

Cyfrowy Polsat IR Newsletter

9 – 15 July 2012

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
<p>Bloomberg Businessweek Polska: The best managers in times of crisis</p> <p>Dominik Libicki, President of Cyfrowy Polsat, was listed in Top 20 best managers in times of crisis, created based on a survey among experienced managers and market observers from various industries. The list names the best of the best managers, who are resistant to difficult situations, ready to face challenges in uncomfortable circumstances caused by the economy.</p>	<p>09.07</p>	<p>Puls Biznesu: Polkomtel race against time</p> <p>The operator rushes to exploit the advantage provided by LTE. Proceeds from new businesses are to bridge the decline of traditional telephony.</p> <p><i>-We will continue to analyze possibilities to increase efficiency, but we focus on the use of products and services based on data transmission. We also want to exploit the synergies in the group - says Wojciech Pytel, Board Member at Polkomtel.</i></p> <p>According to Grzegorz Bernatek, Head of Research at Audytel, in the next several years Polkomtel will maintain the level of income and will have the best market position of the three largest mobile operators. In his opinion, Polkomtel will increase the ARPU by offering multimedia services based on LTE, such as good quality video transmission and on-demand TV services.</p> <p>Puls Biznesu: Tender for fast internet divided the operators</p> <p>The result of the tender for 1800MHz bandwidth is essential for the telecommunications market. The Office of Electronic Communications has been inundated with opinions on the tender. Conclusion? Big players are generally satisfied. However, the supervisor is under the fire of the smaller players, consumer organizations and NGOs.</p>
	<p>10.07</p>	<p>Puls Biznesu: Solorz negotiates tough with suppliers</p> <p>The companies of the entrepreneur will spend PLN 2 billion on the construction of LTE mobile internet network. It is supposed to be ready in 2 years.</p> <p><i>-The works on LTE network construction run at full speed, so far we do the preparatory work. In the first quarter of 2014, we want the network to cover 90 percent of the population, that will get internet of at least 1 Mb/s speed - says Wojciech Pytel.</i></p> <p>NFI Midas will bear most of the expenditures on the network and will own the LTE infrastructure, sharing the base stations with Polkomtel.</p>

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	11.07	<p>Gazeta Wyborcza: Frequencies in a tender, not from a hand <i>- If frequencies were available on shop shelves, I would give them to Play. But they aren't, it is a rare good – says Magdalena Gaj, President of the Office of Electronic Communications about the upcoming tenders for 1800MHz and 800MHz bands.</i> <i>- For me it is unacceptable to prepare a tender documentation in a way that would show who is supposed to win it. I think that there should be a tender in which the competitiveness would be the decisive criterion. It is the responsibility of UKE to take care of the market competition - she adds.</i></p> <p>Rzeczpospolita: The post introduces set-top boxes From August, the post will facilitate the purchases of set-top boxes for reception of digital terrestrial television. <i>- Polish Post wants to take part in the digitalization of the country as a postal and logistics partner. However, we will not be a vendor or an installer of distributed equipment – says Zbigniew Baranowski, spokesman of the Post.</i></p>
	12.07	<p>Dziennik Gazeta Prawna: Price war on mobile internet. 30 percent cheaper Plus and Cyfrowy Polsat were the first. They reduced the charges for use of mobile internet by up to 30 percent. – The competitors, that is Orange, T-Mobile and Play, have to react - says Grzegorz Bernatek, Head of Research at Audytel. He estimates that the price of access to internet through mobile phones will drop this year by about 6 percent, and within five years - by 35 percent. Experts stipulate, however, that in the near future a further drastic price reduction should not be expected. So far about 5 million Poles use mobile internet, the number may even triple in five years.</p>

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	12.07	<p>Puls Biznesu: UPC fights with private equity funds for Multimedia UPC and at least three private equity funds are interested in taking over the cable operator for about EUR 700 million. Everybody wonders what the antimonopoly office would do.</p> <p>The owners of Multimedia may be encouraged to sell it quickly by the development of digital terrestrial television (that will pick up some of cable operators' subscribers), and by spreading of LTE technology by the companies of Zygmunt Solorz-Zak, who combines internet with Cyfrowy Polsat television.</p>

Latest events

Current report no 19
July 10, 2012

Information on sale of shares

The Management Board of Cyfrowy Polsat S.A. (the "**Company**") hereby informs that on July 9, 2012 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 item 1 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 8,867 (eight thousand eight hundred sixty seven) shares of the Company by a person closely related to that member of the Management Board.

The transactions were executed on the regulated market, in a form of ordinary transactions:

- on July 3: sale transaction of 8,101 shares at the price of PLN 14.76 per share;
- on July 4: sale transaction of 766 shares at the price of PLN 14.60 per share.

Press release
12 July 2012

Cyfrowy Polsat with new home produced HD set-top box

Cyfrowy Polsat expands its offer by a new set-top box to receive satellite TV in high definition, additionally equipped with ipla application. HD 3000 is the successor of Mini HD 2000 set-top box, produced by Cyfrowy Polsat Technology.

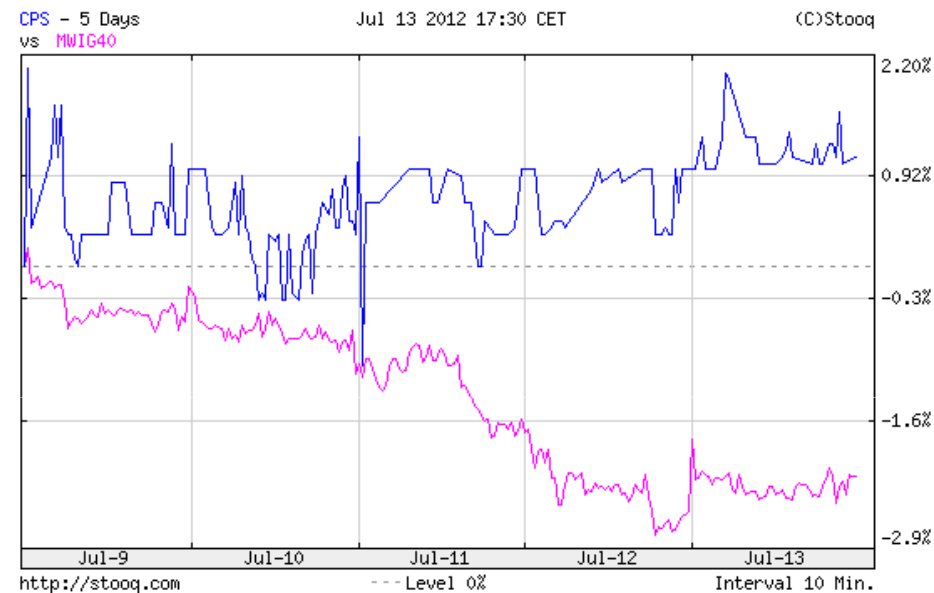
(...)

*- We expand our offer of equipment to follow the development of technology and changes in consumers' expectations. Thanks to modern solutions we enable our subscribers to profit from all our TV services in an easy manner using one set-top box. Own factory gives us great flexibility, so in a short time after the introduction of HD tuner for reception of digital terrestrial television, we present a new receiver dedicated to satellite TV - said **Dominik Libicki, President of Cyfrowy Polsat.***

(...)

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
09-07-2012	14.36	14.05	14.20	0.35%	4 784
10-07-2012	14.30	13.93	14.10	-0.70%	5 348
11-07-2012	14.25	13.90	14.20	0.71%	1 627
12-07-2012	14.25	13.87	14.20	0.00%	6 361
13-07-2012	14.35	14.20	14.22	0.14%	4 843



Investors' calendar

16 – 30 August 2012	Closed period prior to the publication of H1 2012 results
30 August 2012	Publication of report for H1 2012