

Cyfrowy Polsat IR Newsletter

28 May – 3 June 2012

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
<p>Puls Biznesu Weekend: Dominik Libicki President of Cyfrowy Polsat is to launch mobile TV available everywhere before EURO 2012. It will be possible to receive it on TV-set, laptop, tablet and smartphone for subscription fee of PLN 20. Dominik Libicki wants to be ahead of the process of digitization of television in Poland and to acquire a part of 3.5 million viewers of television broadcasted through analog transmitters, which will be switched off next year.</p>	<p>31.05</p>	<p>Rzeczpospolita: Mobile TV integrated with terrestrial TV Due to the fact that a business model for mobile TV operating in a separate technology (before DVB-H technology was considered in Poland) has not been found in Europe, in Poland it will be launched in the same technology as used by terrestrial digital TV. This is a popular solution in other countries. Thanks to that it is not needed to create an expensive network to transmit in another system, and the programming content of mobile television may be enriched by channels broadcast in the digital terrestrial television.</p> <p>Rzeczpospolita: Difficult mergers of large cable operators Cable television networks as an industry do not grow in terms of the number of subscribers. They closed the year 2011 with 4.6 million customers, which was comparable to the year 2010. However, revenues of cable operators grow. Mainly thanks to the launch of new services - including the unusual for them mobile services. Thus, they sell increasingly bigger packages to their subscribers. The largest and the richest networks grow also thanks to acquisitions of competitive operators.</p>
	<p>01.06</p>	<p>Parkiet: Plus' profitability has exceeded 40 percent In the first quarter, the revenues of Polkomtel amounted to nearly PLN 1.76 billion. Through costs cuts, EBITDA (i.e. operating profit plus depreciation and amortization) of the telecom, going now through restructuring, increased to PLN 708 million from PLN 700 million in the first quarter of 2011. Thanks to that the profitability of the telecom was also higher. In the first quarter, EBITDA margin of Plus increased to 40.2% and was the highest in the industry. For comparison, Centertel (Orange) showed 28.1% margin and Polska Telefonia Cyfrowa (T-Mobile) 30.7%.</p> <p>In the first quarter, Polkomtel recorded ARPU of PLN 39. For comparison, one customer of Orange brought PLN 38.3 per month, and T-Mobile – PLN 33.8.</p>

Latest events

Press release
28 May 2012

Muzo+ free for customers of Cyfrowy Polsat's Internet service

On May 28, this year, the largest satellite platform launches an attractive special offer for Internet users. Now, new customers of Internet service of Cyfrowy Polsat not only can use connection of up to 100 Mb/s in LTE technology, but also gain free and unlimited access to millions of songs in muzo.pl service for three month.

(...)

Press release
31 May 2012

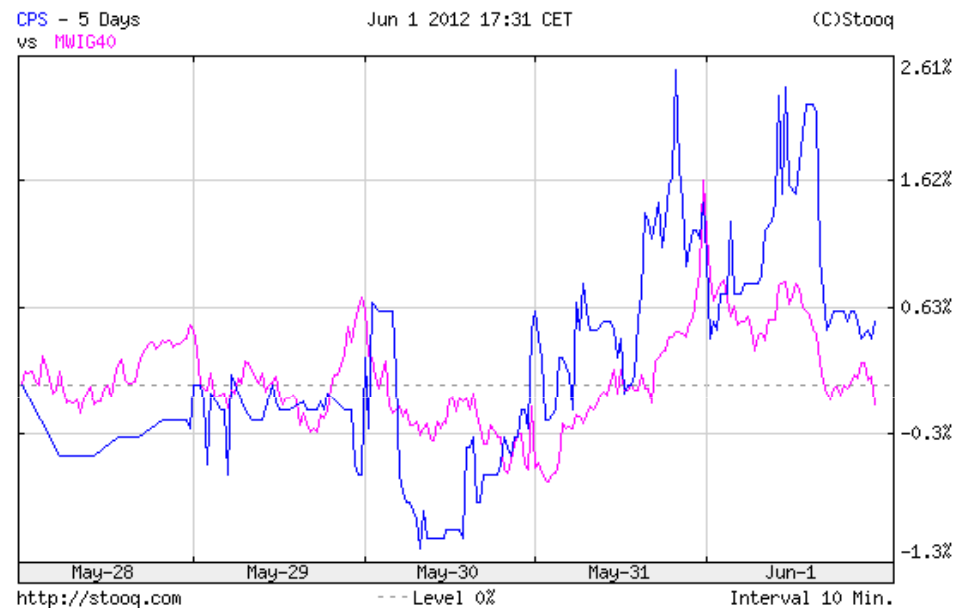
4 new TV channels in Cyfrowy Polsat

On June 1, this year, the largest satellite platform in Poland, will introduce to its offer 4 new thematic channels: FightBox, that will replace Polsat Futbol, FilmBox Extra, FilmBox Family and Polsat Sport Extra HD, thus increasing the number of HD channels offered to 26 positions. The operator also introduces changes to programming packages and to the list of channels.

(...)

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
28-05-2012	13.40	13.32	13.35	0.38%	201
29-05-2012	13.41	13.30	13.30	-0.37%	3 967
30-05-2012	13.49	13.22	13.46	1.20%	1 737
31-05-2012	13.75	13.35	13.60	1.04%	13 201
01-06-2012	13.73	13.45	13.47	-0.96%	3 503



Investors' calendar

5 June 2012

Annual General Meeting of Cyfrowy Polsat S.A.