



# Cyfrowy Polsat IR Newsletter

1 – 7 July 2013



The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
	02.07	<p><b>Rzeczpospolita: Revenues from Internet comparable to revenues from fixed-line telephony</b></p> <p>The revenues of telecommunications operators in Poland declined by 2.4% to PLN 4.7 billion in 2012 - according to the report summarizing the state of the industry prepared by the Office of Electronic Communications.</p> <p>The total revenue of the operators from the provision of Internet access, mobile and fixed-line telephony (i.e. without television services) and IT services reached PLN 27.8 billion.</p> <p>The value of Internet access segment, on which the operators focus lately, increased by 10.7% to PLN 4.4 billion, and was only by PLN 100 million lower than the industry's revenues from traditional fixed-line telephony (PLN 4.5 billion).</p> <p>The value of the mobile telephony segment amounted to PLN 18.9 billion.</p>
	03.07	<p><b>Puls Biznesu: Here comes the twittering television</b></p> <p>At the crossroads of media, video and the Internet, a new lucrative business arises.</p> <p>According to the Polish Central Statistical Office, almost 30% of Poles watch TV and listen to radio via the internet.</p>
<p><b>Parkiet: Erste Group picks the favorites for the third quarter</b></p> <p>Erste Group analysts chose companies, on which it is worth to bet in the near future. Cyfrowy Polsat is among them.</p> <p>Cyfrowy Polsat showed strong results for the first quarter of 2013 with higher ARPU (average revenue per user) and cost synergies, that offset the weakness of the advertising market. According to Erste analysts, despite difficult market conditions, the company is able to develop the business.</p>	04.07	<p><b>Rzeczpospolita: Research</b></p> <p>According to TNS Infratest, one out of four smartphone users does not use the device to browse the Internet.</p> <p>The vast majority, however, benefit from the access to the network. As many as 41% of them use e-mail, instant messages and browsers more often than talking and sending text messages.</p> <p><b>Puls Biznesu: T-Mobile's cloud - comfortable and safe</b></p> <p>With the growing reach of mobile Internet, the need for access to data, regardless of where we are, becomes increasingly urgent. Carrying a PC and a few external drives can be a nuisance. Hence the growing popularity of cloud computing.</p>

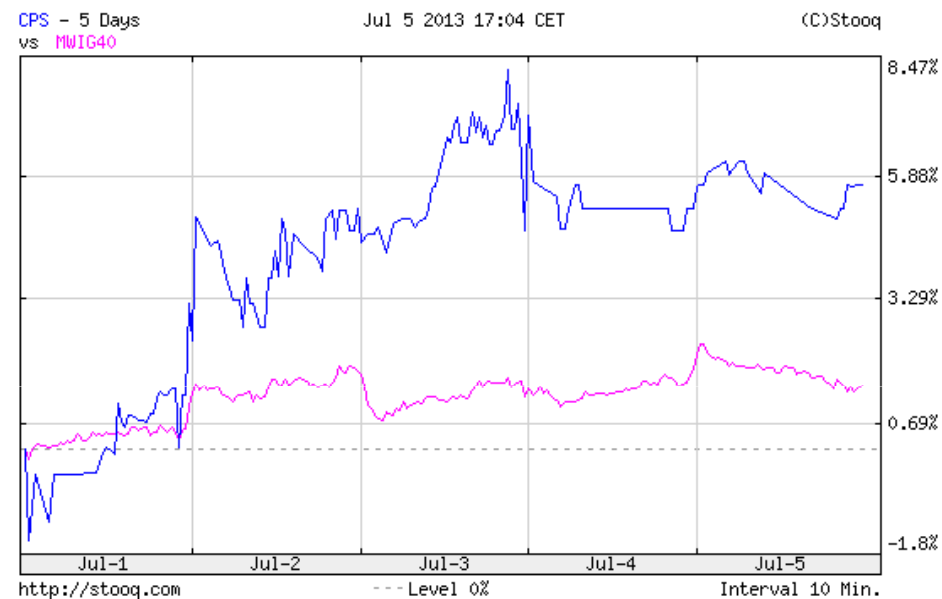


The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
<p><b>Parkiet: Plus and Polsat speak with one voice</b>            According to Polkomtel, the 700 MHz band should continue to be used for TV and radio broadcasting, rather than the mobile Internet – announced Aleksandra Gieros-Brzezińska from the press office of Plus network operator.            Dominik Libicki, President of Cyfrowy Polsat, said earlier:  <i>- We will be proposing that one of the multiplex is designated for HD channels that may not fit on the frequencies open so far. He agreed that a place for pay-TV should also be provided.</i></p>	04.07	<p><b>Rzeczpospolita: Pricing Internet services is a challenge</b>  <i>-Customers are becoming less willing to pay for voice services, MMS and SMS, one of the reasons are services like WhatsApp application that retrieve revenues from operators. It is known that the traditional business models where you pay for SMS, MMS or per minute, depart to the past. Now the operators begin to fight in the area of data transfer.</i>  <i>The challenge is to determine the appropriate level of price. They have to answer the question of how to convince the client to pay a premium for network bandwidth and data transfer speed. Perhaps operators of 4G (LTE) networks have a chance to convince consumers that it's worth paying the extra 10 euros for access to it - says Jurgen Meffert, head of the department of global telecommunications, media and technology at McKinsey &amp; Company.</i></p>
<p><b>Gazeta Wyborcza: Record tennis broadcasts</b>            Results of Polish tennis players at this year's Wimbledon tournament made Polsat Sport record one of the best viewing results in its history. Agnieszka Radwanska's semifinal match was watched by more viewers than both TVP channels and TVN.  <i>-These are very good figures for Cyfrowy Polsat. High audience share of matches with the Poles means higher revenue from advertising, as well as potential new subscribers - said Dominik Niszczyk, analyst at Raiffeisen brokerage.</i>            With tennis and volleyball, the audience of Polsat Sport is growing. In June, the station was the leader among sports channels – moreover, it recorded the highest audience in its history of broadcasting. Market share was 1.18%, which was by about one third higher than in the same period last year. Polsat Sport was also the leader in terms of audience share among thematic channels - beating also those present in the digital terrestrial television.</p>	06.07	<p><b>Gazeta Wyborcza: TV Trwam on the multiplex</b>            TV Trwam will get a place on the digital television multiplex – the National Broadcasting Council decided yesterday.            The National Broadcasting Council has also awarded the place on multiplex designated for a channel for children to TVP ABC. The results of the contest for the place for film and educational channels will be known at the end of July.</p>



## Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
01-07-2013	20.49	18.63	19.60	5.66%	3 042
02-07-2013	20.00	19.41	20.00	2.04%	2 749
03-07-2013	20.60	19.80	19.90	-0.50%	10 971
04-07-2013	20.40	19.90	20.00	0.50%	1 512
05-07-2013	20.20	19.95	20.10	0.50%	3 243



## Investors' calendar

August 14-28, 2013	Closed period prior to the publication of H1 2013 results
August 28, 2013	Publication of H1 2013 results