

Cyfrowy Polsat IR Newsletter

24 – 30 October 2011

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
	24.10	<p>Puls Biznesu: TP wants to have its own ipla EURO 2012 is to be the motor of next year's activities of Telekomunikacja Polska Group. The operator is a sponsor and technology partner of the event. It wants to translate the involvement into profits. The Group's TV project is supposed to be one of the ways to achieve that. <i>-The aim is to present one television offer for four different screens: TV set, computer, tablet and smartphone. We want to be ready for EURO 2012 - says Piotr Muszynski, vice president of the operator.</i></p> <p>Rzeczpospolita: Poland - the leader in terms of revenues from hidden advertising Already this year, in Poland, the product placement spending in movies, Internet and television may be the highest in Europe, and in two years Poland can get to the fifth place in the world. According to the recent forecasts of PQ Media, the value of hidden advertising might reach \$ 70 million.</p>
<p>Rzeczpospolita, Lista 2000: The leader among the platforms Cyfrowy Polsat is among the winners of the title <i>Dobra Firma 2011 (Good Company 2011)</i>. In terms of the number of subscribers, Cyfrowy Polsat is the largest satellite-TV platform in Poland and in Central and Eastern Europe and fourth largest in Europe. In 2011, as the first on the market, the company introduced commercial service of ultra-fast mobile Internet in LTE technology. The Management Board of the company believes that over time, technologies based on Internet Protocol and broadband Internet will become increasingly important.</p>	25.10	

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
<p>Parkiet: PLN 15.1 billion will go to the owners of Polkomtel in November</p> <p>The Office of Competition and Consumer Protection has agreed on the acquisition of Polkomtel by Zygmunt Solorz-Zak. According to ING Securities analyst, Cyfrowy Polsat will only benefit from this transaction. - <i>The platform will quickly record gains from the sale of telecommunications services, whose range will surge thanks to the base stations of Polkomtel. Moreover, sales of television services through Polkomtel distribution network will also have a positive impact.</i></p>	25.10	
	27.10	<p>Rzeczpospolita: TP Group revenues will cease to fall in 2013</p> <p>Quarterly profits of the largest telecommunications operator in Poland positively surprised investors. However, its Internet and television businesses leave much to be desired. It was a good quarter for Orange, on which depends whether Telekomunikacja Polska group stops the declines in revenue.</p>
<p>Gazeta Finansowa: Pearls of the Polish Business 2011</p> <p>Mrs. Aneta Jaskólska, a Member of the Management Board of Cyfrowy Polsat was listed in the ranking of the 50 most enterprising women in business.</p>	28.10	
	29.10	<p>Parkiet: The French way to acquire TVN</p> <p>According to Parkiet's information, "the establishment of strategic partnership in Poland" with Canal+ Group, announced on Thursday, means the sale of TVN in two rounds. The first would be the sale of minority shares, the second – taking over the control in 2016-2017, when TVN repays its debt estimated at over PLN 2 billion. The first part of the transaction is supposed to take place this year. Vivendi may announce the tender offer only after the acquisition of the whole stake in 5-6 years.</p>

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
24-10-2011	15.85	15.47	15.71	1.55%	2 546
25-10-2011	15.74	14.93	15.25	-2.93%	2 813
26-10-2011	15.58	14.70	14.70	-3.61%	6 983
27-10-2011	15.05	14.65	14.66	-0.27%	4 722
28-10-2011	14.80	14.58	14.80	0.95%	3 975



Investors' calendar

1 - 14 October 2011	Closed period before results presentation for 3rd quarter 2011	
Publication of results for 3rd quarter 2011		
14 November 2011	Publishing 3rd quarter 2011 report (after the market closing)	
15 November 2011	10:00 am	Meeting with investors and analysts
	12:00 pm	Meeting with journalists
	16:00 pm (CET)	Conference call with investors and analysts
	Details of conference call:	
	Date	15 November 2011
Time	16:00 pm (CET)	
Phone number	+44 (0) 1452 555 566 (international)	
ID	00 80 012 126 55 (Poland) 23918785	