

Cyfrowy Polsat IR Newsletter

1 – 7 October 2012

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
<p>Telekabel: The market gives opportunities for growth... <i>- Not one but a group of several factors contributed to the success of our company. The success is due to all elements of the business equally, from the development of a good product through its marketing, effective sale to the excellent customer service and reliability of the back office. Also our team of professional and committed employees plays an important role. The perfect combination of all these elements allowed us to achieve our current market position – said Dominik Libicki, President of Cyfrowy Polsat S.A. in the interview for Telekabel.</i></p>	09	<p>Telekabel: Soap opera on mobile phone – TV show on tablet The times of watching TV only in the living room are gone forever. Viewers want to have access to their favourite programmes at any time and not necessarily on a large screen. That is what is expected from broadly understood mobile television. According to Gemius report „Audio and video online”, already 95% internet users declare to have some contact with online video services. More than half admits using internet television, and 28% use online VoD services. The usage of these media will be increasingly more intense.</p>
<p>Rzeczpospolita: New order appreciated by investors Monday’s session proved to be very successful for shareholders of NFI Midas. The change of attitude of investors towards NFI Midas might have been a reaction to the information on the supplementary memorandum of understanding signed by Cyfrowy Polsat and Mobyland, subsidiary of Midas. The document expands the cooperation within provision of data transfer services by Mobyland. The initial agreement was signed in December 2010. According to the memorandum of understanding, Cyfrowy Polsat has ordered another package of 10.4 million GB. Therefore the total value of orders increased to PLN 204.75 million.</p>	2.10	<p>Rzeczpospolita: Companies tempt operators The fight of mobile telephony operators for small business clients intensifies. Business service segment is a lucrative part of the market for operators. It is estimated that it will be worth PLN 12.5-13.75 billion this year, which makes about a half of the entire Polish mobile telephony market. <i>- Its value does not grow faster than the customer service segment, but the companies pay higher bills, so it is worth to fight for them – says Marcin Gruszka, a spokesman of Play.</i></p>
<p>Puls Biznesu: Cyfrowy Polsat better than TVN <i>According to us, in the current difficult situation on the advertising market, more defensive business model of Cyfrowy Polsat will be reflected in further better performance of the company’s shares compared to TVN – wrote Trigon DM analysts in their last recommendation. Hanna Kedziora, author of the report, recommends to buy</i></p>	3.10	<p>Rzeczpospolita: Falling audience of TV giants According to Nielsen Audience Measurement Institute, after three quarters of this year TVP1, TVP2, TVN and Polsat had a total of 56% shares in nationwide audience (60% in the previous year). Also the rate card advertising revenues (i.e. before discounts) decreased. After nine months of this year they amounted to PLN 6.69 billion compared to PLN 6.83 billion in the analogical period.</p>

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
<p>Cyfrowy Polsat shares with the target price PLN 17.1, and hold securities of TVN (target price PLN 7.1). Two weeks ago, Erste Group analysts also recommended to bet on Cyfrowy Polsat. The recommendation for TVN was "hold".</p>		<p>As recently announced by ZenithOptimedia Group media house, TV advertising market in Poland will decline this year by 6.1% with the entire advertising market falling by 4.9% to PLN 6.8 billion.</p>
	4.10	<p>Rzeczpospolita: More entities interested in digital television Not only Lux Veritatis, the owner of TV Trwam and 4fun.tv, rebel.tv and American Turner Broadcasting System plan to participate in the competition to complement the programming offer of one of DTT multiplex. The broadcaster of 4fun.tv, rebel.tv and TV Disco has declared that it intended to create a new channel for this purpose. Also Zjednoczone Przedsiębiorstwa Rozrywkowe, the owner of Polo TV and Eska TV, wants to broadcast a new channel within DTT. It is supposed to be information channel Super Express TV, now operating only in the Internet.</p>
	5.10	<p>Puls Biznesu: Multimedia to delay the consolidation of cable TV operators Shareholders compared the bids and... withdrew from the sale of Multimedia. It is a blow to the consolidation of the industry. UPC, Cinven and Permira spent a lot of money to scrutinize the company, and one day before the settlement Multimedia decided to close down the sale process. <i>- It was a good time to sell the company. Valuation of cable operators might not return to historical levels. There are risks from popularization of internet television (OTT), competition from UPC and Polsat group. Another threat for cable TV comes from LTE, that in 2-3 years may play a very important role on the market – says Maciej Korzeniowski from Roland Berger consulting.</i></p>

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
	6.10	<p>Rzeczpospolita: Every second Pole uses Internet 17.1 million Poles used Internet in the period of June – August in Poland. That is 56.9% of the population – according to the latest NetTrack research led by MillwardBrown SMG/KRC. 68.8% use Internet everyday or almost everyday, 56% - since 5 years. The most Internet users – 39% – fall into the age group 25-39.</p>

Latest events

Press release,
October 5, 2012

Cyfrowy Polsat with promotional offer of Ekstra Package of DVB-T channels Additional channels of digital terrestrial television for only PLN 14.90 and DVB-T set-top-box for PLN 1

Preparing for the approaching start of switching off analogue signal and for the beginning of high sale season, Cyfrowy Polsat introduces special offer for its newest service providing access to additional package of digital terrestrial television channels. Monthly subscription fee for new customers will be reduced from PLN 19.90 to PLN 14.90. For the current Cyfrowy Polsat's subscribers, the price for Ekstra Package of DVB-T channels remains unchanged: PLN 9.90 per month.

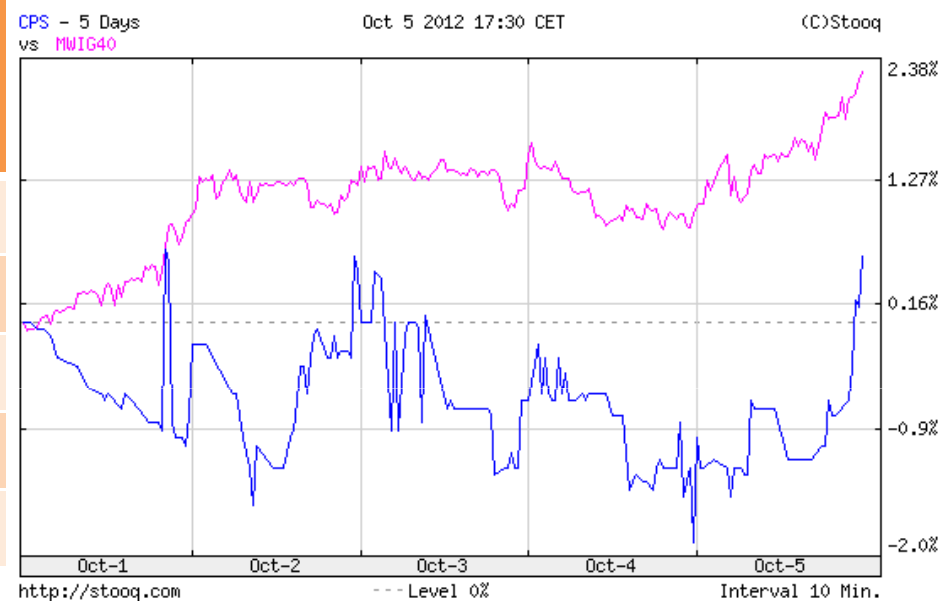
The innovative product of Cyfrowy Polsat, in DVB-T technology, is targeted to both users of traditional TV-sets and computers, as well as mobile devices – smartphones, tablets, laptops. Ekstra Package includes 8 encrypted TV channels of various thematic categories (Polsat Sport, Polsat Sport Extra, Polsat Film, Polsat News, TVP Seriale, Kino Polska, Comedy Central, Nickelodeon) and 12 radio channels, that Cyfrowy Polsat subscribers can currently get for only PLN 14.90 per month. Set-top-boxes for digital terrestrial television offered by the operator – home T-HD 1000 for PLN 1 and mobile M-T 5000 for PLN 99 – enable also the access to free DTT channels. In addition, depending on the period of the agreement (15 or 29 months), customers get 3 or 6 months, respectively, of free access to Ekstra Package.

The offer of prepaid service (without written agreement) remains unchanged. Ekstra Package with T-HD 1000 set-top-box is still available for only PLN 149, and with M-T 5000 – for PLN 329. In both cases, clients get free access to Ekstra Package for six months, and with the purchased device watch free DTT channels.

Cyfrowy Polsat's T-HD 1000 and M-T 5000 set-top-boxes enable access to free DTT channels in the entire territory of Poland and in 31 cities within the technical reach of the pay service of the platform, the devices provide also access to the package of additional 20 channels included in Ekstra Package.

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
01-10-2012	14.70	14.35	14.47	-1.56%	978
02-10-2012	14.70	14.35	14.67	1.38%	2 825
03-10-2012	14.67	14.39	14.49	-1.23%	1 596
04-10-2012	14.57	14.30	14.30	-1.31%	2 450
05-10-2012	14.79	14.36	14.69	2.73%	2 264



Investors' calendar

31 October – 14 November 2012	Closed period prior to the publication of Q3 2012 results
14 November 2012	Publication of report for Q3 2012