

Cyfrowy Polsat IR Newsletter

1 – 7 April 2013

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
<p>Parkiet: Hits of the second quarter: KGHM, Cyfrowy Polsat and Benefit</p> <p>According to “Parkiet” survey conducted among experts from nine institutions, Cyfrowy Polsat is one of the three companies whose quotes may rise particularly strong in the second quarter.</p>	<p>2.04</p>	<p>Rzeczpospolita: Tablets support watching TV</p> <p>This is one of the findings of a global survey carried out by BBC World News together with InSites Consulting on 3.6 thousand wealthy people (the study also included Poland), who have at home at least three devices that connect to the Internet. It turned out that 43% of respondents have observed that, since they have a tablet... they watch more television than five years ago. The majority - 83% - also declared that they use tablets while watching TV.</p> <p>Dziennik Gazeta Prawna: Losses, poor profits. Sectors record negative results. Except vindication</p> <p>Problems of telecoms</p> <p>Telekomunikacja Polska, whose not only revenues but also operating result and net profit fell last year, was a negative hero of the results’ season just ended. As a result, the company can no longer boast double-digit return on equity or net turnover profitability rate. However, it is far from the problems of a smaller competitor, Netia, that although improved sales, but instead of a quarter of a billion profit as in 2011, it recorded a loss. Media industry showed much better performance last year - with Cyfrowy Polsat standing out in plus.</p> <p>Dziennik Gazeta Prawna: Solorz-Żak versus alliance Play-Orange and T-Mobile</p> <p>Polkomtel, the operator of Plus network, will take part in the tender for 800 MHz band (scheduled for the year-end), as it is necessary for every operator - says Zygmunt Solorz-Żak. The operator owned by him will also fight in court for the cancelation of the lost tender for 1800 MHz.</p>

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	3.04	<p>Dziennik Gazeta Prawna: NC+ scrutinized by the antimonopoly office</p> <p>The antimonopoly office has initiated proceedings against ITI Neovision, the operator of n platform. The office will verify whether the company violated the rights of consumers, whose fixed-term contracts have been changed in terms of prices and channels for the new NC+ offer.</p> <p>This is the result of complaints coming to the antimonopoly office from dissatisfied customers.</p>
<p>Parkiet: Erste positive about Polish actions</p> <p>In the second quarter, among the countries of Central and Eastern Europe, Erste analysts recommend investments on the Polish and Turkish stock markets. Among Polish companies, they recommend i.a. securities of Cyfrowy Polsat.</p>	4.04	
	5.04	<p>Rzeczpospolita: Plus returns to the fight for pre-paid clients</p> <p>Polkomtel improves the offer of pre-paid services. It has introduced tariffs with dedicated initial pre-paid cards and additional services enabling costs reduction. To each rate, Plus has added its biggest marketing asset - the mobile internet in LTE technology. Orange is expected to answer with new tariffs still this month.</p>
<p>Rzeczpospolita: Cyfrowy Polsat does not want WP</p> <p>Cyfrowy Polsat denied that it intended to buy Wirtualna Polska – informed PKO BP broker. The Information was confirmed by Cyfrowy Polsat’s spokesperson Olga Zomer.</p>	6.04	

Latest events

**Press release,
April 2, 2013**

Cyfrowy Polsat's statement concerning activities of websites criticizing the offer of nc+ platform

In relation to the false claims that Cyfrowy Polsat initiates the activities of www.antyncplus.pl website and "Anty NC+" profile on Facebook, we declare that our company is neither the author nor the founder of these websites and does not undertake any activities detrimental to nc+ platform.

The presence of our advertising banners on the pages in question results from the natural mechanism of online advertising and comes from the algorithms of Google or Facebook, that aim to obtain the most effective advertising space - that is the most efficient targeting at the lowest possible cost. Cyfrowy Polsat is not involved in the process of selecting websites through which the ads are displayed.

Cyfrowy Polsat cooperates with interactive agencies within media planning and purchase, and the accounts relating to online activities within the defined scope are settled with Google and Facebook. We have no information as to whether and on what terms, these companies settle accounts with the owners of www.antyncplus.pl website and "Anti NC+" Facebook profile.

Cyfrowy Polsat operates according to the highest standards of ethics and corporate governance as well as the principles of fair competition.

**Press release,
April 4, 2013**

New channels of 13th Street Universal and TLC HD at Cyfrowy Polsat

Cyfrowy Polsat expands its offer by further new channels: 13th Street Universal owned by Universal Networks International (UNI) and TLC HD owned by Discovery Communications. The first will be included in the additional package Film HD, the second – in Family Max HD package for entire family. TLC HD is the 37th HD channel available to the platform's subscribers. Already today, viewers can watch both channels.

Latest events

**Press release,
April 5, 2013**

Cyfrowy Polsat's statement concerning the acquisition of Wirtualna Polska

We firmly deny the information that "Cyfrowy Polsat entered the fight to purchase Wirtualna Polska".

As we have often repeated, we see no direct synergy between the activities of Wirtualna Polska and our Group in the area of broadcasting and television production as well as pay-TV.

Undoubtedly, some synergies could be identified in connection with our Internet television ipla, however, for Cyfrowy Polsat to be interested in the acquisition, the price of the asset would have to be at least two times lower than the reported PLN 500 million .

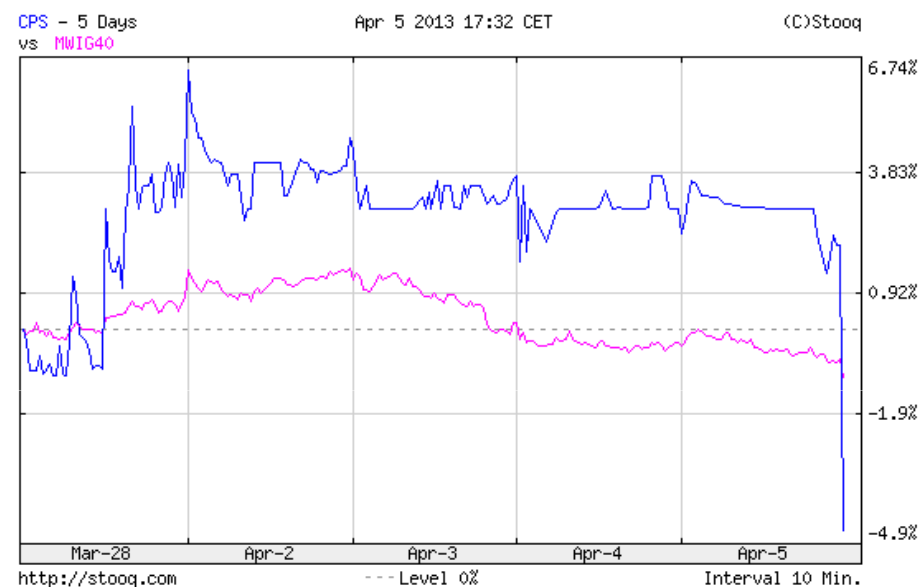
**Press release,
April 5, 2013**

Cyfrowy Polsat with a new offer including HBO and Cinemax premium channels

Cyfrowy Polsat launches new promotion and provides premium packages HBO HD and Cinemax HD with Family Max HD package from PLN 79.90/month and up to 3 months for free. In addition, customers receive a three-month access to HBO GO service and Sport HD and Film HD packages as a gift. The promotion coincides with the Polish premiere of HBO's blockbuster - the third season of fantasy series "Game of Thrones".

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
02-04-2013	17.40	16.75	17.10	0.59%	5 288
03-04-2013	17.10	16.70	16.93	-0.99%	834
04-04-2013	16.94	16.58	16.80	-0.77%	1 724
05-04-2013	16.92	15.50	15.50	-7.74%	17 118



Investors' calendar

1 May – 15 May 2013	Closed period prior to the publication of Q1 2013 results
15 May 2013	Publication of annual report and consolidated annual report for 2012