

## AGORA GROUP'S HIGHEST EVER ANNUAL AND QUARTERLY SALES REVENUE



Record quarterly and annual cinema revenues



Record quarterly and annual outdoor advertising revenues



Listenership leader among media groups in cities with more than 100k residents



43.4% of content sales in 4Q 2023 is digital revenue



303k active subscriptions to Wyborcza.pl content at the end of December 2023



39k subscribers of TOK FM premium and 20.7% growth compared to 4Q 2022

## FINANCIAL RESULTS 4Q 2023 [1]

### Revenues [mPLN]

4Q 2023	438.1
4Q 2022	331.0
Change %	↑ 32.4%

### Costs [mPLN]

4Q 2023	403.8
4Q 2022	361.4
Change %	↑ 11.7%

### Profit/(loss) EBIT [mPLN]

4Q 2023	34.3
4Q 2022	(30.4)
Change %	-

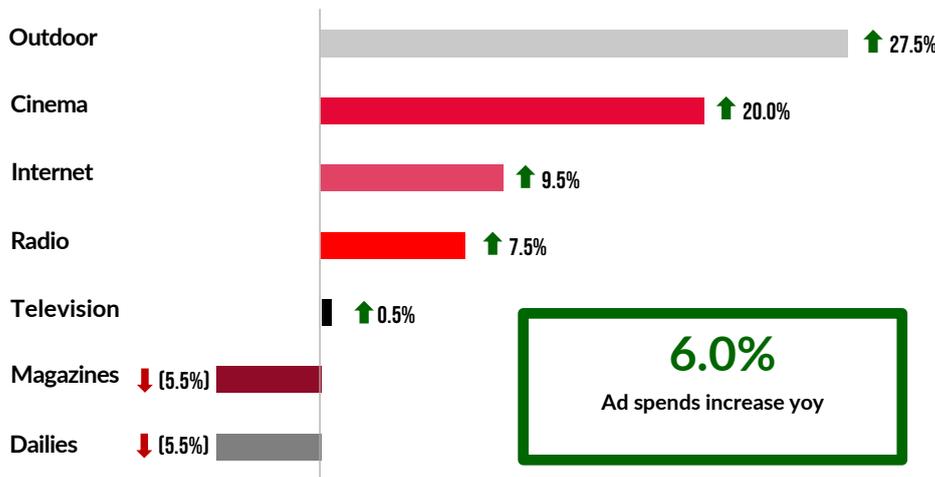
### Profit/(loss) EBITDA [mPLN]

4Q 2023	84.9
4Q 2022	55.3
Change %	↑ 53.5%

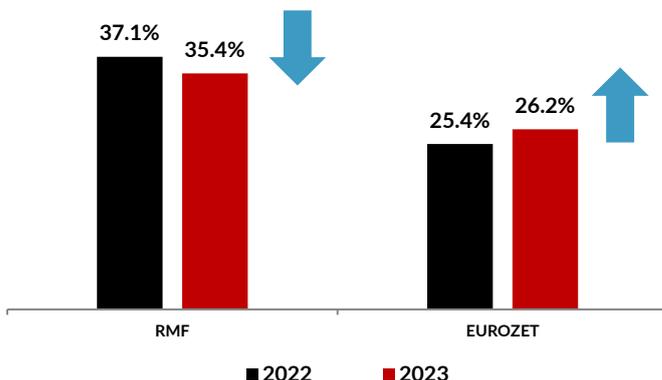
### Net profit/(loss) [3] [mPLN]

4Q 2023	50.9
4Q 2022	(30.5)
Change %	-

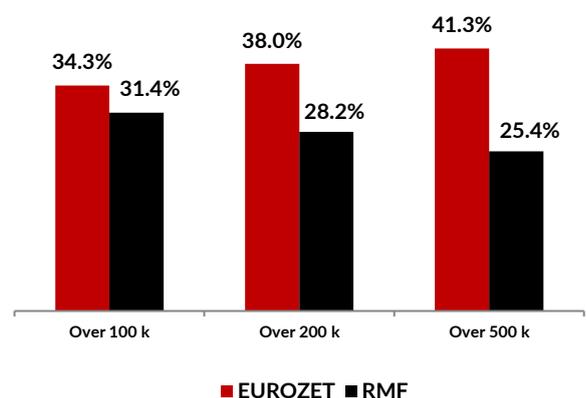
## ADVERTISING MARKET DYNAMICS IN 4Q 2023 [2]



## DECLINING LEAD OF RMF GROUP OVER EUROZET GROUP IN LISTENERSHIP [4]



## EUROZET GROUP IS A LEADER OF LISTENERSHIP IN BIG CITIES [4]



[1] Source: consolidated financial statements according to IFRS, 4Q 2023.

[2] Source: company data

[3] The result takes into account the valuation of shares as of the date of acquisition of control of the fully consolidated Eurozet group from March 1, 2023;

[4] Radio Track survey - „Share of listening for the period January-December 2023.,

**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><b>Movies and Books</b></p> 	 <p><b>Digital and Printed Press</b></p> 	 <p><b>Outdoor</b></p> 	 <p><b>Internet</b></p> 	 <p><b>Radio</b></p> 
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**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

**AGORA GROUP'S MANAGEMENT BOARD**



**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



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