

Cyfrowy Polsat IR Newsletter

8 – 14 April 2013

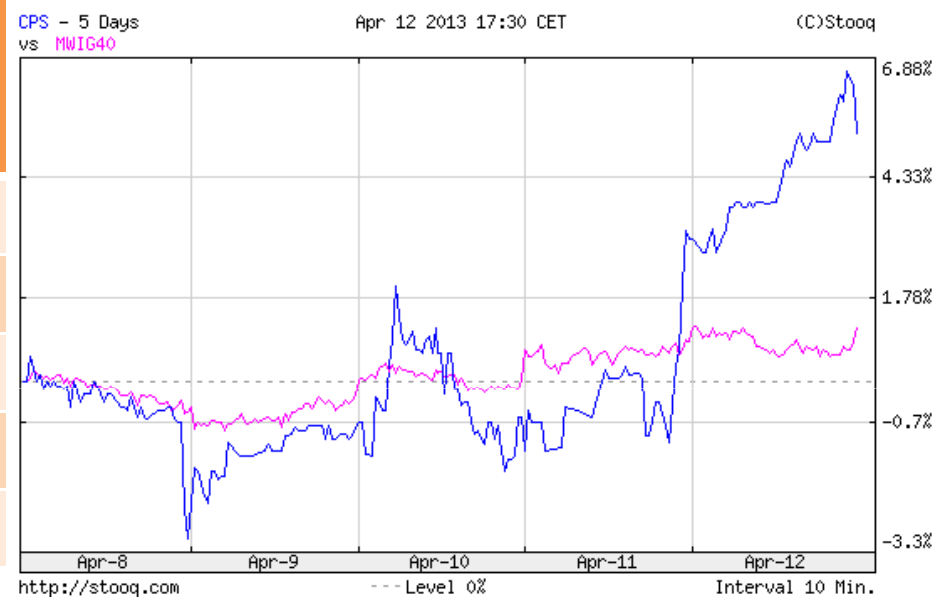
The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
	9.04	<p>Dziennik Gazeta Prawna: Stock Exchange alternative Play is considering a debut on the Warsaw Stock Exchange, which would enable shareholders to exit the investments with a profit. Such speculation can be heard among investment bankers, lawyers and in the telecommunications environment.</p> <p>Dziennik Gazeta Prawna: NC+ surrender to the customers' pressure Next week, NC+, the satellite platform emerged from the merger of n television and Cyfra+, is expected to present changes in the offer. Since the launch at the end of March, the television is subject to attacks from unhappy customers.</p>
	10.04	<p>Dziennik Gazeta Prawna: Confirmed reservations for 900 MHz The owner of Play and Aero2 can sleep easy. The Supreme Administrative Court of Poland has confirmed by the legally binding verdict, that they can use the frequencies within the 900 MHz band, as their reservations have been issued by the Office of Electronic Communications in accordance with the law.</p> <p>Dziennik Gazeta Prawna: Play is still taking customers from Plus, Orange and T-Mobile This year, the Poles will transfer 1.6-1.7 million numbers between mobile operators - according to Telepolis.pl portal estimates. This means that there will be about 400 thousand more migrations than in 2012. Although Play boasts that the first quarter was the best in its history in terms of the number of acquired customers, its position weakens here if favor of the competitors.</p> <p>Dziennik Gazeta Prawna: The mobile Pole runs through life with the Internet in the pocket In Poland, there will be 13.5 million smartphones at the end of 2013</p>

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
	10.04	6 million Poles use smartphones today, according to IDC research 41% of smartphone owners use them to browse Internet 51% does that at least once a day.
<p>Republic: Cyfrowy Polsat missing in the report For unknown reasons, distribution and TV broadcasting group Cyfrowy Polsat was not included in the report of the European Audiovisual Observatory. If the analysts included the group, it would be ranked at the end of the top twenty similar companies in terms of revenue.</p>	11.04	<p>Dziennik Gazeta Prawna: Maneuvers of telecom giants Virtually all companies on the market conduct informal talks on potential cooperation. Objective: to reduce the cost of network creation and accelerate the development of LTE mobile internet offer. The market situation pushes the operators to talk. The main players deciding on the balance of forces on the market are Orange Polska and the empire of Zygmunt Solorz-Zak, which includes Midas, Polkomtel and Digital Polsat.</p> <p>Parkiet: Planned layoffs and merger with PTK Centertel According to Maciej Witucki, president of Telekomunikacja Polska, the fusion of the parent company and PTK Centertel mobile subsidiary will constitute an important element of changes in the group this year.</p>
	12.04	<p>Rzeczpospolita: PCs become less attractive than tablets Sales of tablets grow rapidly, PCs - fall. During the first three months of 2013, as reported by IDC, customers bought nearly 14% less PCs than a year earlier. Tablet sales, by contrast, according to Digitimes Research's estimates, increased by over 75% year on year.</p> <p>Rzeczpospolita: I'm sorry for everything - <i>We introduced too many changes at once</i> – CEO of nc+ platform admits in an interview with Magdalena Lemańska and Jakub Kurasz. He announces a change in the offer that upset the customers so badly.</p>

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
<p>Rzeczpospolita: The apology and the new offer do not satisfy the customers</p> <p>Changes in the prices of nc+ packages did not calm moods and the online forums continue to buzz. - <i>The company has made mistakes</i> - assesses President of the Office of Competition and Consumer Protection.</p> <p>-<i>The market has basically ceased to grow, so Cyfrowy Polsat should definitely win on this turmoil. Cable networks will benefit less, as subscribers of platforms are different</i> – points out Waldemar Stachowiak, analyst at Ipopema Securities.</p> <p>- <i>Recent events will not be without effect on the distribution on pay-TV market, but a diametrical change should not be expected</i> - says Olga Zomer, spokesperson for Cyfrowy Polsat.</p>	13.04	<p>Gazeta Wyborcza: President of NC+ is very sorry. But who will forgive him?</p> <p>It is not known how many customers of Cyfra+ and N platform terminated their contracts. Heads of NC+, however, give them the chance to return. - <i>Those customers who had already terminated the contracts, have undoubtedly signed new ones with other operators. People do not like to give up the entertainment and care about continuity. Getting back such customers by NC+ is virtually impossible</i> - says Piotr Janik, head of analysis at KBC Securities.</p>

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
08-04-2013	16.64	15.92	16.00	3.23%	11 281
09-04-2013	16.40	16.12	16.38	2.38%	3 549
10-04-2013	16.89	16.16	16.42	0.24%	5 336
11-04-2013	17.09	16.30	17.06	3.90%	4 833
12-04-2013	17.69	17.01	17.45	2.29%	1 733



Investors' calendar

1 May – 15 May 2013	Closed period prior to the publication of Q1 2013 results
15 May 2013	Publication of annual report and consolidated annual report for 2012