

Cyfrowy Polsat IR Newsletter

30 October – 6 November 2011

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
<p>Parkiet: Cyfrowy Polsat - Purchase of mobile TV frequencies, PLN 29 million transaction Cyfrowy Polsat has signed a conditional agreement to acquire 100% shares in Info-TV-FM, company owning reservation of frequencies in the 470-490 MHz band for mobile TV services. According to information from last Friday, another company associated with Solorz-Zak - IT Polpager - has made a preliminary offer to purchase shares in TK Telekom (owning an extensive fiber-optic cable network) from PKP and State Treasury.</p>	<p>31.10</p>	<p>Rzeczpospolita: Weak quarter for TV advertising - <i>Third quarter brought a slight but still a decrease in television advertising, resulting from the fact that the total television audience declined, and that the time spent on watching television decreased quarter on quarter by 14 minutes</i> - says Lidia Kacprzycka, General Director of Starlink media house.</p>
<p>Parkiet: CEO on the acquisition According to Dominik Libicki, President of the Management Board of Cyfrowy Polsat, the acquisition of Info-TV-FM with its radio frequencies for mobile TV is coherent with the strategy of his company. It aims at the widest possible distribution of content using all modern technologies. - <i>We will be able to expand services to mobile devices, which suits our business plans and market development trends as well as consumer expectations</i> – said Libicki.</p>	<p>02.11</p>	<p>Dziennik Gazeta Prawna: TV channels seeking help: series are not enough to keep viewers Internet and thematic channels – the thieves of viewers - force broadcasters to change their strategy. TVN, Polsat and TVP do not finish at sharing popular programs in the network. Already, they produce shows exclusively for the Internet viewers. That is how the nationwide broadcasters are trying to reach a growing number of people who are looking for television entertainment on the internet.</p>
	<p>03.11</p>	<p>Gazeta Wyborcza: Cyfra + N will compete with Cyfrowy Polsat Cyfra + controlled by French holding Vivendi will merge with N platform owned by TVN. Moreover, the French will become a minority shareholder of TVN, and in the future, will take the control over the station. -<i>We competed successfully with the two platforms, it will be even easier to face one. With this transaction, DTH market will be more predictable</i> - said Dominik Libicki, President of Cyfrowy Polsat.</p> <p>Puls biznesu: Vivendi bets on production TVN production excites the French. According to experts, this part of activities of Piotr Walter’s television attracts the interest of Vivendi.</p>

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<p>Rzeczpospolita: Polsat stronger than TVN According to analysts, in the third quarter of 2011, in general weak for televisions, TV company of Zygmunt Solorz-Zak has maintained last year's advertising revenue. According to Lukasz Wachełko, DB Securities analyst, it is possible that Polsat shows even a slight increase in advertising revenues.</p>	<p>04.11</p>	<p>Puls Biznesu: Onet and TVN, divorce without tears Given the vision of sale and division of TVN Group, television and internet legs of the company head in their own directions. For several months the two parties are regrouping their staff and changing their tactics to avoid the panic moves in the event of sale. Onet group, led by Lukasz Wejchert, keeps tightening the co-operation with TV Business owned by Polsat. Now, every month 30 hours of most interesting material of the television controlled by Zygmunt Solorz-Zak goes to Onet portal.</p> <p>Dziennik Gazeta Prawna: Netia will acquire or will be taken over The largest alternative operator in Poland has a problem as its main drive wheel - cable Internet market – slows down significantly. Further acquisitions and introduction of television services on a large scale – these are Netia's plans for further development.</p>

Latest events

Current report no 63
31 October 2011

Information on sale of shares

The Management Board of Cyfrowy Polsat S.A. (the "Company") hereby announces that on October 31, 2011 the Company received from a member of the Management Board the information provided under Article 160 Section 1 item 1 in conjunction with Section 2 of the Act of July 29, 2005 on Trading in Financial Instruments (consolidated text: Dz. U. of 2010 No. 211, item 1384, as amended) regarding the sale of 90.465 (ninety thousand four hundred sixty five) shares of the Company by a person closely related to that member of the Management Board.

The sale price was PLN 15.69 - 15.74 per share, the transactions were executed on a regulated market, in the form of ordinary transactions, on October 24-25, 2011.

Press release of
TV Polsat
2 November 2011

TV Polsat „Broadcaster of the Year" by Media & Marketing Polska

This is another award for TV Polsat granted by the magazine Media & Marketing Polska. In 2007, Polsat received the title „Television of the Year", and in 2009, this award was given to Polsat Sport channel.

The key reason for this year's award for the station was optimally designed program scheduling, based on successful series and entertainment formats, movies, sports events and docu-entertainment formats. Awarding the "Broadcaster of the Year" title to Telewizja Polsat, Media and Marketing has also emphasized growing financial results of the station, increase in audience share and effective enlargement of technical reach of both main and thematic channels.

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
31-10-2011	14.80	14.40	14.79	-0.07%	4 271
02-11-2011	14.41	14.13	14.30	-3.31%	8 724
03-11-2011	14.60	14.35	14.41	0.77%	1 078
04-11-2011	14.56	14.32	14.50	0.62%	1 767



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)	
	00 80 012 126 55 (Poland)	
ID	23918785	