

Cyfrowy Polsat Newsletter

22 – 28 August 2011



The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
<p>Gazeta Wyborcza: What Polsat can do for Cyfrowy Polsat Dominik Libicki, President of Cyfrowy Polsat hopes that the acquisition of Polkomtel by the main shareholder of Cyfrowy Polsat will accelerate the development of LTE network. - At the beginning we thought that television will help us to sell Internet, but now we believe that when nationwide network is ready, the high-speed internet will help us to sell TV and reduce churn of subscribers of TV packages - says Libicki. Both Telewizja Polsat and Cyfrowy Polsat benefit from mutual cooperation. According to Libicki, joint benefits from the acquisition will add two percentage points to EBITDA over the next two years.</p>	<p>22.08</p>	<p>Parkiet: Mobile networks will flood the market According to the spokesman of Telekomunikacja Polska, the end of the third and the end of the fourth quarter are the best periods for sale of Internet access service. This year, i.a. thanks to a new competitor - Cyfrowy Polsat - the battle will be mainly between those mobile networks who promote their flagship product - mobile internet access. Polkomtel intends to introduce new iPlus offers. At the turn of August and September new offers of T-Mobile are expected. Weeks prior to the start of the school year and then the academic year may bring Heyah brand back to the market. Although Zygmunt Solorz-Zak is above finalizing the acquisition of Polkomtel, Cyfrowy Polsat wants to compete independently for the students.</p>
<p>Gazeta Wyborcza: LTE to buy Cyfrowy Polsat finishes the tests of ultra-fast mobile Internet. It's time for commercial implementation of the service. From March 16, 2011 approximately 2 thousand testers have been checking how the LTE Internet works. Commercial LTE Internet service will be the first on the Polish market and one of the first in the world.</p>	<p>23.08</p>	



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	24.08	<p>Rzeczpospolita B: TVN for the French or the Americans According to Markus Tellenbach, President of TVN, there might be more than five investors willing to acquire the company's shares. The most serious candidates to take over TVN are Time Warner, owner of CME and the French Vivendi. France Telecom controlling Telekomunikacja Polska is willing to cooperate with Vivendi. German Bertelsmann, Discovery and the Swedish group MTG are also invited to the talks. The transaction of sale of TVN shares is coordinated on behalf of ITI by investment banks Nomura and GP Morgan. Since ITI is considering selling 56 percent of TVN shares, due to the down-turn on the market, the share price decreased from PLN 16 to PLN 12. The market capitalization of the company amounts to PLN 4 billion.</p>
<p>Puls Biznesu: Nominees for the Internale Poland 2011 Cyfrowy Polsat is among the nominees for the second edition of the contest dedicated to internal communications and intranet - Internale Poland 2011, which aims to increase awareness of the benefits of modern communication and information technologies. Winners will be announced at European IC & Intranet Meeting congress on 5 and 6 October 2011 in Warsaw.</p>	26.08	<p>Puls Biznesu: Multimedia wants to consolidate Multimedia Polska finishes share buyback initiating the process of withdrawal from the Stock Exchange. That should be an incentive to seek an investor. The decision of antimonopoly office concerning the acquisition of Aster, may play an important role in the sale of Multimedia. UPC (alongside with private equity funds, including EQT) is believed to be the main candidate to consolidate the market. Vectra is interested in buying Multimedia, but it is not obvious if it could finance the transaction.</p>

Latest events

Current report 60 26 August 2011

Information on signing a license agreement with HBO Polska Sp. z o.o.

The Management Board of Cyfrowy Polsat S.A. ("Company") informs that on August 26, 2011, it was notified that on August 24, 2011, a license agreement ("Agreement") with HBO Polska Sp. z o.o. (indirect subsidiary of Time Warner Inc.) seated in Warsaw ("Licensor") was concluded in a written form. The Agreement replaced the previous license agreement for reemitting television channels distributed by HBO Polska Sp. z o.o., that expired February 28, 2011 and an oral agreement effective since then. Under the Agreement, the Company receives a three-year license to distribute the following TV channels: HBO, HBO HD, HBO2, HBO Comedy and HBO2 HD and HBO Comedy HD ("Channels"). The Channels will be distributed both as part of a bundle of channels and on "a la carte" basis.

For distributing HBO, HBO HD, HBO2, HBO Comedy, HBO2 HD and HBO Comedy HD channels, the Company will pay the Licensor a monthly license fee for each subscriber who is authorized to and/or charged by the Company for receipt of at least one of the Channels ("Subscriber"), in the amount dependant on the subscription fees charged on the Subscribers by the Company, but not lower than an agreed minimum rate, expressed in US dollars.

The other terms and conditions of the Agreement do not vary from market standards applied in such agreements.

During the past 12 months, Cyfrowy Polsat Group concluded, on an arm's length basis, a number of agreements with the group of Time Warner Inc., whose aggregate value together with the above-mentioned Agreement may exceed 10% of the Company's revenues for the last four quarters, meeting the criteria of significant agreement.

Cyfrowy Polsat provides T-Mobile Ekstraklasa to wider audience

Cyfrowy Polsat will provide subscribers of basic packages: Family Package and Family HD Package with possibility to watch Polsat Sport HD and Polsat Futbol till September 2011.

Press Release 26 August 2011

From July 29, 2011, autumn round of T-Mobile Ekstraklasa can be watched through Cyfrowy Polsat platform, also in HD technology. Now, thanks to the special offer „otwarte okno” („open window”) including Polsat Sport HD and Polsat Futbol, it is available to over 2.7 million Cyfrowy Polsat subscribers. Football fans can watch live on Polsat Sport HD and Polsat Futbol 4-5 chosen matches every week, including all games of WKS Śląsk Wrocław. Each day of the league, an evening program of T-Mobile Ekstraklasa is broadcasted and contains a summary of the day prepared by the best journalists and commentators of Polsat sports editorial. The subscribers of additional Sport HD Package can watch one more game on Eurosport 2 and Eurosport 2 HD.



Latest events

In addition, Friday games of T-Mobile Ekstraklasa, are promotionally broadcasted on Polsat Sport channel, included in Family HD and Mini HD Packages, thus being available to approximately 3.5 million subscribers of the platform.

All games shown by Telewizja Polsat sports channels, Cyfrowy Polsat subscribers can also find on „Strefa Wideo” - Internet TV provided within the catch-up TV service on www.cyfrowypolsat.pl. All subscribers can watch for free retransmissions of games broadcasted within their TV packages.

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Volume (PLN ths.)
22-08-2011	14.33	14.02	14.33	-0.35%	2 956
23-08-2011	14.60	14.30	14.52	1.47%	4 746
24-08-2011	14.85	14.46	14.85	1.71%	1 993
25-08-2011	15.59	14.86	14.86	-0.60%	20 547
26-08-2011	14.94	14.60	14.70	2.08%	6 463



