

Cyfrowy Polsat IR Newsletter

21 – 27 January 2013



The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
	22.01	<p>Dziennik Gazeta Prawna: Manta and Samsung won on the swiching off of the analog signal Manufacturers set-top boxes, producers of TV-sets, as well as satellite and cable TV operators gained on the digitization. The first group, however, gained the most. According to Nielsen, today digital signal is already received by 70% from more than 13.2 million households.</p> <p>Dziennik Gazeta Prawna: We have modern TV-sets, but we watch TV the old way More than half of the households bought a new TV-set in the past three years. One in five was a SmartTV. According to Nielsen, we watch what is offered by TV channels. Only 6% of households record and replay programs, 8% watch television through the Internet, barely 3% use Video on Demand, or video rental, and SmartTV.</p> <p>Gazeta Wyborcza: Amendment to telecommunication law: simpler, faster, better interview with Tomasz Kulisiewicz, analyst at Audytel consulting -What does the amendment mean for the operators? - <i>First of all, it changes the rules of reservations and tenders for frequencies. So far, whenever the reservation of an operator expired, a tender had to be conducted. So there was uncertainty. The operators did not know whether in 2015-16, when the current reservations end, they would have to start from scratch, i.e. to take part in a tender for the needed frequency. Now there will not be such a necessity. As long as the operator complies with its obligations, there is no reason to take away the frequency. There is also a new possibility of leasing frequency - one operator will be able to share it with the other. So far, they could not use it together.</i></p>

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
	24.01	<p>Dziennik Gazeta Prawna: Cable TV together with a mobile network operator – the model of the future interview with Andrzej Rogowski, president of Multimedia Polska - Soon, a tender for mobile frequencies will take place. At the same time Play might be put on sale. Will you be interested? - <i>It's too early to make specific declarations in this regard. Stationary cable offer meets only a fraction of the real needs of the customers. The role of mobility increases, customers want to have television with them and instant access to many services. From this perspective, a combination of these two worlds has a significant business sense.</i></p>
<p>Parkiet: It is hard to find dividend gems among medium-sized companies Cyfrowy Polsat is likely to join the group of dividend companies. At the end of last year, the Management Board indicated that the dividend is possible. The payout will depend on the company's indebtedness. According to brokers' forecasts, Cyfrowy Polsat could allocate PLN 232 million for dividend.</p>	25.01	<p>Rzeczpospolita: Mobile "no limit" service to divide the operators The changes to the Telecommunications Law, effective from Monday, changed the mobile operators' offers for mobile Internet. There are no more contracts for longer than 2 years. According to „Rzeczpospolita” information, the industry faces another and even more important change – flat-rate offers for mobile Internet. According to Audytyel, in December 2012, operators had 5.2 million subscribers to mobile Internet dedicated services (without smartphones). In September, customers of the Polish mobile operators had approximately 9.5 million smartphones.</p>
<p>Rzeczpospolita: Start of Polsat Biznes Polsat will rebrand TV Biznes to Polsat Biznes. The channel in a new format will be presented in the middle of next week.</p>	26.01	

Latest events

**Press release,
January 21, 2013**

New packages and shorter agreements in the internet offer of Cyfrowy Polsat

Cyfrowy Polsat launches new Internet packages in the offers with Acer Aspire E1 laptop and Samsung Galaxy Tab 8.9 LTE tablet – now also with shorter agreements – and with Manta MID9701 9.7" Wi-Fi and Ferguson S3 7" Wi-Fi DVB-T tablets.

**Press release,
January 24, 2013**

Cyfrowy Polsat awarded for the development of LTE internet

At the Mobility Trends gala, which was held yesterday in the Capitol theatre in Warsaw, Cyfrowy Polsat was awarded a statuette of the Golden Bell in the category of *Mobile Internet of the Year 2012* for development of LTE Internet and the introduction of modems supporting speeds of up to 150 Mb/s. The Gala of Mobility magazine is an annual meeting of people involved in the new technology sector in Poland.

**Press release,
January 25, 2013**

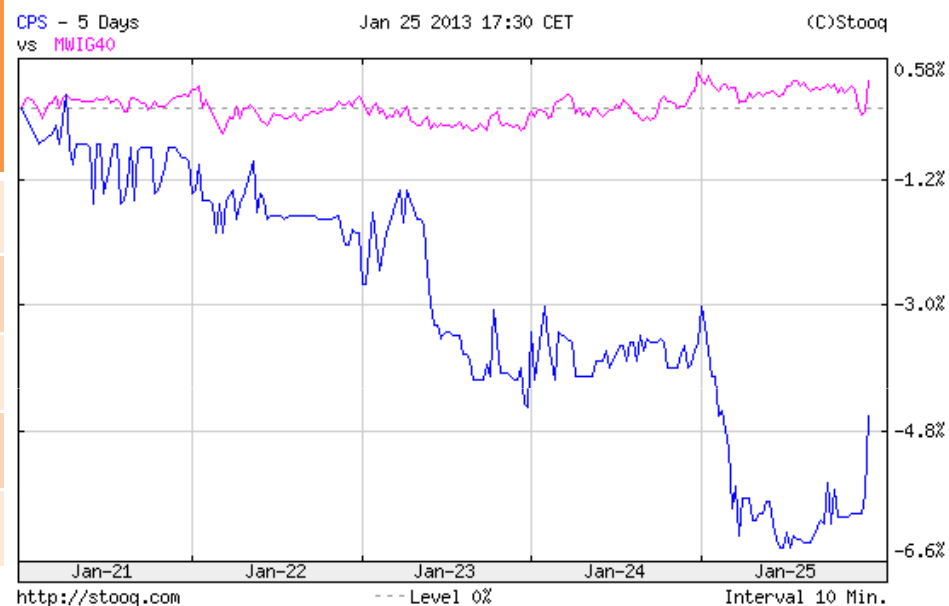
Polsat Boxing Night: Golota vs. Saleta - start of sale in Cyfrowy Polsat PPV and ipla

The orders for access to the gala of Polsat Boxing Night: Golota vs Saleta, available in Cyfrowy Polsat's pay-per-view (PPV) and ipla internet television on February 23 this year, are welcome from today.

For the first time, after 13 years of waiting, Andrzej Golota and Przemyslaw Saleta – the legendary Polish boxers – will meet on the ring in a 10 rounds fight. Polsat Boxing Night gala, available live from Gdansk and Sopot Ergo Arena, is offered at PLN 40 (also in HD).

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
21-01-2013	17.99	17.68	17.80	-0.56%	1 437
22-01-2013	17.84	17.41	17.60	-1.12%	2 924
23-01-2013	17.72	17.12	17.12	-2.73%	2 070
24-01-2013	17.40	17.20	17.30	1.05%	5 110
25-01-2013	17.48	16.73	17.10	-1.16%	4 857



Investors' calendar

26 February – 12 March 2013	Closed period prior to the publication of 2012 results
12 March 2013	Publication of annual report and consolidated annual report for 2012