

Cyfrowy Polsat IR Newsletter

13 – 19 May 2013

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
	13.05	<p>Rzeczpospolita: YouTube partly paid in the USA For now, only in this country, as a pilot, the portal will charge a small fee in 30 video channels. This is not the first such a move from YouTube to enable content owners to charge for it. The portal already offers some pay content - movies in pay-per-view model. According to the recent – March research of Megapanel Gemius/PBI, Polish YouTube had 13.45 million users. Globally, YouTube has 800 million users.</p> <p>Puls Biznesu: It will be difficult for the Office of Electronic Communications to reconcile telecoms Introduction of the new termination rates and mutual access to the networks cause emotions among operators. The Office of Electronic Communications published a notice in which it calls the mobile operators to sign agreements with fixed networks operators that would include the new rates, that from July 1 should be about a half of today's level.</p> <p>Rzeczpospolita: Telecoms: opportunity for new billions Instead of falling, European operators' revenues can grow – A.T. Kearney claims. If the regulatory environment changes and the telecoms develop new sources of revenue, in eight years not only will their revenue not fall but it will rise by EUR 10 billion - according to the calculations of the authors of the report "A Future Policy Framework for Growth".</p>
<p>Parkiet: Companies foundations allow WIG20 to exceed 2550p. Good mood is clearly back on the market. Cyfrowy Polsat is among the companies that got the biggest number of positive recommendations and according to analysts their quotes have significant growth potential. This year, Cyfrowy Polsat shares have outperformed the market. They have already gone up by 7%, while WIG index fell by more than 5%. Currently, the quotes of the owner of satellite platform</p>	14.05	<p>Parkiet: Another half a billion Multimedia Polska cable TV network issued seven-year bonds with a nominal value of PLN 1.04 billion. The company will use the proceeds to repay previously issued bonds and loans at PKO BP. <i>-On completion of the refinancing process, we intend to focus on activities related to acquisitions of small and medium-sized cable operators across the country - says Andrzej Rogowski, CEO.</i> The cable operator has informed that it plans to incur a further</p>

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<p>and TV Polsat reaches PLN 18. In April, Deutsche Bank has raised its shares target price to PLN 22 from PLN 18.5, maintaining “buy” recommendation. While DM IDMSA has raised the recommendation to “buy” from “hold”, maintaining the target price at PLN 19.2.</p>	14.05	<p>PLN 500 mln loan in order to accelerate the consolidation of the sector. Through acquisitions, Multimedia intends to increase its share in cable TV market from 18% to 25% within three – four years.</p>
<p>Polityka: Bottom line Acute inhibition of the economy last year had an immediate result in a decline in profits of Polish companies. Of course, not all fared worse in the past year. The star is certainly Cyfrowy Polsat, which gained nearly PLN 600 million and jumped to the tenth place (of the ranking of 50 most profitable companies on the list of 500 largest companies in 2012), while only a year ago it was not even in the top fifty.</p>	15.05	<p>Rzeczpospolita: Media, Technologies The revenue of broadcaster of TV Puls and Puls 2 are to exceeded PLN 100 million for the first time this year. EBITDA margin is over 20%, and operating and net profit are positive. The company hopes that with the increasing audience share its channels Puls 2 will break even.</p> <p>Rzeczpospolita: Unions at TVP announce protests The Management Board of the public television intends to transfer journalists to an external company realizing programs for TVP. They announce protests.</p>
<p>Rzeczpospolita: Satellite platforms The Supervisory Board of Cyfrowy Polsat accepted the Management Board’s recommendation not to share the profit with shareholders. Cyfrowy Polsat revenues grew y-o-y by 4% to PLN 697.1 million, profits declined. The group gained PLN 95.1 million net, while a year earlier PLN 205 million. During the day, the quotes increased by more than 4% approaching PLN 20.</p> <p>Parkiet: Cyfrowy Polsat's strength in mobile TV Lower costs of mobile TV project since July and the announcement of dividend in 2014 influenced the share price of the satellite platform. According to Przemyslaw Sawala-Uryasz, UniCredit CAIB, in the second half of the year, the users of mobile TV will be encouraged to purchase subscription at Cyfrowy Polsat and then for the first time they will start to boost the platform’s statistics. - <i>It could be several hundred thousand subscribers – he believes.</i></p>	16.05	<p>Rzeczpospolita: The battle for reservations for LTE Disagreements blocking granting of frequencies to T-Mobile and Play last already a quarter. The tender for 1800 MHz frequencies allowing mobile operators to provide mobile LTE Internet services was settled in the first half of February. So far, the winners: P4, Play network operator, and Polska Telefonia Cyfrowa (T-Mobile), have not received the reservations decisions.</p> <p>Rzeczpospolita: TV stations don’t want to be like Netflix TV channels in Europe prefer to stick to cable networks and satellite platforms. They do not want to rely solely on the model: the viewers pays for what they watch.</p>

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<p>Puls Biznesu: Digitization will force changes in Polsat’s strategy The channel began to lose audience share due to digital terrestrial television. Its owner prepares a step forward. <i>- We do not exclude a change in emphasis within the programming strategy of TV Polsat after the switch-off of analogue TV. We will reconsider the level of costs of content of the main channel (programming), the profile of the newly purchased channels and other prospective projects - says Maciej Stec, Management Board Member at TV Polsat.</i> Mobile TV is a step forward for Cyfrowy Polsat. Within this service, CP provides customers with set-top boxes for reception of digital terrestrial television. <i>-Customers who bought only a device for TV Mobilna provide us with a potential for additional sales of the programming offer within this service in the future - says Tomasz Szląg, Management Board Member and CFO at Cyfrowy Polsat.</i></p>	<p>16.05</p>	<p>Dziennik Gazeta Prawna: Olympics only in Telewizja Polska (public TV) TVP has bought the rights to broadcast the winter Olympics in Sochi (2014) and summer Olympics in Rio de Janeiro (2016). TVP has also bought the rights to broadcast the football World Cup in Brazil (2014), Russia (2018) and Qatar (2022).</p> <p>Rzeczpospolita: Mobile Internet slows down Falling prices, on the one hand, are the evidence of operators’ rivalry for subscribers, on the other hand perhaps of the fact that the service is becoming more and more popular and competes with fixed services. Although the consumers perception of the utility of the service is getting higher, last year, the number of mobile Internet subscribers grew slower than in 2011. Also in the current year the pace can be expected to slow down. Telecoms are only expanding the technical reach of fast mobile internet networks. This is one of the reasons for the slower growth of the segment.</p>
<p>Puls Biznesu: "Euromoney" Ranking - high rating of Polish companies London's prestigious financial magazine "Euromoney" published the results of the ninth edition of the annual ranking of the best-managed companies in Central and Eastern Europe. The base for the rating was a survey conducted among market experts representing leading banks, consulting firms and research institutes. The following most important criteria were taken into account: market position, profitability, growth potential, management quality and profits. There are several Polish companies among the winners. Especially, Cyfrowy Polsat has reasons to be proud of. The company won the silver medal in the general ranking, thus winning the Polish subgroup.</p>	<p>17.05</p>	<p>Parkiet: Growing transfer in LTE network In March, the consumption of data transfer provided in HSPA+ and LTE technologies by Midas group to two companies from Zygmunt Solorz-Zak’s portfolio: Polkomtel and Cyfrowy Polsat, rose to nearly 2.2 million gigabytes. This means over four-fold increase in one year. The demand for Midas’ service is growing for several reasons. First of all, the LTE network expands and the number of users of Plus and Cyfrowy Polsat grows. Second, the users’ habits change. Third, the content of the Internet changes. Fourth, the data quoted by Midas also include the transfer for Cyfrowy Polsat provided by Polkomtel.</p>

Latest events

**Current report no 9,
May 15, 2013**

Recommendation of the Management Board concerning the distribution of the profit for the year ended December 31, 2012

The Management Board of Cyfrowy Polsat S.A. (the "Company") hereby informs that on May 14, 2013 the Supervisory Board adopted a resolution approving the recommendation of the Management Board of the Company, concerning the distribution of the profit of the Company for the financial year 2012.

The Management Board recommends not to pay dividend and to allocate the total net profit for the financial year 2012 in the amount of PLN 529,837,249.45 to the reserve capital.

The Management Board's recommendation concerning the distribution of the profit is justified by one of the strategic objectives of the Company, that is lowering the Company's indebtedness, arisen due to the acquisition of Telewizja Polsat by the Company, in the shortest possible term. According to the loan agreements, consistent reduction of the level of the Company's debt ahead of schedule, and thereby reduction of the net debt/EBITDA ratio, will result in both reduction of nominal principal payments and interest charges, which will have a positive impact on the Company's financial standing in future periods.

**Current report no 10,
May 15, 2013**

Information on convening the Annual General Meeting of Cyfrowy Polsat S.A and the content of draft resolutions for the Annual General Meeting of Cyfrowy Polsat S.A.

The Management Board of Cyfrowy Polsat S.A. ("Company") announces that the Annual General Meeting of Cyfrowy Polsat S.A. was convened for June 11, 2013 at 11.00 am at the Company's headquarters in Warsaw, at Łubinowa 4a Street.

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

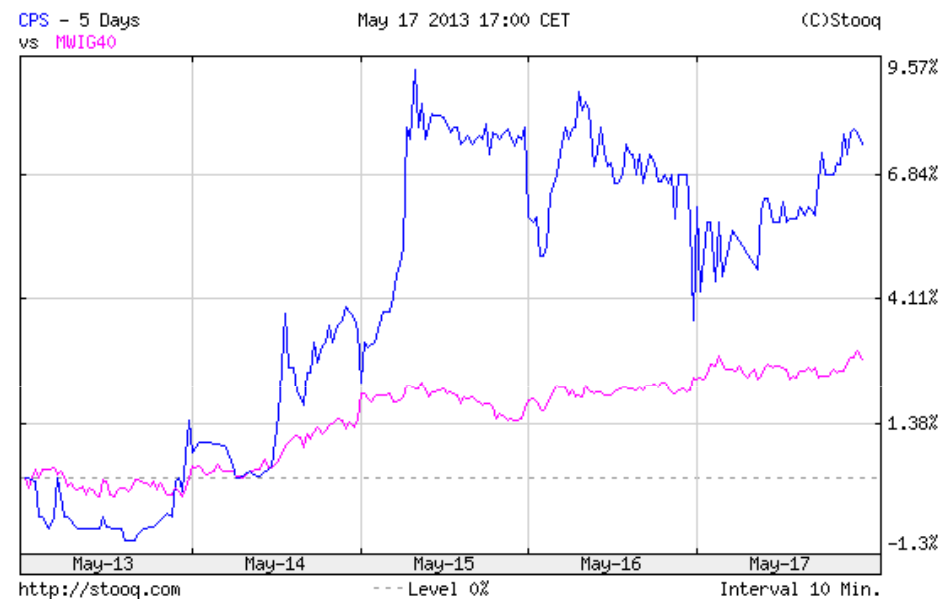
**Press release,
May 9, 2013**

Stable development of Cyfrowy Polsat

Cyfrowy Polsat Capital Group presents very good financial results for the first quarter of this year, recording revenue growth of 4%, a record high growth in revenue form retail business segment and high EBITDA in both business segments. (...)

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
13-05-2013	17.98	17.50	17.98	1.30%	1 173
14-05-2013	18.60	17.75	18.35	2.06%	8 170
15-05-2013	19.48	18.05	19.20	4.63%	9 839
16-05-2013	19.40	18.02	18.39	-4.22%	6 488
17-05-2013	19.20	18.50	19.13	4.02%	3 359



Investors' calendar

11 June 2013

Annual General Meeting of Cyfrowy Polsat S.A.