

Cyfrowy Polsat IR Newsletter

27 February – 4 March 2012

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
<p>Gazeta Wyborcza: Solorz holds the digital ether At the threshold of the digital revolution, it is Polsat who controls most of channels. Concessions for digital broadcasting were granted to Polsat and Polsat Sort News. TV4, linked with Solorz, got another two channels, and one was given to ATM Group, production company in which Solorz has a minority stake. Soon, further eight channels will be added to the five nationwide channels abovementioned, that are now tested by Cyfrowy Polsat, controlled by Solorz. Cyfrowy Polsat plans the commercial launch of this package already in the second quarter, before the Euro 2012. More details on March 12.</p>	<p>28.02</p>	<p>Puls Biznesu: Sale of Multimedia will change the market significantly The owners of the cable operator are supposed to come up with the offer in two, three months. Vivendi is quoted among the potential buyers.</p>
	<p>29.02</p>	<p>Rzeczpospolita: Not enough "n" shares for France Telecom The purchase of shares in the combined satellite platforms Cyfra+ and "n" by the French telecommunications group should not be expected. <i>- According to our new approach we want to have at least a majority share in each entity we invest in, or to have a perspective to have a majority in the future - said Benoit Scheen, vice president of France Telecom.</i></p>
<p>Press: The fourth multiplex – for Polsat Up to a dozen channels - radio and television - can be accommodated by the fourth DTT multiplex, which is to be launched by Cyfrowy Polsat in the second quarter. This will be possible thanks to Info-TV-FM acquired for PLN 29 million. Cyfrowy Polsat does not specify which channels will be broadcasted via the multiplex. In contrast to the three existing multiplexes, the fourth one will be pay. It is estimated that initially Cyfrowy Polsat multiplex technical reach may cover between 10 and 20 percent of households in Poland.</p>	<p>01.03</p>	

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
<p>Press, Internet: The comment of Dominik Libicki <i>VOD services market in Poland is expanding, and the revenues generated by it gradually increase. It is related to the new Internet access technologies, such as super-fast, mobile LTE Internet and the development of mobile devices, which in turn cause a change in the consumption of media and programming content. (...) non-linear TV will get an increasingly high importance and already now VOD services, available on TV-sets or via the Internet, give viewers the freedom to access the content. A good example of the success of such projects are our near VOD services. Within two years we have sold nearly two million events in the television service VOD Home Movie Rental, and recently we launched VOD services on our website.</i></p>	<p>01.03</p>	
<p>Dziennik Gazeta Prawna: Big cleanup in Solorz-Zak's empire High speed Internet and video services will stop the decline in Polkomtel revenues. Then, the distribution networks of Plus and Cyfrowy Polsat will join together. The joint offer will increase its reach and reduce costs. The companies from the empire of the businessman are working on offers combining the products of both entities, that should be launched commercially in the near future.</p>	<p>02.03</p>	<p>Puls Biznesu: Telecommunications riposte of Zygmunt Solorz-Zak The new owner of Plus decided to slim the company, and now is preparing to diminish the competitors - from clients. LTE will help. - <i>Clients will be also attracted by television and multimedia content - forecasts the billionaire.</i> Cyfrowy Polsat controlled by the businessman is preparing to launch mobile TV.</p> <p>Parkiet: The competition wants to beat Play with its own weapon T-Mobile and Plus will attack the youngest mobile operator, which since five years has been taking away their customers. They will use its weapon - cheap smartphones and the internet offer.</p>

Latest events

Press release
2 March 2012

LTE and HSPA+ internet offer without modem at Cyfrowy Polsat

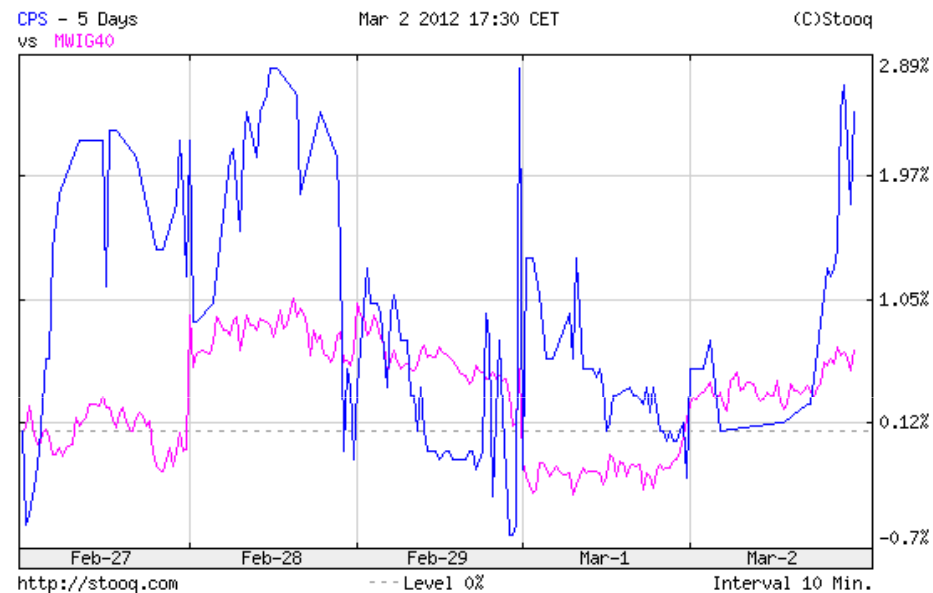
The largest DTH platform in Poland launched a new promotion for Internet users – „Internet for everyone – only SIM”. Clients can purchase only SIM card with the service, choosing one from three available data packages.

The offer is designed for those who already have a suitable device to use Internet. In addition, the clients who subscribe also to our TV services will get up to 5GB per month for free.

(...)

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
27-02-2012	14.13	13.70	13.97	-0.21%	1 493
28-02-2012	14.20	13.77	13.77	-1.43%	1 825
29-02-2012	14.20	13.68	14.20	3.12%	2 790
01-03-2012	13.99	13.75	13.75	-3.17%	1 222
02-03-2012	14.18	13.80	14.15	2.91%	698



Investors' calendar

27 February – 12 March 2012	Closed period before results presentation for 2011																		
12 March 2012	<p>Publication of results for 2011</p> <p>Schedule of publication of the results for 2011 :</p> <table border="0"> <tr> <td data-bbox="770 639 994 667">7:00 am</td> <td data-bbox="1039 639 1711 667">Publishing the annual report in ESPI (WSE publishing system)</td> </tr> <tr> <td data-bbox="770 707 994 734">8:00 am</td> <td data-bbox="1039 707 1532 762">Publishing the annual report on our website: www.cyfrowypolsat.pl/investor-relations</td> </tr> <tr> <td data-bbox="770 802 994 829">10:00 am</td> <td data-bbox="1039 802 1442 829">Meeting with investors and analysts</td> </tr> <tr> <td data-bbox="770 869 994 896">12:00 pm</td> <td data-bbox="1039 869 1308 896">Meeting with journalists</td> </tr> <tr> <td data-bbox="770 936 994 963">16:00 pm (CET)</td> <td data-bbox="1039 936 1509 963">Conference call with investors and analysts</td> </tr> </table> <p>Details of conference call:</p> <table border="0"> <tr> <td data-bbox="770 1096 994 1123">Date</td> <td data-bbox="1039 1096 1218 1123">12 March 2012</td> </tr> <tr> <td data-bbox="770 1128 994 1155">Time</td> <td data-bbox="1039 1128 1218 1155">16:00 pm (CET)</td> </tr> <tr> <td data-bbox="770 1160 994 1187">Phone number</td> <td data-bbox="1039 1160 1532 1216">+44 (0) 1452 555 566 (international) 00 80 012 126 55 or (22) 30 701 18 (Poland)</td> </tr> <tr> <td data-bbox="770 1220 994 1248">ID</td> <td data-bbox="1039 1220 1151 1248">57108218</td> </tr> </table>	7:00 am	Publishing the annual report in ESPI (WSE publishing system)	8:00 am	Publishing the annual report on our website: www.cyfrowypolsat.pl/investor-relations	10:00 am	Meeting with investors and analysts	12:00 pm	Meeting with journalists	16:00 pm (CET)	Conference call with investors and analysts	Date	12 March 2012	Time	16:00 pm (CET)	Phone number	+44 (0) 1452 555 566 (international) 00 80 012 126 55 or (22) 30 701 18 (Poland)	ID	57108218
7:00 am	Publishing the annual report in ESPI (WSE publishing system)																		
8:00 am	Publishing the annual report on our website: www.cyfrowypolsat.pl/investor-relations																		
10:00 am	Meeting with investors and analysts																		
12:00 pm	Meeting with journalists																		
16:00 pm (CET)	Conference call with investors and analysts																		
Date	12 March 2012																		
Time	16:00 pm (CET)																		
Phone number	+44 (0) 1452 555 566 (international) 00 80 012 126 55 or (22) 30 701 18 (Poland)																		
ID	57108218																		