

RADIO ACTIVITY AND DIGITAL SALES - THE PILLARS OF THE AGORA GROUP DEVELOPMENT



Finalisation of the purchase of a controlling stake in Eurozet Sp. o.o.



Approval of the EGM to spin off selected organized parts of the company



300k active subscriptions to Wyborcza.pl content at the end of March 2023



Publication of **Strategic Directions for 2023-2026**



44.2% of Gazeta Wyborcza's revenue is digital revenue



33k subscribers to TOK FM Premium with **26.3% growth** compared to 1Q 2022



46.8% revenues from ticket sales from the online channel in 1Q 2023



+75% growth rate of revenue from DOOH panels 1Q 2023 vs. 1Q 2022

FINANCIAL RESULTS

1Q 2023**

Revenues [mPLN]

1Q 2023	295.8
1Q 2022	253.1
% change	↑ 16.9%

Costs [mPLN]

1Q 2023	300.8
1Q 2022	275.8
% change	↑ 9.1%

Net profit/(loss) [mPLN]

1Q 2023	34.7
1Q 2022	[33.1]
% change	↑ -

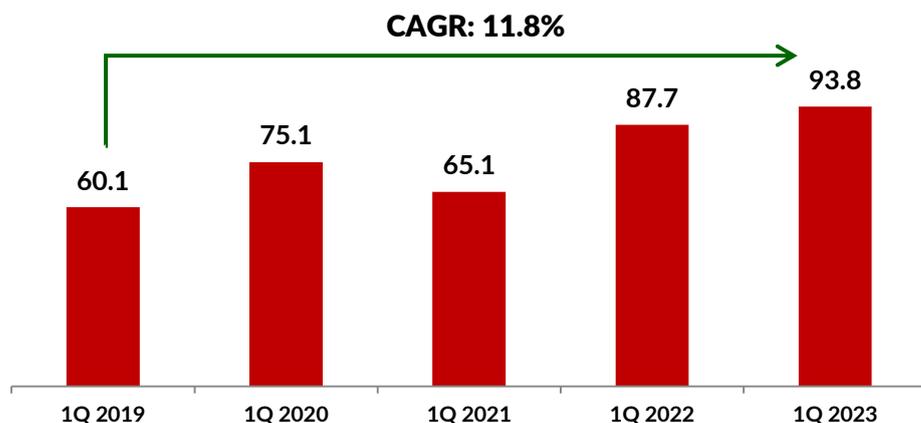
Profit/(loss) EBIT [mPLN]

1Q 2023	[5.0]
1Q 2022	[22.7]
% change	↑ 78.0%

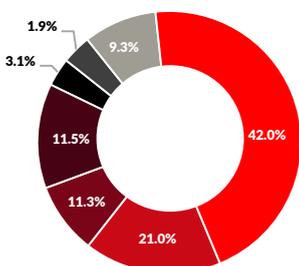
Profit/(loss) EBITDA [mPLN]

1Q 2023	35.7
1Q 2022	17.6
% change	↑ 102.8%

DIGITAL AND INTERNET REVENUE OF THE AGORA GROUP IN 1Q 2019-2023 [PLN million]*

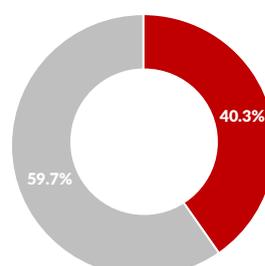


STRUCTURE OF SALES REVENUE OF THE AGORA GROUP IN 1Q 2023 [%]*



- Advertising sales [42.0%]
- Ticket sales [21.0%]
- Concession sales in cinemas [11.3%]
- Copy sales [11.5%]
- Gastronomic sales [3.1%]
- Film activity [1.9%]
- Other [9.3%]

REVENUE FROM COPY SALES IN THE AGORA GROUP IN 1Q 2023 [%]*



- Digital sales
- Sales of printed editions

* Source: company data.

**Source: consolidated financial statements according to IFRS, 1Q2023.

STRATEGIC DIRECTIONS FOR 2023-2026



Entering TOP3 media groups in Poland



Achieving an EBITDA result of more than PLN 200 million (excluding IFRS 16)

- Development of media businesses and their reach among audiences in Poland
- Diversity and autonomy of businesses and opening to external investors
- New management operating model
- Increasing shareholder value and improving the financial efficiency of the entire organization

THE AGORA GROUP'S STRUCTURE

Agora S.A. is one of Poland's leading media and entertainment groups, established in 1989 and listed on the Warsaw Stock Exchange since 1999. It focuses on offering cutting-edge advertising solutions, selling digital content and services, as well as its cinema business, which are its main sources of revenue and pillars of growth. In addition to its strong presence in the cinema market, it is also active in film distribution and production, radio, internet and outdoor advertising.

Agora is also a leader in digital media transformation, publisher of the first independent daily newspaper in Poland, as well as books and other publications. The Group's news media also include Poland's most popular radio station in the news&talk format. As of February 27, the Agora Group also includes the radio stations of the Eurozet group, including Radio ZET and Antyradio. By taking control of Eurozet company, the Agora Group has become the second radio group in Poland.

The Group's operations are focused on 5 main segments:

 <p>Movies and Books</p> 	 <p>Digital and Printed Press</p> 	 <p>Outdoor</p> 	 <p>Internet</p> 	 <p>Radio</p> 
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BARTOSZ HOJKA
PRESIDENT
OF THE BOARD

- Radio
- Corporate Sales
- Gazeta.pl
- PR
- Internal audit
- Human Resources



TOMASZ JAGIEŁŁO
MEMBER
OF THE BOARD

- Movies and Books:
- Helios S.A.
- NEXT FILM
- Step Inside
- Agora Publishing House
- Outdoor



ANNA KRYŃSKA-GODLEWSKA
MEMBER
OF THE BOARD

- Legal Department
- Finance
- New Business Development
- Compliance
- IR



TOMASZ GRABOWSKI
MEMBER
OF THE BOARD

- Technology
- Big Data
- Strategy and Analysis Department
- Internet companies
- ESG



WOJCIECH BARTKOWIAK
MEMBER
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