

Cyfrowy Polsat IR Newsletter

28 January – 3 February 2013

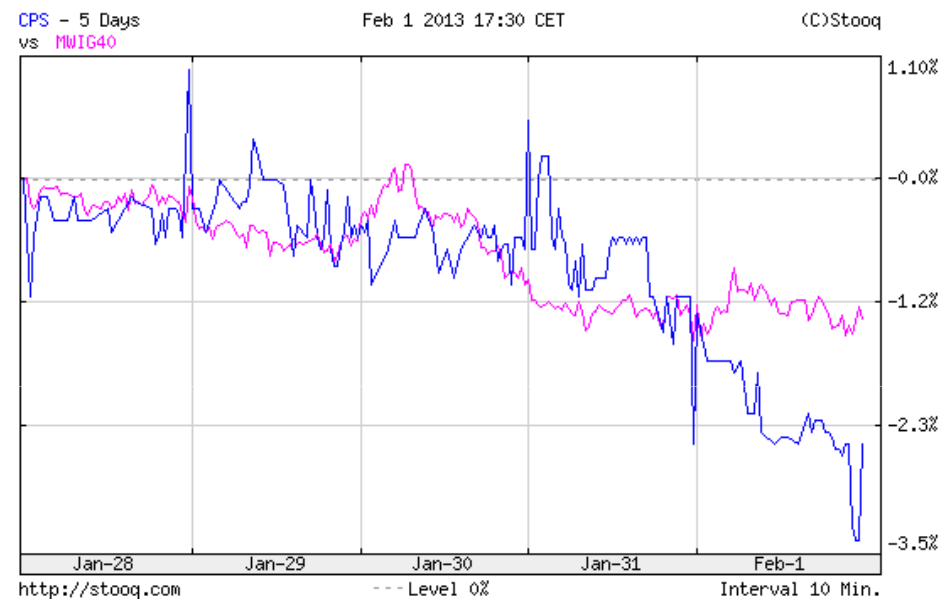


The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
	28.01	<p>Gazeta Wyborcza: How smartphones change the world 5.5 million Poles regularly use the Internet on the phone, and some even prefer mobile internet than the access from a computer. Average time spent on using mobile Internet access is 3 hours and 23 minutes per week. Almost twice as much as a year ago.</p>
<p>Rzeczpospolita: Polsat invests in business The Group refreshes its business channel and hopes for a significant improvement in its audience results. On February 18, TV Biznes will be re-launched with new graphic design and programming under the name Polsat Biznes. The channel is to be a guide to the business lifestyle. – <i>We will broaden the formula of this channel. We want i.a. to talk more about how to spend money and to accompany business people, not only in their professional but also private life</i> - says Maciej Stec, member of the Management Board at Telewizja Polsat.</p>	31.01	<p>Dziennik Gazeta Prawna: Mobile phones draw to the network Data transfer prices have fallen, so operators will face a fierce battle to increase revenues, that are supposed to cover the gap left by the shrinking voice services market. While operators have made mobile internet a weapon in the fight for customers, in terms of revenue it still leaves a lot to be desired. Waldemar Stachowiak, Ipopema Securities analyst, points out that according to the Office of Electronic Communications in 2011 the value of mobile Internet market was approximately PLN 730 million. It's not much, considering the fact that the total revenues of all operators of mobile services reach PLN 25 billion.</p>
	1.02	<p>Rzeczpospolita: Fight on high-speed Internet This year cable television operators will be the biggest winner in the battle for subscribers to fixed Internet connections - and not thanks to price reductions. In 2013, , we will see the advertising hit, which the ultra-fast internet was last year, not only in the campaigns of mobile operators. Cable television networks also intend to heavily promote the service with the highest speeds, although last year, some operators admitted that most of their subscribers use speeds lower than 10 MB/s.</p>

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<p>Press: In the rays of Polsat Both parties profit from the cooperation of thematic channels with Cyfrowy Polsat. During the economic slowdown, new channels have to deal with the reluctance of operators to increase the cost of programming, hence ex. the alliances of Cyfrowy Polsat. - <i>This is a reasonable strategy for a strong player, and to the small channels – it gives a chance to come into being on the Polish market. Both sides certainly gain financially</i> - says Piotr Reisch, president of Kino Polska TV SA.</p>	<p>1.02</p>	<p>Rzeczpospolita: The ‘big three’ start to lower prices for calls to Play Thanks to the settlement of disputes over the new mobile termination rates, retail prices for calls to Play decline. The move was taken first by Polkomtel.</p>
<p>Parkiet: Eight brokers and 52 companies for February Eight brokers created fundamental portfolios for the month started. There are companies with strong fundamentals, that should perform better than the others. Cyfrowy Polsat was included in the portfolios of DM BDM and KBC Securities. DM BDM: Possible deterioration in the sentiment related to the expected deterioration in performance in 2013 will be temporary. Possible dividend. KBC Securities: Cyfrowy Polsat should show good results for the fourth quarter. Despite the weak advertising market, the company may further improve the results in 2013. The prospect of dividends may support the quotes.</p>	<p>2.02</p>	

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
28-01-2013	17.39	17.00	17.39	1.70%	5 763
29-01-2013	17.27	17.03	17.10	-1.67%	13 020
30-01-2013	17.25	16.93	17.08	-0.12%	4 739
31-01-2013	17.30	16.75	16.75	-1.93%	11 838
01-02-2013	16.97	16.53	16.75	0.00%	1 601



Investors' calendar

26 February – 12 March 2013	Closed period prior to the publication of 2012 results
12 March 2013	Publication of annual report and consolidated annual report for 2012