

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



Market launch of Yieldbird platform



Publication of ESG Strategy for 2023-2027



295k active subscriptions to Wyborcza.pl content at the end of June 2023



50.2% of content sales in 2Q 2023 is digital revenue



45.8% of Gazeta Wyborcza's revenue is digital revenue



34k subscribers to TOK FM Premium with 23.6% growth compared to 2Q 2022



45.8% revenues from ticket sales from the online channel in 2Q 2023



2x higher-than-market advertising revenue dynamics

FINANCIAL RESULTS 2Q 2023**

Revenues [mPLN]

2Q 2023	326.9
2Q 2022	261.8
% change	↑ 24.9%

Costs [mPLN]

2Q 2023	326.1
2Q 2022	273.6
% change	↑ 19.2%

Net profit/(loss) [mPLN]

2Q 2023	12.5
2Q 2022	(17.6)
% change	↑

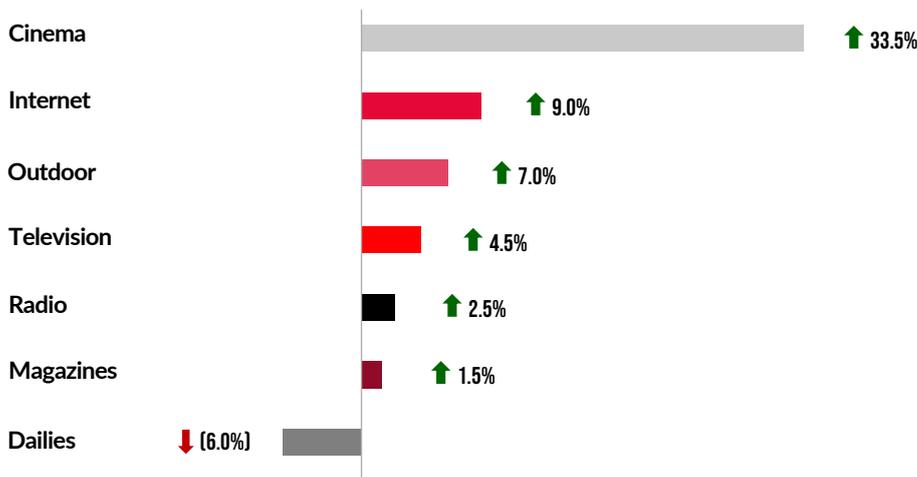
Profit/(loss) EBIT [mPLN]

2Q 2023	0.7
2Q 2022	(4.3)
% change	↑

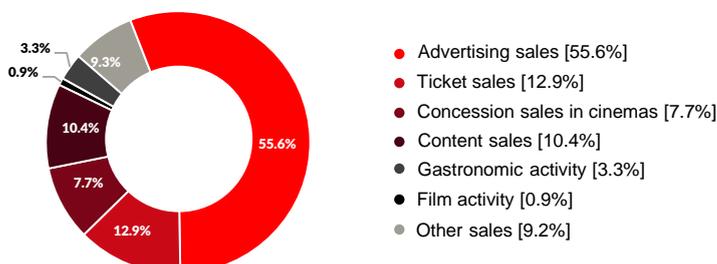
Profit/(loss) EBITDA [mPLN]

2Q 2023	44.8
2Q 2022	26.1
% change	↑ 71.6%

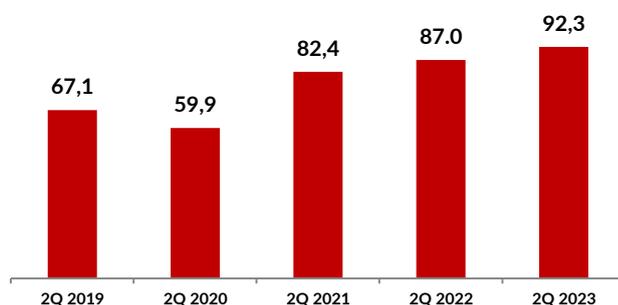
ADVERTISING MARKET DYNAMICS IN 2Q 2023**



STRUCTURE OF SALES REVENUE OF THE AGORA GROUP IN 2Q 2023 [%]*



DIGITAL AND INTERNET REVENUE OF THE AGORA GROUP IN 2Q 2019-2023 [mPLN]*



* Source: company data.

**Source: consolidated financial statements according to IFRS, 2Q 2023.

STRATEGIC DIRECTIONS FOR 2023-2026



Rising to the TOP3 of 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>
--------------------------------	---	-----------------------	------------------------	---------------------



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
OF THE BOARD

- Digital and Printed Press
- Administration



Contact:

KRZYSZTOF MAZUR
Investor Relations Manager
+48 666 008 214
krzysztof.mazur@agora.pl

Headquarters:

Agora S.A., 8/10 Czerska St., 00-732 Warszawa
Investor Relations Department, investor@agora.pl

