

Cyfrowy Polsat IR Newsletter

18 – 24 June 2012

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
<p>Brief: Not only sofa... <i>-Digitalization in Poland is only a change in technology, a potential threat to social packages of cable operators, but for us it means a contribution to our further development - said Dominik Libicki, President of Cyfrowy Polsat.</i> According to Libicki: <i>- The key to the growth in the future is a skillful bundling up of traditional TV with VOD services, on-line video services and mobile TV.</i></p>	06	
	18.06	<p>Dziennik Gazeta Prawna: Plus' bundle against Orange Plus prepares a bundle offer. It is a response to a similar offer of its rival - Orange. The network owned by Zygmunt Solorz-Zak will use not only the recently launched mobile TV. <i>- Alike some competitors, we are moving towards bundle offer, in which we will pack, in addition to 'TV Mobilna' (mobile television), other content offered within projects such as 'Plusoczytelnia', 'Muzodajnia' and other novelties - said Wojciech Pytel, Member of the Management Board of Polkomtel.</i> The offer of Plus will be introduced in cooperation with Cyfrowy Polsat.</p> <p>Neesweek: The whole world in a pocket Last year, 490 million smartphones hit the global market. In Poland, nearly every other mobile phone sold has an operating system that allows the use of multimedia features, once available only on computers. Last year the popularity of such devices increased by 18% - according to the latest Mobile Phone Tracker report of IDC market intelligence. In 2011, the Polish mobile subscribers bought more than 3 million latest devices. Their total number has increased to 6 million. They are used by approximately 12% of mobile phones users.</p>

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	18.06	<p>Rzeczpospolita: Digital video available online will replace DVDs This year, the companies will get \$37.7 billion globally from sales and rental of DVDs, and \$11.2 billion from selling online access to movies. In four years, however, this difference will change significantly in favor of digital movies, as each year the proceeds from the sale and rental of movies on DVDs will fall by an average of 4.2%, and sales of digital access will grow by 14.2%.</p>
<p>Rzeczpospolita: „Hold” Cyfrowy Polsat In the latest report, Societe Generale analysts recommend to hold Cyfrowy Polsat’s securities. Yesterday the share price was PLN 14,1.</p>	19.06	<p>Puls Biznesu: Play supported Polkomtel revenues Polkomtel, owned by Zygmunt Solorz-Zak, forecasts that this year revenue and EBITDA will remain at the same level as the year before: PLN 7 billion and PLN 2.8 billion. <i>- There are some rumors on the market concerning the problems of Polkomtel, but it is rather a black PR. There are no signs of problems at the operational level, on the contrary - a bundle offer with Cyfrowy Polsat and ‘TV Mobilna’ (mobile television) have been launched - says Grzegorz Bernatek, head of research at Audytel.</i></p> <p>Dziennik Gazeta Prawna: New rival of mobile networks in competition over radio frequencies The largest TV and radio signal broadcaster on the Polish market - Emitel – prepares for a battle for a new market: mobile Internet. The operator intends to take part in the upcoming tender for the frequency band 1800 MHz. Emitel wants to develop as a wholesale operator.</p>
	20.06	<p>Rzeczpospolita: Higher competition among online video portals The companies are encouraged to invest in this segment by the fact that the Polish Internet users are quite willing to pay for the movies. The research of IAB Polska and the Information Processing Institute shows that 44% of online video users at least once paid for the content. It gives almost 6 million people.</p>

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	20.06	<p>Puls Biznesu: ...Plus getting ready for a jump into the future Polkomtel has selected two parties for reconstruction and maintenance of the telecommunications network. The contract will allow huge investment - the company wants to install more than 35 high speed HSPA+ internet base stations and 20 base stations for even faster LTE per week. Plus has an advantage over the market competitors who are only getting ready to take part in the tender for LTE frequencies. Building such a network makes a jump into the future.</p>
<p>Puls Biznesu: Solorz-Zak takes it all Controlled by Zygmunt Solorz-Zak Cyfrowy Polsat (CP), which began to compete on the market of satellite platforms with a delay, is now the number one on it. <i>- We want to repeat this success on online video market. Eventually everyone will be watching TV on the Internet. We want to be a step ahead from the competitors in identifying the needs of the audience - said Dominik Libicki, President of CP.</i> Launched in late May, 'TV Mobilna' (mobile television) will be a magnet for customers paying the highest bills in competitive Canal Plus and "n" platform. Experts estimate that the competition might have up to half a million gadget fans among their subscribers.</p>	22.06	

Latest events

Press release
25 June 2012

„Clash of the Titans" finally in Cyfrowy Polsat's PPV and ipla

Cyfrowy Polsat decided to broadcast pay-per-view (PPV), the most controversial gala in the history of Polish boxing. On June 30 we will see a duel of legendary world champion in four weight divisions - Roy Jones Jr. - with the best Polish light heavyweight fighter, arrested a few days ago, Dawid „Cygan" KostECKI, or with Paweł Głażewski - Polish International light heavyweight champion. "Clash of the Titans" within the Great Professional Boxing Gala, broadcast live from Atlas Arena in Lodz, will be available to the clients of the platform and users of ipla in PPV service, also in HD, for PLN 30. Cyfrowy Polsat viewers buying access to the fight, receive an additional gift - access to Blue Hustler channel.

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
18-06-2012	14.27	14.00	14.10	-0.14%	916
19-06-2012	14.23	14.09	14.20	0.71%	5 429
20-06-2012	14.24	14.11	14.23	0.21%	8 599
21-06-2012	14.25	14.00	14.00	-1.62%	2 855
22-06-2012	14.25	13.77	14.25	1.79%	1 554

