

# Cyfrowy Polsat IR Newsletter

22 – 28 April 2013

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
	22.04	<p><b>Dziennik Gazeta Prawna: Orange to deliver fibre optic connections straight to homes</b></p> <p>The market's leading telecom operator is testing a fast fixed-line broadband service in Warsaw as part of an effort to lure customers from the established broadband providers – the cable networks and Netia. Analysts believe that the project is of strategic significance and will help the company find a viable fibre optic investment model, acceptable to the Urząd Komunikacji Elektronicznej (UKE), the Polish digital communications regulator.</p>
	23.04	<p><b>Puls Biznesu: Orange to introduce a cheaper brand</b></p> <p>Nju.mobile is set to attract customers with affordable prices. Rival operator Play, already employing a low-bill weapon, is not afraid. nju.mobile is designed to be the Polish version of SOSH, a low-cost service offered by France Telecom, owner of Telekomunikacja Polska. It will offer pre-paid and subscription plans, and most importantly, these will be SIM-only deals with no subsidised handsets pushing up sales of mobile services.</p>
<p><b>Parkiet: 15<sup>th</sup> Lista 500 ranking</b></p> <p>The <i>Orzeł Rzeczypospolitej</i> awards have been presented to the most efficient enterprises on the <i>Lista 500</i> ranking, which has been held annually since 2001. This year, in the Manufacturing Business category the award was given to the Toruńskie Zakłady Materiałów Opatrunkowych Group. In the Services and Infrastructure Business category the winner was Cyfrowy Polsat, and in the Financial Business category the award was taken home by Alior Bank.</p>	24.04	<p><b>Dziennik Gazeta Prawna: Trying times and new ideas for Orange</b></p> <p>Orange Open as its main weapon, nju.mobile as a foray into the low-cost market, and efforts to improve efficiency and cut costs – this is the operator's plan for the year. The launch of services bundled under the Open brand, including fixed-line, mobile, television and others, is set to reverse the detrimental impact of the shrinking market on the operator's performance.</p> <p><b>Consultation begun on "second digital dividend"</b></p> <p>Urząd Komunikacji Elektronicznej (the Office of Electronic Communications, UKE) has published an announcement together with an in-house analysis of how to repurpose the 694-790 MHz spectrum, which will be released after analogue television is</p>

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		<p>switched off in Poland. The UKE's analysis suggests that several options for using the VHF and UHF frequencies are available. First, they could be used to broadcast radio and television programmes (this is what television broadcasters and the National Broadcasting Council will lobby for). Alternatively, they could be allocated to mobile broadband communications. A combination of the two options is also possible.</p>
<p><b>Rzeczpospolita: Cyfrowy Polsat stock upgraded</b></p> <p>In an April 15th report by the IDM S.A. brokerage firm, analysts raised the price target for Cyfrowy Polsat shares from PLN 16.5 to PLN 19.2. They are also sticking to their 'hold' recommendation. According to the firm's estimates, Cyfrowy Polsat will bring PLN 2.88bn in revenue and turn operating profit of PLN 764.9m in 2013.</p>	<p>25.04</p>	<p><b>Dziennik Gazeta Prawna: Emitel network to serve mobile firms</b></p> <p>Emitel, the radio and television broadcast infrastructure operator, has acquired Info-TV-Operator from the Magna Polonia fund in a deal worth PLN 115m. The acquisition will help Emitel expand the coverage of its mobile masts and broadcasting towers, which are to be used in the transmission of terrestrial digital radio and television and for provision of transmission services to mobile operators. We have also learned that Emitel is interested in working with mobile firms to build an LTE mobile internet infrastructure.</p> <p><b>Gazeta Wyborcza: 150,000 subscribers terminate contracts with N and Cyfra+ in just three weeks</b></p> <p>From the launch of the new NC+ platform on March 21st to the CEO's official apology and publication of an adjusted offer in the national press on April 12th, a staggering 150,000 subscribers terminated their agreements with both Cyfra+ and N. <i>"The rate of incoming termination notices has significantly decelerated,"</i> said Arkadiusz Mierzwa, spokesperson for NC+. Can the platform count on leavers to come back? <i>"The customers that terminated their agreements have most likely already signed new ones with other operators. People hate to give up their entertainment and want continuity. NC+ winning these customers back is virtually impossible,"</i> commented Piotr Janik, head of research at KBC Securities.</p>

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	25.04	<p><b>Gazeta Wyborcza: Nju.mobile unveils prices. Play immediately strikes back</b></p> <p>Thursday offered a glimpse of nju.mobile’s price plan – PLN 29 a month for unlimited calls. Subscribers who makes calls (at PLN 0.19 a minute) that add up to less than PLN 29 will pay less, but must still pay a PLN 9 minimum. In addition to phone calls, subscribers can sign-up for unlimited texts at PLN 9 monthly, and data services for PLN 19 a month. The entire package of calls, texts and internet will cost PLN 57 maximum. The announcement of nju.mobile’s prices sparked an immediate response from Play, who unveiled the new Red Bull Mobile plan. According to telepolis.pl, the new plan asks PLN 29.50 for unlimited calls across operators, including to fixed-line recipients. The Red Bull Mobile plan will be available from April 26th exclusively via the internet as a subscription-only, SIM-only deal. Extra service packages (texts, data transfers) will also be available.</p>
	26.04	<p><b>Rzeczpospolita: New online measurement methodology to be applied in Poland?</b></p> <p>So far, Gemius has been conducting the Megapanel survey under a mandate from the Polskie Badania Internetu (PBI). <i>"PBI is satisfied with its cooperation so far, but in order to provide the market with best-in-class products and adopt a fresh approach to measurement, we have decided to review other, existing internet audience measurement methodologies,"</i> the company announced. Firms from around the world can send in their enrolment applications by May 23rd. The survey will measure website traffic and use of online applications, audio and video streaming and non-PC devices, including smartphones, tablets, television sets with online access, and game consoles.</p>

### Latest events

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**Press release, TV Polsat,  
22 April 2013**

#### ***Must be the Music* rated best weekend talent show for the sixth time this spring**

Polsat's *Must be the Music* is again the top-rated talent show – last weekend it was watched by 1.5m more viewers than TVN's Saturday rival, *X Factor*. Yesterday's episode of *Must be the Music* had an audience of 3,40,000. Now, after eight weeks on air, *Must be the Music* is the unquestionable leader of this season's weekend talent shows, attracting an average viewership of 3.5m. The first semi-final of *Got to Dance* also improved the show's ratings with an audience of 2,160,000 – almost 60,000 more than last week. When *Must be the Music* was on air, Polsat was the most watched TV station in the 16-49 age group, with an audience share of 21.42%.

**Press release,  
23 April 2013**

#### **Full MMA Attack 3 only on ipla**

The ipla online television service will be the only one offering live broadcasts of all MMA Attack 3 fights to be held on Saturday, April 27th. Ipla has exclusive rights to both transmit the signal and show the first three fights of the evening. The full event can be watched at [www.mma.ipla.tv](http://www.mma.ipla.tv) and via the ipla application for computers, mobile devices and selected SmartTV sets.

**Press release,  
24 April 2013**

#### **Cyfrowy Polsat wins Orzeł Rzeczpospolitej award**

The Cyfrowy Polsat Group was honoured with a coveted Orzeł Rzeczpospolitej award in the Best Services and Infrastructure Business category. As has become tradition, the award was presented to fast-growth, top efficiency businesses on the Lista 500, a ranking of the largest Polish enterprises, put together by the Rzeczpospolita daily.

The judging panel chose the winners from among companies that had published full financial statements for 2012, reported net profit in 2010 and 2011, and were in positive equity. In addition, a number of indicators were reviewed that measured the companies' efficiency, stability and growth prospects.

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**Current report no 11,  
26 April 2013**

#### **Appointment of the certified auditor for audit of financial statements of the Company and Cyfrowy Polsat S.A. Group for the year 2013**

The Management Board of Cyfrowy Polsat S.A. ("the Company") hereby informs that on April 26, 2013 it was notified that the Supervisory Board of the Company, pursuant to Article 66 sec. 4 of the Accounting Act dated 29 September 1994 and in accordance with article 19 sec. 2 letter h) of the Company's Articles of Association, resolved on April 26, 2013 in writing to appoint PricewaterhouseCoopers Sp. z o.o., seated in Warsaw, address: Armii Ludowej 14, registered in auditors register under the number 144, as a certified auditor for the audit of the financial statements of the Company and the consolidated financial statements of the capital group of the Company for the year 2013.

The company in the previous year also used the services of PricewaterhouseCoopers Sp. z o.o.

## Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
22-04-2013	16.74	16.24	16.24	-1.58	2 231
23-04-2013	16.60	16.06	16.60	2.22	4 986
24-04-2013	16.85	16.43	16.67	0.42	7 416
25-04-2013	16.85	16.60	16.60	-0.42	3 778
26-04-2013	16.80	16.51	16.65	0.30	1 295



## Investors' calendar

1 - 15 May 2013	Closed period prior to the publication of Q1 2013 results
15 May 2013	<p><b>Publication of quarterly report for Q1 2013</b></p> <p><b>Schedule of publication of the results for Q1 2013:</b></p> <p><b>7:00 am</b> Publishing 1Q 2013 report in ESPI (WSE's publishing system)</p> <p><b>8:00 am</b> Publishing 1Q 2013 report and results presentation on our website: <a href="http://www.cyfrowypolsat.pl/inwestor">www.cyfrowypolsat.pl/inwestor</a></p> <p><b>10:00 am</b> Meeting with investors and analysts</p> <p><b>12:00 pm</b> Meeting with journalists</p> <p><b>4:00 pm (CET)</b> Conference call with investors and analysts</p> <p><b>Details of conference call:</b></p> <p><b>Date:</b> 15<sup>th</sup> May 2013</p> <p><b>Time:</b> 4.00 pm (Warsaw), 3.00 pm (London), 10.00 am (New York)</p> <p><b>Phone numbers:</b> +44 (0) 1452 555 566 (international) 22 307 0118 or 00 800 121 2655 (Poland)</p> <p><b>Conference ID:</b> 49751498</p>