

# **Cyfrowy Polsat IR Newsletter**

**25 February – 3 March 2013**

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
	25.02	<p><b>Dziennik Gazeta Prawna: Cheap tablet as a desktop computer without access to the network</b></p> <p>Last year, Poles bought 461.6 thousand tablets. It's about 615% more than the previous year - according to a recent analysis of PMR researcher. However, most of them are used as stationary equipment.</p>
<p><b>Rzeczpospolita: Golota with Saleta - the attraction power</b></p> <p>Access to Saturday's Polsat Boxing Night gala in pay-per-view system was purchased by 120 thousand people. This is the second best ever sales result of Polish sports in pay-per-view. Television is pleased with the results and is already planning next events.</p> <p><b>Parkiet: Cyfrowy Polsat</b></p> <p>Polsat submitted two applications in the contest to complement digital terrestrial television offer. Polsat proposed a movie channel and a channel for children aged 4-12.</p> <p><b>Parkiet: 15 innovative companies on the stock exchange</b></p> <p>Analysts selected issuers implementing pioneering solutions.</p> <p><i>- Among the companies planning to launch new products, we need to quote also the companies developing Internet access service in LTE technology - Cyfrowy Polsat and Midas. Although this technology has been present in Poland already for some time, the scale of the changes that it brings, and still not very high spread make me see it in the category of innovation - Witold Wronski, investment advisor at BM BNP Parisbas, adds to the list.</i></p>	26.02	<p><b>Rzeczpospolita: Broadcasters' fight for digital channels</b></p> <p>The National Broadcasting Council has already received 12 applications in the competition for new stations to be broadcast in digital terrestrial television. This is not the end yet. The National Broadcasting Council will select four stations from the applications. The place for them will be available in April next year, after TVP channels free one of the multiplexes.</p> <p><b>Puls Biznesu: T-Mobile will launch games service</b></p> <p>Increasingly, Poland is the first country for the giant to introduce innovative products.</p> <p>Deutsche Telekom (DT) introduces GameTanium service, subscription service offering 150 games without a time limit to use. Customers of the Polish T-Mobile will be able to use it already in the spring.</p>



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	27.02	<p><b>Puls Biznesu: The spring has already begun in Play</b>                      The fourth operator is growing so fast that it will accelerate the repayment of debt. It will go stronger into data transmission.  <i>-We are open for partnerships that bring value to the company - says Jorgen Bang-Jenses, President of P4.</i>                      But this does not include the TV segment. The company is now divorcing from Canal+, with which the cooperation was settled recently. Orange scored a point here. It provides more lucrative cooperation for nc+ platform.</p> <p><b>Rzeczpospolita: Play growing rapidly, but not in the Internet</b>                      While the telecommunications cake shrunk in 2012, revenues and profits of Play network operator increased.                      Play did not grow only in the Internet. Just like a year ago, it now has over 1 million subscribers to Play Online services.  <i>- We did not focus on this service. We waited for the outcome of the tender for the 1800 MHz frequencies - the President explains.</i></p>
	1.03	<p><b>Parkiet: TVN may restructure the debt and abandon the dividend</b>                      Media group achieved results slightly worse than analysts expected. It predicts further declines in the television advertising market. The group is considering restructuring the debt, which already reaches PLN 2 billion.</p> <p><b>Rzeczpospolita: T-Mobile, Orange and Play may create one LTE network</b>  <i>- We want to launch nationwide LTE service still this year. Within three months, we want to take decision whether we will build the network in this technology by ourselves or in partnership with Orange, or with Play as well. Nothing has been decided yet - says Miroslav Rakowski, president of Polska Telefonii Cyfrowa, operator of T-Mobile network in Poland.</i></p>

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	1.03	<p><b>Rzeczpospolita: I will surprise the skeptics in Plus</b> Polkomtel, the operator of Plus network, begins to work as Zygmunt Solorz-Zak imagined. <i>- It all starts to work as I had imagined when buying Polkomtel. All skeptics, who are trying to create false picture of the company by different rumors, will definitely be surprised. To those with better orientation we will confirm that we effectively implement what we promised. For all, I have one simple message: the situation in Plus is good - Solorz-Zak said.</i></p>

### Latest events

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**Current report no. 5,  
February 26, 2013**

**Standard & Poor's Rating Services revised its outlook on Cyfrowy Polsat S.A. to positive and affirmed the rating at 'BB'**  
The Management Board of Cyfrowy Polsat S.A. ("Cyfrowy Polsat", the "Company") informs that Standard & Poor's Rating Services ("S&P") revised its outlook on Cyfrowy Polsat to positive from stable and affirmed the long-term corporate credit rating assigned to the Company at 'BB'. S&P also affirmed the long-term issue rating at 'BB' assigned to the EUR 350 million senior secured notes due 2018 issued by Cyfrowy Polsat Finance AB (publ), a wholly owned Swedish subsidiary of Cyfrowy Polsat.

According to S&P's report, the positive outlook reflects their view that Cyfrowy Polsat could post credit measures commensurate with a higher rating in 2013, thanks to its good cash flow generation and continued debt reduction.

The securities rating is not a recommendation to buy, sell or hold securities and may be subject to revision or withdrawal at any time.

**Press release,  
25 February 2013**

**Success of the gala Polsat Boxing Night: Gołota - Saleta**

More than 120 thousand people bought access in PPV service of Cyfrowy Polsat and ipla internet television to one of the biggest television events of the year - Polsat Boxing Night gala on February 23, when in the fight of the night two legends of heavyweight: Andrew Golota and Przemyslaw Saleta faced each other.

**Press release,  
28 February 2013**

**Three new channels under "Polsat" brand**

From March 1st, this year, TV Polsat expands its offer by three new channels available under "Polsat" brand. As a result of cooperation between Cyfrowy Polsat group and Viasat Broadcasting group owned by an international media company Modern Times Group, Viasat channels available on the Polish market will start broadcasting under two brands – "Polsat" and "Viasat" and will be called: Polsat Viasat History, Polsat Viasat Explorer and Posat Viasat Nature. Thus, Polsat TV channels' portfolio will increase to 20 stations.

**Press release,  
1 March 2013**

**Plan ZERO and Extra SIM within mobile Internet service of Cyfrowy Polsat**

Cyfrowy Polsat introduced new Internet promotions: Plan ZERO, for those who want to use mobile Internet access occasionally on attractive terms, and SIM Extra service that allows to use one subscription on multiple devices at the same time.

## Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
25-02-2013	16.50	16.03	16.40	-0.12%	2 671
26-02-2013	16.60	16.12	16.30	-0.61%	9 150
27-02-2013	16.40	16.15	16.38	0.49%	5 124
28-02-2013	16.47	16.35	16.40	0.12%	8 035
01-03-2013	17.00	16.40	17.00	3.66%	4 883



## Investors' calendar

26 February – 12 March 2013	Closed period prior to the publication of 2012 results
12 March 2013	<p>Publication of annual report and consolidated annual report for 2012</p> <p>Schedule of publication of the results for 2012:</p> <p>7:00 am                      Publication of the annual report in ESPI (WSE publishing system)</p> <p>8:00 am                      Publication of the annual report on our website:  <a href="http://www.cyfrowypolsat.pl/investor-relations">www.cyfrowypolsat.pl/investor-relations</a></p> <p>10:00 am                     Meeting with investors and analysts</p> <p>12:00 pm                     Meeting with journalists</p> <p>16:00 pm (CET)             Conference call with investors and analysts</p> <p>Details of conference call:</p> <p>Date:                              12 March 2013</p> <p>Time:                              4.00 pm (Warsaw), 3.00 pm (London), 10.00 am (New York)</p> <p>Phone numbers:             +44 (0) 1452 555 566 (international);             22 307 0118 or 00 800 121 2655 (Poland)</p> <p>Conference ID:                15437413</p>