



Cyfrowy Polsat IR Newsletter

May 18 – 24, 2015



Media about us	Date	Media about the TMT market in Poland
<p>Rzeczpospolita: Plus starts a brand image campaign <i>by ziu</i></p> <p>- Plus and Cyfrowy Polsat are two strong and distinct brands for two diverse services - stressed Jarosław Drabarek, responsible for sales and marketing in Polsat Group. The group has officially informed of the launch of a multi-thread campaign aimed at improving the brand image of the operator of Plus mobile network. The amount invested into the campaign has not been disclosed but the Group's marketing expenses are expected to be comparable to the figure for 2014.</p> <p>The campaign, conducted under the slogan "Ja Plus" (I Plus), is targeted at younger users and it is intended to build the image of a modern company. It is also intended to translate into better sales results. Drabarek also announced the optimization of the sales network as well as changes in the appearance and functioning of Plus's stores.</p> <p>The campaign will be accompanied by gradual changes of the offer.</p> <p>Dziennik Gazeta Prawna: Plus adds movies <i>by Piotr Dziubak</i></p> <p>Plus has introduced access to around 800 movies for the subscribers using its IPLA service, available on smartphones, tablets and smart TVs. For new subscribers the service will be free during the first two months and afterwards it will be subject to a fee of PLN 10 monthly. By offering films, Plus is</p>	19.05	

Press review



Media about us	Date	Media about the TMT market in Poland
<p>trying to catch up with its competitors who already offer packages containing video content to their subscribers.</p> <p>Plus is also launching new voice and data tariffs. According to Justyna Kulka, the director of the department responsible for managing the offers at Polkomtel, the purpose of the new tariffs is to increase sale of voice services while maintaining ARPU. The changes in the mobile Internet tariff involve larger basic data packs, however customers will have to pay PLN 10 extra for the ability to enjoy unlimited Internet access. The operator has also announced the introduction of a new, more attractive roaming offer.</p> <p>The new tariffs and services are launched under a common name of JA+ (I+). Following the launch of smartDOM program and Plush youth brand, the current change is the third stage of implementation of Polkomtel's new strategy.</p>	19.05	
	22.05	<p>Parkiet: Telecommunication services – net incomes decline</p> <p>Revenues of telecoms fell by 0.5% in Q1 2015. Two out of nine companies recorded growth of revenue from sales, with Midas recording the highest result (+13%).</p> <p>In Q1 2015 the operating income of telecommunication companies decreased by 12.4%, while the net income decreased by 14.6% compared to Q4 2014.</p>



Press review



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	22.05	<p>Parkiet: Media – much better performance</p> <p>In Q1 2015 the media industry improved its financial performance – revenue increased by over 15%, to more than PLN 12 bn. The highest growth of sales was recorded by Cyfrowy Polsat (+21%).</p> <p>The operating income of the sector increased by 11.8%, with the net income growing by nearly 27% compared to Q4 2015. Six out eleven companies demonstrated profits but only TVN and Cyfrowy Polsat managed to improve their results.</p>



Current report 27/2015 May 18, 2015

Resolutions adopted by the Extraordinary General Meeting of Cyfrowy Polsat S.A. on May 18, 2015

The Management Board of Cyfrowy Polsat S.A. (the “Company”) hereby publishes the resolutions adopted by the Extraordinary General Meeting of the Company on May 18, 2015, attached hereto.

Attachment: [Adopted resolutions](#) (.pdf)

Current report 28/2015 May 18, 2015

List of shareholders authorized to at least 5% of votes at the Extraordinary General Meeting convened for May 18, 2015

The Management Board of Cyfrowy Polsat S.A. (the “Company”) hereby publishes the list of shareholders authorized to at least 5% of votes at the Extraordinary General Meeting of the Company convened for May 18, 2015, attached hereto.

There were 678,294,157 votes, which constitute 82.82% of the total number of votes in the Company, represented at the Extraordinary General Meeting of the Company convened for May 18, 2015. Pursuant to the Company’s Articles of Association the Series A, B and C shares as well as 166,917,501 Series D shares are preferred shares, i.e. each share carries two votes.

Attachment: [List of shareholders](#) (.pdf)

Press release May 18, 2015

I + new possibilities!

“I+ new possibilities” is Plus’s new strategic approach to its relations with customers. The new possibilities are multi-dimensional, which means that Plus will be implementing them in many areas, including the offer, the technological sphere and also the communication sphere.

A totally new communication platform is being launched to support Plus’s offers in all important market segments. New positioning, new colors, new faces, new possibilities. And on top of that, there are attractive offers which are focused on customers’ needs.

Press release
May 19, 2015

The New Power LTE Internet Access offer in Cyfrowy Polsat

In the New Power LTE offer customers will be able to choose from among large basic data packages– starting from 15 GB for PLN 29.99 up to 100 GB for PLN 99.99. In the smartDOM program the new offer is available from PLN 25 monthly for a 25 GB data package in the SIM-only option. Data packages from PLN 69.99 up offer customers the possibility of buying “Unlimited LTE” as an additional service.

The New Power LTE offer also guarantees access to a broad range of state-of-the-art devices (including USB modems, mobile routers, desktop routers and ODU-IDU sets for home LTE Internet access) which support LTE technology while offering transfer rates of up to 150 Mbps. Devices can either be bought or rented.

The New Power LTE offer will feature a gigantic 200 GB data pack for night-time use, as well as thematic packages from IPLA – the biggest Internet TV.

Press release
May 19, 2015

JA+ LTE and JA+ Internet na Kartę (I + LTE and I + Prepaid Internet Access) - Plus is launching new Internet access offers

The new postpaid offer called JA + LTE (I + LTE) was launched on May 19. It is available against a 24-month contract, both with equipment and as a SIM-only offer. The offer features large basic data packages from 15 GB to 100 GB for use in all data technologies. Customers can choose among five subscription plans which are also available at discounted prices in the smartDOM offer. Additional services include:

- “LTE Bez Końca” (Endless LTE) which offers the use of Internet access in LTE technology even after the basic data package has been consumed;
- 200 GB for night-time data usage;
- three packages of TV channels from IPLA – the biggest Internet TV service;
- a package containing the Internet Security and Plus Cloud 5 GB) services;
- the possibility of testing LTE services for 7 days.

Also from May 19, Plus has started offering a new prepaid Internet access offer called JA+ Internet na Kartę (I + Prepaid Internet Access).

Press release
May 19, 2015

New release of the smartDOM program

In the new smartDOM offer a customer may put together an exceptionally attractive set of six services, which includes satellite TV with channels for the whole family, superfast Internet access operating in the largest LTE network in Poland whose coverage extends over an area inhabited by 90% Poles as well as four voice activations with unlimited voice calls, short text messages and MMS to all networks.

The first service (TV, Internet access or mobile voice service) chosen by the customer will be charged at full price, while the customer will be offered a discount of even up to 50% for the remaining services. The further three voice activations will be offered to the customer with a discount of PLN 10 each.

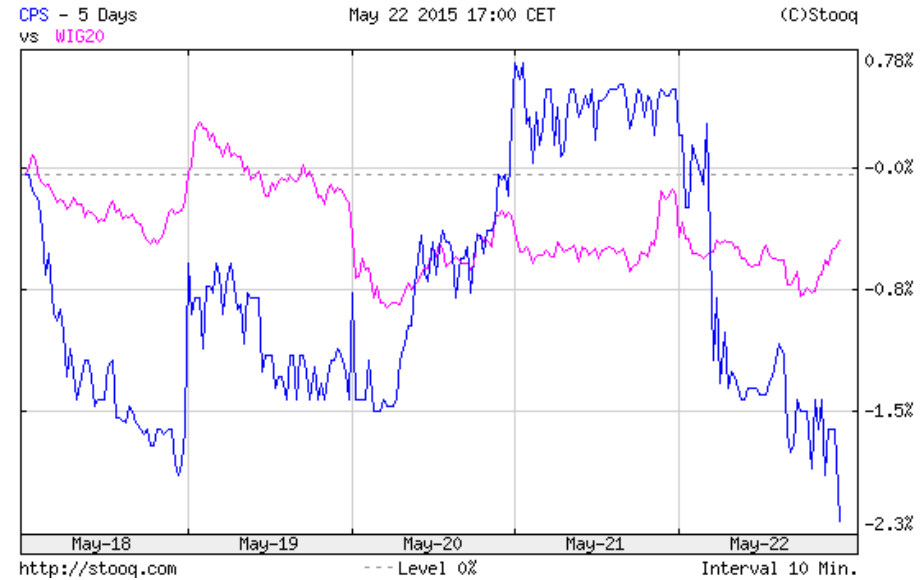
All the discounts will remain valid throughout the period of use of the services purchased from Plus and Cyfrowy Polsat rather than only during the basic validity of the contract (the obligatory contract period). In addition the customer will be offered all the benefits granted in the basic promotion for a given product, including first months with no monthly access fee charged for the service, additional discount for porting-in a number to Plus, or the possibility of trying the additional service for free.

The latest version of smartDOM offer provides for simplified and standardized rules related, e.g. to minimum value of the subscription fee which entitles a customer to enjoy the program, the possibilities combining the discounts offered under various promotions.

Cyfrowy Polsat shares



Date	Maximum price (PLN)	Minium price (PLN)	Closing price (PLN)	Change (%)	Trade value (kPLN)
2015-05-18	25.60	25.06	25.15	-0.20%	5 383
2015-05-19	25.45	25.20	25.20	0.20%	5 799
2015-05-20	25.69	25.15	25.69	1.94%	9 593
2015-05-21	25.80	25.60	25.75	0.23%	6 164
2015-05-22	25.75	24.99	24.99	-2.95%	6 744



Investor's calendar



August 12 – 26, 2015	Closed period prior to the publication of H1 2015 results
August 26, 2015	Publication of the consolidated semi-annual report for the 1st half of 2015