

Cyfrowy Polsat IR Newsletter

11 – 17 June 2012

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
<p>Parkiet: Companies resistant to declines Investor who want to protect their capital against declines, may bet on defensive companies. On our stock exchange there are some companies resistant to economic downturns, even though not all of them represent the sectors recognized as non-cyclical. Among defensive companies the analysts quote, inter alia, Cyfrowy Polsat.</p>	11.06	
	13.06	<p>Dziennik Gazeta Prawna: Mobile internet catches up the cable connections PwC believes that in 4 years, 14 million Poles will use the internet through tablets and smartphones. Over the next four years, expenditures on mobile internet in Poland will approach the level of expenditures on fixed internet connections - according to the new, yearly report of PwC consulting 'Global Entertainment and Media Outlook 2012 – 2016'. Polish media and entertainment market is to grow at an annual rate of 4.9 percent over the next four years, and mobile internet will be one of its main drivers and will accelerate digitalization of media. According to PwC analysts, also pay-TV market will be in good shape in the coming years. Until 2016, the market will reach USD 2.4 billion.</p>
	14.06	<p>Rzeczpospolita: TV strengthens in the Internet and mobile networks The next four years will bring rapid growth of television received through electronic gadgets. Although revenue from mobile TV and Internet will continue to be a drop in the ocean of the TV market, its growth rate will far exceed the rate of growth of "traditional" TV.</p>

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	15.06	<p>Dziennik Gazeta Prawna: Netia also wants to cash in on digitalization New strategies of operators: pay for free TV a dozen or more zlotys. Take 22 DTT channels, add a few other stations, and a set-top box for PLN 1 – that is a new recipe of pay TV operators to prevent the churn of customers who might opt out of current paid subscription and stay with digital terrestrial television available for free.</p> <p>Although digital terrestrial television is free of charge, to receive the digital signal, an old TV-set has to be replaced (to support MPEG-4 standard) or it has to be equipped with a set-top box. And here the operators see their chances.</p>

Latest events

Current Report no 17
14 June 2012

Upgrade of rating by Standard & Poor's Rating Services

The Management Board of Cyfrowy Polsat S.A. ("Cyfrowy Polsat", "Company") informs that Standard & Poor's Rating Services ("S&P") raised the long-term corporate credit rating assigned to Cyfrowy Polsat from 'BB-' to 'BB' with stable outlook. S&P also raised the long-term issue rating assigned to the EUR 350 million senior secured notes due 2018 issued by Cyfrowy Polsat Finance AB (publ), a wholly owned Swedish subsidiary of Cyfrowy Polsat, from 'BB-' to 'BB'.

S&P justified its decision by Cyfrowy Polsat Group's improved financial risk profile, as well as maintained current financial policy of the Company aimed at further reduction of debt in the future.

The securities rating is not a recommendation to buy, sell or hold securities and may be subject to revision or withdrawal at any time.

Press release
11 June 2012

TVP1 HD and TVP2 HD in Cyfrowy Polsat's offer

Cyfrowy Polsat, operator of the largest Polish satellite platform, has added two new channels in HD: TVP1 HD and TVP2 HD. Both channels are available to all platform's subscribers with HD set-top boxes.

TVP1 HD is on the 113th position and TVP2 HD – 114th on Cyfrowy Polsat channel's list. Thanks to these channels subscribers have gained the possibility to watch EURO 2012 tournament also in HD quality.

Already approximately 1.7 million subscribers of Cyfrowy Polsat have HD set-top boxes, making Cyfrowy Polsat the largest satellite HD platform in Poland. Currently it provides access to 28 HD channels.

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
11-06-2012	13.95	13.55	13.80	-1.43%	1 317
12-06-2012	13.85	13.53	13.73	-0.51%	1 900
13-06-2012	13.77	13.60	13.66	-0.51%	1 116
14-06-2012	13.84	13.64	13.84	1.32%	998
15-06-2012	14.15	13.85	14.12	2.02%	2 342

