

Cyfrowy Polsat IR Newsletter

20 – 26 August 2012

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
	20.08	<p>Dziennik Gazeta Prawna: Orange in favour of cooperation with Play. The latter is still hesitating.</p> <p><i>-Orange Polska prepares to take part in further tenders for frequencies for fast mobile Internet. It plans to establish a company together with Play, that would represent both players in the tenders – said Piotr Muszyński, Vice President of Orange Polska. The new entity would take part in the tenders for frequencies as well as build and manage the network.</i></p> <p><i>- We are in favor of joint representation in the tender – declared Marcin Gruszka, spokesman of P4. Nevertheless, he did not answer when asked whether in September P4 would sign an agreement establishing a company with Orange.</i></p> <p>Dziennik Gazeta Prawna: Polo TV, ESKA TV and ATM Rozrywka beat TVP1</p> <p>Terrestrial digital TV viewers are increasingly choosing Polo TV, Eska TV, ATM Rozrywka, or TTV rather than Polsat, TVN and TVP. This is an effect of introduction of digital terrestrial television. Although the digital signal will replace the analog TV in nearly a year, Nielsen Audience Measurement already tracks how the digital television is watched. In the long run, the free digital TV might be used by up to 30% of households.</p>
	21.08	<p>Parkiet: The tender for LTE bandwidth is open</p> <p>The Office of Electronic Communications (UKE) has announced the long-expected tender for 1800 MHz frequencies. That is the bandwidth used by Solorz-Zak’s group (Polkomtel, Cyfrowy Polsat and NFI Midas) for the ultrafast mobile LTE Internet services. Theoretically, thanks to the procedure open yesterday, the competition may introduce alternative LTE offer on the Polish market. UKE gave operators slightly more than 2 months to prepare and submit the offers. The deadline is October 22.</p>

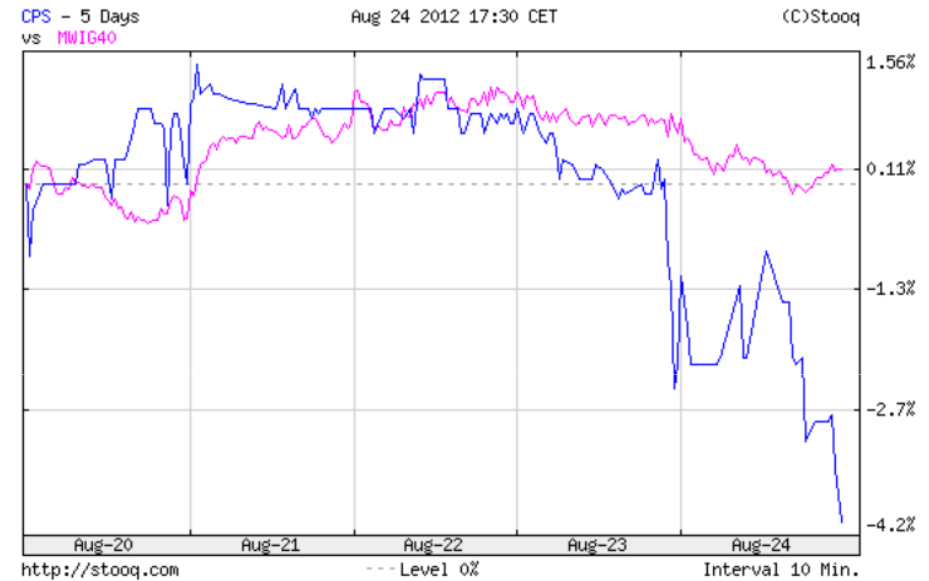


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	21.08	<p>Dziennik Gazeta Prawna: Play throws down the gauntlet to T-Mobile. Tablets and smartphones fight begins</p> <p>The competition over mobile Web users intensifies. To increase the number of users, Play, the fourth largest operator, decided to play harder on the distribution of tablets and laptops. It introduces devices for PLN 0 with the monthly data transfer package. Customer pay for the equipment in monthly installments. This is a challenge for T-Mobile, the current leader in sales of mobile equipment on the Polish market.</p>
	22.08	<p>Rzeczpospolita: The Government has adopted an amendment concerning internet TV</p> <p>The internet services offering video on demand will be supervised by the National Broadcasting Council of Poland. It will not, however, keep a registry of such services – announced the Council of Ministers, that adopted the draft on Tuesday. The draft amendment imposes on internet televisions, such as Ipla (owned by Cyfrowy Polsat), TVN Player or Kinoplex (owned by Agora), the same or similar requirements as those applicable currently to traditional televisions.</p> <p>Dziennik Gazeta Prawna: Sport moves to the Internet</p> <p>Broadcasters and editors intensify the competition on internet television market. The largest players – Ipla and Onet – have found a new way to attract viewers and strengthen their position on the market, on which the advertisers will spend PLN 90 million this year – that is enrichment of sport offer. Next week will see the launch of Eurosport.onet.pl service. Cyfrowy Polsat’s Ipla also takes care of the sports segment.</p> <p>- <i>We have just extended the availability of T-Mobile Ekstraklasa matches</i> – emphasizes Teresa Wierzbowska, spokesperson of Redefine, the owner of Ipla.</p>

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	23.08	<p>Dziennik Gazeta Prawna: Virgin Mobile will bet on million of the young The brand of Richard Branson wants to become the fifth largest operator on the market in three years. <i>- This year we want to get dozens, perhaps hundreds of thousands of customers – says Tomasz Gniewek, COO of Virgin Mobile. - We see our business in three-years horizon. After that time we would like to have over one million customers.</i> <i>- We are introducing the third global brand to the market, next to T-Mobile and Orange – adds Łukasz Wejchert, CEO of Dirlango and minority shareholder of Virgin in Poland, that will equip the operator with technological solutions and applications to attract customers. So far, the operator will try to attract the young clients by its pre-paid offers.</i></p> <p>Puls Biznesu: Carlos Slim enters Poland Carlos Slim’s company negotiates acquisition of Hawe and looks at Play. It wants to build a telecommunications power by the Vistula river. If the company of the richest men in the world gathers Play, Hawe and TK Telekom in one group and spends billions on investments, the Polish telecommunications market would see a revolution. The infrastructural potential of a new entity would be comparable to the one of Telekomunikacja Polska. The strategy of Carlos Slim’s group assumes to keep the local brands, so Play, that has already won a big chunk of the market, would get a strong support to continue the fight.</p>
	25.08	<p>Parkiet: Netia tempting Play. Back after separation? Four years after the sale of shares in Play, the Management Board of Netia recognizes that today a capital group of these two companies would make sense. Experts and analysts agree that combination of fixed and mobile networks is reasonable. <i>– Today, everything is about providing subscribers with packages of fixed and mobile telephony, Internet in two technologies and television – says Paweł Puchalski, analyst of BZ WBK broker.</i></p>

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
20-08-2012	15.50	15.20	15.35	0.00%	1 549
21-08-2012	15.59	15.47	15.50	0.98%	2 829
22-08-2012	15.57	15.43	15.47	-0.19%	2 443
23-08-2012	15.50	14.81	15.00	-3.04%	1 536
24-08-2012	15.22	14.70	14.70	-2.00%	783



Investors' calendar

16 – 30 August 2012	Closed period prior to the publication of H1 2012 results
30 August 2012	<p>Publication of report for H1 2012</p> <p>Schedule of publication of the results for H1 2012:</p> <p>7:00 am Publication of the semi-annual report in ESPI (WSE publishing system)</p> <p>8:00 am Publication of the semi-annual report on our website: www.cyfrowypolsat.pl/investor-relations</p> <p>10:00 am Meeting with investors and analysts</p> <p>12:00 pm Meeting with journalists</p> <p>16:00 pm (CET) Conference call with investors and analysts</p> <p>Details of conference call:</p> <p>Date: 30 August 2012</p> <p>Time: 4.00 pm (Warsaw), 3.00 pm (London), 10.00 am (New York)</p> <p>Phone numbers: +44 (0) 1452 569 335 (international); 00 800 121 4128 (Poland)</p> <p>Conference ID: 21172767</p>