

Cyfrowy Polsat IR Newsletter

7 – 12 April 2015

The press about us

Date

The press about TMT market in Poland

7.04

Dziennik Gazeta Prawna: Hindi center will provide services for Polish T-Mobile*by Piotr Dziubak*

According to "Dziennik Gazeta Prawna" daily, Wipro, a company from India, won the tender for the provision of services to T-Mobile Polska. The 5-year contract is worth ca. PLN 200m annually.

Representatives of T-Mobile Polska informed that the contract includes consolidation of suppliers, transfer of employees and transfer of responsibility to the partner for IT infrastructure management as well as support and development of applications. According to "DGP" daily, Wipro will take over several hundred employees of the operator along with its IT systems.

Rzeczpospolita: Over USD 100bn on mobile advertising*by Magdalena Lemańska*

According to eMarketer estimates, next year expenditure on advertising for mobile devices will exceed USD 100bn for the first time in history, that is 51.1% of global advertising revenue. This increase is driven by the growing number of mobile devices present on the market.

According to IAB Polska data, in 2014 mobile advertising expenditure in Poland increased over twofold compared to 2013, but reached a total of only PLN 140m, which translated into a 5.4% share in the online advertising market. According to Anna Kaczmarek, CEO of IDMnet – an internet advertising network – over 10% of total traffic in the Polish Internet is generated by mobile devices. That is still a relatively low level.

The press about us**Date****The press about TMT market in Poland****9.04****Puls Biznesu: LTE accelerating worldwide***by mzat*

According to Ericsson data, over the last 5 years the number of users of fast mobile LTE Internet increased by 0.5bn, and by 2020 their number will have increased by 3.1bn. In Middle and Eastern Europe the increment will be 200m new subscribers.

Rzeczpospolita: New approach to TV*by Magdalena Lemańska*

According to Eurodata TV Worldwide, in 2014 a statistical viewer spent on average 3 hours and 13 minutes daily watching TV, that is 1 minute less compared to the prior year. Nielsen Audience Measurement reports that in 2014 Poles watched TV for 4 hours and 20 minutes daily on average, i.e. 13 minutes longer compared to the prior year.

Viewers' habits are changing. Young viewers spend less time watching linear television but watch more catch-up TV (content available on demand in operators' offers or recorded on set-top boxes with a hard-drive).

A separate trend consisting in the migration of viewers from tradition television towards online video services is strengthening. ABI Research estimates that until 2020 the annual growth rate of revenue of pay TV operators will be only 3.7%, while internet video services will increase revenue by 24% annually.



Latest events

Press release
April 8, 2015

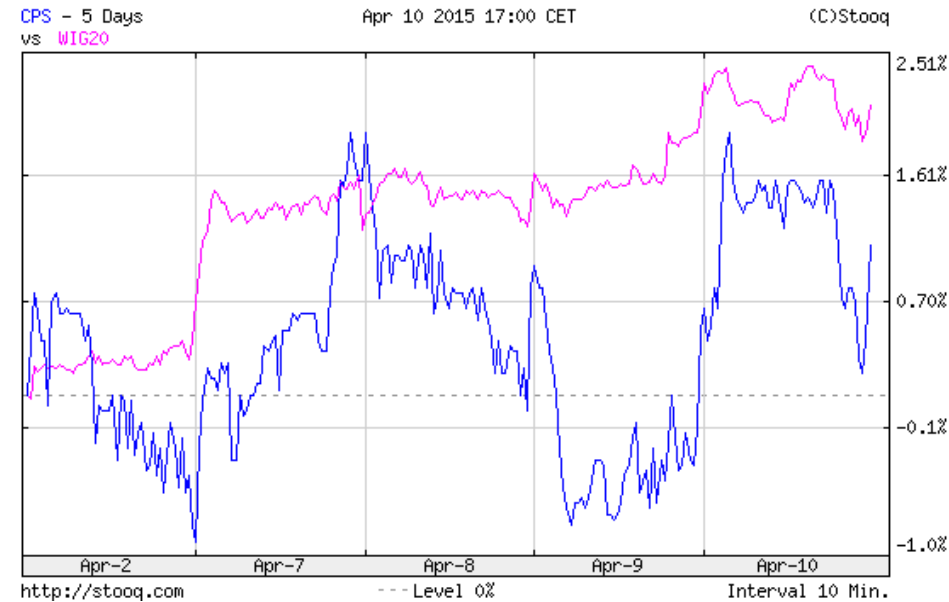
HD Voice from Plus available throughout Poland

Plus introduced the HD Voice technology for all its customers on the entire territory of Poland. Thanks to HD Voice, Plus customers can enjoy better quality of connections and higher comfort of phone calls.

During the first stage, launched at the end of 2014, the HD Voice service was available in Plus network in Warsaw and part of the Mazovian region as well as regions in Eastern Poland. In line with previous announcements, the service is available to all Plus customers as of the end of March this year. The service is completely free of charge and does not require activation or any adjustments of the handset.

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
2015-04-07	25.10	24.32	25.00	2.63%	12 580
2015-04-08	25.09	24.53	24.80	-0.80%	9 688
2015-04-09	24.84	24.35	24.72	-0.32%	7 498
2015-04-10	25.09	24.63	24.88	0.65%	7 461



Investor's calendar

April 30 – May 14, 2015	Closed period prior to the publication of Q1 2015 results
May 14, 2015	Quarterly report for Q1 2015