

# Cyfrowy Polsat IR Newsletter

**21 – 27 November 2011**

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
	22.11	<p><b>Dziennik Gazeta Prawna: Television everywhere with viewers</b>                      Broadcasters have decided not to wait until the viewer sits at a specified time in front of a TV set. They allow viewers to choose when and where they want to watch their favorite program.                      Terrestrial mobile TV of Cyfrowy Polsat might constitute an additional factor to boost mobile TV market. The company will run it on the frequencies of recently bought company INFO-TV-FM.</p>
<p><b>Rzeczpospolita: More locations with access to fast Internet</b>                      There are increasingly more places, where residents can enjoy the access to LTE Internet of Cyfrowy Polsat. Mobyland and CenterNet, whose radio infrastructure Cyfrowy Polsat uses, have a total of 547 masts for HSPA+ and 542 masts for LTE service.</p>	23.11	<p><b>Dziennik Gazeta Prawna: iPlex.pl will earn on television advertising</b>                      Advertisers begin to buy spots within internet TV services that can be received only on TV sets connected to the network. According to Marta Wiercinska, director of sales at Atmedia, a new advertising channel appears, and may be driven by the growing sales of Smart TVs. 4vod estimates that by the end of this year, the Poles will have a total of 1 million TV sets that can be connected to the Internet.</p>
	25.11	<p><b>Dziennik Gazeta Prawna: Krasnodębska-Tomkiel: Operators conspired in Barcelona</b>                      According to antimonopoly office, PTC, PTK Centertel, Polkomtel and P4 formed a cartel to block TV service in mobile phones. The agreement was against INFO-TV-FM (which won the tender for frequencies) and stopped the development of the wholesale market for mobile television DVB-H. In late October, INFO-TV-FM was bought by Cyfrowy Polsat, controlled by Zygmunt Solorz-Zak, recently also the owner of Polkomtel. Cyfrowy Polsat announced that it will introduce mobile TV service in the second quarter of next year.</p>

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
<p><b>Parkiet: Mobile Internet will reach everyone</b> By the end of next year, Cyfrowy Polsat wants to extend the technical reach of mobile Internet access service to the entire country - said Beata Białkowska, director of marketing. The company expects that LTE technology and its capabilities will double the ARPU of Internet from today's level, when it is slightly lower than the country average.</p> <p><b>Rzeczpospolita: „Hold” Cyfrowy Polsat</b> In the report of 22 November, Trigon DM analysts lowered recommendation for Cyfrowy Polsat to "hold" from "buy". Its securities were estimated at PLN 14. Experts forecast that this year, Cyfrowy Polsat will record a net profit of PLN 127.9 million and revenue of PLN 2.35 billion. In 2012 net profit is supposed to increase to PLN 323.9 million, and revenue to PLN 2.86 billion.</p>	25.11	

### Latest events

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**Press release**

**22 November 2011**

**Expansion of technical reach of Cyfrowy Polsat high speed LTE Internet**

As a result of development of Mobyland and CenterNet radio infrastructure by over 20 new base stations, Cyfrowy Polsat Internet in the latest LTE and HSPA+ technologies has reached a dozen of new locations.

New base stations have been activated in the following voivodeships: Warmińsko-Mazurskie, Wielkopolskie, Kujawskopomorskie, Podkarpackie, Małopolskie, Pomorskie and Lubuskie. Among others, the residents of Bartoszyce, Koło i Świec have gained the access to mobile Internet services of Cyfrowy Polsat. Mobyland and CenterNet telecommunication infrastructure currently comprises of 547 masts for HSPA+ service and 542 masts for LTE services, and it is constantly growing. 18 thousand towns and villages altogether are within the reach of Cyfrowy Polsat mobile Internet and 1400 among them within the reach of the latest LTE technology.

As the first telecommunications operator in Poland, Cyfrowy Polsat has introduced the innovative mobile LTE Internet at the end of August this year. Currently, this product has no competition in Poland. The service was launched in the world's first LTE network on 1800 MHz frequency. Current speed of LTE Internet offered to customers is up to 100 Mb/s download and up to 50 Mb/s for sending data.

(...)

**Press release**

**23 November 2011**

**New thematic channels in Cyfrowy Polsat offer**

As a result of established co-operation with a leading media company A + E Networks UK, Cyfrowy Polsat programming offer will be extended by three new thematic channels - HISTORY, HISTORY HD and Polsat Crime & Investigation Network, that will also enlarge the portfolio of Telewizja Polsat to 15 channels.

(...)

- Launching more channels in our offer proves that we think about our customers. With the signed agreement the portfolio of Telewizja Polsat TV reached 15 channels and has been extended by a new theme more and more popular among Polish viewers - said Dominik Libicki, President of Cyfrowy Polsat. I'm glad that we have established collaboration with such a professional and reputable partner, that guarantees quality content to our subscribers - he adds.

(...)

### Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
21-11-2011	13.30	12.76	12.94	-2.71%	4 304
22-11-2011	13.28	13.02	13.14	1.55%	8 386
23-11-2011	13.48	12.96	13.09	-0.38%	2 091
24-11-2011	13.13	12.70	12.95	-1.07%	2 814
25-11-2011	12.92	12.75	12.85	-0.77%	3 253

