



UBS Investment Bank

EMEA One on One Conference 2012

London, 28-30 May 2012

Safe Harbour Statement



This presentation includes 'forward-looking statements'. All statements other than statements of historical facts included in this presentation, including, without limitation, those regarding our financial position, business strategy, plans and objectives of management for future operations (including development plans and objectives relating to our products and services) are forward-looking statements. Such forward-looking statements involve known and unknown risks, uncertainties and other important factors that could cause the actual results, performance or achievements to be materially different from future results, performance or achievements expressed or implied by such forward-looking statements. Such forward-looking statements are based on numerous assumptions regarding our present and future business strategies and the environment in which we will operate in the future. These forward-looking statements speak only as at the date of this presentation. We expressly disclaim any obligation or undertaking to disseminate any updates or revisions to any forward-looking statements contained herein to reflect any change in our expectations with regard thereto or any change in events, conditions or circumstances on which any such statement is based. We caution you that forward-looking statements are not guarantees of future performance and that our actual financial position, business strategy, plans and objectives of management for future operations may differ materially from those made in or suggested by the forward-looking statements contained in this presentation. In addition, even if our financial position, business strategy, plans and objectives of management for future operations are consistent with the forward-looking statements contained in this presentation, those results or developments may not be indicative of results or developments in future periods. We do not undertake any obligation to review or to confirm or to release publicly any revisions to any forward-looking statements to reflect events that occur or circumstances that arise after the date of this presentation.

1

The Leading Media Group in Poland

Overview – Investment highlights



**Leading integrated
media group**

**Strong brand and
customer
satisfaction**



**Attractive
business model**

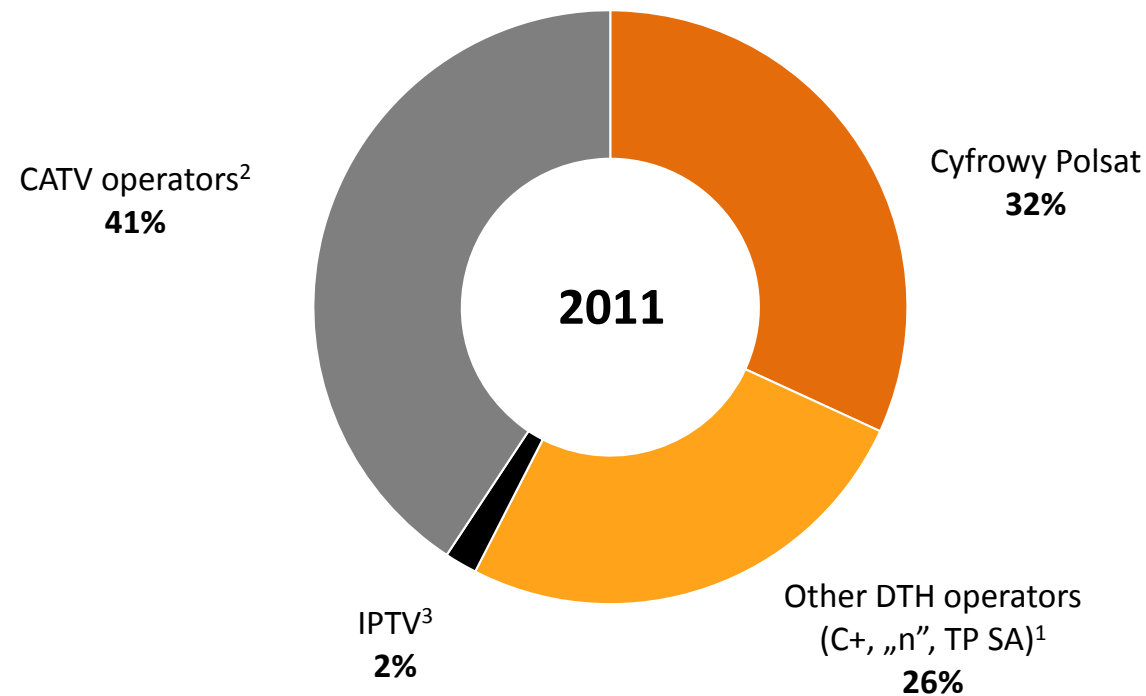
**Strong content
portfolio**

No. 1 in pay TV....



Poland's pay-TV market leader with 3,55m subscribers

% share in the total number of paying subscribers at the EOY



Note: (1) Based on own estimates and data published by operators (Annual reports of TVN S.A. Group and TP S.A. Group for 2011)

(2) Based on own estimates and data published by PIKE

(3) Based on own estimates and data published by operators (Annual report of TP S.A. Group and the website of Telefonía Dialog S.A.)

...with unique multi-play product

TODAY



THE FUTURE



90 Polish channels, 25 HD; more than 500 FTA
VOD, PPV, CatchUp TV, Multiroom
Own STB production



Mobile broadband network
HSPA+ up to 28.8 Mbit/s
LTE (Long Term Evolution) – up to 100 Mbit/s



Polkomtel mobile telephony
MVNO



Pay DTT and mobile offer



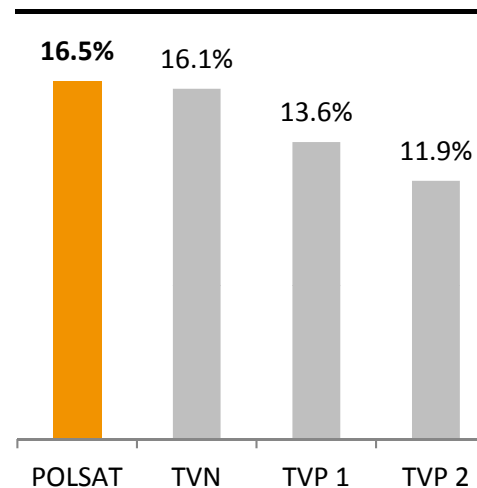
Online video platform

Strong broadcasting segment

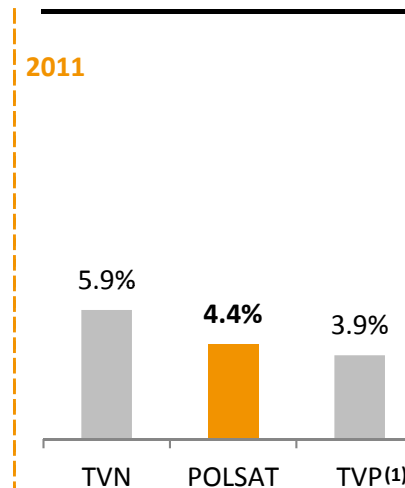


- Diversified portfolio of 15 channels, addressing all main audience groups
- Group audience share at ca. 21%
- Nearly 23% of TV advertising market share

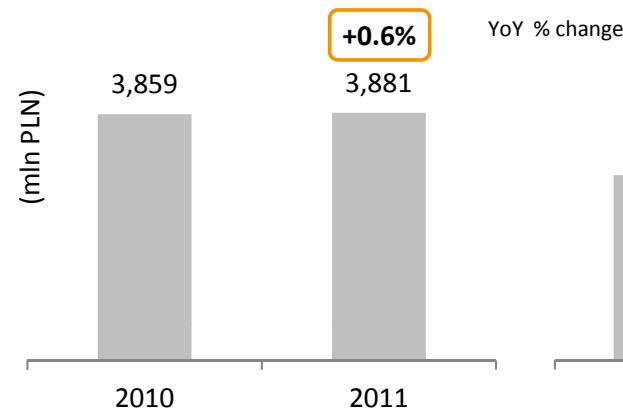
Audience share of main channels



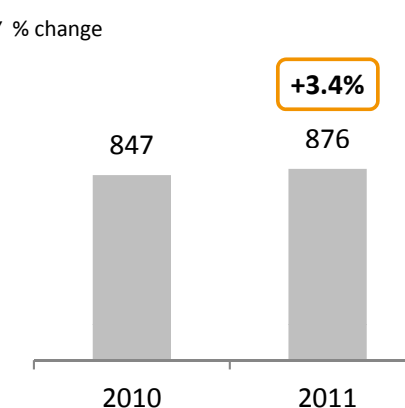
Audience share of thematic channels



Expenditures on TV advertising and sponsoring



Revenues from advertising and sponsoring of TV Polsat Group⁽²⁾



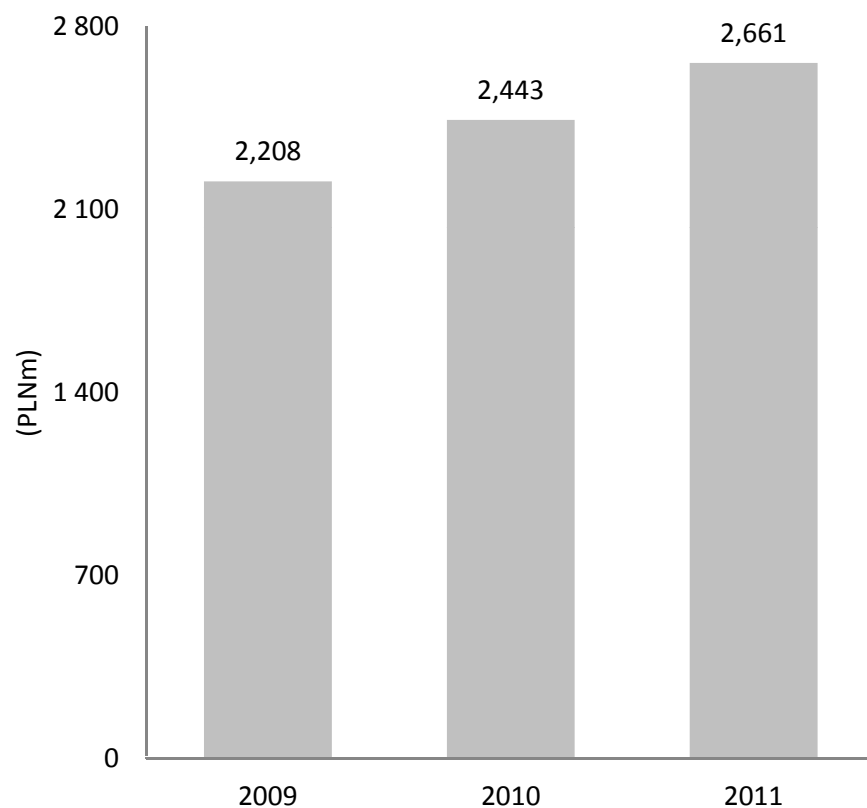
Source: NAM, All 16-49, all day, SHR%; internal analysis Starlink, airtime and sponsoring; TV Polsat; internal analysis

Note: (1) Includes a nationwide DTT channel TVP Info, whose audience share is 2.2%

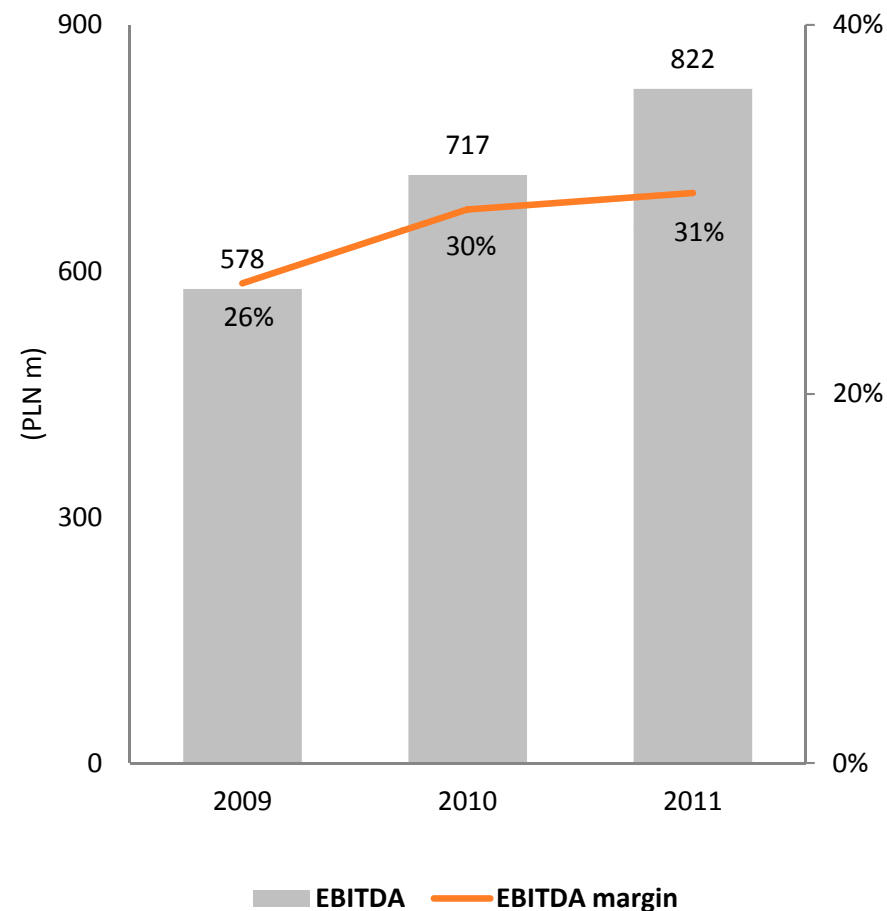
(2) Revenues from advertising and sponsoring of TV Polsat Group according to Starlink's definition

Growing revenues and profits

Revenues pro forma



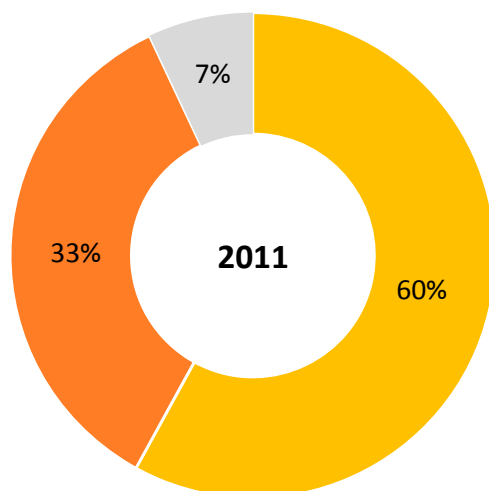
EBITDA and EBITDA margin pro forma



Diversified income mix in 2011

Revenues structure pro forma

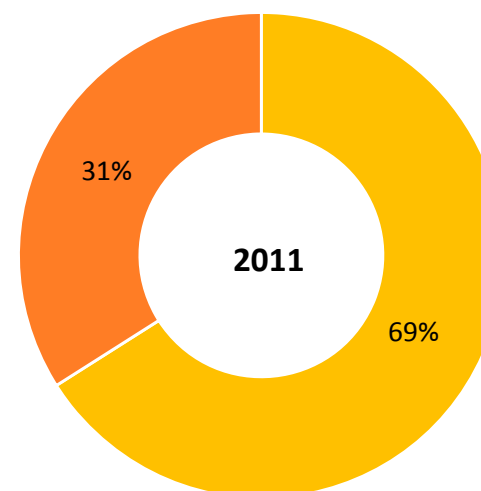
PLNm/ % share



- Retail subscription
- TV advertising
- Other (mainly satellite and cable operators subscription fees)

EBITDA structure pro forma

PLNm/ % share



- Cyfrowy Polsat
- TV Polsat

2

Group Strategy

Our vision

We create and provide the most attractive content....

... using the best and latest technologies to deliver high quality multi-play services with the highest levels of customer satisfaction



Strengthening our leadership in entertainment in Poland.

We have a winning strategy

**Key content
secured**

**New TMT
products**

**Distribution
under control**



A WINNING STRATEGY

Understanding current and future consumer needs



TECHNOLOGY CHANGES

ACCESS TECHNOLOGIES

(satellite, cable, Internet, DTT, mobility ...)

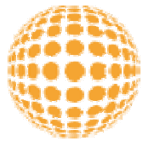
TERMINAL DEVICES

(TV, STB, laptop, tablet, smartphone...)

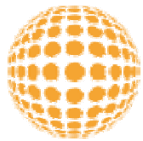
Have an impact on changing consumer preferences as of content consumption: What? Where? How?

Our main priorities

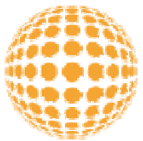
Building the business value



Building value of our customer base



Building channels value

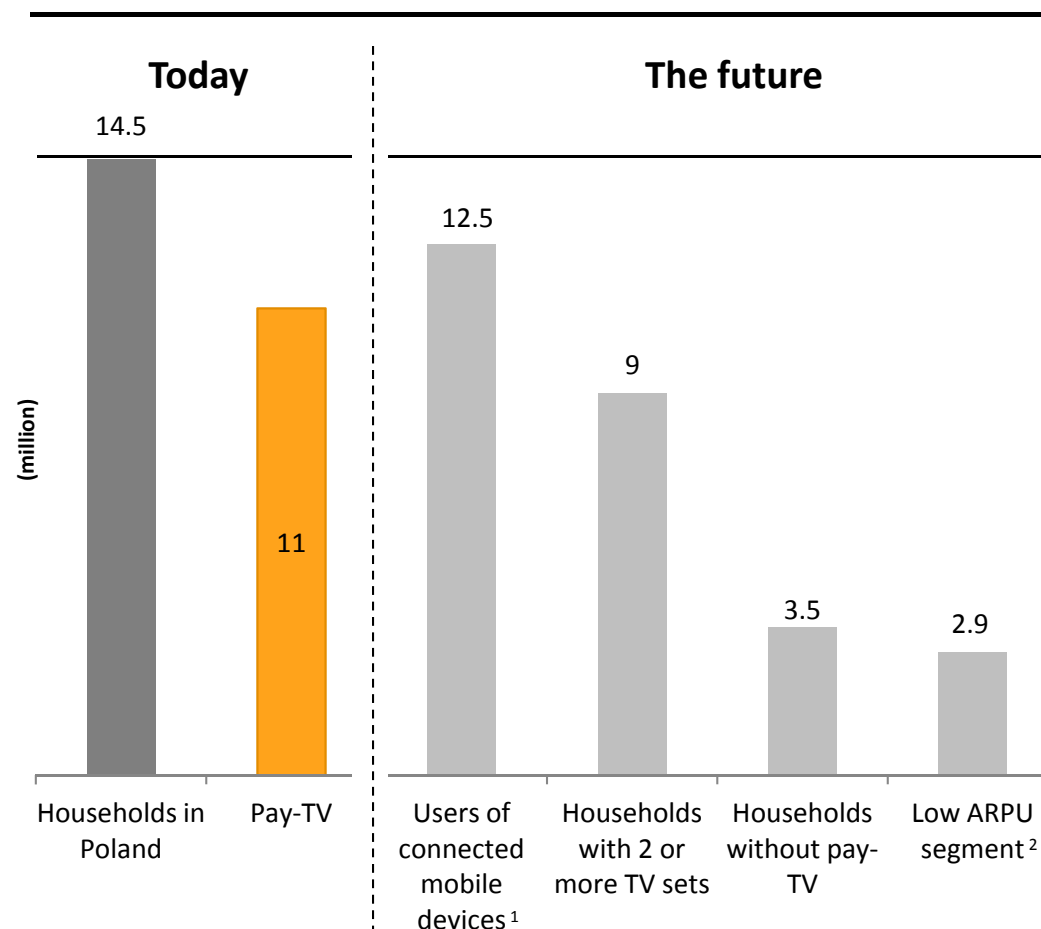


Effectively managing costs

Headroom for growth

- Thanks to complete portfolio of our products (DTH, Internet, telephony, pay DTT, ipla) we can target a bigger addressable market and respond to more demand in the future

The addressable market for pay-TV



Source: Operators reports, GUS, PIKE, IDC, UKE, Report „Diagnoza Społeczna 2011”, Company’s estimates

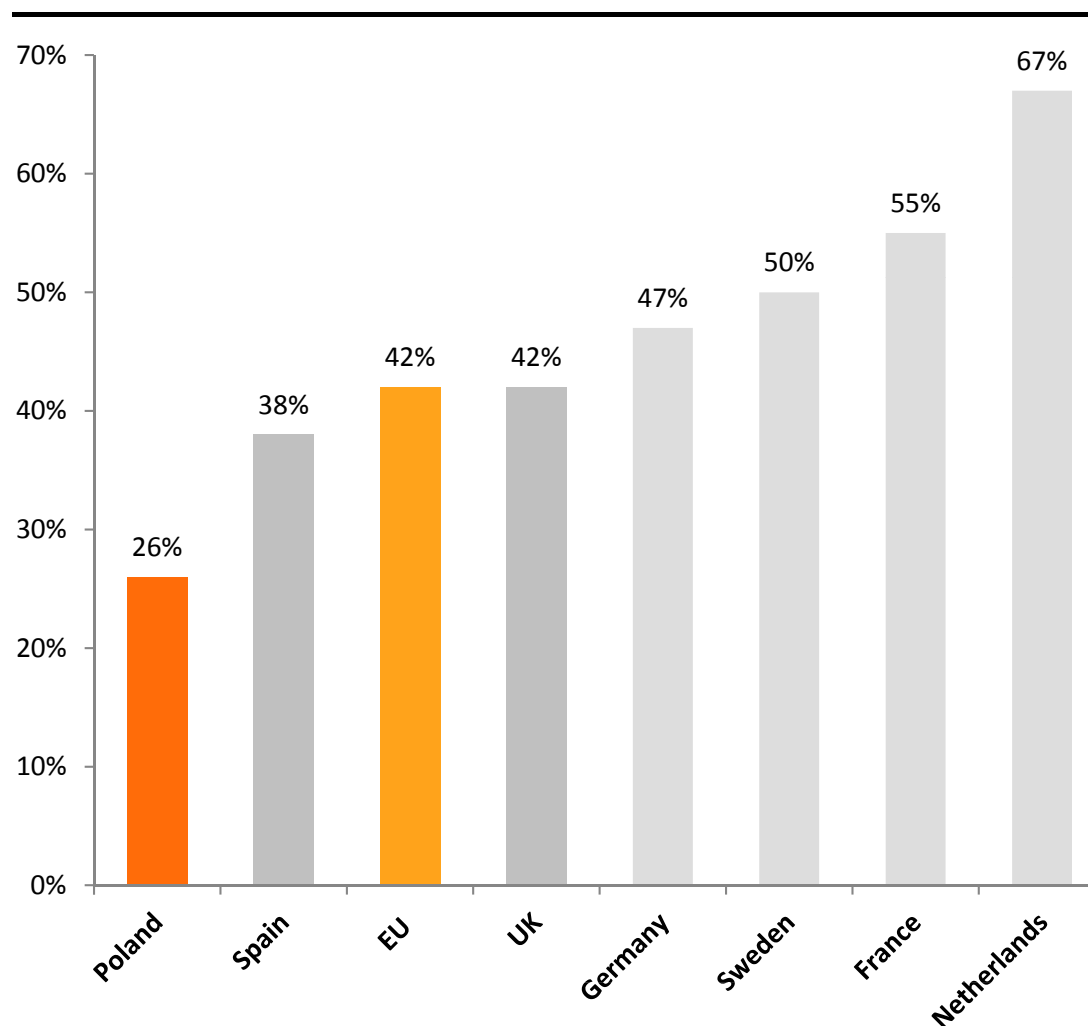
Note: (1) Users of connected mobile devices defined as number of users of smartphones, tablets and laptops

(2) Low ARPU segment - below PLN 20

The multi-play potential

- Increasing role of multi-play services seen in all European countries
- Multi-play means TV, broadband and telephony for now – but the opportunity is greater than this
- The Polish market has enormous built-in potential – catching up with the rest of Europe

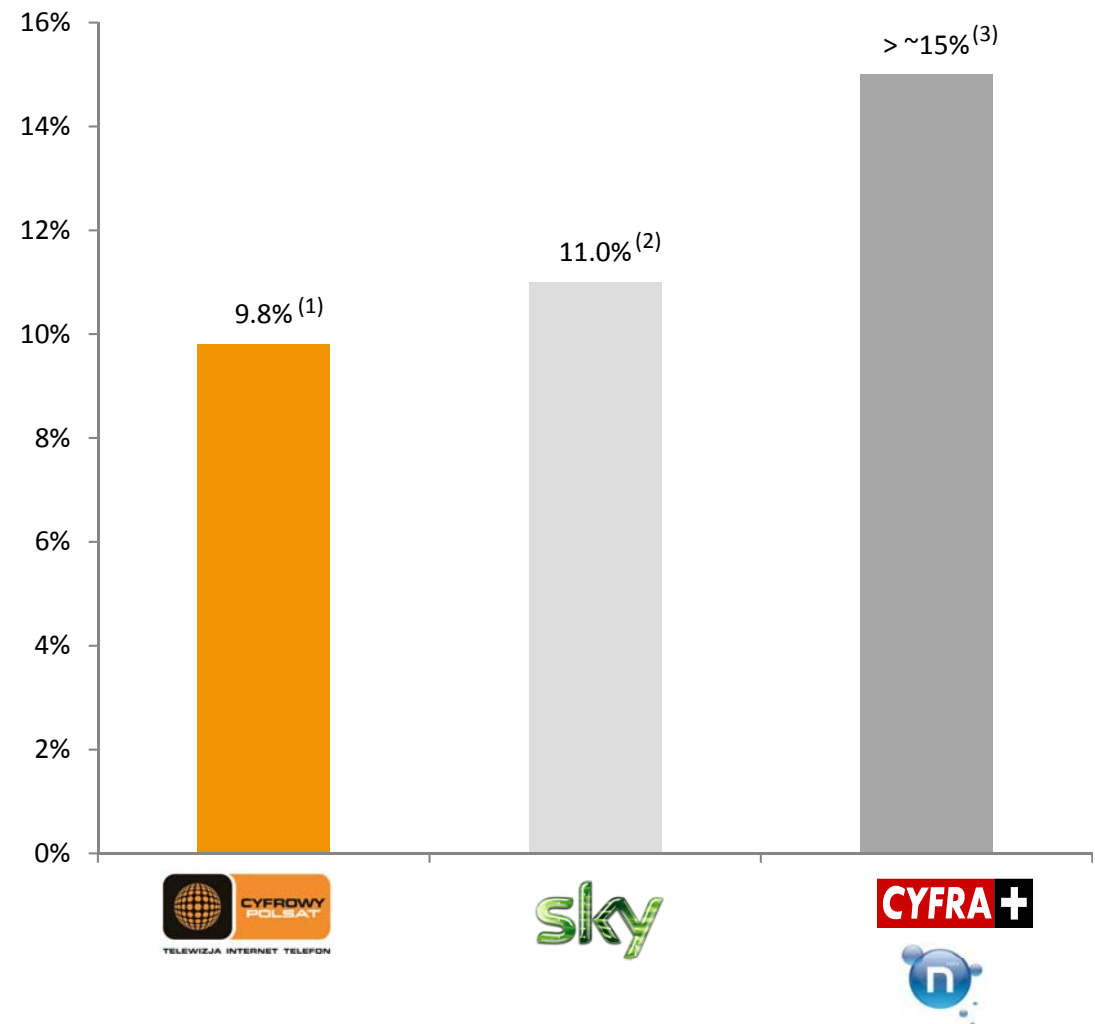
Multi-play penetration



Maximising loyalty

- Ensuring customer satisfaction with
 - An attractive product mix
 - Excellent customer care
- Implementing effective retention programs
- Increasing numbers of multi-play customers

Maintaining best-in-class churn



Note: (1) Cyfrowy Polsat, 2011

(2) Refers to BSkyB, investor presentation '2011 Results', 23 February 2012

(3) Press conference of President of Canal + Cyfrowy Sp. z o.o. (2 March 2010). TVN S.A., investor presentation 'TVN Group Financial Results for the fourth quarter and full year 2011', 15 February 2012

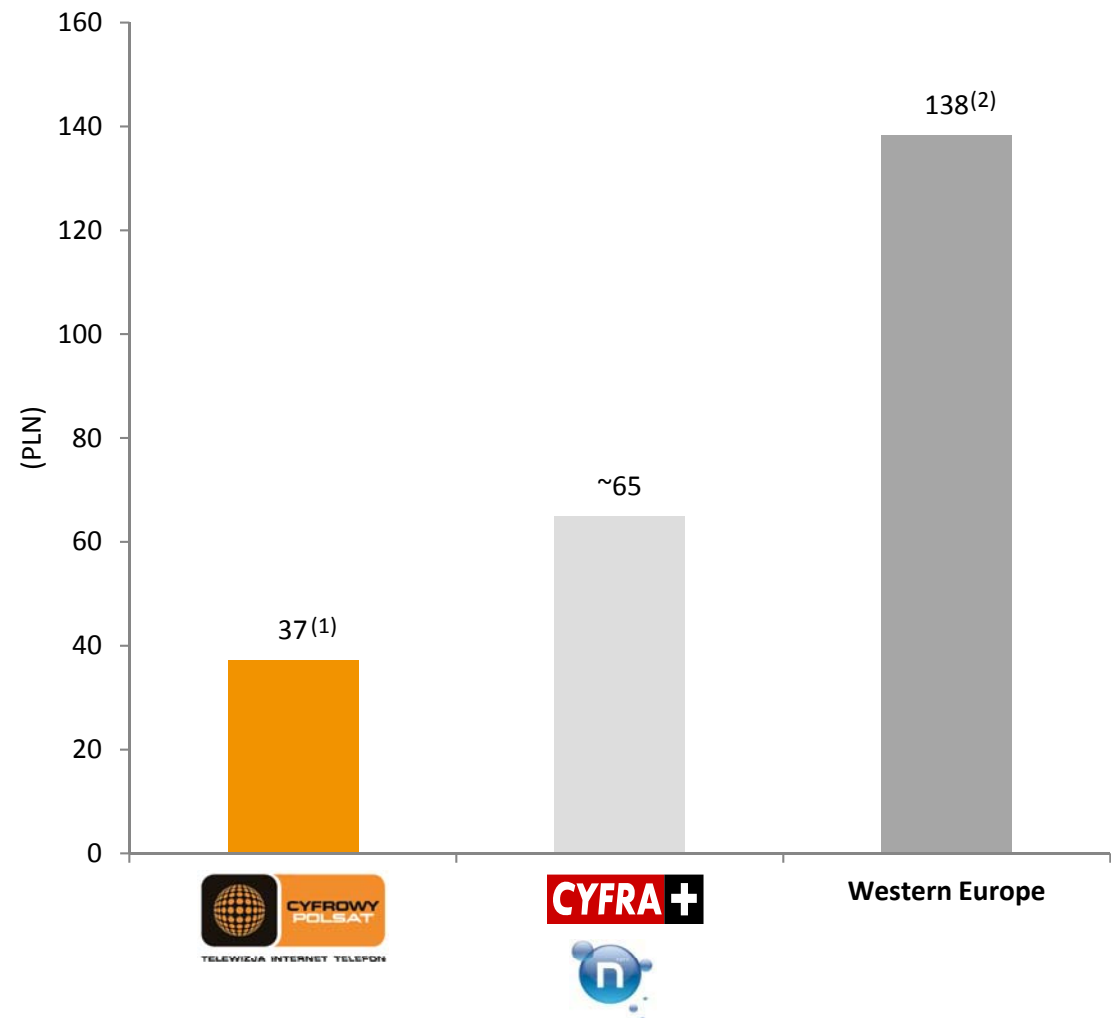
Improving ARPU



Several opportunities to increase ARPU over time

- Upgrade of existing customers
- Multi-play
- Selective price increases
- New products and services
- Migration of customers between the platforms

Scope to increase ARPU



Source: Cyfrowy Polsat, 2011; Poland - internal estimates based on PMR's report „Value added and multimedia services in Poland 2011 - development forecasts for 2011-2015”, (April 2011) and information published by local market players; Western Europe – Informa, „Western European TV”, 14th edition

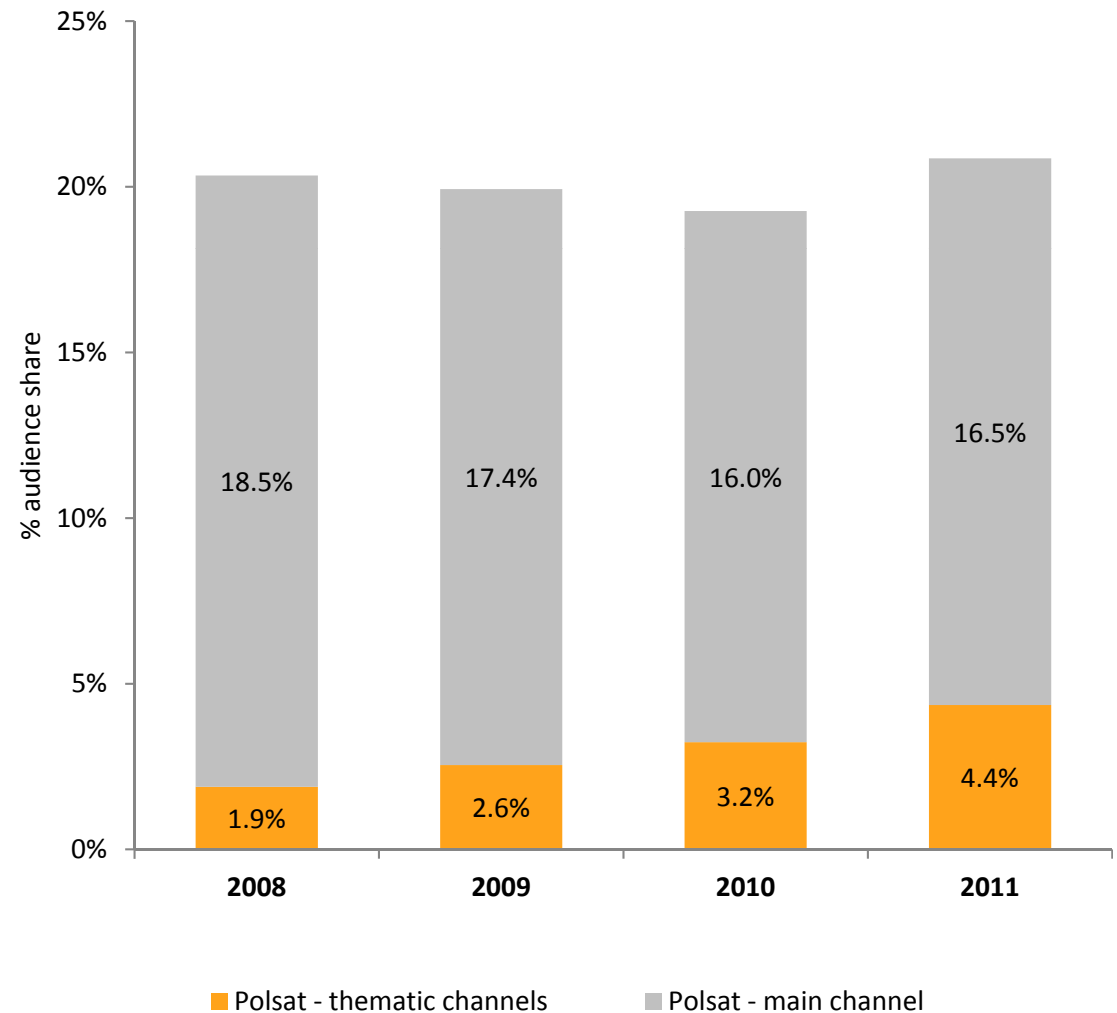
Note: (1) Blended ARPU

(2) Revenue in USD converted into PLN at the rate of PLN 3.0157 per 1 USD

Maintaining audience share

- Stable audience share supported by growing portfolio of channels
- Maintaining share through
 - Increased distribution for thematic channels
 - Effective investments in programming
- Grow our revenues at least in line with the advertising market

Leading audience share



Revenue from cable and satellite operator fees

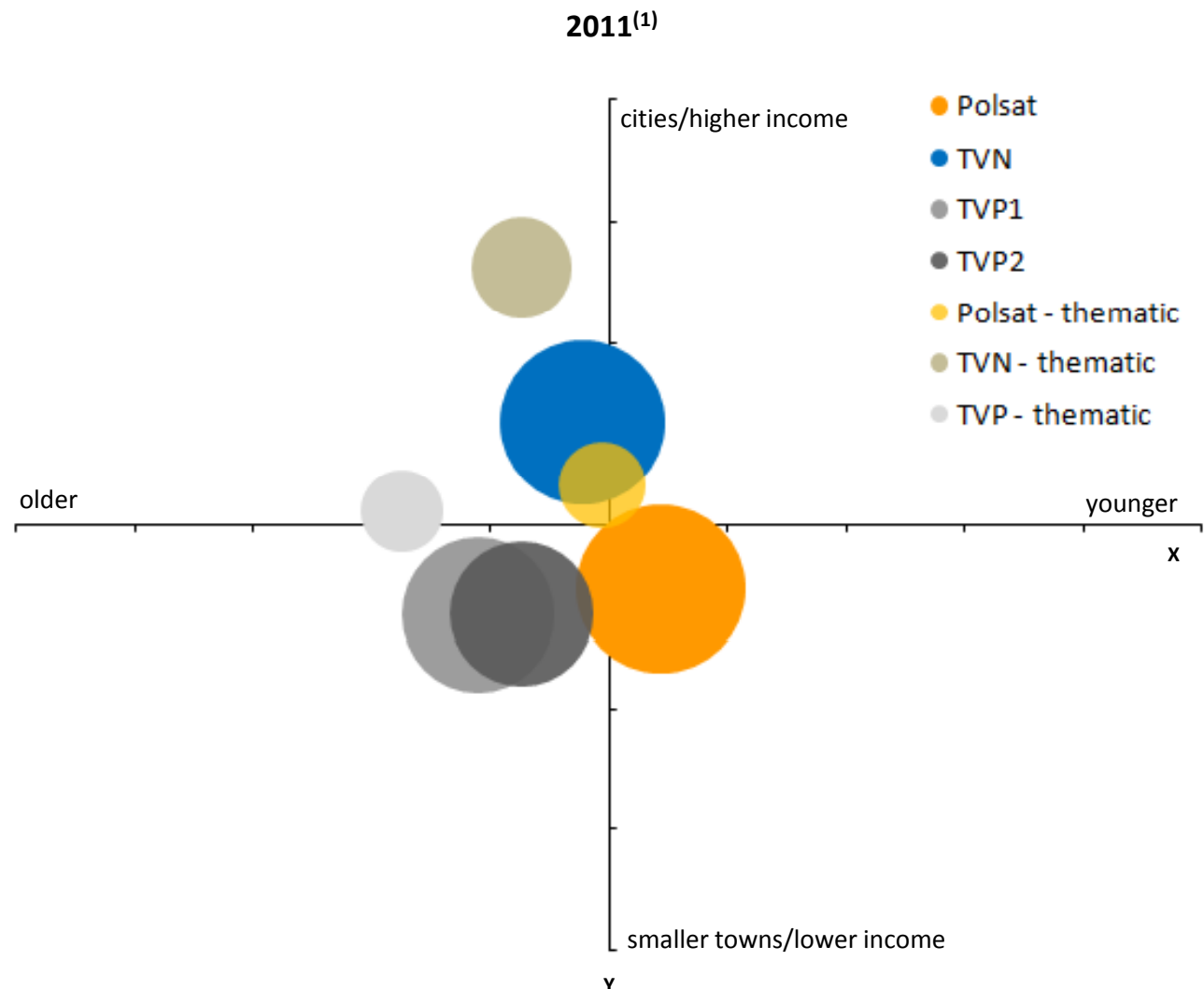


- Attractive portfolio of the channels, with a strong reach across the market
- Current level of penetration of our thematic channels within pay-TV platforms of ca. 60% still implies a growth potential



Enhancing our demographics

- Improving audience profile results in the increase of our advertisement prices



Source: Nielsen Audience Measurement, internal analysis, 2011

Note: (1) X-axis: average age; crosscut: 45 years

Y-axis: % of group „residents of cities, average and high household income” in presented tv station/ tv group audience; crosscut 45%
diameter: SHR%, all 16-49, all day

● Programming

- Leveraging the large scale of our content deals
- Control over local content production

● Technology

- Satellite transponders
- In-house IT solutions
- STB's production

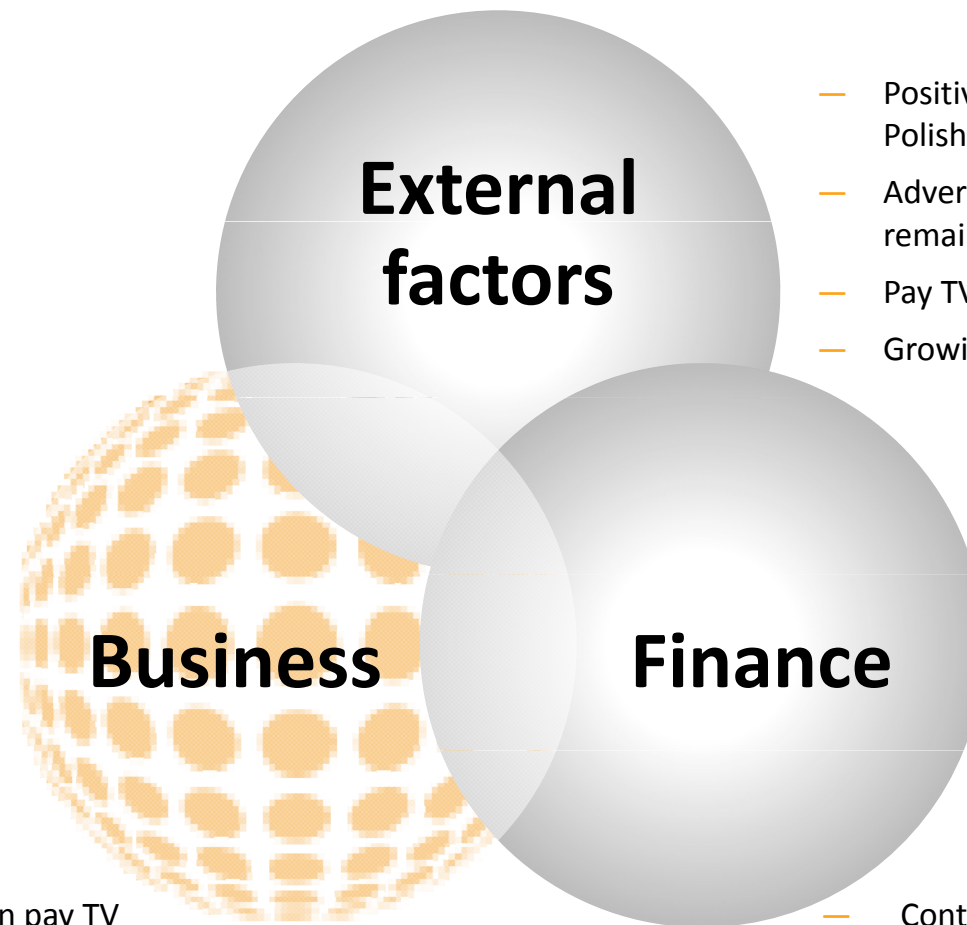
● Finance

- Centralization of financial functions within the combined group
- Cash pooling
- Natural hedging

● Back-office

- Ongoing optimizing of the group structures and procedures

Outlook for the near future



- Positive market expectations for the Polish economy
- Advertising market forecasts for Poland remain positive
- Pay TV market remains a growth opportunity
- Growing role of new media

- Retained market leadership in pay TV
- Increased multi-play penetration
- Increasing ARPU
- Maintaining audience share
- Competing effectively for advertising market share
- Building revenue from cable and satellite operator fees

- Continued revenue growth
- Growth in profits and strong margins
- Deleveraging

3

Financial review

Very good financial results of the Group

in PLN m	2011	YoY change		
Revenue	2,380	↑	59%	• The increase in revenue and EBITDA mainly resulting from consolidation of TV Polsat Group
EBITDA	735	↑	81%	• EBITDA margin reflects also partially realized synergies
EBITDA margin	31.1%	↑	3.6pp	
Net profit	160	↓	(38%)	• Net profit reflects costs of servicing the debt related to financing of TV Polsat acquisition

Achieved thanks to growing results of pay TV business...



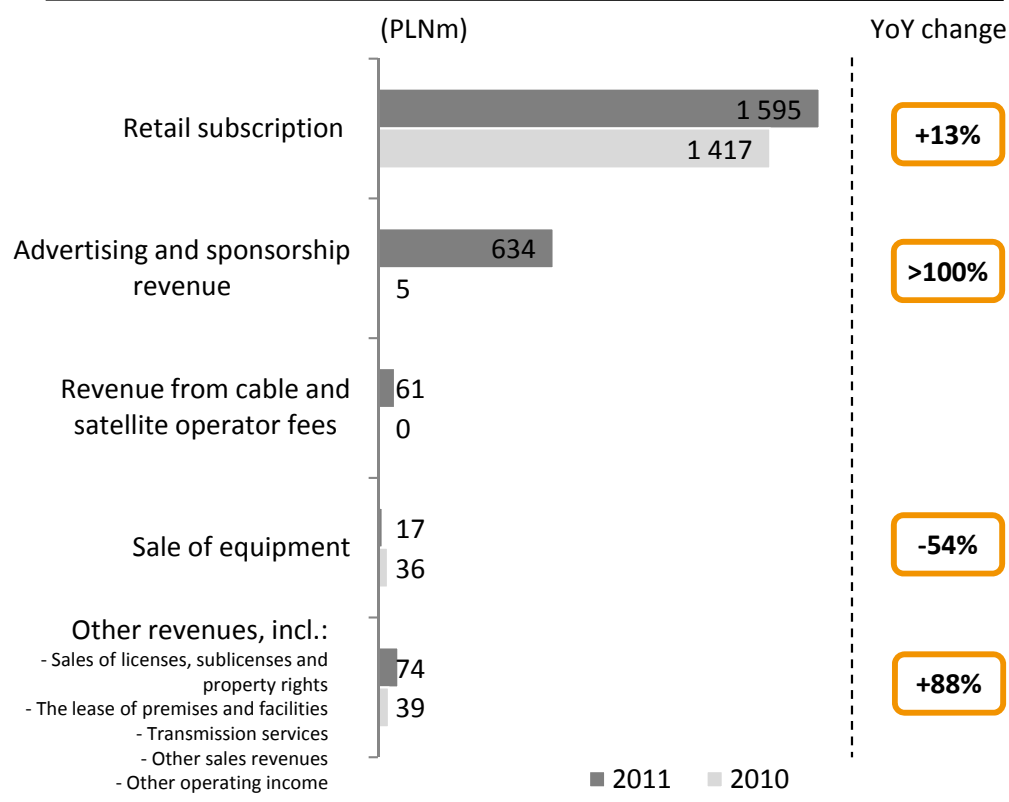
in PLN m	2011	YoY change		
Revenue	1,656	↑	11%	Revenues growth based on the organic business growth
EBITDA	482	↑	18%	EBITDA growth outperformed revenue growth thanks to effective cost management
EBITDA margin	29.3%	↑	1.9pp	Lower net profit due to finance costs (related to acquisition of TV Polsat)
Net profit	190	↓	(27%)	

...as well as improving broadcasting segment results

in PLN m	2011	YoY change		
Revenue	1,102	↑	7%	<ul style="list-style-type: none"> ● Increase in revenue from satellite and cable operators fees and stable level advertising and sponsoring revenue
EBITDA	340	↑	8%	
EBITDA margin	30.9%	↑	0.2pp	<ul style="list-style-type: none"> ● Insignificant increase in programming costs, mainly related to amortization of film licenses and sport rights
Net profit	232	↑	6%	<ul style="list-style-type: none"> ● EBITDA margin improvement despite weaker than expected advertising market performance

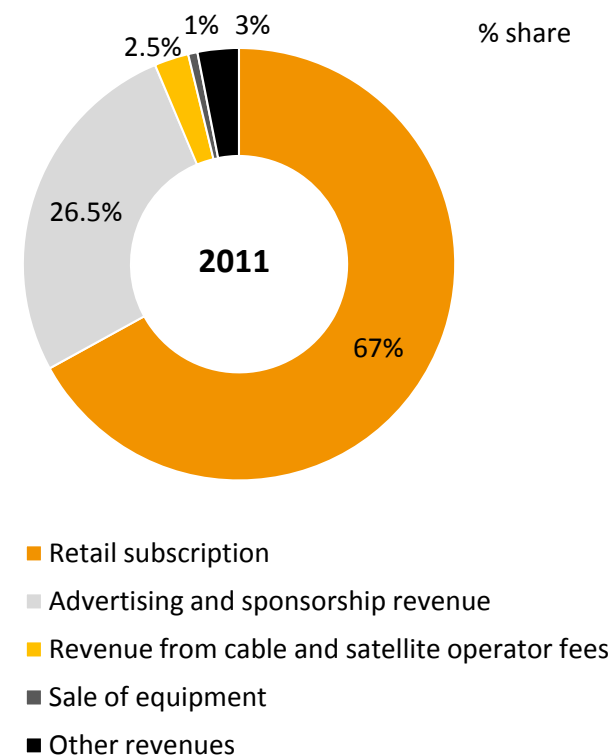
Revenue structure

Revenue in 2011 vs. 2010



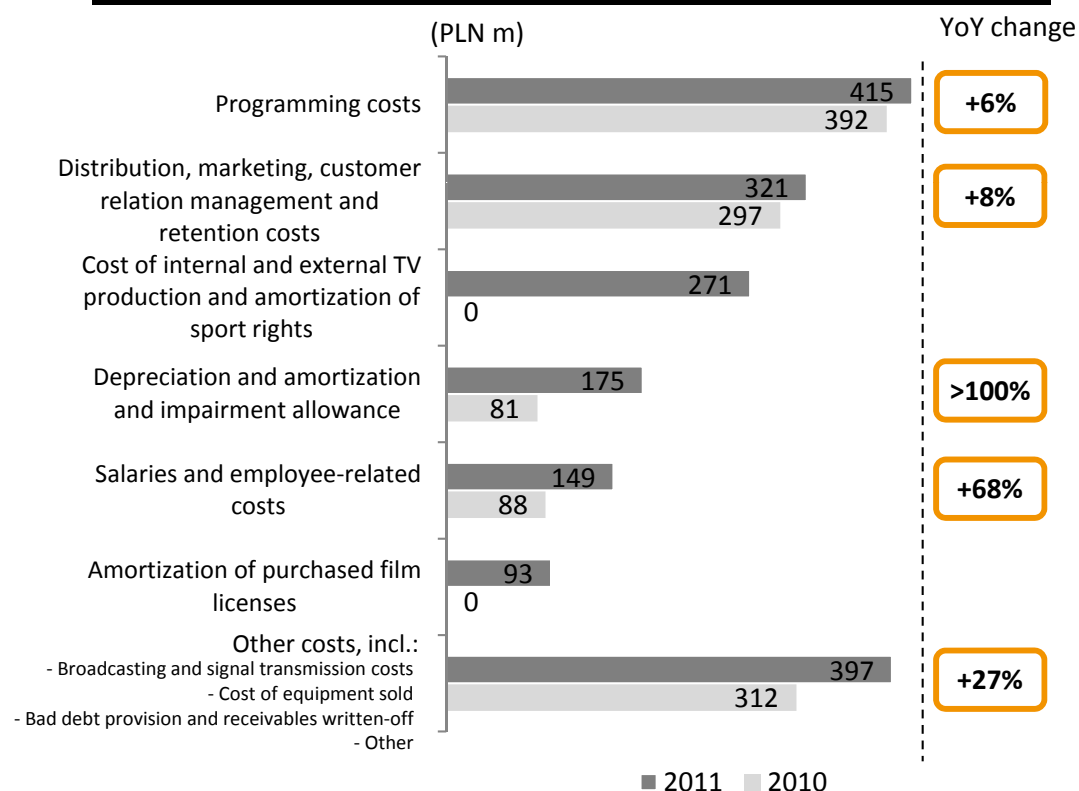
Total
 2011 PLN 2,380 m
 2010 PLN 1,496 m
+59%

Revenue breakdown



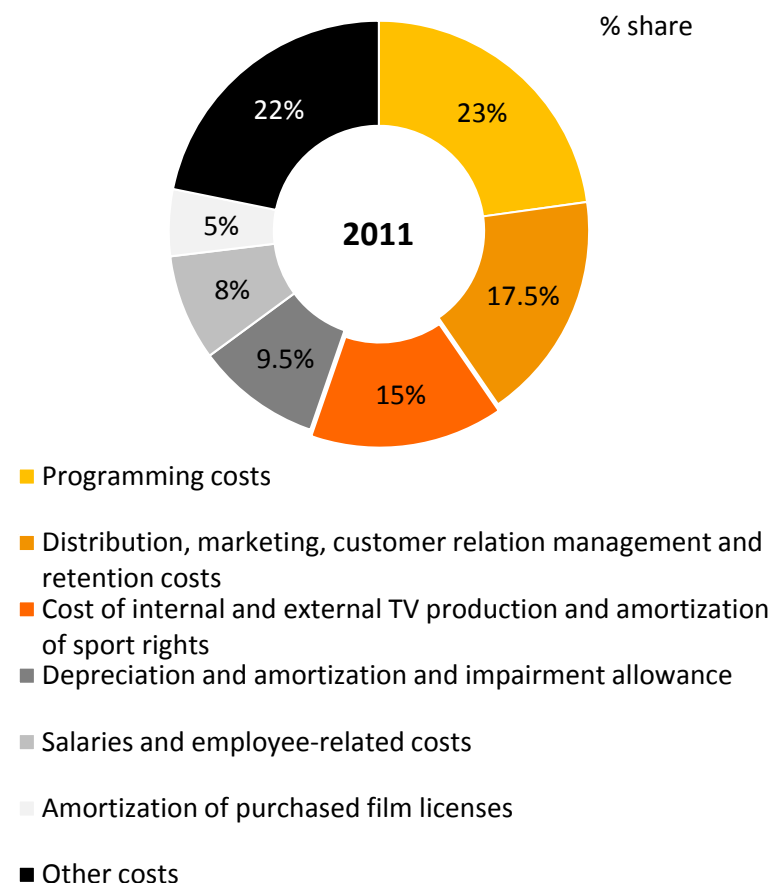
Costs structure

Operating costs in 2011 vs. 2010

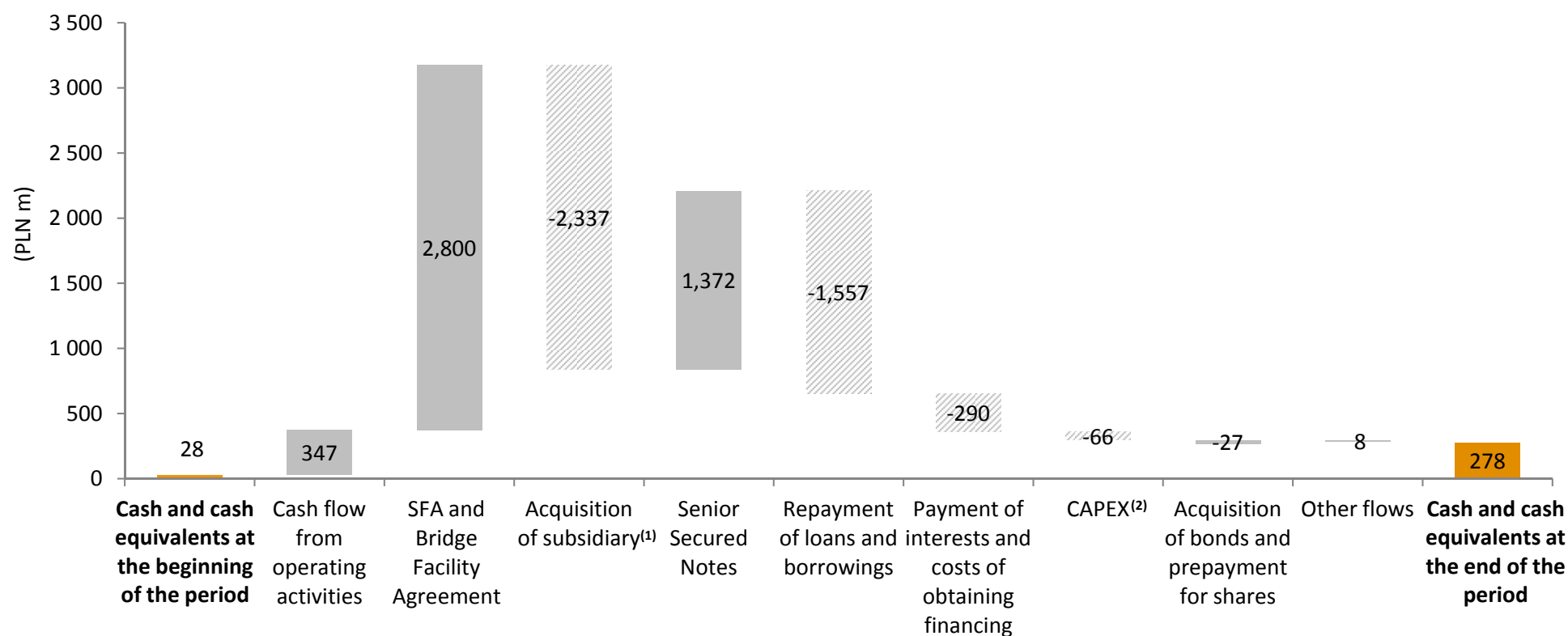



Total
 2011 PLN 1,820 m
 2010 PLN 1,171 m **+55%**

Operating costs breakdown



Net cash flow, cash position and debt – 2011



 Total debt at the end of the period amounted to PLN 2.728 m (Term loan/Senior Secured Notes)

Source: Consolidated financial statements for year ended 31 December 2011 and internal analysis

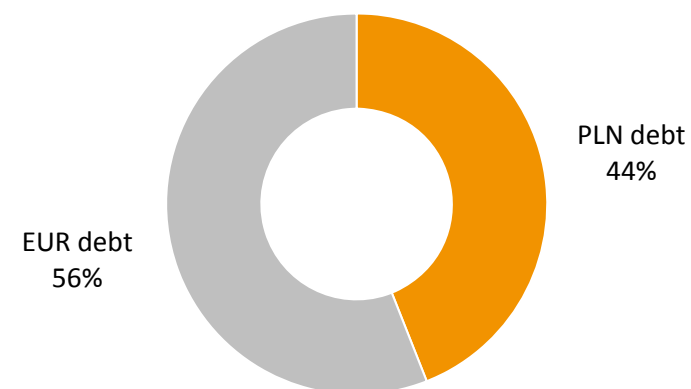
Note: (1) Acquisition of TV Polsat for PLN 2,600 m net of cash acquired

(2) Excluding expenditures on set-top-boxes and modems leased to subscribers

Financial indebtedness

in PLN m	31.12.2011	Maturity
Senior facility ⁽¹⁾	1,205	2015
Eurobonds ⁽¹⁾	1,523	2018
Leasing	1	2016
Cash and equivalents	278	-
Net Debt	2,451	
Comparable 12M EBITDA ⁽²⁾	822	
Net Debt / 12M EBITDA	2.98	

Currency structure of debt



Eurobonds Rating

Standard & Poor's	BB-, stable outlook
Moody's	Ba3, stable outlook

Source: Consolidated financial statements for year ended 31 December 2011 and internal analysis

Note: (1) Balance sheet value of debt outstanding

(2) EBITDA including Telewizja Polsat Group

5

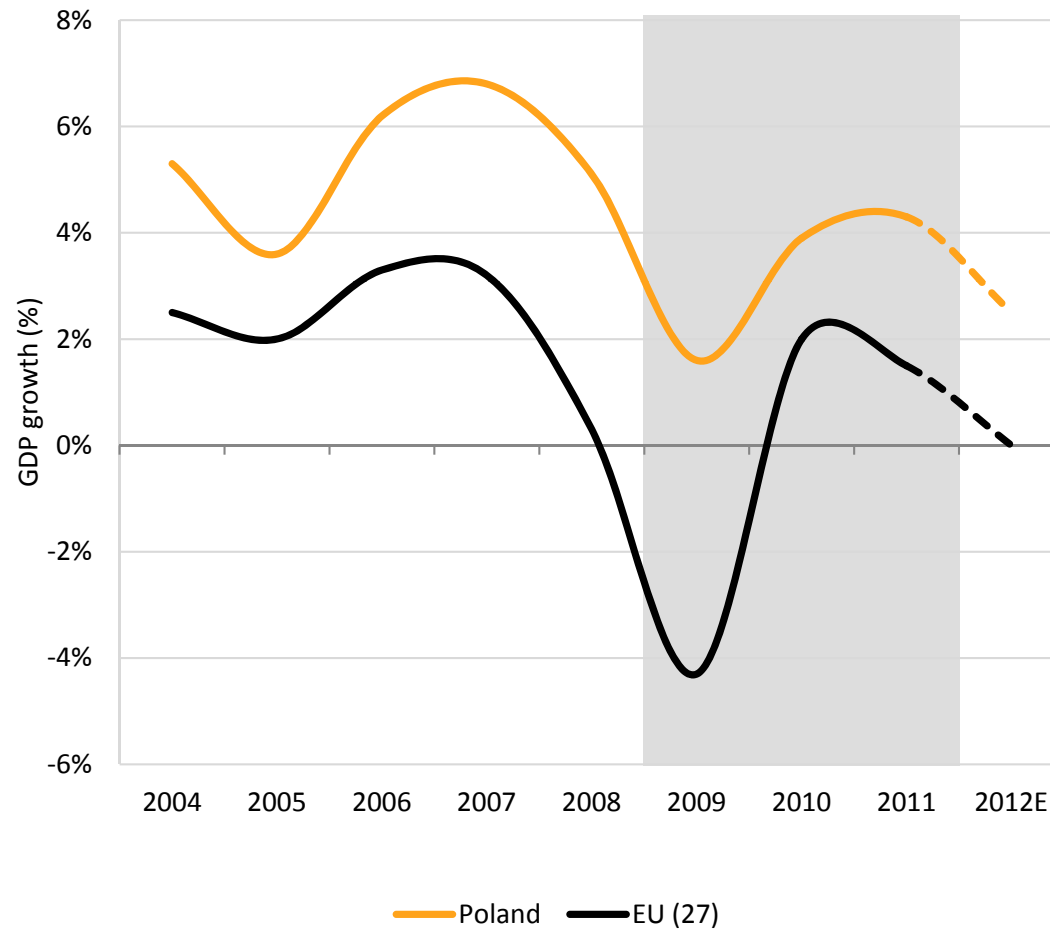
Appendix

Polish market overview

Robust Polish economy



Only EU country to grow during the recession



Poland – Key Metrics

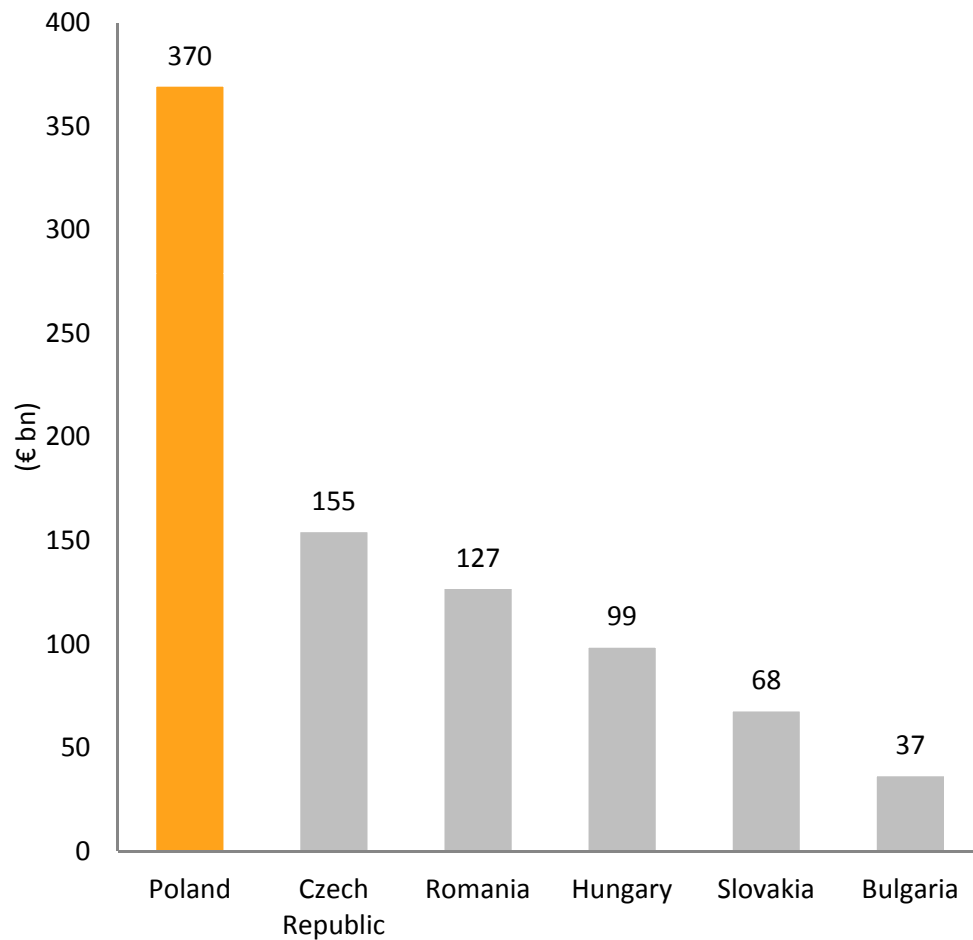
Population	38.3mn
Households	14.5mn
Rural & suburban population	15.4mn
GDP	€370bn
GDP/capita	€9,653
Inflation	4.3%
Unemployment	12.5%
Public debt/GDP	53.8%
Credit ratings	A2 / A-

Polish market overview

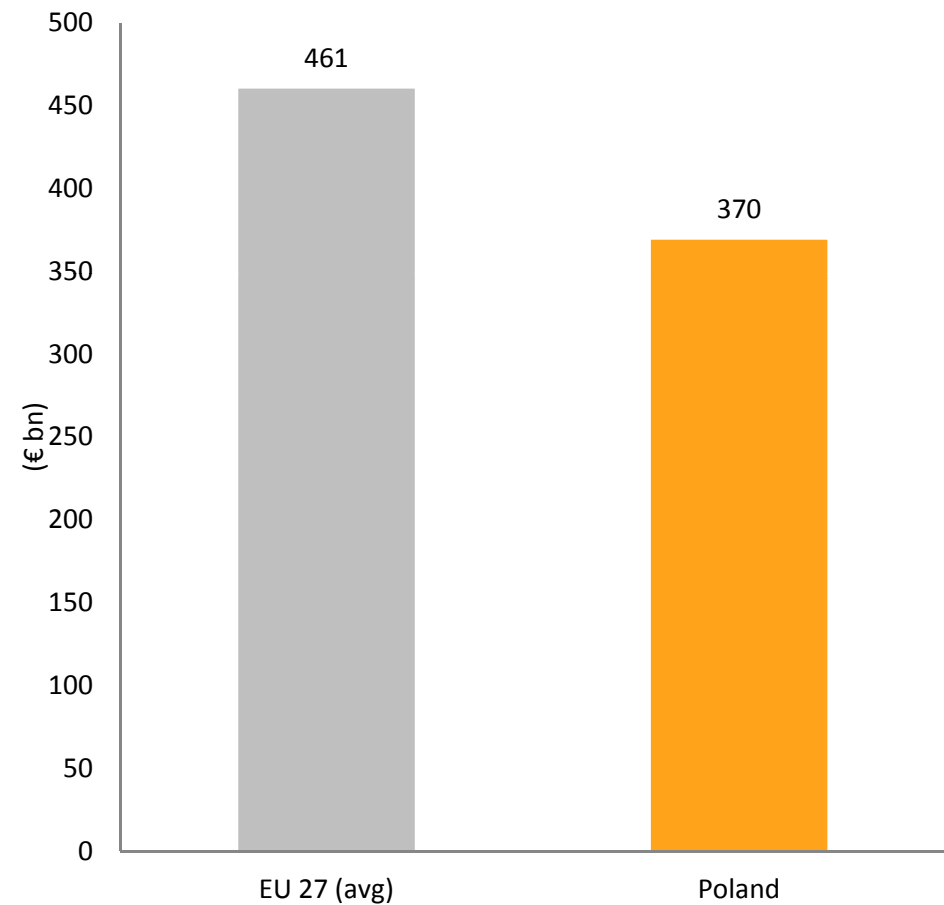
Leading European economy



Leading CE economy by GDP



7th largest in EU

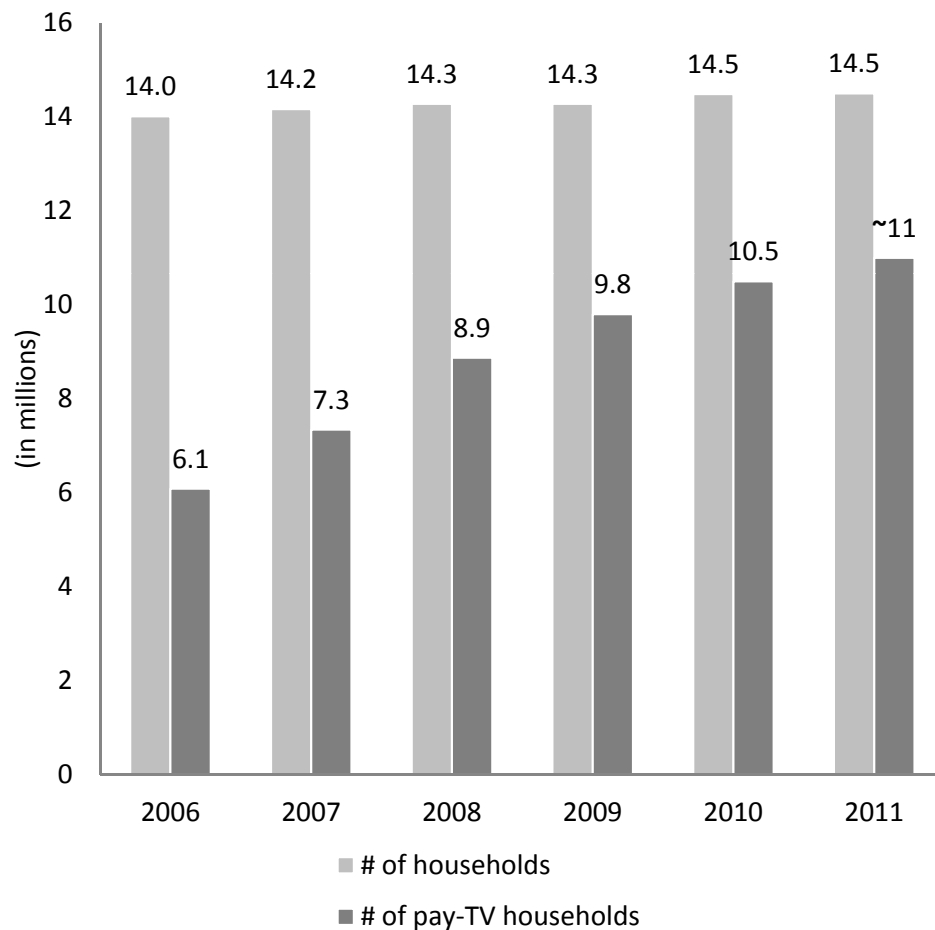


Polish market overview

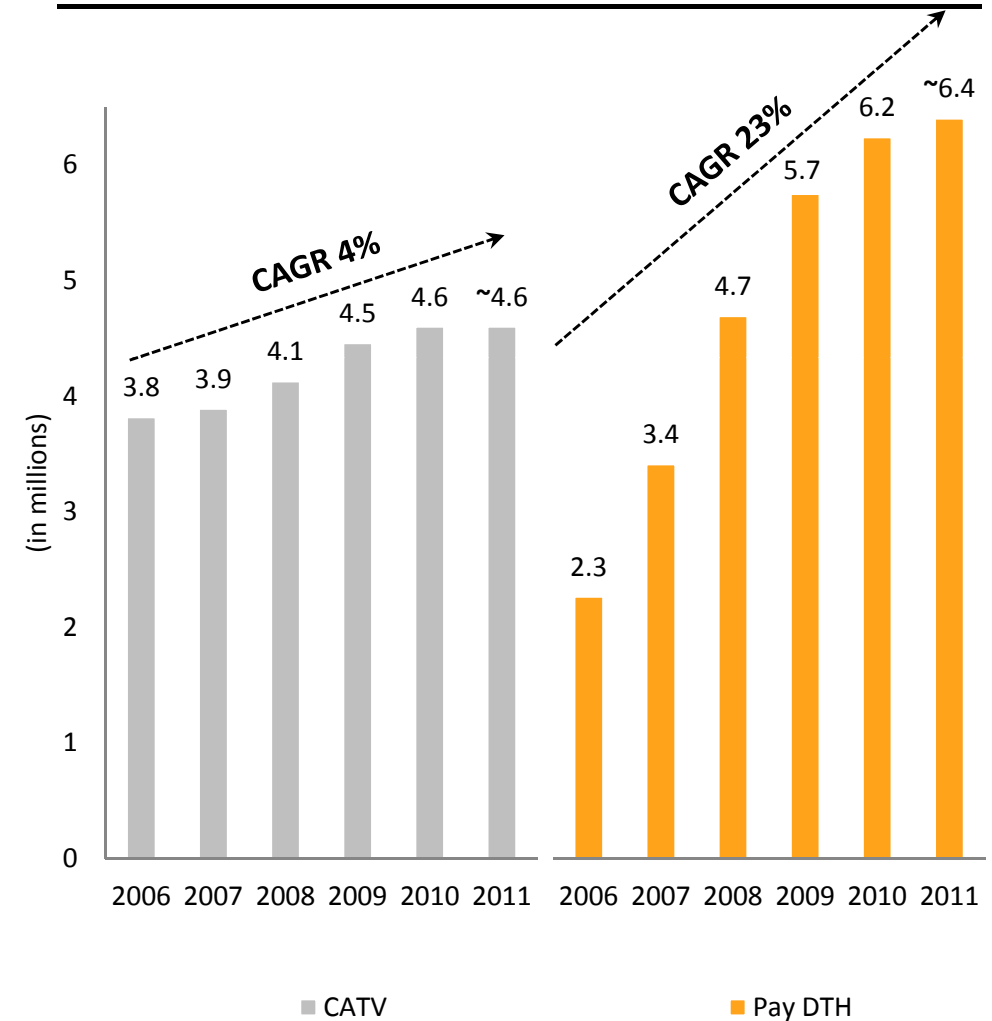
With a strong Pay TV market



Growing Pay TV market



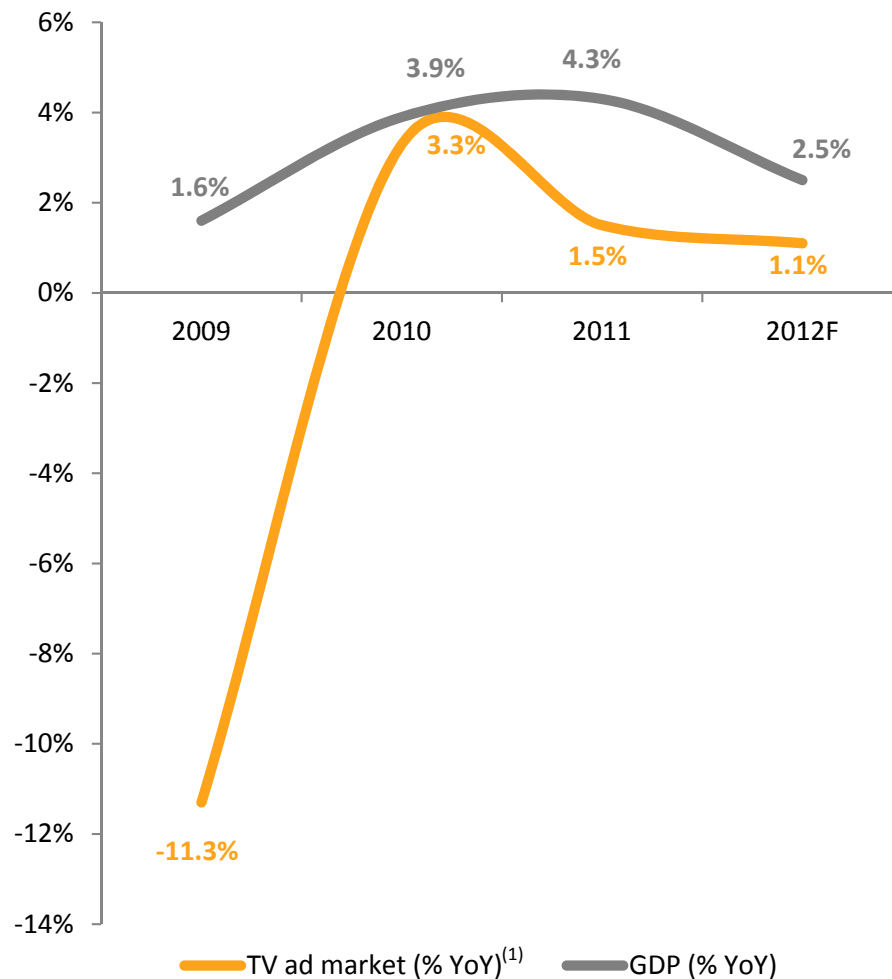
Driven by DTH



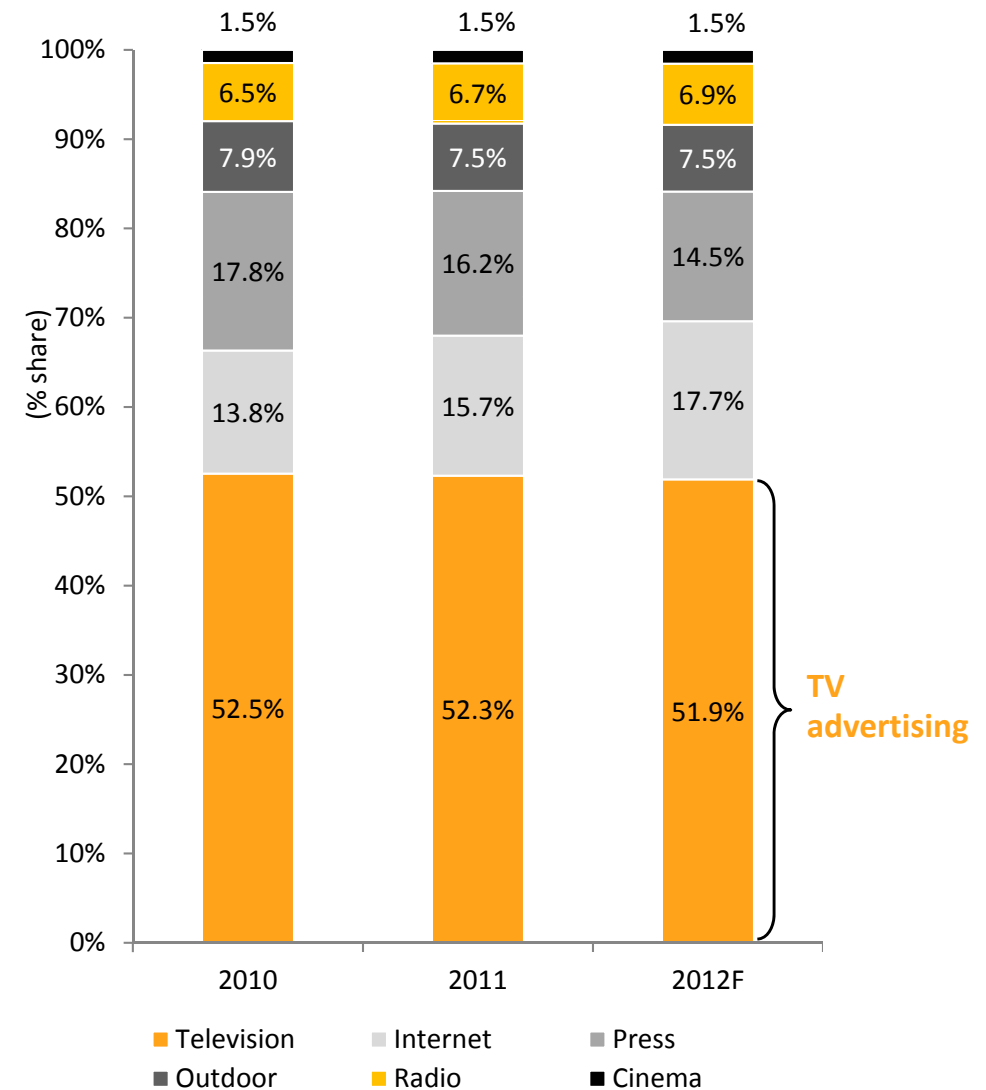
Polish market overview

Growing advertising market

Strong rebound in ad spend



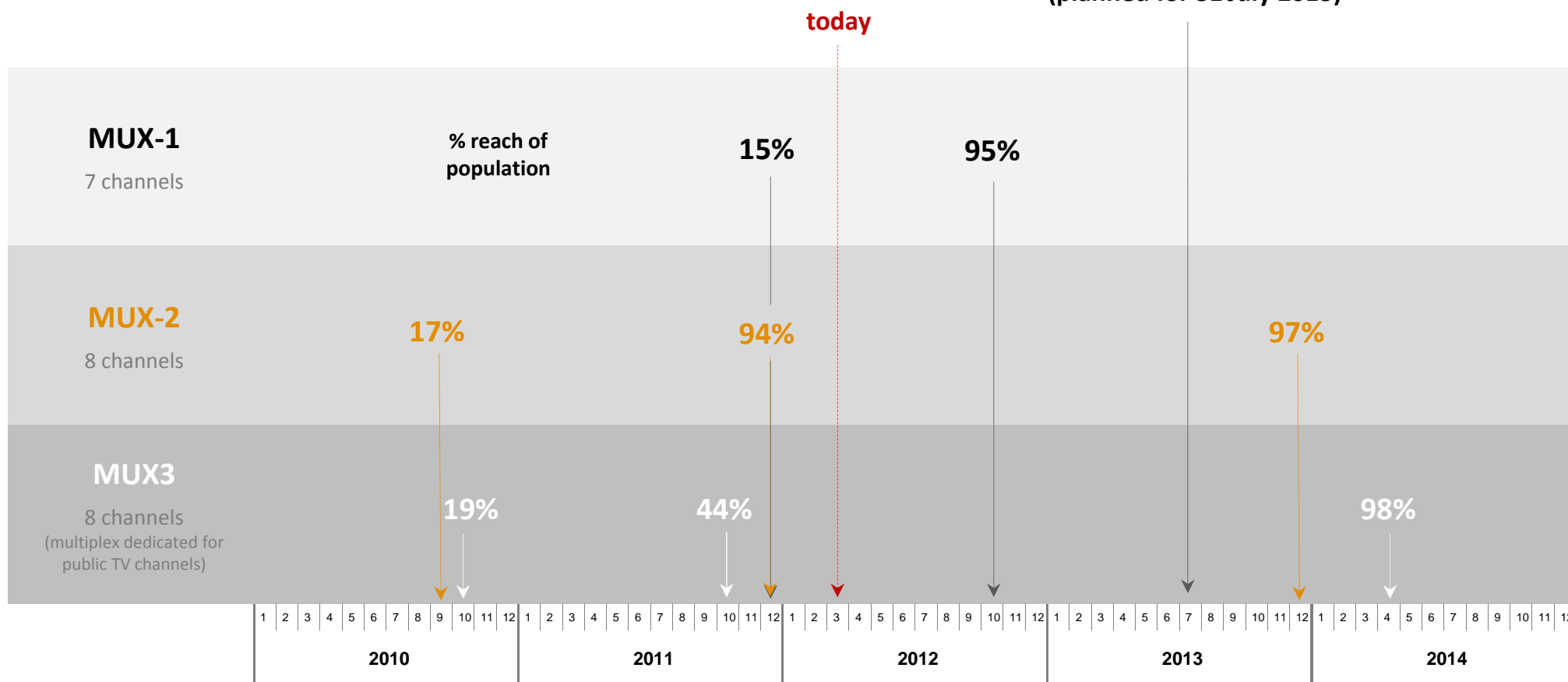
Stable share for TV ⁽¹⁾



Source: Eurostat, Zenith Optimedia, "Advertising Expenditure Forecasts, March 2012"
 Note: (1) Zenith Optimedia estimates

Timing of DTT in Poland

Analog switch-off (planned for 31 July 2013)



- MUX-1, MUX-2, MUX-3 are dedicated to FTA channels
 - MUX-1 – TVP1¹, TVP2¹, TVP Info¹, Polo TV, Eska TV, ATM Rozrywka TV, TTV
 - MUX-2 – Polsat, Polsat Sport News, TVN, TVN7, TV Puls, TV Puls2, TV4, TV6
 - MUX-3 – TVP1, TVP2, TVP Info (2x regional), TVP Kultura, TVP Historia, TVP Polonia

- MUX-5 and MUX-6 are expected in the future
(but no specific plans have been revealed yet)

- MUX-4 is owned by Info TV FM, a subsidiary of Cyfrowy Polsat,
and reserved for mobile pay TV

New developments

Rolling out our new pay TV offering



- Launching a mobile pay TV product („TV MOBILNA”) which includes pay TV package on a retail and wholesale basis in 2Q 2012
- We are aiming this product at:
 - Customers demanding mobile TV and radio content
 - Clients having two or more TV sets at home
 - People with no pay TV
 - Low ARPU clients (below PLN 20)
- We can meet the potential demand of approx. 5m customers with this offering today. We can grow this opportunity in the future by:
 - Further building out coverage of our multiplex (after 2015)
 - Responding to the increasing penetration of mobile devices in the market (laptops, smartphones and tablets)
- Low capex consuming business model for Cyfrowy Polsat

New developments

Our new pay TV offering



- „TV MOBILNA” will give access to all FTA channels¹ and additionally to pay channels: 8 TV and 12 radio
- „TV MOBILNA” will be available for a wide range of devices:
 - Smartphones
 - Tablets
 - PCs/laptops
 - STBs
- Subscription model, with subsidised devices (respective to DTH)
- Info TV FM will offer the „TV MOBILNA” product on a wholesale basis to all telco operators

FTA channels



Pay channels



8 TV channels

12 radio channels

Devices



New developments

Acquisition of ipla



- ipla is the leader in online video market in Poland in terms of availability on different devices:

- PCs/laptops
- Tablets
- Smartphones
- Connected TVs (approx 95%)
- STBs
- Game consoles and home cinemas

- ipla is also a leader in content in the Polish market having deals with, amongst others, Polsat, TVP and film studios

- ipla leads the market in terms of number of users and time spent watching video content

Streaming (events)



Programming deals



VOD



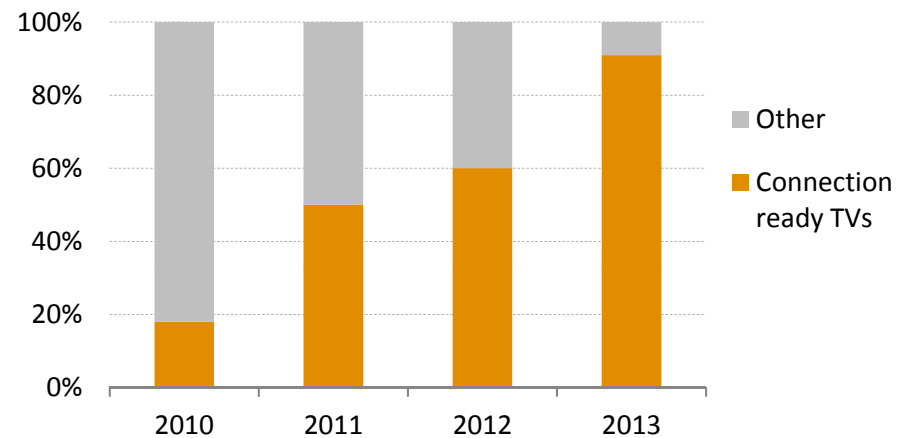
New developments

ipla – growth potential



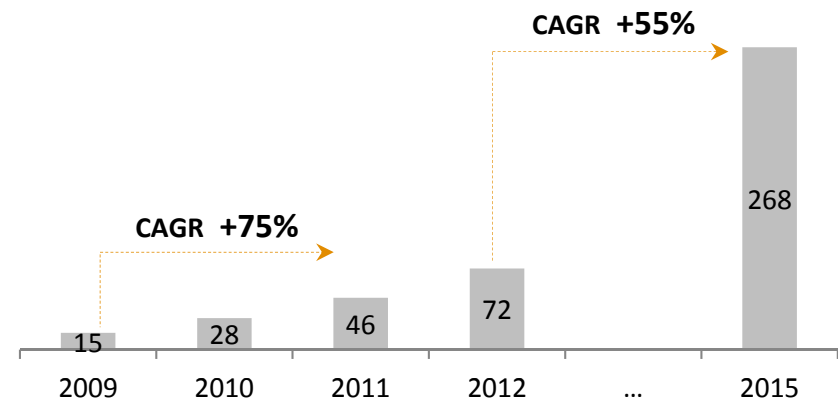
- Approx. 1.4m users¹, compared to 0.5m in 2009
- Growing installed base of devices
 - In 2013 the majority of new TVs to be connection ready
 - Forecasted sale of smartphones to grow by 20% CAGR 2011-2014
- Two revenue streams:
 - Advertising (approx. 90%)
 - Subscription/VOD (approx. 10%)
- ipla's advertising revenues mostly come from the fastest growing segment in Poland – online video
- ipla's financial results are incremental from day one

New TVs sold in Poland



Online video ad spend in Poland

(PLN million, excluding static display)



New developments

Co-operating with Polkomtel



- Agreement to work together from April 2012 will accelerate our multi-play strategy
- We will offer:
 - Cyfrowy Polsat TV
 - Cyfrowy Polsat mobile internet
 - Polkomtel telephony
- Clear benefits to Cyfrowy Polsat subscribers – stronger telephony offering to approx. 11m clients (3.5m households)
- Potential new subscriber acquisitions leveraging Polkomtel's clients and sales network
- Effective cross-selling should improve our customer loyalty and mitigate churn

New developments

Development of our sports channels

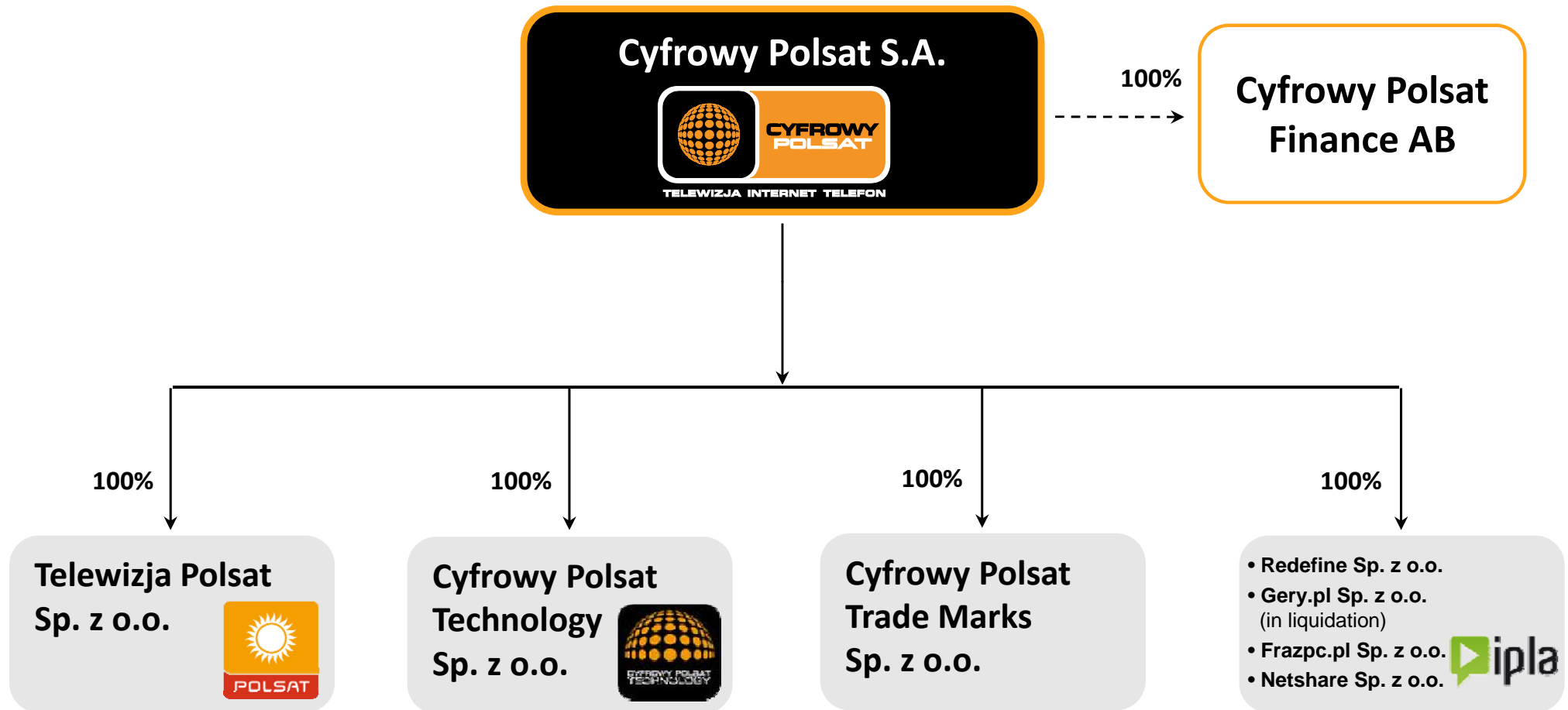


- Concentrating on the most valuable sports rights across two channels, with HD versions
- Polsat Sport News, dedicated sport news channel for DTT, also distributed across pay TV market
- Expected impact:
 - Clearer scheduling for viewers
 - Growing audience shares to increase advertising revenues
 - Better market positioning for TV Polsat's channel portfolio, particularly HD
 - Improved offer will enhance Cyfrowy Polsat's HD packaging
- Implementation date – June 1st, 2012



The Cyfrowy Polsat Group

A diversified media platform



Shareholding structure

Shareholder	Number of shares	% of shares	Number of votes	% of votes
Pola Investments Ltd.¹, incl.:	154 204 296	44.27%	306 709 172	58.11%
- privileged registered shares	152 504 876	43.78%	305 009 752	57.79%
- bearer shares	1 699 420	0.49%	1 699 420	0.32%
Sensor Overseas Ltd.², ncl.:	25 341 272	7.27%	50 382 647	9.55%
- privileged registered shares	25 041 375	7.19%	50 082 750	9.49%
- bearer shares	299 897	0.09%	299 897	0.06%
Others	168 807 268	48.46%	170 678 518	32.34%
Total	348 352 836	100.00%	527 770 337	100.00%

¹ Pola Investments' holding entity is Mr. Zygmunt Solorz-Żak, President of the Supervisory Board of Cyfrowy Polsat.

² Sensor Overseas' holding entity is Mr. Heronim Ruta, Member of the Supervisory Board of Cyfrowy Polsat.

Key Performance Indicators

	2006	2007	2008	2009	2010	2011
DTH						
Average number of Subscribers¹⁾	854,095	1,590,520	2,307,413	2,869,676	3,263,905	3,488,784
Average number of Family Package Subscribers ¹⁾	813,958	1,424,187	1,998,180	2,340,351	2,606,082	2,734,951
Average number of Mini Package Subscribers ¹⁾	40,137	166,333	309,233	529,325	657,823	753,834
Number of Subscribers at end of the period	1,273,648	2,068,328	2,726,993	3,202,319	3,436,231	3,551,671
Number of Family Package Subscribers at the end of the period	1,168,913	1,827,011	2,286,191	2,609,567	2,720,154	2,785,016
Number of Mini Package Subscribers at the end of the period	104,735	241,317	440,802	592,752	716,077	766,655
Churn rate of Subscribers²⁾	5.1%	5.1%	7.5%	10.7%	—	—
Churn rate of Family Package Subscribers ²⁾	5.4%	5.7%	8.6%	12.2%	—	—
Churn rate of Mini Package Subscribers ²⁾	0.0%	0.0%	0.1%	4.0%	—	—
Net churn rate of Subscribers³⁾	—	—	6.0%	8.0%	10.3%	9.8%
Net churn rate of Family Package Subscribers ³⁾	—	—	6.9%	9.2%	11.8%	10.6%
Net churn rate of Mini Package Subscribers ³⁾	—	—	0.1%	2.9%	4.6%	7.0%
Average Revenue per User (ARPU)⁴⁾ (PLN)	34.3	34.7	35.3	34.6	35.9*	37.3*
Average Revenue per User (ARPU) ⁴⁾ of Family Package (PLN)	35.9	37.8	39.4	40.3	42.1*	44.2*
Average Revenue per User (ARPU) ⁴⁾ of Mini Package (PLN)	2.0 ⁽⁶⁾	8.4	8.6	9.2	11.1*	12.7*
Subscriber Acquisition Cost (SAC)⁵⁾ (PLN)	105.9	143.8	116.4	132.0	128.1	123.2
NUMBER OF MOBILE TELEPHONY SERVICE USERS AT THE END OF THE PERIOD	—	—	—	29,325	95,870	142,651
NUMBER OF INTERNET SERVICE USERS AT THE END OF THE PERIOD	—	—	—	—	25,615	73,190
TELEVISION						
Audience share	19.8%	21.2%	20.3%	19.9%	19.3%	20.8%
Polsat – main channel	18.7%	19.9%	18.5%	17.4%	16.0%	16.5%
thematic channels	1.1%	1.3%	1.9%	2.6%	3.2%	4.4%
Ad market share	25.6%	26.4%	26.3%	22.9%	21.9%	22.6%

Source: consolidated financial statements according to IFRS; audience share – Nielsen Audience Measurement, all 16-49, all day; ad market share: internal analysis based on Starlink

(1) Calculated as the sum of the average number of subscribers in each month divided by the number of months in the period. Average number of subscribers per month is calculated according to the following formula: (subscribers at the end of the month + subscribers at the beginning of the month)/2.

(2) The percentage of terminated agreements calculated as the ratio of the number of terminated agreements in 12 months period ended at the last day of the reported quarter to the average number of agreements in that period

(2*) The percentage of terminated agreements calculated as the ratio of the number of terminated agreements in a 3 month period to the average number of agreements in the period.

(3) Calculated as the ratio of the number of contracts terminated during a 12-month period to the average number of contracts during such 12-month period. The number of terminated contracts is net of churning subscribers entering into a new contract with us no later than the end of the same 12-month period.

(4) Revenues from DTH subscription fees recognized according to IFRS for the period divided by the average number of subscribers in such period and the number of months in the period.

(4*) Revenues from DTH subscription fees recognized according to IFRS for the period divided by the average number of subscribers, to whom we provided services in such period and the number of months in the period.

(5) Calculated by dividing commissions due to distributors for the period per one new subscriber acquired.





(6) For period from October to December 2006

Competitive positioning of Cyfrowy Polsat

Undisputed leader in the DTH segment



Side-by-side comparison of pay digital DTH satellite television operators⁽¹⁾

				
Launch year	<ul style="list-style-type: none"> 2000 	<ul style="list-style-type: none"> 1997 (Wizja TV) 1998 (Cyfra+) 	<ul style="list-style-type: none"> 2006 	<ul style="list-style-type: none"> 2008
Subscribers (000s, 2011YE)	<ul style="list-style-type: none"> 3,552 	<ul style="list-style-type: none"> 1,600 	<ul style="list-style-type: none"> 929³ (+345 of tnk) 	<ul style="list-style-type: none"> 527 (139 pay³)
Channels⁽²⁾	<ul style="list-style-type: none"> 98 Polish channels Access to over 500 FTA channels via Hotbird 	<ul style="list-style-type: none"> 101 Polish channels Access to FTA channels via Hotbird 	<ul style="list-style-type: none"> 94 Polish channels Access to FTA channels via Hotbird 	<ul style="list-style-type: none"> 94 Polish channels Access to FTA channels via Hotbird
Content	<ul style="list-style-type: none"> Key content: 4 exclusive Polsat sports channels, 25 HD channels in total All Polsat and all key TVN, TVP channels 	<ul style="list-style-type: none"> Key content: 5 Canal+ and 7 exclusive HD channels (own production), 33 HD channels in total Polsat (apart from sports), TVN, TVP channels 	<ul style="list-style-type: none"> Key content: 'n premium' and HD channels from TVN, 33 HD channels in total All TVN, TVP and Polsat (apart from sports) channels 	<ul style="list-style-type: none"> Key content: free package for all broadband Internet customers, pay packages from 'n' (excl. package at PLN 149)
Packages (monthly fees)	<ul style="list-style-type: none"> Entry: PLN 14.9 Middle: PLN 39.9 Full: PLN 104.9 	<ul style="list-style-type: none"> Entry: PLN 13 Middle: PLN 53 (six months, then PLN 107) Full: PLN 149 	<ul style="list-style-type: none"> Entry: PLN 49,9 Middle: PLN 69 Full: PLN 149 	<ul style="list-style-type: none"> Available only with broadband Entry: free of charge Middle: PLN 59 Full: PLN 129
New services (launch dates)	<ul style="list-style-type: none"> DVR (Nov 2006) HDTV (Nov 2007) MVNO (Sep 2008) VoD (Nov 2008) Internet (Feb 2010) Multi-play (Jun 2010) Multiroom (Oct 2011) 	<ul style="list-style-type: none"> HDTV (Q4 2006) IPTV in cooperation with TPSA (2006) DVR (2008) VoD (Dec 2008) Multiroom (Aug 2009) 	<ul style="list-style-type: none"> HDTV (Q4 2006) DVR (Dec 2006) VoD (Sep 2007) Multiroom (Sep 2008) 	<ul style="list-style-type: none"> VoD (Sep 2009) HDTV (May 2010) Agreement with 'n' (Jun 2011)

Source: Cyfrowy Polsat, Annual Reports and presentations

Note: (1) Based on Cyfrowy Polsat know-how as at April 4, 2012

(2) excl. FTA, foreign language, VOD and erotic

(3) 24k joint customers resulting from partnership agreement between TP SA and 'n'

Sample of our DTH offer⁽¹⁾

> 500 TV channels, 9 Polish radio channels, Video on Demand, catch-up TV and Multiroom



nVOD + sVOD + Multiroom

		# of channels	Price (PLN)
FAMILY HD 		47	39.90
+	SPORTS HD 	46 + 8	Family HD + 20.00
+	EXTRA HD 	46 + 21	Family HD + 20.00
+	HBO HD 	46 + 6	Family HD + 25.00
+	CINEMAX HD 	46 + 4	Family HD + 15.00
Premium offer PLN 99.90			



		# of channels	Price (PLN)
Mini HD 		20	14.90

Competitive positioning of Cyfrowy Polsat

Highest speed offered, network roll-out ongoing



Side-by-side comparison of main mobile broadband offers in Poland⁽¹⁾

								
Subscription	PLN 29.9 PLN 49.9 PLN 69.9 PLN 89.9 PLN 119.9	PLN 19 PLN 39 PLN 49 PLN 79 PLN 99 PLN 159	PLN 39.9 PLN 49.9 PLN 59.9 PLN 79.9	PLN 40 PLN 50 PLN 60 PLN 75 PLN 110 PLN 160	PLN 15 PLN 39 PLN 49 PLN 59 PLN 79 PLN 119	PLN 34.9 PLN 44.9 PLN 61.9 PLN 91.9	PLN 19 PLN 29 PLN 34	PLN 26.99 PLN 36.99 PLN 44.99 PLN 79.99
Loyalty period (months)	12, 24	16, 24, 30, 36	24	24	12, 18, 24	Any	12	12, 24
Data transfer limit	2 GB 5 GB 10 GB 17 GB 25 GB	0 GB 2 GB 4 GB 14 GB 20 GB 38 GB	2 GB 4 GB 8 GB 15 GB	3 GB 5 GB 8 GB 13 GB 20 GB 35 GB	0.5 GB or 30 hours. 3 GB 7 GB 12 GB 16 GB 35 GB	2 GB 4 GB 10 GB 20 GB	1 GB 2 GB 4 GB	1 GB 2 GB 4 GB 10 GB
Speed transfer (maximum)	100 Mb/s	42 Mb/s	42 Mb/s	100 Mb/s	0.5 Mb/s 1 Mb/s 2 Mb/s 2 Mb/s 4 Mb/s 6 Mb/s	1 Mb/s 1 Mb/s 4 Mb/s 4 Mb/s	1 Mb/s	1 Mb/s
Technology	HSPA+/LTE	HSPA (HSPA+ DC)	HSPA (HSPA+ DC)	HSPA+/LTE	HSPA+	HSPA+	HSPA+	HSPA+
Activation fee	PLN 49	PLN 61	PLN 49	PLN 50	PLN 1	Depends on the number of settlement periods	PLN 1	PLN 29.9
Additional services	50 GB from 00.00 to 8.00	Unlimited transfer (00.00-8.00am) (excl. package for 39 zł – then extra charge of PLN 20)	Unlimited transfer (00.00-9.00am), free in the highest two tariffs	50 GB from 00.00 to 8.00	Unlimited transfer (00.00-9.00am), free in the highest three tariffs	Modem freely given in lease	Prices for customers of fix Internet	
Coverage	72% population	99.5 % population	99.5% population	99% population	79% population	79% population	79% population	79% population