

Cyfrowy Polsat IR Newsletter

2 – 8 April 2012

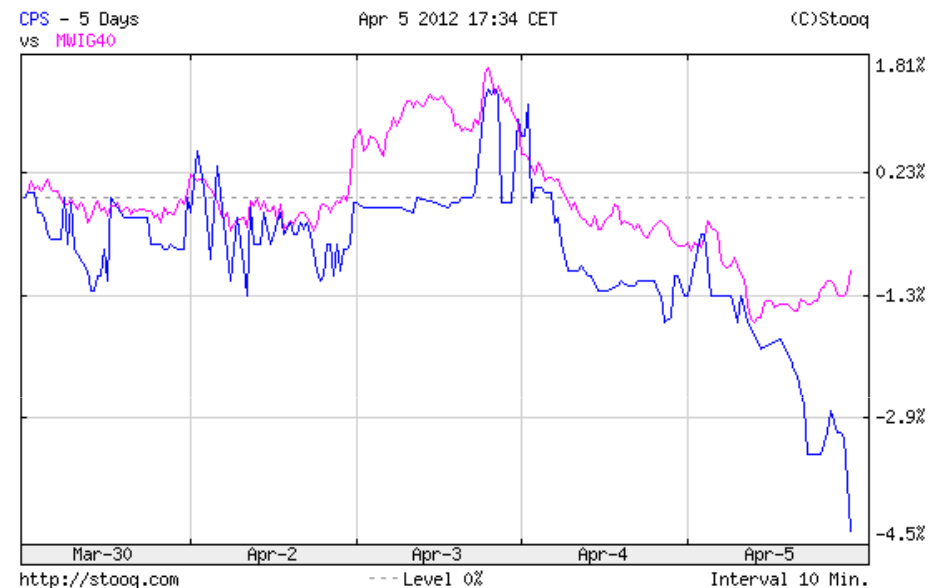
The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
<p>Gazeta Wyborcza: From an elephant to Hollywood The biggest challenge for YouTube is to convince big TV channels to share their programs. In Poland, both Polsat and TVN have built their own video services and are reluctant to cooperate with the Internet giant.</p> <p>- <i>Our strategy concerning development of Ipla does not include sharing our materials with entities that do not have anything else to offer but the access to customers</i> – cuts short Dominik Libicki, President of Cyfrowy Polsat, that already owns both Polsat and Ipla. He doubts that YouTube has an attractive bargain to tempt TVN or Polsat.</p>	<p>02.04</p>	
	<p>03.04</p>	<p>Rzeczpospolita: Large stations lose for small ones Among the biggest nationwide TV stations, only Polsat slightly increased shares in Polish audience in the first quarter of this year. According to experts, the process of outflow of audience and money from advertising from large stations will continue and even accelerate after the finalization of digitization of terrestrial television. Thematic channels already account for about one-fifth of the TV advertising market and are the drivers of its growth.</p> <p>Gazeta Wyborcza: Increasing number of SIM cards Last year the Polish market increased by 3.55 million SIM cards. Only one in five was within subscription – according to information and calculations of industry portal Telepolis.pl.</p> <p>Puls Biznesu: Premium for Multimedia should be high Valuation of Multimedia, which soon will be sold, may reach even PLN 3.6 billion. UPC and Vectra may benefit the most from the takeover, so they should put forward the highest bids. Of those two, UPC seems to be more interested.</p>



The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
	04.04	<p>Dziennik Gazeta Prawna: Plus chases competitors: we will also introduce unlimited talks and even more!</p> <p>Plus announces that it will present an offer that beats the recent aggressive moves of the competitors. Analysts point out that now the operator has many competitive assets, that increase the value of the offer in the eyes of customers – first of all it is LTE internet, but also the cooperation with Cyfrowy Polsat DTH platform through which Plus' customers can buy TV services.</p>
	06.04	<p>Dziennik Gazeta Prawna Magazyn: The generation of smart: freed from the cable</p> <p>Together with his younger but slightly larger brother - tablet, smartphone freed humanity from seating behind the desk. The potential of traditional computers already run out. They will be replaced by mobile devices adjusted to use of social networking sites.</p> <p>Today even the largest media companies begin to build the business model on mobile devices. Not only in the world but also in Poland. Dominik Libicki, President of Cyfrowy Polsat, has recently announced that, in that he sees the future. - <i>The traditional pay-TV market has reached the ceiling. We have 12.5 million mobile devices, their number will grow. That gives potential for pay-TV, as viewers will be willing to pay for content on mobile devices</i> - he emphasizes.</p>

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
02-04-2012	14.08	13.80	13.98	-0.07%	2 073
03-04-2012	14.20	13.95	14.14	1.14%	1 442
04-04-2012	14.17	13.75	13.80	-2.40%	2 184
05-04-2012	13.92	13.36	13.36	-3.19%	1 119



Investors' calendar

1 – 15 May 2012	Closed period prior to the publication of Q1 2012 results
15 May 2012	Publication of quarterly report for Q1 2011