year 2016 it will increase by 12% and will reach 185.2 million. In Poland, the pay-TV market has more than 10 million customers, the majority of them are customers of digital satellite platforms.</p> |
| | 11.08 | <p>Dziennik Gazeta Prawna: TVN throws down the gauntlet to Polsat on the Internet On August 26, TVN will launch its own video service in the network. This is another step in the battle for Internet TV market. Analysts point out that in the future, market dominance will be won by those who have the largest range of content. For this to happen the major broadcasters would have to work together. TVN does not exclude cooperation with Polsat.</p> |
| | 12.08 | <p>Gazeta Wyborcza: Willing to buy TVN: 5+ The ITI Group is considering selling 56.21% share in TVN. There are 5 companies interested in taking over. French Vivendi, News Corp U.S., Time Warner, German Bertelsmann, Discovery Communications, and financial investors are quoted among the potential buyers.</p> |



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| | 12.08 | <p>Puls Biznesu: TVN enchants the market with the vision of increases Over the last two weeks the share of ITI in TVN lost one third of the value, according to stock market valuations. However, the president of TVN, Markus Tellenbach argues that TVN's annual consolidated revenues will increase by about 7% in 2011 and even up to 11% in 2012. Revenues of the company grew by 10% to PLN 724 million. Advertising revenues of TVN showed over twice lower dynamics than the market. TVN share in advertising market fell by 0.5 p.p. to 34.7%, Polsat has strengthened its position by 1.3 p.p. to 25.9%.</p> |
| | 13.08 | <p>Polkomtel: Up to EUR 200 million for the purchase. Support for Solorz European Bank for Reconstruction and Development (EBRD) will support Zygmunt Solorz-Zak with EUR 200 million for the purchase of Polkomtel. Formally, it will be taken over by the Spartan Captain Holding, which belongs to the owner of Polsat. The acquisition will be worth PLN 18.1 billion. Cyfrowy Polsat announced that it begins to provide mobile telephony services under Domestic roaming agreement with Polkomtel.</p> |

Latest events

Press Release
12 August 2011

Cyfrowy Polsat Mobile Telephony in Polkomtel radio network

Cyfrowy Polsat begins to provide its mobile telephony services based on Polkomtel's radio infrastructure. The cooperation is carried out under a domestic roaming agreement, which was signed by the companies in March this year.

Cyfrowy Polsat phones connected to the radio network of Polkomtel have an analogous coverage to Plus network. Customers of Cyfrowy Polsat, as before, can use all voice and data transmission services offered by the platform. Currently Cyfrowy Polsat in rendering its MVNO services cooperates with three companies – PTC, PTK Centertel and Polkomtel – providing its subscribers with the largest range of services throughout the country.

I am very pleased with the established cooperation with Polkomtel. It will contribute to optimize our costs of domestic roaming and provide us with even greater comfort when designing products for our subscribers. Our strategy provides for intensive development of integrated services, including mobile telephony, that is why it is important for us to work closely with an operator who is open to changes, new technologies and projects – said Dominik Libicki, President of the Management Board of Cyfrowy Polsat S.A.

Cyfrowy Polsat offers mobile services in MVNO model since 2008. The company has built its own telecommunication infrastructure, which ensures independent decisions on tariffs, services and promotions for customers. So far, the services were provided based on radio networks of PTC Sp. z o.o. (T- Mobile network operator) and PTK Centertel Sp. z o.o. (Orange network operator). Mobile telephony is a part of Multi-play offer of Cyfrowy Polsat, including a set of three services – TV, broadband Internet and Mobile telephony under one agreement, subscription fee and invoice.

Cyfrowy Polsat shares

| Date | Maximum price (PLN) | Minimum price (PLN) | Closing price (PLN) | Change (%) | Volume (PLN ths.) |
|------------|---------------------|---------------------|---------------------|------------|-------------------|
| 08-08-2011 | 15.14 | 14.02 | 14.02 | -7.82% | 5 770 |
| 09-08-2011 | 13.85 | 12.53 | 13.58 | -4.03% | 16 990 |
| 10-08-2011 | 13.84 | 13.16 | 13.20 | -3.65% | 17 840 |
| 11-08-2011 | 13.30 | 11.60 | 13.15 | -2.59% | 11 777 |
| 12-08-2011 | 13.58 | 12.70 | 13.29 | 1.84% | 15 518 |



