Cyfrowy Polsat S.A.

Results for the first quarter of 2009

12 May 2009
Disclaimer

This presentation includes ‘forward-looking statements’. All statements other than statements of historical facts included in this presentation, including, without limitation, those regarding the our financial position, business strategy, plans and objectives of management for future operations (including development plans and objectives relating to the 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 the our present and future business strategies and the environment in which the we will operate in the future. These forward-looking statements speak only as at the date of this presentation. We expressly disclaims any obligation or undertaking to disseminate any updates or revisions to any forward-looking statements contained herein to reflect any change in the our expectations with regard thereto or any change in events, conditions or circumstances on which any such statement is based. We cautions you that forward-looking statements are not guarantees of future performance and that its 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 the 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 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.
We made our debut on the WSE on 6 May 2008. Since then the WIG index has decreased by 38% and our share price has increased by 12%

Our shares entered MSCI EME Index on 25 November 2008

Our shares entered WIG 20 Index on 20 March 2009

CPS vs. WIG
Highlights
Dominik Libicki
CEO
Dynamic growth of our subscriber base

- The number of newly concluded agreements was 14% higher in Q1 2009 than in the corresponding period of 2008
- Our subscriber base grew by 28% to 2,802 ths. from 2,187 ths. in March 2008; however, the total number of users of our set-top boxes amounted to 3,190 ths.
- We had 50 ths. MVNO users as at 31 March 2009
- The number of subscribers to our premium packages increased significantly
- The number of subscribers to our HD channels increased significantly
- As a result of a change in the customers’ preferences leased set top boxes grew to 54% of newly concluded agreements in Q1 2009

Improvement of the financial results

- Revenues increased by 35% to PLN 337m
- EBITDA increased by 6% to PLN 94m and adjusted EBITDA was PLN 124m
- Net profit increased by 14% to PLN 73m

Source: Interim Condensed Consolidated Financial Statements for three months ended 31 March 2009
EBITDA adjusted for impact of weaker PLN on programming costs and signal transmission services cost
Main events of Q1 2009

- Agreement with TVP S.A. for distribution of TVP1 and TVP2 channels
- Introduction of two attractive channels to our programming offer: TVP Sport and TVP Info
- Agreement with TVN S.A. for distribution of channels broadcast by TVN S.A., including TVN, TVN Siedem, TVN 24, TVN Style, TVN Turbo and TVN Meteo
- Lease of satellite capacity to start new services, which may have a positive impact on ARPU
To realize our multiplay strategy on 11 March 2009 the Management Board accepted an offer to purchase 350,000 shares in Sferia for PLN 53,4m (approximately 11% of the share capital). Simultaneously, we concluded an option agreement to sell shares in Sferia to Zygmunt Solorz-Żak or an entity appointed by him until 30 June 2009 (with a possibility to extended to 30 September 2009)

On 13 March 2009 we exercised the put option to sell shares in Sferia to an entity appointed by Zygmunt Solorz-Zak

This decision was taken due to the lack of acceptance from the minority shareholders for the risk associated with our capital involvement in Sferia. The exercise of option was accepted by the Supervisory Board

The sale of shares to Polaris Finance B.V was closed on 21 April 2009 - shares were sold for the price of PLN 53,7m (the acquisition price plus an interest of 5.5% p.a.)

It is necessary to underline that we will continue our multiplay strategy by, among others, concluding agreements with suppliers of technology enabling us to offer broadband Internet and other telecommunication services, including mobile telephony
Operating results

Dominik Libicki
CEO
Our subscriber base is growing dynamically.

Our subscriber base grew by 28% as compared to 31 March 2008.

### Subscribers

<table>
<thead>
<tr>
<th></th>
<th>31 March 2008</th>
<th>31 March 2009</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of subscribers with agreements</td>
<td>2,379</td>
<td>3,190</td>
<td>615</td>
</tr>
<tr>
<td>Number of FTA users with pay programming packages</td>
<td>192</td>
<td>388</td>
<td>196</td>
</tr>
<tr>
<td>Number of FTA</td>
<td>2,187</td>
<td>2,765</td>
<td>578</td>
</tr>
</tbody>
</table>

### Subscribers - Family/Premium Package

<table>
<thead>
<tr>
<th></th>
<th>31 March 2008</th>
<th>31 March 2009</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of subscribers with agreements</td>
<td>1,914</td>
<td>2,311</td>
<td>397</td>
</tr>
<tr>
<td>Number of FTA users with pay programming packages</td>
<td>397</td>
<td>37</td>
<td>150</td>
</tr>
<tr>
<td>Number of FTA</td>
<td>1,517</td>
<td>1,940</td>
<td>423</td>
</tr>
</tbody>
</table>

### Subscribers - Mini Package

<table>
<thead>
<tr>
<th></th>
<th>31 March 2008</th>
<th>31 March 2009</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of subscribers with agreements</td>
<td>273</td>
<td>491</td>
<td>218</td>
</tr>
<tr>
<td>Number of FTA users with pay programming packages</td>
<td>9</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>Number of FTA</td>
<td>264</td>
<td>487</td>
<td>223</td>
</tr>
</tbody>
</table>

83% of subscriber base

17% of subscriber base

Annualized churn rate (%)

<table>
<thead>
<tr>
<th></th>
<th>31 March 2008</th>
<th>31 March 2009</th>
<th>Change</th>
</tr>
</thead>
</table>
| 6.1%           | 8.4%          | 6.9%          | 9.7%   | 0.1% | 0.9%

FTA users are users who possess our set-top box enabling them to receive not coded free to air channels and after a payment also the pay programming packages.
In Q1 2009 our Family Package ARPU increased by 8%, as a result of (i) an increase in the number of premium packages subscribers, (ii) an increase in the number of subscribers to HD channels and (iii) an increase in Family Package subscription fee in January 2009.

ARPU (1) — Family/Premium Package

An increase in the subscriber base and an increase in ARPU contributed to a 34% increase in subscription revenues, to PLN 290m.

(1) ARPU – Revenues from subscription fees for the period divided by the average number of subscribers in such period and the number of months in the period. Source: Interim Condensed Consolidated Financial Statements for three months ended 31 March 2009
Financial overview

Maciej Gruber
CFO
35% higher revenues due to an increase in subscription fees and other operating revenues

Q1 2009 revenues breakdown (%)

<table>
<thead>
<tr>
<th>(ths. PLN)</th>
<th>Q1'09</th>
<th>Q1'08</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues, of which:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DTH subscription fees</td>
<td>290,364</td>
<td>216,641</td>
<td>34%</td>
</tr>
<tr>
<td>Subscription fees, interconnection revenues and settlements with mobile telephony operators (MVNO)</td>
<td>970</td>
<td>-</td>
<td>n.a.</td>
</tr>
<tr>
<td>Rental of digital satellite reception equipment</td>
<td>112</td>
<td>862</td>
<td>-78%</td>
</tr>
<tr>
<td>Sales of digital satellite reception equipment and mobile phones</td>
<td>11,980</td>
<td>20,587</td>
<td>-42%</td>
</tr>
<tr>
<td>Sale of broadcasting and transmission services</td>
<td>4,656</td>
<td>4,356</td>
<td>7%</td>
</tr>
<tr>
<td>Other operating revenue</td>
<td>28,755</td>
<td>6,304</td>
<td>356%</td>
</tr>
</tbody>
</table>

Source: Interim Condensed Consolidated Financial Statements for three months ended 31 March 2009
Operating costs increased by 34% excluding impact of weaker PLN

Weakening of PLN towards EUR and USD increased our programming costs and signal transmission services costs by PLN 30m.

The impact of weakened PLN* constituted c. 35% of an increase in total operating costs.

<table>
<thead>
<tr>
<th>(ths. PLN)</th>
<th>Q1’09</th>
<th>Q1’08</th>
<th>Change</th>
<th>Change excluding impact of weakened PLN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating costs, of which:</td>
<td>251,565</td>
<td>165,243</td>
<td>52%</td>
<td>34%</td>
</tr>
<tr>
<td>Amortisation</td>
<td>8,255</td>
<td>5,138</td>
<td>61%</td>
<td>.</td>
</tr>
<tr>
<td>Programming costs</td>
<td>97,572</td>
<td>50,656</td>
<td>93%</td>
<td>42%</td>
</tr>
<tr>
<td>Signal transmission services cost</td>
<td>19,756</td>
<td>15,045</td>
<td>31%</td>
<td>4%</td>
</tr>
<tr>
<td>Distribution, marketing and customer relation management cost</td>
<td>49,189</td>
<td>38,138</td>
<td>29%</td>
<td>.</td>
</tr>
<tr>
<td>Costs of settlements with mobile telephony operators and interconnection charges (MVNO)</td>
<td>814</td>
<td>-</td>
<td>n.a.</td>
<td>.</td>
</tr>
<tr>
<td>Salaries and employee-related expenses</td>
<td>16,401</td>
<td>10,351</td>
<td>58%</td>
<td>.</td>
</tr>
<tr>
<td>Cost of sales of digital satellite television receiving equipment and mobile phones</td>
<td>17,730</td>
<td>31,913</td>
<td>-44%</td>
<td>.</td>
</tr>
<tr>
<td>Other operating costs</td>
<td>41,848</td>
<td>14,002</td>
<td>199%</td>
<td>.</td>
</tr>
</tbody>
</table>

Source: Interim Condensed Consolidated Financial Statements for three months ended 31 March 2009

* Impact on programming costs and signal transmission services costs
EBITDA increased to PLN 94m from PLN 89m in Q1 2008

Additional operating costs resulting from weakened PLN amounted to PLN 30m; EBITDA adjusted for these costs was PLN 124 m

EBITDA margin was 27.8% compared to 35.6% in Q1 2008

Adjusted EBITDA margin was 36.6%

EBITDA and EBITDA margin/adjusted EBITDA and adjusted EBITDA margin
DTH profitability improves

- DTH EBITDA increased to PLN 113m from PLN 102m in Q1 2008
- Additional operating costs resulting from weakened PLN* amounted to PLN 30m; DTH EBITDA adjusted for these costs was PLN 143m
- DTH EBITDA margin was 34% compared to 41% in Q1 2008
- Adjusted DTH EBITDA margin was 43%

* Impact on programming costs and signal transmission services costs

MVNO EBITDA loss amounted to PLN 9m, which constitute 8.1% of DTH EBITDA

Source: Interim Condensed Consolidated Financial Statements for three months ended 31 March 2009.
Net income increased by 14%

- Financial income from realization of forward transactions amounted to PLN 11m, total net income adjustment related to the weakened PLN amounted to 21m
- Adjusted net income would amount to PLN 94m

Source: Interim Condensed Consolidated Financial Statements for three months ended 31 March 2009

* Impact on programming costs and signal transmission services costs
We have positive net cash balance

- As at 31 March 2009 our cash balance was higher than debt balance by PLN 38m, adjusted for cash inflow from sale of shares in Sferia dated 21 April 2009 the cash balance surpasses the debt balance by PLN 92m
- We repaid PLN 16m under our loan agreement
- Debt under current loan agreement is denominated in PLN only

Debt balance vs. cash balance

Source: Interim Condensed Consolidated Financial Statements for three months ended 31 March 2009
Our cash balance decreased by PLN 60 m

Net cash flow– 1Q 2009

Source: Interim Condensed Consolidated Financial Statements for three months ended 31 March 2009.
Małgorzata Czaplicka  
Investor Relations Director  
Tel. +48 (22) 356 6004  
Fax. +48 (22) 356 6003  
Email: mczaplicka@cyfrowypolsat.pl

Or visit our website www.cyfrowypolsat.pl