

ADVERTISING SERVICES, CINEMA AND DIGITAL SALES AS PILLARS OF AGORA GROUP DEVELOPMENT



Growth of Agora Group's revenue in 2Q2022 by almost 30% yoy



Revenues from cinema activity (tickets + bars + cafe) higher than in 2Q2019 by 8.6%



Higher-than-market advertising revenue growth in Radio and Outdoor segments



43.2%
of *Gazeta Wyborcza's* revenue is digital revenue



The best 2Q in terms of cinema revenues in Agora Group's history



Over 2 times higher-than-market growth of Agora Group's advertising revenue in 2Q2022



41.7%
of the Group's content sales revenue is digital revenue

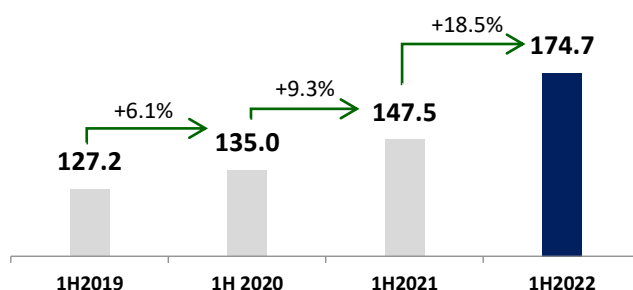


296k
active subscriptions to *Wyborcza.pl* content at the end of June 2022

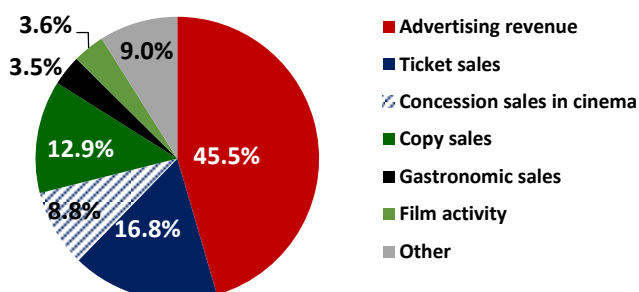
FINANCIAL RESULTS 2Q2022**

| in mPLN | 2Q2022 | 2Q2021 | % change |
|-------------------|---------|---------|-----------|
| Net Sales | 261.8 | 201.8 | ↑ 29.7% |
| Costs | (273.6) | (229.4) | ↑ 19.3% |
| Net profit/(loss) | (17.6) | (9.9) | ↓ (77.8%) |
| EBIT | (11.8) | (27.6) | ↑ 57.2% |
| EBITDA | 26.1 | 14.7 | ↑ 77.6% |

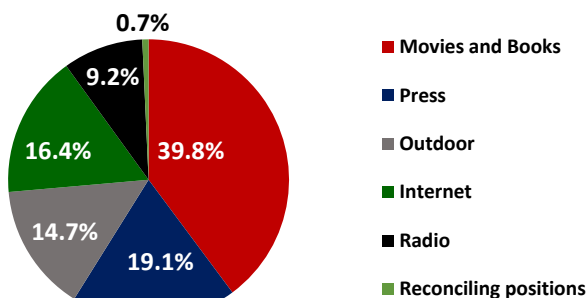
AGORA GROUP'S DIGITAL AND E-COMMERCE REVENUE DYNAMICS [PLN million]*



STRUCTURE OF SALES REVENUE OF THE AGORA GROUP IN 1H2022 (source presentation)**



STRUCTURE OF SALES REVENUE OF THE AGORA GROUP IN 1H2022 (functional presentation)***



* Source: company data

** Source: consolidated financial statements according to IFRS, 2Q2022, Data presented on an IFRS 16 basis, excluding one-off events

*** Source: consolidated financial statements according to IFRS, 2Q2022, Data presented on an IFRS 16 basis, excluding one-off events. Data excludes intra-Group sales

MARKET PROSPECTS



Advertising market value growth by 3-6% in 2022



Further increase in attendance in cinemas

Appeal filed by the President of the UOKiK regarding Agora's acquisition of the remaining shares of Eurozet

Risk of renewed restrictions related to increase in COVID-19 cases

Return of cinema and film business to the development path after the pandemic

Uncertainty about the development of the economic situation in Poland - the first symptoms of recession

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, outdoor advertising and food service markets. 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. The Group's operations are focused on 5 main segments:



MOVIES AND BOOKS



PRESS



OUTDOOR



INTERNET



RADIO



THE MANAGEMENT BOARD OF AGORA S.A.

BARTOSZ HOJKA
President of the Board



Radio
Corporate sales
Corporate
Communication
Internal Audit

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 Department

AGNIESZKA SIUZDAK-ZYGA
Member of the Board



Gazeta.pl
Strategy and Analysis
Department
Human Resources
ESG

TOMASZ GRABOWSKI
Member of the Board



Technology
Big Data
Internet companies

WOJCIECH BARTKOWIAK
Member of the Board



Press
Administration



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