



Cyfrowy Polsat IR Newsletter

15 – 21 July 2013 r.



The press about us	Date	The press about TMT market in Poland
<p>Parkiet: Asseco Poland, Cyfrowy Polsat and Magellan - bets for this quarter Cyfrowy Polsat made its place on the list of the companies, which stock prices are said to grow significantly. According to the survey by Parkiet business daily, four out of nine brokerage houses have given positive recommendations for each of the three companies. No negative ones were given.</p> <p>Dziennik Gazeta Prawna: Paid TV providers tinker with the prices NC+ and Cyfrowy Polsat are competing for the cable TV clients through prices and offers. 113 channels, including 40 in HD, for PLN 99, instead of PLN 149. 109 channels, including 36 in HD, for PLN 79, instead of PLN 109. These are just two out of four pay-TV packages of NC+, second largest satellite operator in Poland. In other - lower - packages, the price also dropped in average by PLN 20. According to analytics, the new strategy is connected with recent problems of NC+, namely a protest of its customers. The previous offer was too expensive and the company had to back it off. Experts estimate, that the protest could have led to customer outflow of about 150-200 thousands. Some of them could move to Cyfrowy Polsat. However, the new prices of NC+ are very competitive to the offer of its biggest competitor. Despite that fact, experts are not expecting any sudden prices drop in Cyfrowy Polsat's offer. Instead, CP may launch some special offers, like TV with LTE Internet or mobile telephony service, in cooperation with Plus mobile operator.</p>	<p>15.07</p>	<p>Gazeta Wyborcza: After layoffs, T-Mobile will start to employ again Until the end of this year, T-Mobile will increase its staff with even 200 new employees. This is due to planned expansion of new fields of development – ITC, telemedicine, or B2B services – says Miroslav Rakowski, T-Mobile CEO. Telecommunication companies count on continuous increase in revenues from data transfer. T-Mobile has just received a license for new frequencies, that can be used to build a fast LTE Internet network. <i>-We want our customers to take full benefit of LTE. This is why we will start the service commercially right after we will be able to offer it in the entire country. To fully use the LTE's potential , we will be developing new services, eg on the T-MobileCloud platform – states Rakowski.</i></p>
<p>Puls Biznesu: Media leaders bounce back The analysts are more and more optimistic about the perspectives for TVN and Cyfrowy Polsat. Cyfrowy Polsat continuously improves its financial performance and is said to be a role model for competing companies. Its stock quotes are in the growth trend for over a year now.</p>	<p>16.07</p>	<p>Dziennik Gazeta Prawna: Polish Public TV (TVP) draws money from the ads. It is not counting on compulsory public fees As much as 72.5% income of TVP in 2011 had a commercial source. This is the highest proportion in Europe – according to the recent report by European Broadcasting Union. <i>– Such a great share of commercial financing sources is just an effect</i></p>



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	16.07	<p><i>of an incredibly low, or even one of the lowest public fees income in Europe – says Jacek Rakowiecki, the spokesperson of TVP.</i></p> <p>Dziennik Gazeta Prawna: A hard quarter for telecommunication business</p> <p>Orange Polska and Netia, the two main landline providers will end up the 2nd quarter with a downfall of 2% in revenues and profits. This is an effect of stagnation in the field of landline Internet and outflow of customers from landline telephony.</p> <p>What will also hit the operators in a long run, are the no-limit mobile phone offers. – <i>The complete result will be known by the end of this year, but considering all the factors, including a drop of MTR, the revenues may shrink by PLN 160-180 million – states Konrad Księżolowski, analyst of Espirito Santo.</i></p>
	17.07	<p>Polityka: Goodbye faults</p> <p>The era of analog TV has just came to the end. The struggle about the future of digital TV and media has just began.</p> <p>– <i>It’s a revolution – media expert Andrzej Zarębski says. – Poland postponed the digitalization of terrestrial TV to the limits. This time was used by the operators and broadcasters of cable and satellite pay-TV. Nearly 70% households decided to subscribe to such offers and lately it seemed that this percentage will rise even to 90%, and a traditional terrestrial TV will be a service for the poor.</i></p> <p>Today it is clear, that the process of digitalization broke the stereotypes and negative forecasts. Broadcasters have a reason to be happy, because the Poles love TV even more, and this feeling doesn’t seem to be disrupted by the growing popularity of the Internet.</p> <p>Rzeczpospolita: Telecommunication companies change the prices</p> <p>According to Witold Tomaszewski, chief editor of Telepolis.pl, this year Polish mobile providers try to rise the prices for mobile broadband Internet (1 GB used to cost PLN 10, now it’s nearly PLN 20).</p>



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	17.07	<p>– Orange cancelled the special offer packages for prepaid clients. Postpaid plans in Play have higher prices too. There is more for more money, but the change is significant – says Tomaszewski.</p> <p>Other possible changes in telecommunication offers may be data transfer limits in landline networks.</p>
	18.07	<p>Rzeczpospolita: Google wants to hit the paid TV market in USA? According to „The World Street Journal”, the Internet tycoon talks with TV broadcasters about getting the license for broadcasting their channels on the Internet. In Poland, broadcasters offer their program on the Web in a very limited scope. TVN24 and TVN CNBC can be accessed through TVN player Platform, TVP Info is available on YouTube, while ipla, online video service related to Polsat, has recently offered access to 14 linear TV channels. These offers, however, are still not very competitive to much reacher in content pay-TV packages.</p> <p>Rzeczpospolita: Roman Abramovich invests in Poland Truphone, telecommunication company owned by Abramovich, has started strong preparation to enter the Polish market. The new offer will be presented after summer holidays. According to Truphone representatives, in the last quarter of 2013, the company will launch a new service for business clients. Possibly it will be done in cooperation with P4, operator of Play mobile network.</p> <p>Rzeczpospolita: The web not for everyone Smartphones started a revolution like the one caused by introduction of PCs in 70s and 80s. According to IDC company, more than a half mobile phones sold in Poland are smartphones. However, when we look at the percentage of smartphones in the total number of devices, that are currently in use, the share will be much smaller. While around 90% of Poles own a mobile phone, smartphones are 20 to 31% of those.</p>



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	19.07	<p>Rzeczpospolita: Media tycoons in a battle for multiplex Next week will bring the conclusion of the competition for the license for a film channel. The favorites, Agora and ZPR, struggle for PLN 500 million revenue and PLN 100 million net income.</p> <p>Rzeczpospolita: On July 23rd, last analog transmitters will be turned off The 7th and last stage of switching to digital broadcast of terrestrial television will cover more than 2 million Poles in 7 provinces: Lower Silesian, Subcarpathian, Warmian-Masurian, Masovian, Podlasie, Lublin and Lubusz.</p> <p>Rzeczpospolita: Broadcast of significant matches for everyone The European Court of Justice ruled, that the member countries can ban transmitting important sport events, like FIFA World Cup or UEFA European Championship on the channels that are unavailable to the general public. Ipso facto, the Court dismissed the appeal from the first instance judgment, submitted by UEFA and FIFA. This means, that the law of the European Union countries may mandate, that such events must be broadcasted on public channels.</p>



Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
15-07-2013	21.20	20.81	21.20	-0.24%	1 775
16-07-2013	21.19	20.81	20.90	-1.42%	9 980
17-07-2013	21.70	20.70	21.60	3.35%	7 213
18-07-2013	22.10	21.41	22.00	1.85%	7 556
19-07-2013	22.15	21.70	21.90	-0.45%	10 266



Investors' calendar

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