

# To the Customers of TVN Media Sp. z o.o.

Dear Partners,

As promised during 2015 negotiations, we are continuing process of our Sales Policy review. Results of last year reports proved that TVN Media Clients' can rely on our engagements, and credibility and transparency are our Sales Policy pillars that positively influence TV ad market in Poland. The scope of the first quarter 2015 review, concerned analysis of all aspects of our Sales Policy published on our web page on 12th of December 2014. Process has been conducted by our independent external auditor.

We declare that starting from January 1<sup>st</sup>, 2015, each of our Clients will have sales conditions in line with our 2015 Sales Policy. Those conditions are published on our web page. Conditions are based on Clients' declared annual commitments, adjusted for variations in full year expectations as they come to our attention.

To the best of our knowledge and belief we confirm that in the period from 1 January 2015 to 31 March 2015, transactions covered by the Sales Policy 2015, have in all material respects, been recorded in line with the provisions of the Sales Policy 2015 applicable to the pricing of such transactions.

Our compliance with the TVN Media Pricing Policy has been confirmed by the independent assurance report issued by PricewaterhouseCoopers.

President of the Board

Member of the Board

Mamban of the Board

Warsaw, 24th June 2015.



# Independent Reasonable Assurance Report

To: The Management Board of TVN Media Sp. z o.o.

#### Scope

We have been engaged to perform an independent reasonable assurance engagement in connection with TVN Media Sp. zo. o.'s ('TVN Media') compliance with the TVN Media Sales Policy published on 12 December 2014 on the TVN Media website <a href="www.reklama.tvn.pl">www.reklama.tvn.pl</a> ('the Sales Policy') and applicable from 1 January 2015 with respect to the pricing of sales transactions of television advertising airtime (the 'sales transactions') for the period from 1 January to 31 March 2015 in accordance with the terms of the Sales Policy applicable to the pricing of the sales transactions.

## **Reasonable Assurance Opinion**

In our opinion, the sales transactions recorded in the period from 1 January 2015 to 31 March 2015 are recorded, in all material respects, in line with the provisions of the Sales Policy applicable to the pricing of the sales transactions.

#### Management's Responsibility

Management is responsible for TVN Media's compliance with the Sales Policy. This responsibility includes:

- Developing and publishing the Sales Policy containing the suitable criteria;
- Designing, implementing and maintaining internal controls over processes, accounting systems and information relevant for compliance with the Sales Policy;
- Recording sales transactions in accordance with the criteria set out in the Sales Policy;
- Performing quarterly and annual reviews of actual spending of customers against their
  original full year commitments and executing respective adjustments in accordance with the
  Sales Policy. Any such changes in full year commitments may have an impact on previously
  recorded sales transactions in the period 1 January 31 March 2014;
- Maintenance and integrity of the TVN Media website where the Sales Policy and our independent assurance report were published.

### **Our Responsibility**

Our responsibility is to form an independent opinion, based on our reasonable assurance procedures performed in relation to TVN Media's compliance with the Sales Policy for the period from 1 January to 31 March 2015.

We conducted our engagement in accordance with International Standard on Assurance Engagements 3000 "Assurance Engagements other than Audits or Reviews of Historical Financial Information". This standard requires that we comply with ethical requirements and plan and perform the assurance engagement to obtain reasonable assurance on the identified sales transactions.



# Summary of the Work Performed

The scope of our work included the following procedures:

- Making enquires of relevant TVN Media management and personnel;
- Reviewing relevant internal procedures, documents and records on a sample basis;
- Obtaining an understanding of controls related to sales transactions, including information technology general controls implemented by Management;
- Testing, on a sample basis, sales transactions against the pricing criteria set out in the Sales Policy;
- Undertaking the relevant analytical procedures:

We believe that the evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

#### **Inherent Limitations**

Without modifying our reasonable assurance opinion, we draw attention to the fact that inherent limitations exist in assurance engagements, due to the selective testing of the information being examined. Therefore fraud, error or non-compliance may occur and not be detected. Non-financial data may be subject to more inherent limitations than financial data, given its nature and the methods used for determining or estimating such data. Furthermore, our independent reasonable assurance report was prepared to meet the common needs of a broad range of customers and may not, therefore, include every aspect that each individual customer may consider important in its own particular environment. Also, our reasonable assurance opinion is based on historical information and any projection of any information or opinions in this report to any future period would be inappropriate.

#### **Restriction on Use**

We were engaged to report by TVN Media and, therefore, this report is intended for the use of the Management Board of TVN Media. We permit the disclosure of this report, in full only, by TVN Media, at its discretion, to customers who have executed sales transactions with TVN Media based on the Sales Policy in the period from 1 January to 31 March 2015 or prospective customers to enable customers to verify that an independent reasonable assurance report has been commissioned and issued, without assuming or accepting any responsibility or liability to customers on our part.

Warsaw, 24 June 2015

PricewaterhouseCoopers Sp. 20,0.