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Presentation for Media

The public offering of Series C shares of Power Media S.A.

Warsaw, February 2008



Reservations

A following presentation (further: „Presentation”) does not account for a public offering in accordance with Art. 3 section 3 of Act on Public Offering, Conditions for Introducing Financial Instruments to an Organised Trading System, and on Public Companies (Journal of Laws No. 184, item 1539 of 2005). The purpose of this Presentation is to introduce selected information about Power Media S.A. (further „Company”). It is pointed out, that this Presentation is of an exclusively promotional nature. Any public offering of the Company's shares will be conducted on the basis of an issue prospectus which will be published by the Company. The prospectus, as approved by the Polish Financial Supervision Commission (dated on 5 February 2008), will be the only legally binding offering document containing information about the Company and the Company's shares being offered in the public offering, its rules of acquisition and admission for trading on regulated market.

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Agenda

- Power Media's company profile
- Business activity areas
- Financial data and the strategy of development
- Public offering



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Power Media's company profile



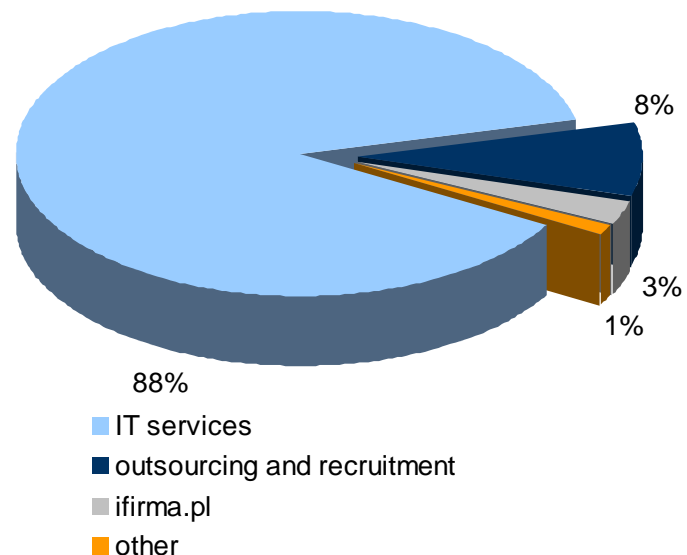
Power Media profile

- our business model is based on three complementary pillars:
 - IT services
 - bespoke software solutions
 - own licenced products
 - outsourcing and recruitment of IT personnel
 - ifirma.pl – first in Poland online accounting platform for small companies
- specialisation in innovative IT solutions by Apple: WebObjects and Cocoa
- 8 years of experience on foreign markets: USA, Germany, Israel, France, Norway
- project execution for international corporations, i.a. Nokia Siemens Networks, Siemens, Motorola Polska, Volvo Polska
- our team - 155 employees /80% IT and telecommunication specialists/
- activity on dynamically growing market – IT market growth of 22% in Poland (2006)
- impressive dynamics of financial results in 2006:
 - revenue growth of 169%
 - EBIT growth of 325%
 - netto profit growth of 372%

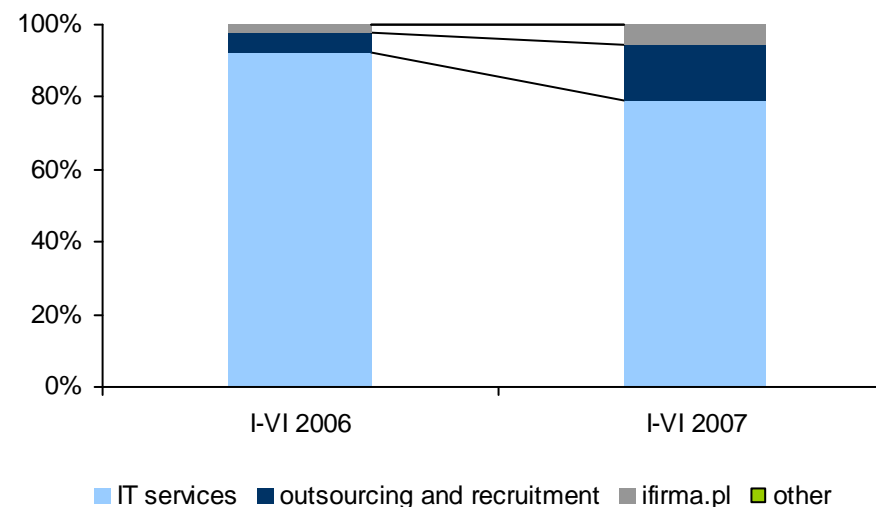


Revenue by business activity area

Revenue for each activity area by per cent
/2006/



Revenue for each activity area by per cent
/I-VI 2006-2007/



/amounts in thousand Zloty/	2006	I - VI 2006	I - VI 2007
IT services	9 427,0	4 980,1	4 212,0
outsourcing and recruitment	873,4	302,9	815,7
ifirma.pl – accounting platform	299,3	113,6	303,3
other	13,5	-	-
total	10 613,2	5 396,6	5331,0



Company's history

September 1997	Power Media's establishment – founders: Wojciech Narczyński and Andrzej Parszuto
June 2000	Power Media had started to undertake IT services
January 2001	establishment of an online accounting platform www.ifirma.pl
December 2001	cooperation start-up with the American company Optima Wellness Center - project description and development of the online portal www.mercola.com, 1st place among American portals dealing with natural health, 5th place among websites dealing with health (February 2004)
March 2002	launch of the online store of Apple Polska
October 2003	cooperation start-up with Accenture
April 2005	cooperation start-up with Siemens
December 2005	implementation of the Media Library System for TVN24
January 2006	establishment of a new business activity: outsourcing of IT personnel
November 2006	cooperation start-up with Motorola Polska
June 2007	the change of the legal status into a joint stock company
July 2007	cooperation start-up with z BRE Bank (ifirma.pl)
	signing an agreement with VOLVO Polska for outsourcing and recruitment services
	cooperation start-up with Travelplanet.pl



Board of Directors



Wojciech Narczyński
Chairman of the Board

Company founder and major shareholder. Active in the IT sector since 1993. A software and database designer, a specialist in WebObjects technology.



Andrzej Parszuto
Vice Chairman of the Board

Company founder and major shareholder. Active in the IT sector since 1994. Responsible for the development of ifirma.pl, a project manager and analyst.



Marta Przewłocka
Vice Chairman of the Board

Major shareholder. 10 years of experience in consulting, sale and trading. Responsible for finding new clients and the company's development.



Agnieszka Kozłowska
Member of the Board

As the Head Accountant responsible for bookkeeping and the company's finances; with the company since 2000.



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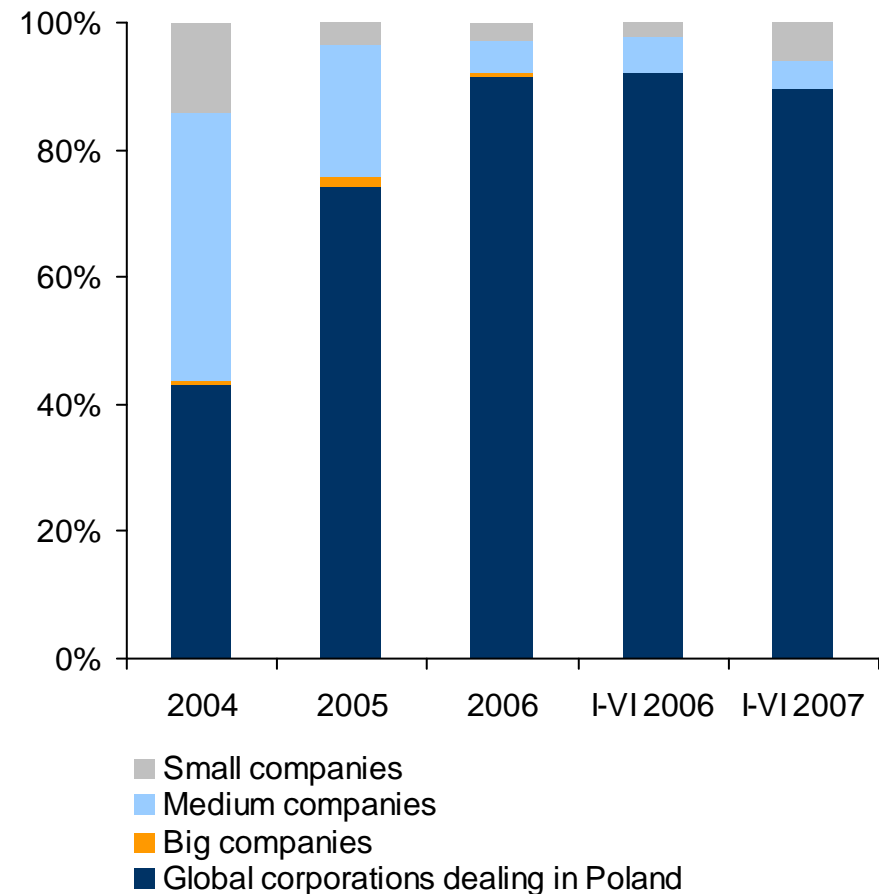
Business activity areas



Complementary pillars

- IT services for global corporations – over 90% of revenues in 2006
- specialisation in the area of software development for mobile phones and web applications
- outsourcing of IT personnel for:
 - Siemens
 - Nokia Siemens Networks
 - Motorola
 - VOLVO Polska
- ifirma.pl – modern, with a high development potential, market of small and medium companies

Revenue by the Client's Group





ifirma.pl

the first internet accounting platform in Poland

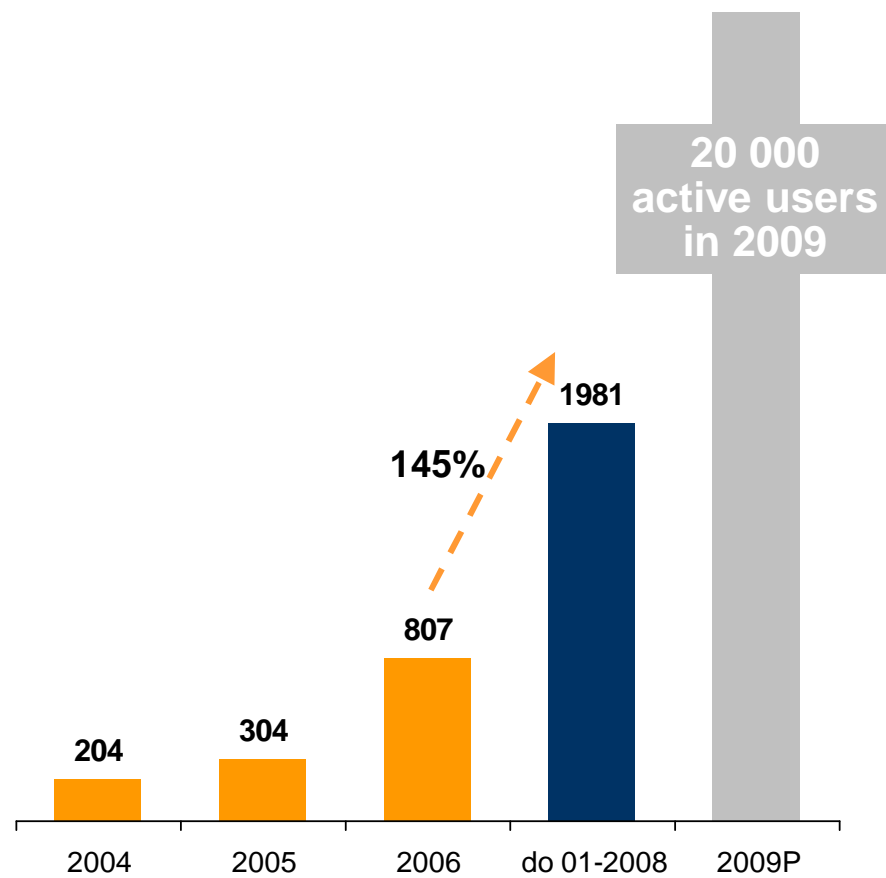
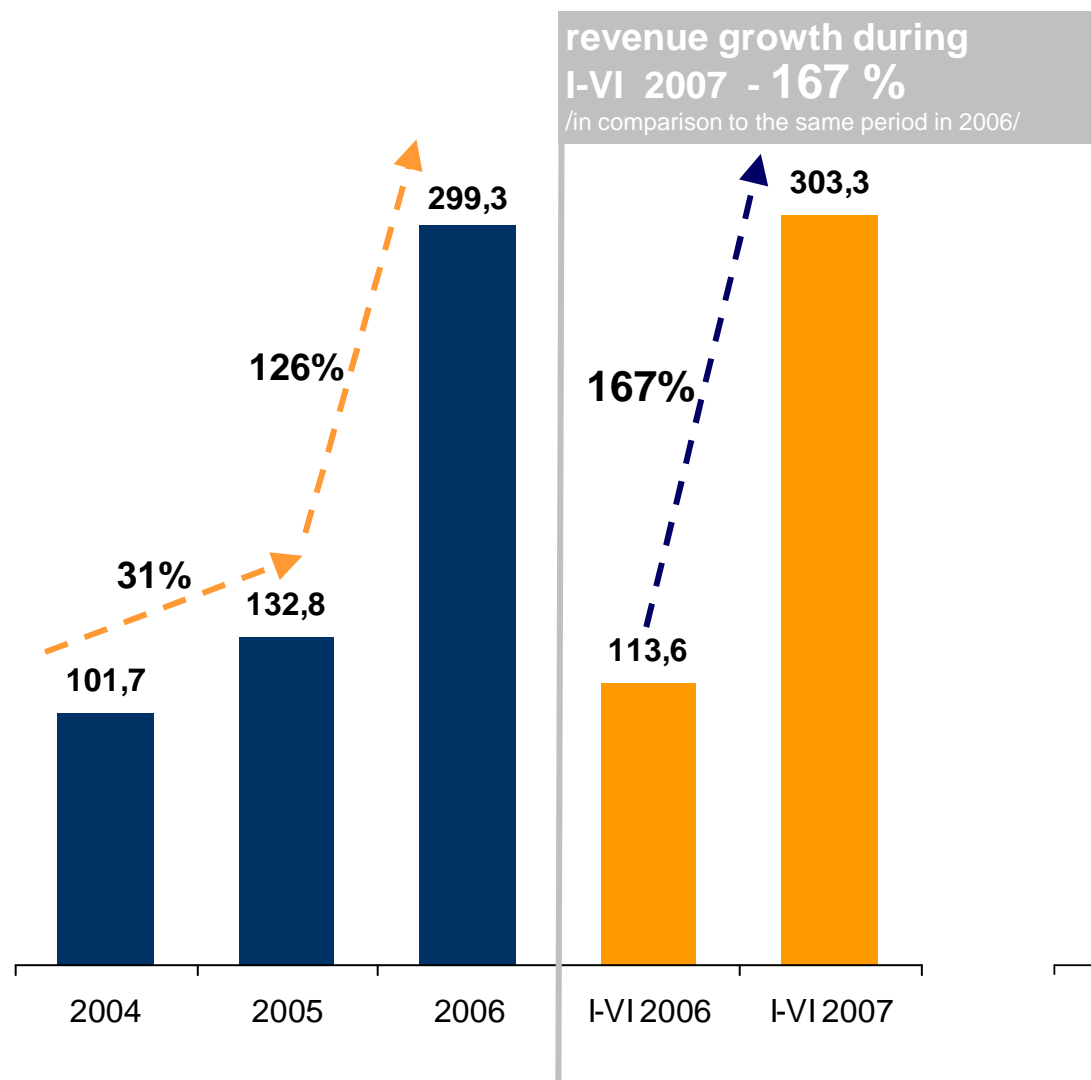
- 1981* active users to pay monthly subscription fee
- cooperation with Multibank and mBank
- alternative solution to running your books by an independent accounting office
- users:
 - small companies
 - self-employed entrepreneurs
- functionalities:
 - record-keeping
 - automatic calculating and booking
 - creating and printing ZUS and Revenue Office statements, invoices and money transfers
- added value:
 - accounting experts support
 - Call center
 - E-mail
 - Instant messaging
 - compatible with valid legal regulations
 - accessibility
- security:
 - comparable to the safety of internet banking
 - users data is stored on independent servers in Power Media



ifirma.pl

Revenue of ifirma.pl /in thousand Zloty/

active users /to pay monthly subscription fee/

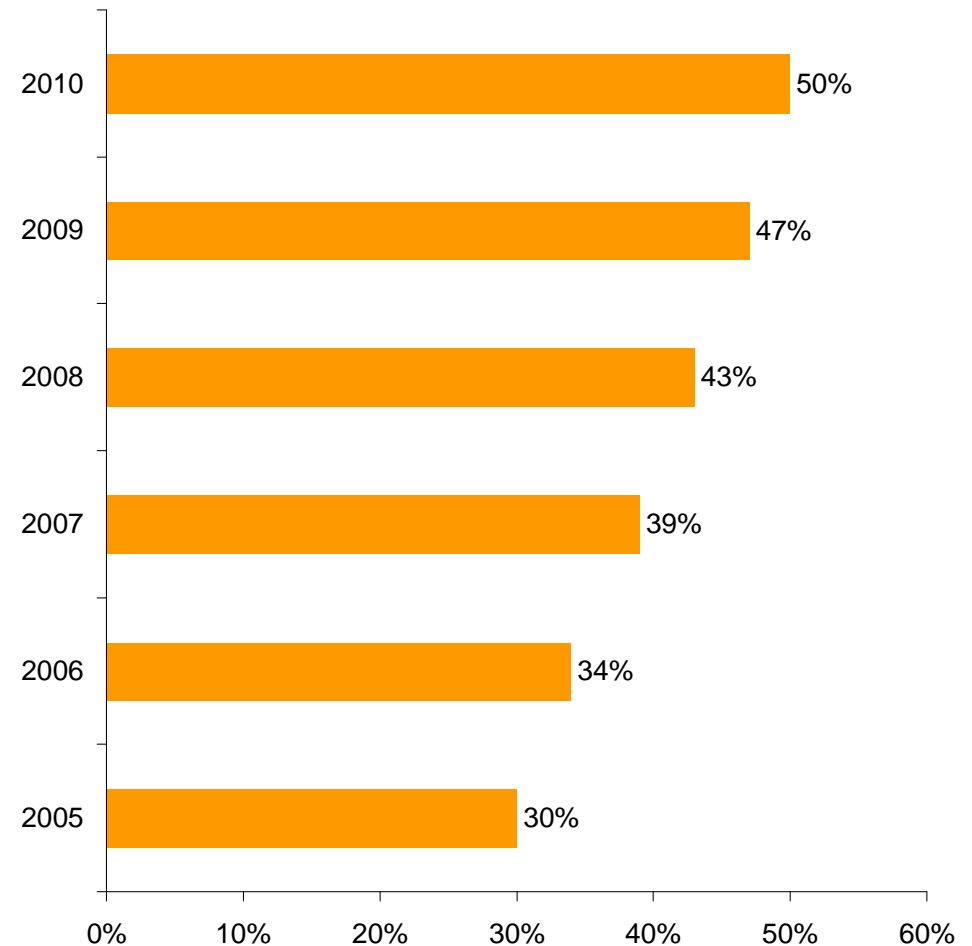




ifirma.pl – growth factors

- external growth factors:
 - systematic growth of registered transactors, particularly in the area of small and medium companies
 - potentially there are 1026210 of companies, which keep their books through the Revenues and Expenditures Book – they can use ifirma.pl
 - outstanding perspectives of the growth for e-commerce in Poland
 - further internet penetration growth in Poland
- internal growth factors:
 - bonus from being a pioneer and a branch leader
 - existing competition predominance factor
 - marketing effects as a result of going into public trading
 - further investments on technological development and increase of the financial strength in case of successful debut in the Warsaw Stock Exchange

Internet penetration forecast in Poland until 2010





IT services

- bespoke IT solutions:
 - development of e-commerce, accounting and billing systems,
 - development and testing of software dedicated for mobile phones
 - consulting in the area of database optimisation
 - refactoring of existing software infrastructure
 - supporting IT teams dedicated and working at Client's head office by delivering highly qualified IT specialist
- own software:
 - inStudio – Audio/Video materials library system for TV and radio stations
 - Clients:
 - TVN24
 - Superstacja
 - Pulsar Mailer – high efficiency newsletter and e-mail distribution system
 - Power Commerce – advanced online e-commerce system

Leader in Poland and the World's noticable company specialising in software development in Apple technologies – WebObjects and Cocoa



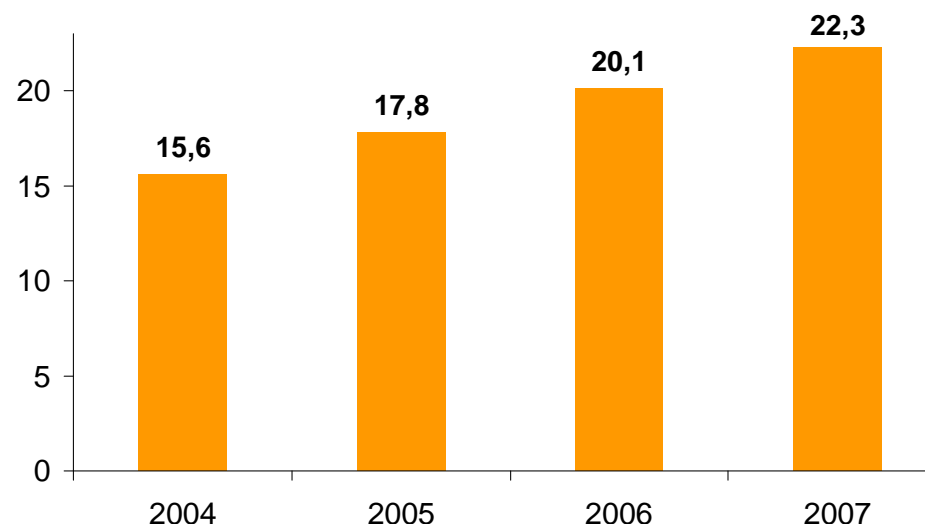
Selected IT projects

- **OneMileUp, Inc.**
 - development and implementation of the online system for airport ground space management and ground services planning what has facilitated an effective use of hangar space and ramps in time, as well as planning of maintenance activities.
- **TVN24**
 - implementation of the Video Materials Library System called inStudio
- **Apple Store**
 - introducing a fully professional online store for Apple products in Poland
- **Accenture**
 - cooperation between Power Media's and Accenture's programmers by the development of the CRM system for a mobile network provider, creating a new CRM system, integration with existing systems and database development
- **Optimal Wellness Center**
 - project includes software development and infrastructure maintenance of the American website www.mercola.com. 1st place among American portals dealing with natural health, 5th place among websites dealing with health (February 2004), a number of regular orders has reached more then 1000 of transactions per hour.

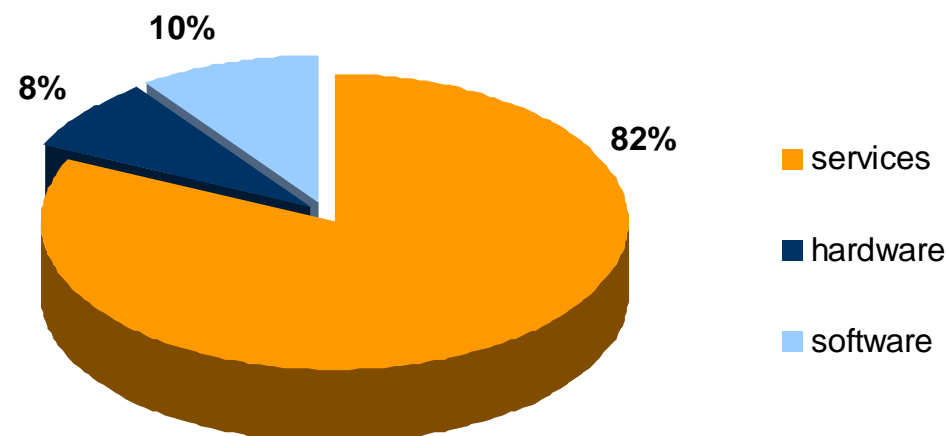
IT services - growth factors

- IT market
 - 6-8% IT market growth rate in 2006-2008
 - 22,3 mrd Zloty* – IT market value in 2007
- GDP growth in Poland
 - 6,1% in 2006
 - 6,7% in 2007
- good economic situation on the IT market
 - constant growth
- growing importance of the IT services
 - according to the research on 180 biggest IT companies in Poland, the biggest growth will take place in the area of IT services by 2 years

Size of IT market in Poland /amount in milliard Zloty/*



Which segment of the IT market will grow the strongest by 2 years? **



source: Issue Prospectus of Power Media, *PMR, ** Research on 180 biggest IT companies in Poland /April 2006/



Outsourcing and recruitment of IT personnel

- complementation of IT services
 - we are able to quickly secure specialists to the immediate project execution
 - selection of suitable IT specialists for the Customer's needs
- unique recruitment process in comparison to other HR companies
 - specialisation in IT specialists recruitment
 - effective verification in the field of IT knowledge and foreign language skills
 - quick access to suitable IT specialists
 - recruitment for own and external Customer's needs
- cooperation with universities of higher education
 - own computer room on the University of Wroclaw
 - student's internships
 - programming contests, lectures

**We acquire the best recognition throughout the IT specialists market.
We cooperate with Siemens, Nokia Siemens Networks, Motorola, Volvo Polska**



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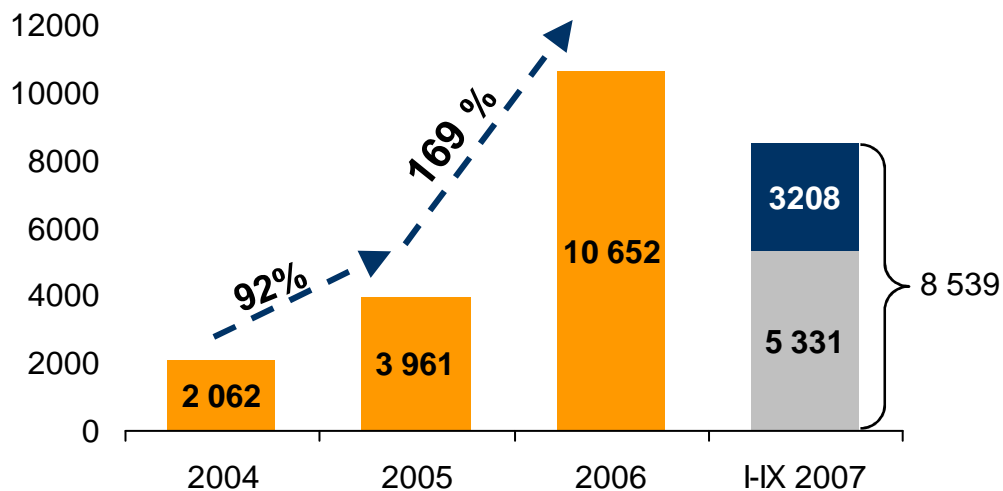
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Financial data and the strategy of development

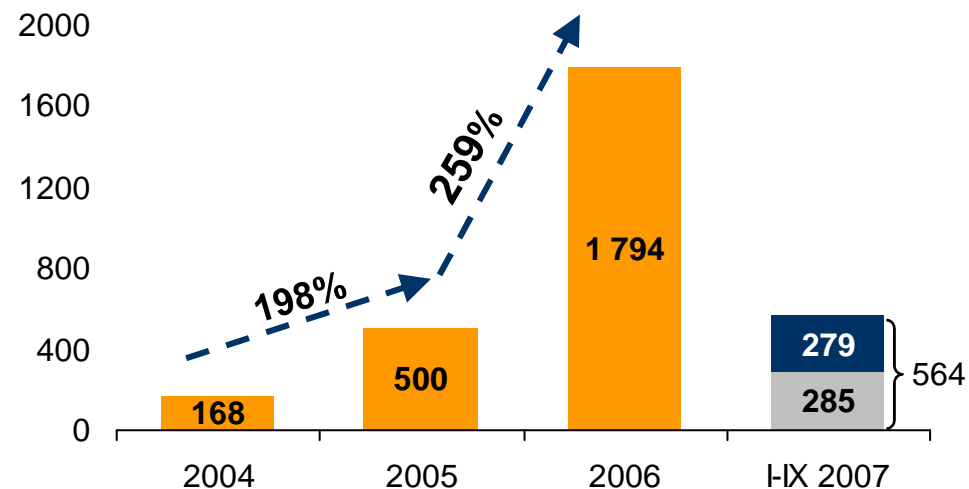


Financial results

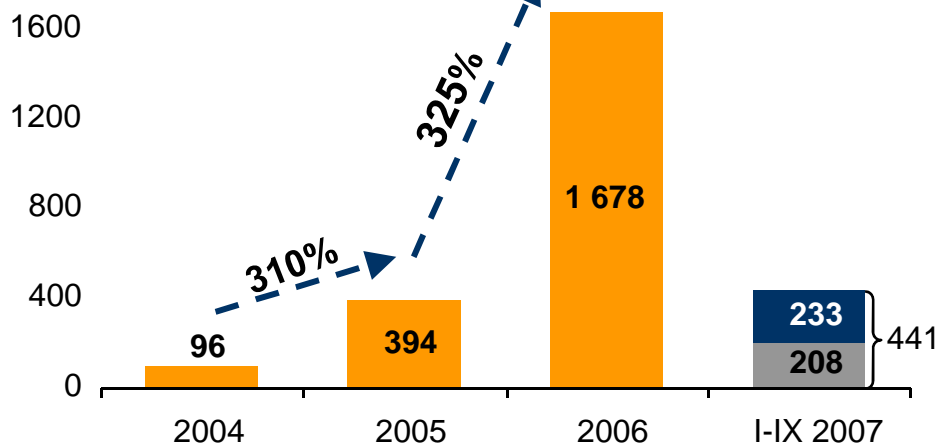
Sales /amounts in thousand Zloty/



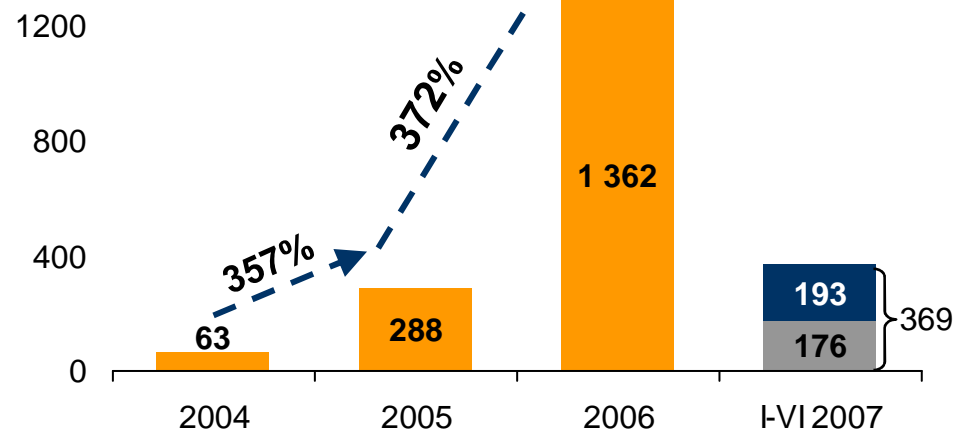
EBITDA /amounts in thousand Zloty/



EBIT /amounts in thousand Zloty/



Netto profit /amounts in thousand Zloty/



■ in period VII – IX 2007

■ In period I – VI 2007



Strategy of development

ifirma.pl – leader of internet accounting for small companies

- strengthening of brand image and product recognition
- increasing a range of activity – 20K new users until the end of 2009
- platform functionalities development
- development of the users helpdesk (call centre)
- cooperation with internet portals, which are referred to the target group of users
- completion of the offer of additional services:
 - banking services integration
 - transfers to the Revenue Office, ZUS, contractors and employees
 - determination of the credit capacity
 - banking products sales
 - ifirma.pl as a sales channel
 - online portals supporting business activity
 - online stores
 - auction platforms

From June 2007 ifirma.pl is available on preferential terms for Multibank's Customers and also via mBank.pl platform.

Plans to launch in February 2008 the online service for tax-payers enabling the annual tax settlement.



Strategy of development, continuation

- IT services
 - enlargement of the existing database of candidates
 - cooperation with companies of SME sector from European Union countries and USA
 - development of new and existing software
 - inStudio
 - Power Commerce
 - Pulsar Mailer
- outsourcing and recruitment of IT personnel
 - development of new online portals supporting recruitment of IT personnel
 - continuation of the expansion to gain new contractors from Poland and abroad
 - active cooperation with universities of higher education – personnel recruitment



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Public offering



Public offering in details

- 1.400.000 of a new series C shares issue
- Issue price is 5 Zloty per 1 share
- Exclusion of the priority law to assume series C shares for the current shareholders
- Estimated brutto income – 7 million Zloty
- Shares lock-up for the current shareholders for 12 months since the first day of quotation in the Warsaw Stock Exchange
- Offeror: **DnB NORD**

Biuro Maklerskie

Issue schedule

3 March	the opening of Series C Shares Open Subscription
3 March	start-up for series C shares registration
7 March	end of series C shares registration
14 March	allocation of offered shares within the Open Subscription
14 March	the closure of Series C Shares Open Subscription

Shares registration

- POK of stock-brokers agency of DNB NORD BANK POLSKA S.A. (offeror) and the planned consortium of stock-brokers
- within the Open Subscription it is allowed to submit a notation for not less than 100 shares, but not more than a number of series C shares
- investor has rights to submit a number of notations which can not exceed 1400000 of shares
- shares allocation through WSE system



Execution of incomes from shares issue

Estimated incomes from series C shares issue will come to 6,56 million Zloty*
Execution of issue targets according to definite priorities.

Name	Priority	Amount (in Zloty)
Investments connected to ifirma.pl, for example:		5 560 000
• Call-centre and the customer service infrastructure development allowing a big scale activity (to a number of 20.000 users)	1	500 000
• Server room development up to a level allowing the service of over 20.000 users	2	200 000
• Brand image development and the advertisement activity	3	4 860 000
Sales department development, marketing	4	600 000
Purchase of the equipment (computers, programming equipment, etc.)	5	400 000
	TOTAL	6 560 000

Budget and promotional activity schedule for ifirma.pl platform in 2008:

- Medium purchase:
 - Internet 520.000 Zloty
 - Radio 250.000 Zloty
 - Press 650.000 Zloty
 - TV 170.000 Zloty
 - Outdoor i BTL 230.000 Zloty
 - Advertisements preparation and advertisement campaign service, media house's commission: 250.000 Zloty

Total budget for advertisement of ifirma.pl in media for 2008 will come to **2.070.000 Zloty**

Additional activity in 2008 with the object on increasing sales growth of ifirma.pl:

- affiliation programme and direct sales system development (2008): 300.000 Zloty
- integration with banking systems and cooperation with banks: 400.000 Zloty
- other expenses (sponsoring, cooperation with universities, public relations): 250.000 Zloty

Total budget in 2008 expects a following disbursement of **3.020.000 Zloty**

- remaining resources (**1.840.000 Zloty**) will be exploited in 2009

source: Issue Prospectus of Power Media

* on the assumption that the subscription was 1,4 million of shares in the issue price of 5 Zloty

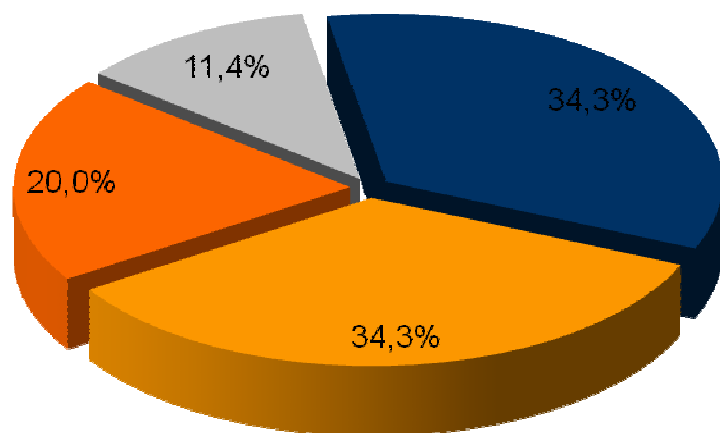


Shareholder structure

Initial capital (before series C shares issue) : 500 000 Zloty

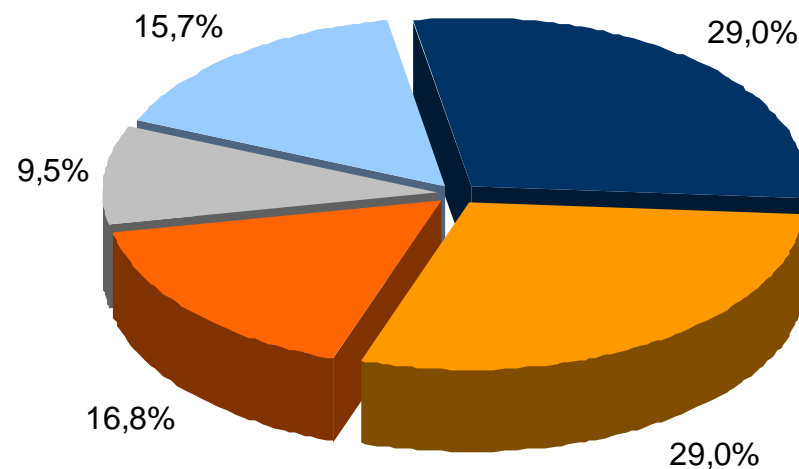
- 2 500 000 of individual series A shares
- 2 500 000 of ordinary series B shares

POWER MEDIA's shareholder structure before series C shares issue*



■ Wojciech Narczyński ■ Andrzej Parszuto
■ Marta Przewłocka ■ Other

POWER MEDIA's shareholder structure after series C issue**



■ Wojciech Narczyński ■ Andrzej Parszuto
■ Marta Przewłocka ■ Other
■ New shareholders

*participation in the general number of votes at AGM **on the assumption that shares will be assumed, and the current shareholders will not assume the shares



Summary

- online accountancy pioneer in Poland
- long-term experience on international markets
- engaged team of specialists
- transparent cooperation models with international corporations



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Thank you for attention

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