

Cyfrowy Polsat IR Newsletter

9 – 15 April 2012

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
	10.04	<p>Rzeczpospolita: Iplex counts on fast development of the market Iplex, portal offering movies on the Internet, is getting ready for the debut on NewConnect and estimates that in three years the market of such services will be worth about PLN 0.5 billion. Iplex's competitor – Polsat's Ipla - also highly estimates the potential of the industry.</p> <p>Puls Biznesu: Next year UPC will integrate Aster For several months UPC has been announcing the launch of the television platform, allowing access to television and Internet not only on TV, but also on smartphones and tablets. UPC postpones the launch of Horizon platform and entry into mobile phones to the next year. The priority is the integration of Aster.</p>
<p>Puls Biznesu: TP and Polkomtel bet on packages Orange brand will soon merge fixed and mobile telephony. TP brand will disappear from the market by the end of June. We can expect that the change will mean not only the unification of the brand, but also the launch of integrated offer of the operator, with discounts for buying more than one service. Yesterday, Cyfrowy Polsat and Plus began cross selling of their services.</p> <p><i>- The marriage of CP and Plus has a greater growth potential because it combines two more pro-growth and having better perspective segments of the industry - says Pawel Puchalski, head of research of DM BZ WBK.</i></p> <p>Gazeta Wyborcza: Solorz invests in digital music A new music service on the web debuts today. Muzo.pl will offer every month 20 hours of music for free. This is the second, next to Muzodajnia, music service in the stables of one of the richest Poles. Muzo.pl is a project of Redefine, the company belonging since recently to Cyfrowy Polsat.</p>	12.04	

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
<p>Rzeczpospolita: Cyfrowy Polsat will introduce mobile digital TV before the Euro 2012 championships - said Maciej Staszak, director of strategy and development of the company. Info TV FM assumes that mobile TV will offer not only channels available free of charge within digital terrestrial television but also eight additional television stations and 12 radio channels.</p>	13.04	<p>Gazeta Wyborcza: It's official. Onet is for sale TVN announced that it is willing to sell the portal. Exclusive right to negotiations over a "strategic partnership" till the end of May was given to Ringier Axel Springer group. In a press release, TVN points out that "it intends to keep a minority stake in Onet Group". Is the sale of the portal strategically good for the TV station? – <i>I would not consider that in terms of strategic movement. It is simply a sale of assets aimed at profits for the owners</i> - said Waldemar Stachowiak, Ipopema Securities analyst.</p>

Latest events

Press release
12 April 2012

Launch of subscription music service muzo.pl

Today saw a launch of muzo service, music subscription portal offering legally millions of songs online. For PLN 9,90 per month it provides unlimited access to a huge archive of music, including new releases available as soon as on the day of their market premiere. The application can be downloaded from <http://www.muzo.pl/>.
(...)

- Our goal is that muzo becomes one of the leading music projects in Poland. With revolutionary approach to distribution of music, focus on quality of the offer and transparent pricing policy, we intend to respond to the needs of contemporary listeners. At last, the market got a giant music offer available at a reasonable price, at any time and place - says Jarosław Rawicki, Product Director of Muzo, Redefine.
(...)

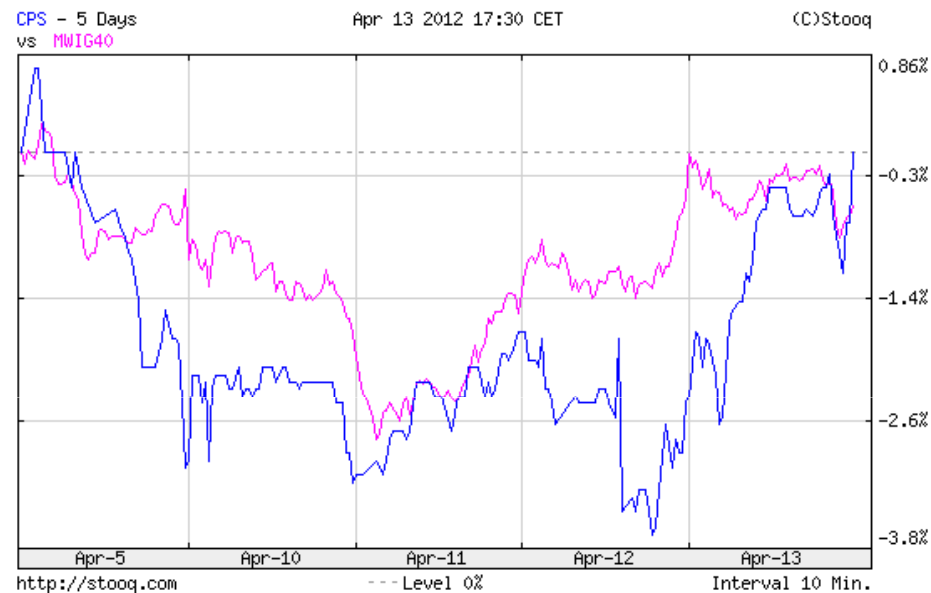
Press release
11 April 2012

Cyfrowy Polsat and Plus launch cross selling of services and special offers for the customers of both companies

On 11 April this year, Cyfrowy Polsat, the largest media group in Poland, together with Plus, launched cross selling of services and special offers including additional benefits for subscribers of both companies. At the beginning, the standard offers of the partners will be available in approximately 200 points of sale of each network, and attractive benefits for those using both satellite TV of Cyfrowy Polsat and telephony within Plus Abonament (subscription) and Plus Mix – in the entire sales networks of both companies.
(...)

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
10-04-2012	13.50	13.30	13.34	-0.15%	5 067
11-04-2012	13.55	13.35	13.55	1.57%	2 183
12-04-2012	13.58	13.27	13.45	-0.74%	1 127
13-04-2012	13.80	13.42	13.80	2.60%	1 889



Investors' calendar

1 – 15 May 2012	Closed period prior to the publication of Q1 2012 results
15 May 2012	Publication of quarterly report for Q1 2011