

Cyfrowy Polsat IR Newsletter

26 March – 1 April 2012

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
<p>Parkiet, Companies' Results: Media, The economic downturn made itself felt</p> <p>Compared to TVN results, that leave a lot to be desired, the results of Cyfrowy Polsat contrast sharply, with the increases in revenue by 17 percent (i.a. thanks to the consolidation of TV Polsat reports), and in profit by 33 percent. Apparently, a strong drop in earnings in the third quarter proved to be only a one-time "work accident". However, you can still see its effects in much lower profitability ratios.</p>	27.03	
<p>Parkiet: I'll tell "Parkiet" 15 questions to... Dominik Libicki, President of Cyfrowy Polsat</p> <p>In 10 years I will... I hope, I will still be the head of Polsat Group, which will continue to be the largest media company in Poland.</p>	28.03	<p>Dziennik Gazeta Prawna: Iplex will compete with Ipla, VoD.onet.pl and Kinoplex on pay movies in the Internet</p> <p>Online video portals count on PLN 300 million from advertising at the end of 2015.</p> <p>- <i>Entering online video market is like drilling for oil - says Arkadiusz Świerczewski, President of Iplex.pl, website with online movies. - At the beginning it includes only costs. But when the oil begins to flow, all who survived the time of investment and did not fall under the pressure of costs will benefit from this.</i></p>
<p>Dziennik Gazeta Prawna, Forum Biznesu: The consumers chose the best</p> <p>Cyfrowy Polsat brand is among the winners of 'Good Product of 2011 - Consumer choice' for its digital television offer. The title was awarded by magazine "Forum Biznesu" based on questionnaires filled out by consumers who gave their opinions and evaluated functional value of products.</p>	29.03	<p>Rzeczpospolita: The Internet networks increased the subscriber base</p> <p>The number of new Internet subscribers gained last year by Play, Orange, T-Mobile and Plus can be estimated at more than 0.5 million. For the Polish mobile telephony operators, the last year was a small prelude to the hell that has begun on the market this year: mobile telecoms race to launch new projects and persuade consumers that it is their smartphones that are the cheapest.</p> <p>Puls Biznesu: President of the Office of Electronic Communications will not let the market to be harmed</p> <p>The telecommunications market is increasingly divided between the two influence zones. One is formed by companies connected to Zygmunt Solorz-Zak, who controls Polkomtel, NFI Midas and Cyfrowy Polsat, the</p>

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		second is T-Mobile and Orange, which belongs to TP Group cooperating with TVN. If the division of influence harms the competition, Magdalena Gaj will introduce some regulations.
	30.03	Puls Biznesu: Plus without Jaroslaw Bauc Jaroslaw Bauc resigned from the position of management board member at Polkomteltel. His duties were taken over by Zygmunt Solorz-Zak, delegated by the supervisory board to perform the function of the president. Only Martin Moorhouse is left from the previous management board, but his term will end soon.

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
26-03-2012	14.15	13.91	14.13	0.36%	2 132
27-03-2012	14.23	14.02	14.02	-0.78%	3 653
28-03-2012	14.29	14.02	14.10	0.57%	1 068
29-03-2012	14.25	13.80	13.80	-2.13%	2 733
30-03-2012	14.00	13.81	13.99	1.38%	3 144

