

30

years of market experience

30

significant press, internet, radio, advertising and TV brands

47

modern cinemas in Poland

51

million copies of books and music albums sold

85

various websites

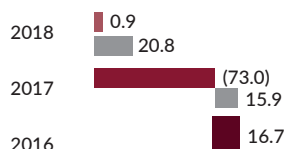
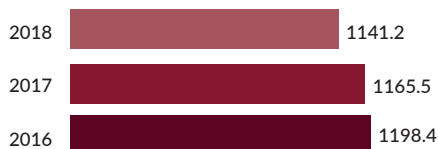
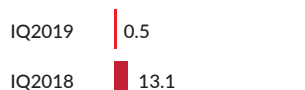
AGORA IS A SIGNIFICANT POLISH MEDIA AND ENTERTAINMENT GROUP WITH A WIDE PORTFOLIO OF BUSINESS PROJECTS

Since the beginning of its activity in 1989, the company has been the publisher of the most popular opinion daily in the country – Gazeta Wyborcza, whose content is available in both: paper and digital versions. As a leader of digital transformation in Poland, Gazeta Wyborcza had almost 170.5 thousand paid subscriptions at the end of 2018. These days, Agora's most important ventures include: Helios – the largest network of cinemas in terms of the number of objects and its subsidiary NEXT FILM – a film distribution and production company. AMS – also significant in the Agora Group – is the leader of the Polish outdoor advertising market, offering campaigns on the broadest on market portfolio of OOH advertising panels. Agora is present on the radio market, with local music stations: Radio Złote Przeboje, Rock Radio and Radio Pogoda. The company is also a majority co-owner of a superregional news&talk Radio TOK FM and minority co-owner of Eurozet Group. Moreover, Agora is a shareholder in several dynamically developing internet companies – including Yieldbird, currently operating in over 30 countries around the world, ROI Hunter and Online Technologies HR. Additionally, Agora's internet websites are leaders in their thematic categories in terms of popularity. The Agora Group, through its Foodio Concepts company and with cooperation with Pasibus brand, has recently begun operations on the food service market. The company also publishes magazines, as well as books, music and film publications.

REVENUE [IN PLN MLN]

EBIT [IN PLN MLN]

EBITDA [IN PLN MLN] ● excluding impairments and one-offs



STRATEGY FOR THE YEARS 2018–2022

INVESTMENT PLAN

PILLARS OF THE STRATEGY FOR THE YEARS 2018–2022

MAIN SOURCES OF GROWTH OF CURRENT BUSINESSES

wyborcza Leader of the premium content offered in subscription model	YIELDBIRD Acceleration Of Yieldbird's growth by broadening its product offer	HELIOS Organic growth and strengthening of the market position of Helios cinema network	ams Premium panels and digital solutions in outdoor advertising
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NEW DIRECTIONS OF DEVELOPMENT

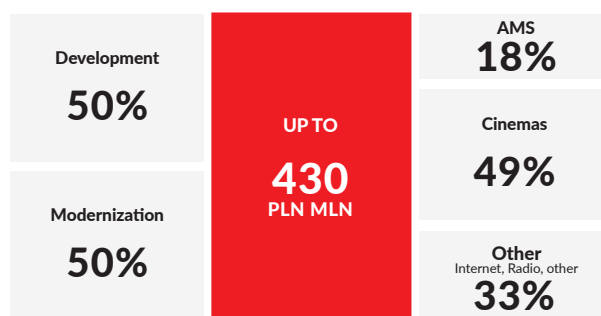
B2B services For e-commerce, Martech solutions	Leisure: Entertainment and food
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MAIN OBJECTIVES FOR 2018–2022

Acceleration of development and growth of scale of the agora group

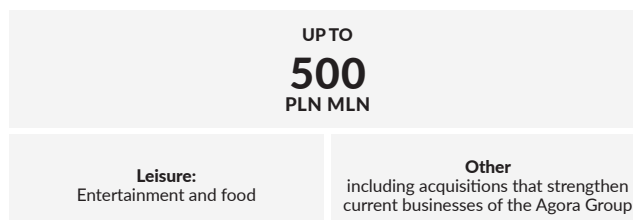
GOALS	PRIORITIES
Revenues: PLN 1.600+ MLN in 2022 Profitability: EBITDA PLN 200+ MLN in 2022	Digitization and premium offer Diversification - development of businesses outside of the advertising market

INVESTMENTS IN CURRENT BUSINESSES



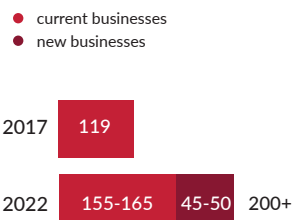
INVESTMENTS IN GROWTH IN NEW BUSINESSES

In case of finding an attractive M&A target(s), the company is ready to invest



THE AGORA GROUP IN 2022

SUBSTANTIAL GROWTH OF EBITDA [IN PLN MLN]



INCREASE OF THE REVENUE [IN PLN MLN]



- Triple increase in the number of active paid subscriptions
- Leader of the Polish cinema market
- Creator of modern entertainment and food concepts for the whole family
- Provider of innovative solutions for the B2B segment, also of global reach
- Maintaining the dividend policy

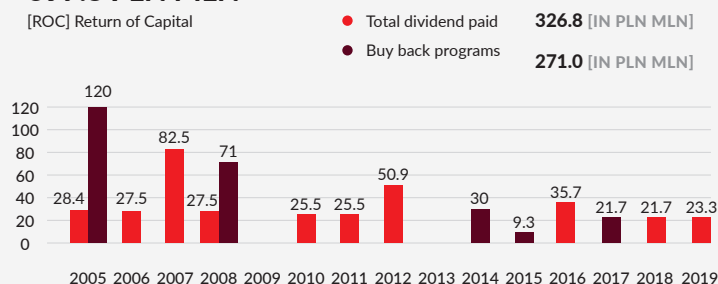
SHAREHOLDING STRUCTURE [% OF SHARE CAPITAL]



DIVIDEND POLICY [IN PLN MLN]

597.8 PLN MLN

[ROC] Return of Capital



BARTOSZ HOJKA
Chairman of the Board

Press
Radio
Corporate sales
Human resources
Corporate
Communication



TOMASZ JAGIEŁŁO
Member of the Board

Helios S.A.
NEXT FILM
Agora Publishing House
Foodio Concepts



GRZEGORZ KANIA
Member of the Board

Finance
and administration
Technology
Internal Audit



ANNA KRYŃSKA-GODLEWSKA
Member of the Board

New Business
Development
Legal department



AGNIESZKA SADOWSKA
Member of the Board

Internet
Print
Outdoor
Big data