

Cyfrowy Polsat IR Newsletter

25 June – 1 July 2012



The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
	26.06	<p>Gazeta Wyborcza: Internet will be cheaper? Operators already have offers for the Poles who do not want to overpay. The latest offer was introduced yesterday by Netia – for PLN 29,90 a client can get access to the network at a speed of 1 MB/s. According to data of PBS DGA and CBM Indicator for Office of Electronic Communications published in 2010, as much as 28.6% of Poles who do not have access to the global network resigns from the service for financial reasons. And as much as 32.8% of them would accept a price in the range of PLN 41-50.</p>
<p>Parkiet: Price of a cup of coffee, wider coverage Cyfrowy Polsat introduced a special offer with HSPA+ Internet from PLN 14.9 per month, and LTE - from PLN 29.9. <i>- We reduce barriers to entry for those who have not yet used the Internet or have for example a fixed connection and do not want to resign from it. Consequently, this offer may be attractive both to people living outside big cities, as well as those living in cities where a dozen or so zlotys is the price of a cup of coffee in a restaurant - says Olga Zomer, a spokeswoman for Cyfrowy Polsat.</i></p>	28.06	
	29.06	<p>Rzeczpospolita: Alliance of Cyfra+ and Play, or battle for internet users Canal+ Cyfrowy, the owner of Cyfra+ satellite platform, has signed an agreement with P4, the operator of Play network. Thanks to this agreement, it will offer mobile Internet to its customers. For Canal+ Cyfrowy it is also a way to be more present with its content in the network, chasing Polsat and Ipla.</p>

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	29.06	<p>Rzeczpospolita: LTE will become a standard</p> <ul style="list-style-type: none">- <i>I believe that LTE will become an international standard and will dominate the market just like GSM did before - says Piotr Chotuj, deputy Director of the Department of Marketing and Business Development for Data Business Line at Polkomtel Sp. z o.o.</i>- <i>LTE is above all a great step forward, compared to currently used latest mobile Internet technologies. LTE means: unprecedented speed, stability and quality of mobile connections with parameters comparable to the quality of services offered by leading providers of fixed Internet - he adds.</i>

Latest events

Press release
27 June 2012

Cyfrowy Polsat introduces the cheapest mobile Internet offer on the market

Cyfrowy Polsat refreshes its Internet offer. Among the news, there are: the most inexpensive fast mobile Internet offer on the market starting from PLN 14.9, and from PLN 29.9 for LTE Internet, even larger data packages at unchanged price, and extra gigabytes for subscribers to television services.

(...)

*-This offer is priced to suit every pocket! It was developed for new users who use Internet on the most basic level - e-mailing, browsing favorite websites or writing a blog. Now these people can get familiar with functionalities of mobile Internet without financial risk. What is important – without speed limits. It is also a perfect solution for customers who use fixed broadband connections and want to be able to use mobile Internet in emergency situations - says **Beata Białkowska, Marketing Director at Cyfrowy Polsat.***

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
25-06-2012	14.23	14.05	14.05	-1.40%	2 768
26-06-2012	14.20	14.00	14.19	1.00%	4 029
27-06-2012	14.50	14.18	14.31	0.85%	3 727
28-06-2012	14.48	14.20	14.20	-0.77%	705
29-06-2012	14.60	14.20	14.60	2.82%	4 753

