



# Cyfrowy Polsat IR Newsletter

**10 – 16 June 2013**



The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
	10.06	<p><b>Rzeczpospolita: The end of movies on discs</b>                      Growing revenues from movies available to viewers in the network and rampant piracy on the Internet, have negative impact on sales of movies on DVDs. In the future, the revenues from digital movies will probably catch up with those from the sale of movies on disks.</p>
	12.06	<p><b>Rzeczpospolita: Play responds to Nju Mobile</b>                      P4 has not stopped on the improved offer of Red Bull Mobile and yesterday responded stronger to the offer of Nju Mobile, the new brand of Orange Group.                      This time it is Play who copies the competition, which Wojciech Jabczyński, spokesman Orange, did not fail to point out. On the corporate blog, he wrote that the new offer of Play seems like "a copy".</p>
<p><b>Parkiet: WIG30 - a chance to earn</b>                      Probably already this month, the decision of the WSE concerning the new indexes will be known. 10 companies will join the new blue chips index. In the long term – it can boost their quotes and liquidity of the shares.                      Cyfrowy Polsat is listed among the companies that may join the existing blue chips in the WIG30.                      Since the beginning of the year, valuation of Cyfrowy Polsat has increased by 19%. Analysts see the future of the company in bright colors.</p> <p><b>Rzeczpospolita: Innovations and improvements</b>                      On June 7, Polkomtel and Cyfrowy Polsat launched hot spots with mobile LTE Internet in the fan zones accompanying the Volleyball World League matches.                      On June 11, Cyfrowy Polsat has introduced a promotion of mobile TV service with set-to-boxes for the reception of digital terrestrial television. The package of 8 TV channels and a dozen of radio stations with STB at PLN 1 is a cost of PLN 9,9. The platform prepares for the next stage of analogue TV switch-off.</p>	13.06	<p><b>Rzeczpospolita: Mobile Internet access conquers global markets</b>                      As early as in 2014, global revenues from mobile access to the network will exceed the revenues from fixed access fees - according to PwC forecasts.                      The Poles still face a long way, especially when it comes to the use of mobile access to the network. As the recent studies by Gemius show, in April, in Poland, mobile devices represented only 5.41% of the total entries to the Internet. It is indeed much more than a year earlier in the same month (2.89%), but much less than the analogical rate in other countries in the region.</p> <p><b>Rzeczpospolita: Telecommunications</b>                      The rate of fixed broadband connections in Poland has reached 19% per 100 inhabitants in Poland. Although in five years it increased by 9-10 percentage points, Poland ranks in this respect on the last but one place in Europe, before Romania.</p>



The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
<p><b>Rzeczpospolita: "Buy" Cyfrowy Polsat</b>                      Raiffeisen specialists increased the recommendation for Cyfrowy Polsat to "buy" from "hold". Simultaneously, they increased the target price to PLN 21.9. At the last session, the shares were traded at PLN 19.53.</p>	<p>13.06</p>	<p><b>Rzeczpospolita: Revenues from contextual advertising growing faster than the market</b>                      Adkontekst estimates that last year, the contextual advertising market grew by 29% and reached PLN 207 million. Contextual advertising brought already 27% of expenditures on advertising that uses network search engines mechanisms (SEM) and almost 10% (9.44%) of total expenditures on online advertising. IAB Poland estimates that in 2012, they amounted to PLN 2.2 billion.</p> <p><b>Dziennik Gazeta Prawna: UKE controls telecoms</b>                      Operators should reduce wholesale rates for calls from July 1 by signing the relevant annexes to the operator agreements. So far, only Play, the fourth-largest network, has signed annexes to agreements with competing operators. At the moment, the others - including Plus, Orange and T-Mobile - are still in the negotiations phase.</p>
	<p>15.06</p>	<p><b>Parkiet: Debt refinanced</b>                      Polkomtel has signed an agreement with financial institutions concerning refinancing of all existing senior debt of PLN 7.95 billion. According to the telecom, thanks to the negotiated new terms and conditions, the interest costs will fall by more than PLN 100 million annually, which in turn will have a positive impact on financial results.</p> <p><b>Gazeta Wyborcza: YouTube and the old cinema</b>                      Polish classic movies enter the network, where they are available for free. The largest video website in the world has reached an agreement with the Polish studios: Tor and Kadr. This is the biggest deal that YouTube has so far managed to sign with content producers in Poland. As of yesterday, a total of 61 classics were available online. Each studio carries its own channel on YouTube and they will add new titles on a regular basis.</p>



## Latest events

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### **Current Report no 11, June 11, 2013**

#### **List of shareholders holding not less than 5% of the votes at the Annual General Meeting of Cyfrowy Polsat S.A. on 11 June 2013**

The Management Board of Cyfrowy Polsat S.A. ("the Company"), hereby announces the list of shareholders holding not less than 5% of the total number of votes at the Annual General Meeting held on 11 June 2013 (attached).

Attachment:

[http://www.cyfrowypolsat.pl/ir-media/Attachment to CR 11 2013 shareholders holding not less that 5 votes at AGM on 11 June 2013.pdf](http://www.cyfrowypolsat.pl/ir-media/Attachment%20to%20CR%2011%202013%20shareholders%20holding%20not%20less%20that%205%20votes%20at%20AGM%20on%2011%20June%202013.pdf)

At the Annual General Meeting held on 11 June 2013, 398,894,997 votes were represented, which constitutes 75.6% of the total number of votes in the Company. According to the Company's Articles of Association, Series A, B, C and 166,917,501 Series D shares carry two votes.

### **Current Report no 12, June 11, 2013**

#### **Content of resolutions approved by the Annual General Meeting of Cyfrowy Polsat S.A. held on 11 June 2013**

The Management Board of Cyfrowy Polsat S.A. ("the Company") hereby publishes the content of resolutions approved by the Annual General Meeting held on 11 June 2013.

Attachment: [http://www.cyfrowypolsat.pl/ir-media/Attachment to CR 12 2013 content of resolutions.pdf](http://www.cyfrowypolsat.pl/ir-media/Attachment%20to%20CR%2012%202013%20content%20of%20resolutions.pdf)

### **Current Report no 13, June 11, 2013**

#### **Appointment of the Members of the Management Board of Cyfrowy Polsat S.A. for a new term**

The Management Board of Cyfrowy Polsat S.A. ("the Company", "Cyfrowy Polsat") hereby informs that the Supervisory Board of the Company, based on the resolutions adopted on 11 June 2013 decided to nominate Dominik Libicki for the function of the President of the Management Board of Cyfrowy Polsat S.A. and Dariusz Działkowski, Aneta Jaskólska and Tomasz Szelaż for the function of Members of the Management Board of Cyfrowy Polsat S.A. The Members of the Management Board were appointed for a common three-year term.

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More>> <http://www.cyfrowypolsat.pl/investor-relations/reports/EA5774EC75D04552B9A776B1203674D2.cp>



## Latest events

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**Press release,  
June 11, 2013**

### **Cyfrowy Polsat's special offers in relation to further swich-offs of analog TV**

As we approach the next phase of the switch-off of analog television, Cyfrowy Polsat has prepared for customers an attractive 'Great Deal' within TV Mobilna service with DVB-T set-top box for PLN 1 and reduced subscription fee of PLN 9.90 for the package of additional channels as well as promotion for the DTH 'Rodzinny HD' package for PLN 14,90 and six months for free. The operator also offers promotional set-top boxes sets in the prepaid option.

**Press release,  
June 11, 2013**

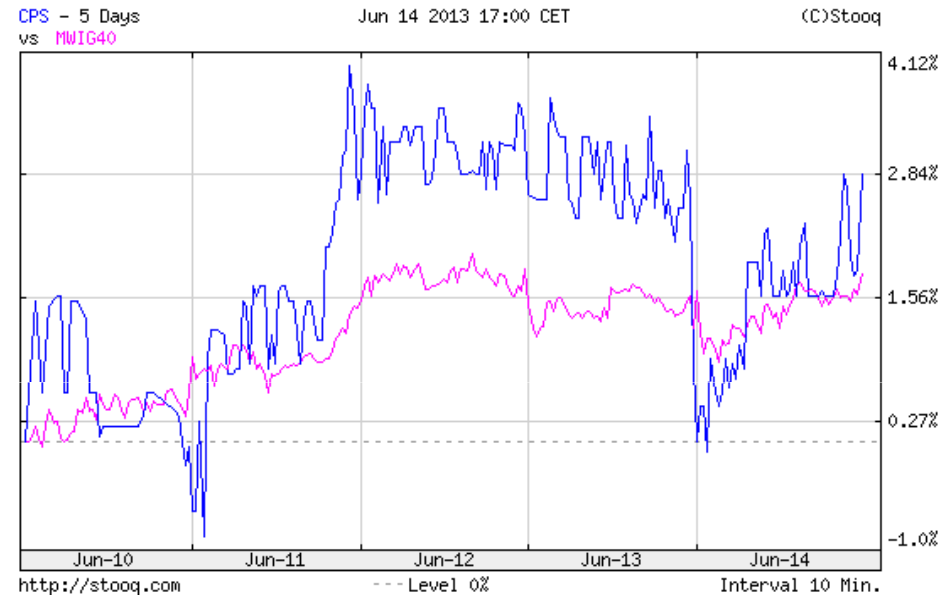
### **'Diablo' Wlodarczyk vs Rakhim Chakhkiev in PPV of Cyfrowy Polsat and ipla**

On June 21, this year, Polish WBC junior heavy-weight World Champion, Krzysztof 'Diablo' Wlodarczyk will face heavyweight Beijing Olympics Champion, undefeated Rakhim Chakhkiev in the fight to defend WBC belt. "No Retreat, No Surrender" Gala, during which there will be a total of four unique encounters, is organized in Moscow and will be available to Polish viewers within Cyfrowy Polsat's PPV and ipla internet television. The sale of access codes to the live broadcast of the event, also in HD, has started today. The price is PLN 40.



### Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
10-06-2013	19.20	18.83	18.89	-0.58%	1 765
11-06-2013	19.68	18.68	19.40	2.70%	6 940
12-06-2013	19.67	19.39	19.53	0.67%	4 111
13-06-2013	19.65	19.00	19.05	-2.46%	3 292
14-06-2013	19.45	18.80	19.45	2.10%	3 568



### Investors' calendar

August 14-28, 2013	Closed period prior to the publication of H1 2013 results
August 28, 2013	Publication of H1 2013 results