

Cyfrowy Polsat Newsletter

22-28 November 2010

The press about Cyfrowy Polsat	Date	The press about DTH/MVNO market in Poland
<p>Puls Biznesu: Dominik Libicki reveals the television cards</p> <p>Cyfrowy Polsat will use the Internet for content distribution. The purchase of Telewizja Polsat by Cyfrowy Polsat is a equity market event of the month. The Management Board of the Company announced, that after the purchase of television, only thanks to immediate synergies, the EBITDA margin of both companies can grow in two years for 2 p.p. The CEO sees synergies in a few areas. Most obvious are procurement and back office. Additionally the Company secures the key content, which was bought so far. We will be not only a distributor of content but also its creator. Thanks to that we will differentiate ourselves on the market, and it ultimately will transfer into high satisfaction of customers, their loyalty, and higher ARPU - explains, Domik Libicki, President of Cyfrowy Polsat. Other synergies are: cross-promotion and shared marketing. We also plan to launch new products for our customers, what will drive ARPU up. The Internet is one of the main directions, where Cyfrowy Polsat wants to develop. It is obvious, that we will use the Internet as content delivery channel - says Dominik Libicki.</p>	<p>22.11</p>	

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<p>Dziennik Gazeta Prawna: Cyfrowy Polsat enters the Internet with television.</p> <p>Cyfrowy Polsat is planning the revolution on the television market: as the first satellite platform is going to launch CatchUp TV project based on content transmission via Internet. Cyfrowy Polsat Online will be the next Internet project. Currently Cyfrowy Polsat is providing multimedia content via satellite, but in the future Internet technology will have a larger stake in content distribution. Additionally in the first quarter Cyfrowy Polsat will start commercial sale of the wireless Internet in LTE technology.</p>	24.11	

Investors' calendar

17 December 2010

Extraordinary Shareholders Meeting of Cyfrowy Polsat S.A.

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Volume (PLN ths.)
22-11-2010	15.34	15.00	15.24	0.26%	25 734
23-11-2010	15.30	15.05	15.29	0.33%	16 335
24-11-2010	15.37	15.10	15.14	-0.98%	10 821
25-11-2010	15.30	15.05	15.30	1.06%	6 026
26-11-2010	15.20	15.00	15.10	-1.31%	7 170

