










FINANCIAL AND MARKET PERFORMANCE OF AGORA GROUP IN 1Q2020

29 MAY 2020

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236.5 thou.

record high number of digital subscriptions of *Gazeta Wyborcza*

9.1 mln

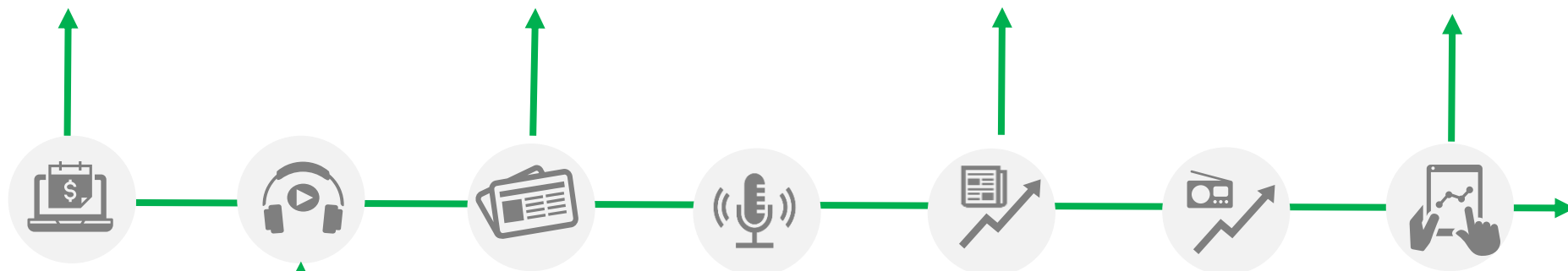
readers of *Gazeta Wyborcza's*¹ publications

PLN 0.6 mln

higher yoy operating result of the Press segment

PLN 2.2 mln

higher yoy operating result of the Internet segment [without write-offs]



23.0 thou.

record high number of digital subscriptions of Premium TOK FM

#1 Radio TOK FM in

Warsaw; TOK FM in forefront of audience in cities²

PLN 1.4 mln

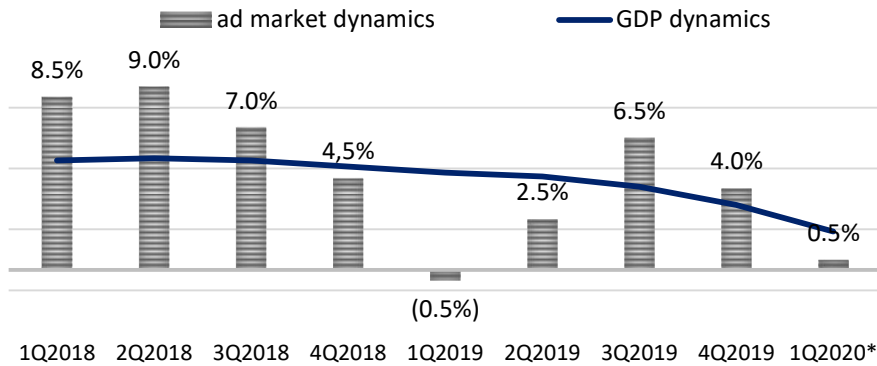
higher yoy operating result of the Radio segment

Source: consolidated financial statements according to IFRS, 1Q2020;

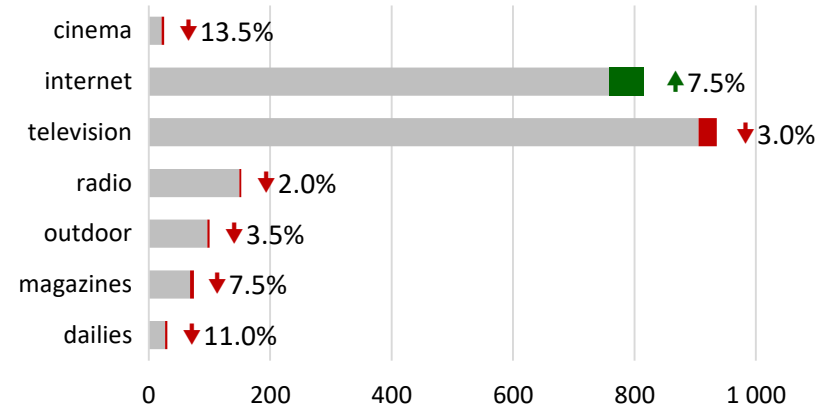
¹ readers of the paper edition of *Gazeta Wyborcza* (CCS according to PBC) together with the number of users of the online edition of *Gazeta Wyborcza* (*Wysokieobcasy.pl* + *Wyborcza.biz* + *Wyborcza.pl*) according to RU (monthly) according to the Gemius / PBI survey. Data from 08.2019 to 02.2020, calculations made by PBC based on Polish Readership Survey and Gemius PBI Survey;

² based on RadioTrack surveys carried out by Kantar Polska – from November 2019 to April 2020, share in listening in cities.

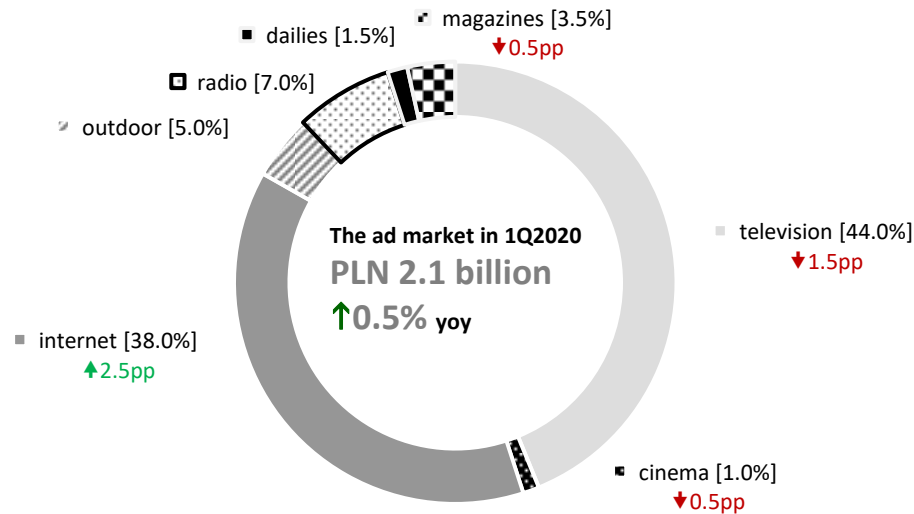
DYNAMICS OF THE ADVERTISING MARKET IN POLAND AND GDP [%]



DYNAMICS OF AD SPEND IN 1Q2020 [IN MLN PLN; YOY % CHANGE]



STRUCTURE OF THE AD MARKET IN 1Q2020 [% SHARE, YOY CHANGE PP]

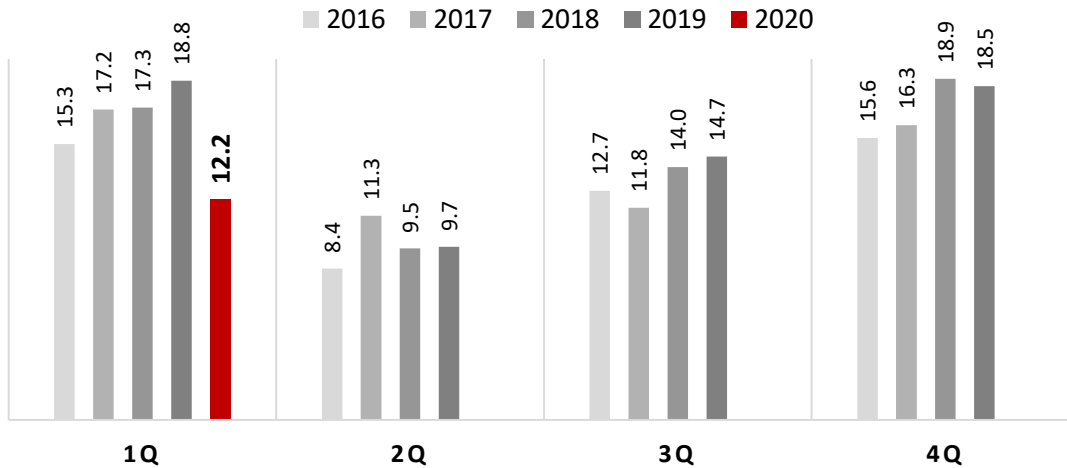


Source: ad spend estimates by: Agora (press based on Kantar Media, radio based on Kantar Media), IGRZ, Starcom (TV, cinema, Internet). Internet – comprises revenues from e-mail marketing, display, search engine marketing, revenues from video advertising and mobile advertising. TV estimates include regular ad broadcast and sponsoring with product placement, exclude teleshopping and other advertising. The presented data is comparable; data refer to advertisements and announcements in six media (press, radio, television, outdoor advertising, internet, cinema).

* Estimated GDP 15.04.2020.

POLISH CINEMA ATTENDANCE

[MLN VIEWERS]¹



AVERAGE PAID CIRCULATION OF DAILIES IN POLAND

[THOU COPIES]²

DAILY NEWSPAPERS	1Q2020	CHANGES % YOY
National general-interest	474,196	▼10.6%
Local general-interest	193,634	▼15.9%
Specialised newspapers	34,605	▼15.7%
IN TOTAL	702,434	▼12.4%

THE MOST POPULAR MOVIES IN 1Q2020

[BOXOFFICE.PL]¹

- #1 365 dni**
1,638,452 viewers
- #2 Psy 3. W Imię zasad**
1,184,369 viewers
- #3 Jak zostałem gangsterem... historia prawdy**
1,133,499 viewers
- #4 Mayday**
974,386 viewers
- #5 Trouble [pol. Urwis]**
561,589 viewers
- #6 Zenek**
506,892 viewers
- #7 (1917)**
421,089 viewers
- #8 Bad Boy**
396,308 viewers
- #9 Star Wars: The Rise of Skywalker**
328,800 viewers
- #10 Swingersi**
339,255 viewers

¹Boxoffice.pl and Agora's estimates - since November 2019, the UIP distributor has not reported attendance data for its movies in Poland;

²According to data derived from the National Circulation Audit Office (ZKDP); the term "average daily circulation".

1Q2020



**ADMINISTRATIVE CLOSURE
OF CINEMAS**



**ADMINISTRATIVE
CLOSURE OF
RESTAURANTS**



**SUSPENSION OF FILM
PRODUCTION**



**INHIBITION OF
DYNAMICS OF ADS
SPEND**

2Q2020

OPTIMIZATION OF AGORA'S INVESTMENT PROJECTS PORTFOLIO



goldenline



**Foodio
concepts**

STRENGTHENED SANITARY REQUIREMENTS FOR FOOD SERVICES ACTIVITY

1Q2019

**PROVISION FOR
RESTRUCTURING**
mainly in the Print segment

**PLN
5.6 mln**

1Q2020

IMPAIRMENT LOSSES

**PLN 21.4
mln**

Fixed assets impairments of

Domiporta Sp. z o.o.

PLN 12.7 mln

Foodio Concepts Sp. z o.o.

PLN 8.7 mln

PROFIT ON REAL ESTATE SALES

server building located at Daniszewska
Street in Warsaw

PLN 6.7 mln

**THE TOTAL NEGATIVE IMPACT OF
ONE-OFF EVENTS ON THE AGORA
GROUP'S RESULTS IN 1Q2020**

**PLN 14.7
mln**

FINANCIAL RESULTS OF AGORA GROUP IN 1Q2020

[PLN mln]	1Q2020	1Q2019	yoy % change
Total sales incl. (1)	289.6	308.4	(6.1%)
Advertising sales	113.7	110.3	3.1%
Ticket sales	61.6	76.8	(19.8%)
Copsy sales	35.1	34.5	1.7%
Concession sales	25.8	30.9	(16.5%)
Printing services	9.4	14.3	(34.3%)
Film activities revenue	25.2	27.7	(9.0%)
Other	18.8	13.9	35.3%
Operating cost net, incl.:	(309.1)	(307.9)	0.4%
External services (2)	(116.4)	(116.8)	(0.3%)
Staff cost (2)	(82.0)	(83.3)	(1.6%)
Raw materials, energy and consumables (2)	(31.0)	(38.4)	(19.3%)
D&A	(42.7)	(37.4)	14.2%
Promotion and marketing	(12.3)	(14.6)	(15.8%)
Restructuring cost (3)	-	(5.6)	-
Gain on the sales of real estate (4)	6.7	-	-
Impairment losses (5)	(21.4)	-	-
Net profit/(loss)	(47.1)	(3.4)	(1 285.3%)
EBIT	(19.5)	0.5	-
EBIT margin	(6.7%)	0.2%	-
EBITDA (6)	44.6	37.9	17.7%
EBITDA margin	15.4%	12.3%	3.1pp
Operating cost (clean) (7)	(294.4)	(302.3)	(2.6%)
EBIT (clean) (7)	(4.8)	6.1	-
EBITDA (clean) (7)	37.9	43.5	(12.9%)
Net profit/(loss) (clean) (7)	(33.3)	1.1	-

- ▲ higher advertising sales, mainly due to the dynamic development of Yieldbird (Internet segment) and higher advertising sales in the Radio segment
- ▼ lower tickets sales and cinema concession sales in the Helios cinema network due to the administrative closure of cinemas in Poland from 12 March 2020
- ▲ growing revenues from digital subscriptions of *Gazeta Wyborcza*, with stable income of Agora Publishing House and a decline in inflows from copy sales of magazines, periodicals and traditional edition of *Gazeta Wyborcza*
- ▼ lower revenues from sales of printing services, mainly due to the closing 2 of 3 Agora Group's printing plants in July 2019 and lower yoy production volume resulting from that
- ▼ decline in revenues of movie business as a result a lower number of new titles in cinema distribution and cinema closure in Poland from 12 March 2020
- ▲ increase in revenues from other sales, mainly due to a larger yoy scale of food services activity
- ▲ increase in operating cost affected by cost of write-offs in the Internet and the Movies and Books segments
- ▼ decrease in costs of external services in the Movies and Books segment due to closure of cinemas and lack of screenings since 12 March 2020, that lowered the film copy fees, as well as fees for film producers; this cost item also significantly decreased in the Outdoor and the Press segments, while in the Internet and the Radio it was noticeably higher yoy
- ▼ lower staff costs, mainly in the Press segment as a result of lower employment due to restructuring of the printing business, with their increase in the Internet and the Outdoor segments
- ▼ decrease in costs of raw materials, energy and consumables, as well as value of goods and materials sold mainly resulting from restructuring of printing business and closing 2 of 3 Agora Group's printing plants. and the closure of cinemas; this cost item increased in food services business and in Agora Publishing House results
- ▲ higher D&A costs, mainly in the Movies and Books segments (higher number of cinemas and eateries), as well as due to acceleration of depreciation of some outdoor advertising panels
- ▼ lower costs of promotion and marketing, mainly in the Movies and Books segment, as well as in the Internet, the Press and the Outdoor segments

Source: consolidated financial statements according to IFRS, 1Q2020;

¹ particular sales positions, apart from ticket and concession sales in cinemas and printing services, include sales of Agora Publishing House and film activities (functioning within the Movies and Books segment);

² in 2020, the Group changed the presentation of the production cost of books of Agora Publishing House, comparative data were restated accordingly;

³ costs of restructuring (including group lay-offs) in the Print segment and Agora's supporting divisions in the 1Q2019;

⁴ profit from the sale of a server building located at Daniszewska Street in Warsaw;

⁵ the amount includes impairment losses on fixed assets of the companies Domiporta Sp. z o.o. and Foodio Concepts Sp. z o.o., the impairment losses were mainly related to tangible fixed assets and intangible assets, including goodwill of Domiporta;

⁶ the performance measure "EBITDA" is defined as EBIT increased by depreciation and amortization and impairment losses of property, plant and equipment and intangible assets. Detailed information on definitions of financial ratios are presented in the Notes to part IV of this MD&A;

⁷ one-off include profit from the sale of a server building located at Daniszewska Street in Warsaw (PLN 6.7 mln) in 1Q2020, the amount includes impairment losses on fixed assets of the companies Domiporta Sp. z o.o. (PLN 12.7 mln) and Foodio Concepts Sp. z o.o. (PLN 8.7 mln) and cost of restructuring (including group lay-offs) in Print segment in the 1Q2019 (PLN 5.6 mln).

MOVIES AND BOOKS: CLOSURE OF CINEMAS IN POLAND

MOVIES AND BOOKS [in PLN m ln]	1Q2020	1Q2019	yoy % change
Total sales, incl.:	140.1	158.0	(11.3%)
Ticket sales	61.6	76.8	(19.8%)
Concession sales	25.8	30.9	(16.5%)
Advertising revenue (1)	6.4	6.9	(7.2%)
Film activities revenue (1), (2), (3)	26.3	28.3	(7.1%)
Agora Publishing House	11.9	11.9	-
Total operating cost (5), (3)	(137.0)	(133.7)	2.5%
Impairment losses (6)	(8.7)	-	-
EBIT	3.1	24.3	(87.2%)
EBIT margin	2.2%	15.4%	(13.2pp)
EBITDA (4)	35.0	45.1	(22.4%)
EBITDA margin	25.0%	28.5%	(3.5pp)
EBIT (clean)	11.8	24.3	(51.4%)
EBIT margin (clean)	8.4%	15.4%	(7.0pp)
EBITDA (clean)	35.0	45.1	(22.4%)
EBITDA margin (clean)	25.0%	28.5%	(3.5pp)

- ↓ lower revenue of the Movies and Books segment, mainly attributable to decrease of inflows from the cinema operations due to the administrative closure of cinemas in Poland
- ↓ decrease of all revenue categories of cinema operations - from ticket sales, cinema concession sales and cinema advertising sales
- ↑ revenue of Agora Publishing House at the similar level yoy mainly due to digital sales channels
- ↓ decline in total revenue from film co-production and distribution as a result of lower number of new titles in cinema distribution and cinema closure in Poland
- ↑ higher revenue yoy from the food business; the scale of this activity was significantly smaller in 1Q2019
- ↑ increase in operating costs of the Movies and Books segment, mainly due to write-offs for assets of Foodio Concepts in the amount of PLN 8.7 million
- ↓ decrease of costs of external services, primarily caused by lower purchase costs of film copies and lower fees for film producers related to lower revenue from the film distribution
- ↑ increase of costs of raw materials, energy and consumables, the value of goods and materials sold and staff costs associated with a larger yoy scale of the food business; these categories of expenditures were lower yoy in cinemas due to administrative closure of cinemas from 12 March 2020
- ↑ D&A costs higher yoy due to development of food services operations and Helios cinema network
- ↓ lower promotion and marketing costs, primarily due to lower advertising costs in cinemas (mainly settled in the form of barter) and lower expenditures on promotion in the area of film distribution, related to lower number of film premieres in 2020 and incurring part of promotion costs in 2019
- ↓ decrease of operating costs of Agora Publishing House as a result of lower costs of music-related activities

2 movies co-produced and distributed by NEXT FILM in the forefront of the most popular film productions in 1Q2020 in Poland [Boxoffice.pl]



49 cinemas
277 screens
52 400 seats

Regulations related to COVID-19: administrative closure of cinemas from 12 March and restaurants from 14 March 2020

Filing of a bankruptcy petition for Foodio Concepts, which involved a write-off of PLN 8.7 million

Source: consolidated financial statements according to IFRS, 1Q2020;

¹ the amounts do not include revenues and total cost of cross-promotion of Agora's different media (only the direct variable cost of campaigns carried out on advertising panels) if such a promotion was executed without prior reservation;

² the amounts comprise mainly the revenues from co-production and distribution of films;

³ the revenues from film activities and costs of external services have been cleared out of mutual transactions within the Helios group: between Helios S.A. and NEXT FILM Sp. z o.o.

⁴ the amounts include D&A cost in Publishing House division, which in the first quarter of 2020 amounted to PLN 0.2 million (in the comparable period of 2019 it amounted to PLN 0.1 million);

⁵ the amounts include rental fees for the office space allocated to Agora Publishing House;

⁶ the amount includes impairment loss of non-current assets of Foodio Concepts which amounted to 8.7 million.

SIGNIFICANT IMPROVEMENT OF OPERATIONAL RESULTS OF PRESS

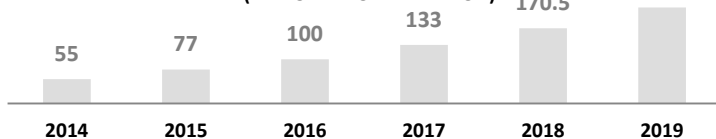
PRESS [PLN mln]	1Q2020	1Q2019	yoy % change
Total sales, including :	52.5	62.1	(15.5%)
Copy sales	27.4	27.3	0.4%
incl. Gazeta Wyborcza	25.3	24.4	3.7%
Advertising revenue (1), (2)	14.3	18.1	(21.0%)
incl. Gazeta Wyborcza (3)	12.1	14.8	(18.2%)
Printing services (4)	9.4	14.3	(34.3%)
Total operating cost (5)	(51.9)	(72.3)	(28.2%)
Cost of restructuring (6)	-	(4.9)	-
EBIT	0.6	(10.2)	-
EBIT margin	1.1%	(16.4%)	-
EBITDA	2.1	(8.5)	-
EBITDA margin	4.0%	(13.7%)	-

- ↑ the segment's revenue positively affected by increase in revenue from copy sales, mainly due to a higher number of digital subscriptions of *Gazeta Wyborcza* and higher inflows from this sales channel
- ↑ digital revenues of *Gazeta Wyborcza* (sales of subscriptions to Wyborcza.pl and digital advertising sales) amounting to approximately 11.2 million
- ↓ lower advertising sales in the paper edition of *Gazeta Wyborcza*, as well as in periodicals and magazines
- ↓ lower yoy revenue of the Print division from printing services for external customers resulting primarily from closing 2 of 3 Agora Group's printing plants in July 2019
- ↓ segment's operating costs influenced the most significantly by lower costs of printing materials, energy, goods and printing services resulting from reduction of Agora's printing activity and lower printing volume of own titles
- ↓ promotion and marketing costs lower yoy as a result of reduction of expenditure on the promotion and advertising of magazines
- ↓ decrease of staff costs mainly attributable to lower number of FTEs resulting from reduction in the headcount related to group layoffs carried out in 1Q2019 as part of restructuring of printing activities in the Group

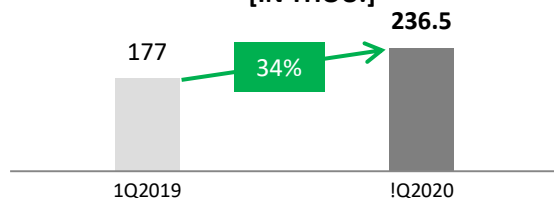
DEVELOPMENT OF GAZETA WYBORCZA DIGITAL OFFER

DIGITAL SUBSCRIPTIONS TO WYBORCZA.PL [IN THOU.]

(END OF REPORTED PERIOD)

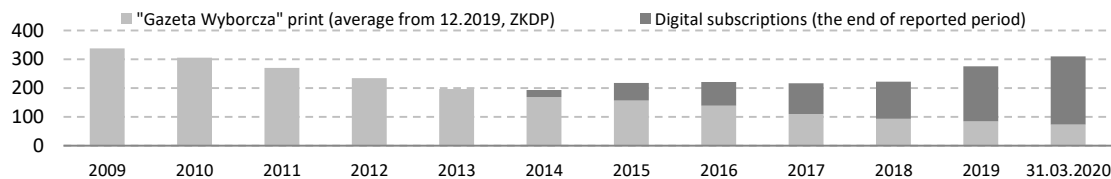


DIGITAL SUBSCRIPTIONS OF WYBORCZA.PL [IN THOU.]



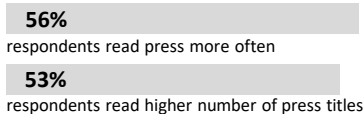
THE INFORMATIONAL ROLE OF THE PRESS

NUMBER OF PAYING READERS „GAZETA WYBORCZA”

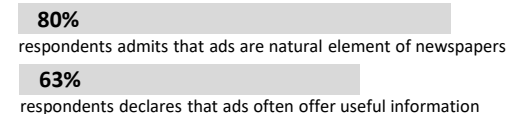


SURVEY ON PRESS READING*

PRESS IS MORE **VALUEABLE** [65%] AND **RELIABLE** [62%] SOURCE OF INFORMATION THAN OTHER MEDIA



POSITIVE READERS APPROACH TO PRESS ADVERTISING



Source: consolidated financial statements according to IFRS, 1Q2020;

¹ the amounts do not include revenues and total cost of cross-promotion of different media between the Agora Group segments (only direct variable cost of campaigns carried out on advertising panels) if such promotion is executed without prior reservation;

² the data include inflows from the sales of advertising on the websites: Wyborcza.pl, Wyborcza.biz, Wysokie obcasy.pl as well as on the local websites;

³ the data includes advertising revenues in Gazeta Wyborcza's paper editions, as well as advertisements published on Wyborcza.pl, Wyborcza.biz, Wysokieobcasy.pl and local websites;

⁴ from the 3Q2019, printing activities are not presented in a separate segment. This is due to the termination of the activities of 2 out of 3 printing plants in the Agora Group. The printing plant in Warsaw, which continues its activity, mainly provides printing services for Gazeta Wyborcza and has been included in the structure of the Press segment. The amounts provided include revenue from the provision of services to external customers; comparative figures for 2019 have been restated accordingly;

⁵ the amounts provided include the cost of the provision related to the restructuring of operations in the Print division.

*Source: ARC Rynek i Opinia commissioned by RASP. The survey was conducted in May 2020 on a group of 1015 people aged 18-65.

OUTDOOR [PLN mln]	1Q2020	1Q2019	yoy % change
Total sales, incl.:	31.9	35.9	(11.1%)
Advertising revenue (1)	31.3	35.1	(10.8%)
Total operating cost	(34.4)	(34.8)	(1.1%)
EBIT	(2.5)	1.1	-
EBIT margin	(7.8%)	3.1%	-
EBITDA	6.8	8.1	(16.0%)
EBITDA margin	21.3%	22.6%	(1.3pp)

- ▼ negative impact of the COVID-19 pandemic on the revenue dynamics of outdoor business - advertisers, expecting the economic slowdown, reduced their activity
- ▼ lower yoy costs of campaign execution as a result of reduced revenues; the costs of printing, replacement and distribution of posters reduced yoy
- ▼ decrease of promotion and marketing costs yoy as an effect of a smaller number of executed patronage and commercial campaigns, whose patronage part is settled in the form of barter and is charged to the promotion and marketing costs
- ▲ growth of staff costs yoy as a result of the increase in salaries due to the pay rises occurred in 2019, increase in the minimum salary and higher costs of contracts, as well as consolidation of Piano group results, incorporated into the AMS group in 2H2019
- ▲ yoy increase in D&A costs due to accelerated depreciation of selected advertising panels



22.8 thou.
number of advertising
spaces

▼ **4.5%**
yoy

AMS DEVELOPMENT ACTIVITIES IN 1Q2020

AMS in cooperation with the Public Transport Authorities in Krakow has implemented an **innovative Passenger Information System** at public transport stops.

Another smart city project - the pilot **eco-shelter in Poznań**, created as part of a joint project by AMS and Międzynarodowe Targi Poznańskie Group. Ultimately, a series of such shelters will be built in Poznan.

AMS initiated social campaigns related to pandemic situation „**Dziękujemy Wam #sluzbazdrowia**” [Thank you #healthcare], which met a very positive reception in traditional and social media.



Source: consolidated financial statements according to IFRS, 1Q2020;

¹ the amounts do not include revenues, direct and variable cost of cross-promotion of Agora's other media on AMS panels if such promotion was executed without prior reservation;

² the amounts include reversals of impairment losses on non-current assets included in the calculation of the EBITDA index.

INTERNET: HIGHER REVENUE AND IMPROVEMENT OF OPERATING RESULT

INTERNET [PLN mln]	1Q2020	1Q2019	yoy % change
Total sales , including	47.4	37.6	26.1%
Display ad sales (1)	41.2	32.8	25.6%
Total operating cost (2)	(57.9)	(36.2)	59.9%
Impairment losses (3)	(12.7)	-	-
EBIT	(10.5)	1.4	-
EBIT margin	(22.2%)	3.7%	-
EBITDA	4.2	2.8	50.0%
EBITDA margin	8.9%	7.4%	1.5pp
EBIT (clean)	2.2	1.4	57.1%
EBIT margin (clean)	4.6%	3.7%	0.9pp
EBITDA (clean)	4.2	2.8	50.0%
EBITDA margin (clean)	8.9%	7.4%	1.5pp

- ▲ increase of segment's revenue as a result of higher inflows from online advertising sales, mainly at Yieldbird
- ▲ higher yoy revenues from advertising and other internet services due to consolidation of HRLink in the Internet segment results from 1 September 2019
- ▲ higher yoy operating costs including, i.a., the impact of write-off for assets of Domiporta in the amount of PLN 12.7 million
- ▲ growth of external services costs as a result of higher expenditure on the lease of advertising space, mainly at Yieldbird, related to higher revenues of this company
- ▲ higher yoy staff costs mainly attributable to consolidation of HRLink in the segment results
- ▲ higher yoy D&A costs as an effect of depreciation of intangible assets capitalized by Gazeta.pl

OPTIMIZATION OF INVESTMENT PROJECTS PORTFOLIO

IMPROVING RESULTS OF GAZETA.PL GROUP SERVICES [YOY]⁴



- restructuring of Goldenline [from April 2020]
- decision to sell Domiporta [negotiations commenced in May 2020]

17.9 million
number of users of
Gazeta.pl group websites

62.6%
overall reach of Gazeta.pl
group websites among
Polish Internet users

GAZETA.PL'S DEVELOPMENT ACTIVITIES IN 1Q2020



Gazeta.pl advertising team focused on the development of Content Studio, which offers content produced for clients, i.a. articles, photo sessions and video materials



Gazeta.pl publishes news and special materials on the coronavirus-related situation, i.a. in March 2020, Next.Gazeta.pl launched special series of articles #BiznesWalczycy (#businessfights)

Source: consolidated financial statements according to IFRS, 1Q2020;

¹ the amounts do not include total revenues and cost of cross-promotion of Agora's different media (only direct variable cost of campaigns carried out on advertising panels) if such promotion is executed without prior reservation, as well as exclude the inter-company sales between Agora's Internet Department, Domiporta Sp. z o.o., Yieldbird Sp. z o.o., GoldenLine Sp. z o.o. and Optimizers Sp. z o.o.;

² the data include the allocated costs of office space occupied by the Agora's Internet Department;

³ the amounts include impairment losses of the segment's non-current assets of Domiporta;

⁴ real users, page views and spent time on the basis of Gemius PBI, cover Internet users age 7 years and above, connecting to Internet from the territory of Poland and include only Internet domains registered on Agora S.A. in Gemius SA's Registry of Service Providers. Real users data of the Gazeta.pl group services are audited by Gemius SA.

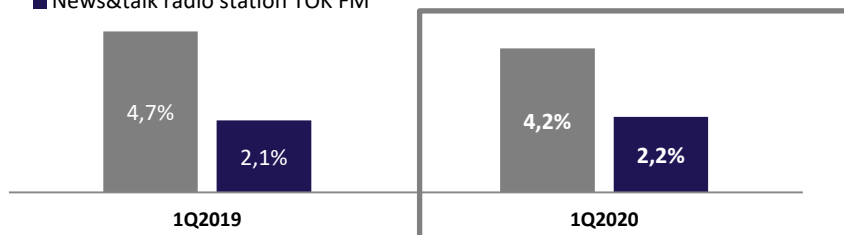
RADIO: HIGHER REVENUE AND IMPROVEMENT OF OPERATING RESULT

RADIO [PLN mln]	1Q2020	1Q2019	yoy % change
Total sales, including :	23.5	22.1	6.3%
Radio advertising revenue (1), (2)	18.9	17.7	6.8%
Total operating cost (2)	(22.1)	(21.0)	5.2%
EBIT	1.4	1.1	27.3%
EBIT margin	6.0%	5.0%	1.0pp
EBITDA	3.2	2.8	14.3%
EBITDA margin	13.6%	12.7%	0.9pp

- ↑ increase of revenues due to higher inflows from sales of airtime at in Agora Radio Group's stations and in the third-party radio stations, despite the market decline in radio advertising expenditure
- ↑ higher yoy costs of external services attributable to higher costs of air time purchase in third-party radio stations related with the brokerage advertising services for the third-party radio stations
- ↑ increase of promotion and marketing costs, mainly as a result of higher expenditures on promotion of Radio TOK FM

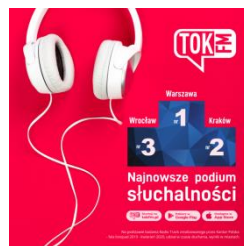
SHARE IN RADIO AUDIENCE³

- Group's music radio stations (Rock Radio, Złote Przeboje and Radio Pogoda)
- News&talk radio station TOK FM

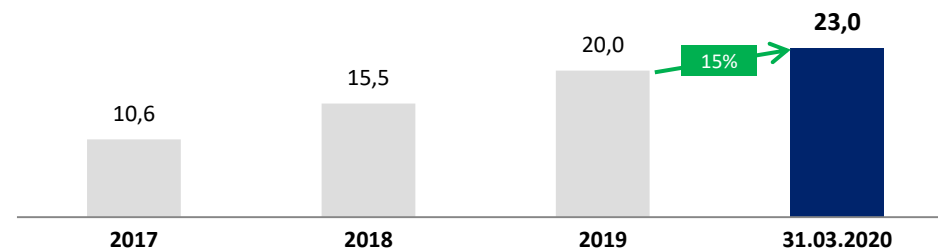


RADIO TOK FM #1 RADIO STATION IN WARSAW⁴

Radio TOK FM with the highest audience in Warsaw and at the forefront of audience in Krakow and Wroclaw⁴



GROWING NUMBER OF PREMIUM TOK FM SUBSCRIPTIONS [IN THOU.]



HIGHER THAN MARKET DYNAMICS OF AGORA RADIO GROUP ADVERTISING SALES 1Q2020 [YOY]



Source: consolidated financial statements according to IFRS, 1Q2020;

¹ advertising revenues include revenues from brokerage services of proprietary and third-party air time;

² the amounts do not include revenues and total cost of cross-promotion of Agora's different media (only the direct variable cost of campaigns carried out on advertising panels) if such a promotion was executed without prior reservation;

³ audience market data referred herein are based on RadioTrack surveys, carried out by Kantar Polska (all places, all days and all quarter) in whole population and in the age group of 15+, from January to March (sample for 2019: 20,986; sample for 2020: 21 031);

⁴ based on RadioTrack surveys carried out by Kantar Polska – from November 2019 to April 2020, share in listening in cities.

NEGATIVE IMPACT OF COVID-19 PANDEMIC ON THE FINANCIAL PERFORMANCE OF AGORA GROUP IN 2020



Estimated decline on the advertising market - 20-25% in 2020



Closure of cinemas, restrictions on cinema operations and a lack of repertoire may result in operating loss of cinema operations in 2020



Optimization of food services portfolio (Foodio Concepts)



Suspension of film production or postponement of film premieres



Optimization of internet business portfolio – restructuring of Goldenline and negotiations to sell Domiporta



Verification of paper magazines portfolio – resignation from publication of 2 monthlies *Avanti* and *Logo*

LIQUIDITY PROTECTION FOR THE AGORA GROUP



Introduction of savings measures, in total approximately PLN 185 million in 2Q and 3Q2020



Reduction of staff costs



Applying for funds from government assistance programs for enterprises



Acquiring financing for the Group and securing the grace period for repayment of installments of the hitherto loan



Intensified monitoring of the inflow of receivables in order to safeguard the Group's financial liquidity



Recommendation of the Management Board of Agora on the distribution of the Company's net profit in full to the Company's reserve capital

APPENDIX

CINEMA: HELIOS DREAM CONCEPT

CITY	OPENING	SCREENS	SEATS
GDAŃSK	2Q2018	2	92
KATOWICE	3Q2018	2	154
WARSZAWA	1Q2019	3	203
RADOM	3Q2019	1	158
RZESZÓW	3Q2019	1	60
ŁÓDŹ	4Q2019	2	243
POZNAŃ	4Q2019	2	225



13
opened Helios Dream
cinema screening
rooms in 18 months

3 x
higher occupancy rate than
in a standard screening
room

PLN 27
average HD ticket
price

CINEMA: LOW COST

CITY	OPENING	SCREENS	SEATS
BYDGOSZCZ	2012	7	1110
GDAŃSK ALFA	2003	8	1712
GDAŃSK METROPOLIA	2016	7	1074
SZCZECIN KUPIEC	2003	4	1114
SOSNOWIEC	2005	4	1213
STARACHOWICE	2014	4	637
KATOWICE	2018	8	1129
KIELCE	2003	7	1595

* As of 31.12.2019





**JEDZENIE
U NAS
TO SZTUKA**

CURRENTLY OPERATING PASIBUS EATERIES

DATE

Warszawa (Młociny)		05.2019
Opole (Solaris)		06.2019
Olsztyn (Galeria Warmińska)		08.2019
Katowice (Silesia Center)		09.2019
Lublin (VIVO! Lublin)		12.2019
Częstochowa (Galeria Jurajska)		12.2019
Gdynia (Centrum Riviera)		2Q2020
Bydgoszcz (Stary Rynek)		3Q2020
Szczecin (Galaxy CHR)		3Q2020
Kalisz (Amber)		investment suspended
Poznań (ul. Św. Marcina)		investment suspended



Including and excluding IFRS 16

FINANCIAL RESULTS OF AGORA GROUP

[PLN mln]	with IFRS 16			without IFRS 16		
	1Q2020	1Q2019	yoy % change	1Q2020	1Q2019	yoy % change
Total sales incl. (1)	289.6	308.4	(6.1%)	289.6	308.4	(6.1%)
Advertising sales	113.7	110.3	3.1%	113.7	110.3	3.1%
Ticket sales	61.6	76.8	(19.8%)	61.6	76.8	(19.8%)
Copy sales	35.1	34.5	1.7%	35.1	34.5	1.7%
Concession sales	25.8	30.9	(16.5%)	25.8	30.9	(16.5%)
Printing services	9.4	14.3	(34.3%)	9.4	14.3	(34.3%)
Film activities revenue	25.2	27.7	(9.0%)	25.2	27.7	(9.0%)
Other	18.8	13.9	35.3%	18.8	13.9	35.3%
Operating cost net, incl.:	(309.1)	(307.9)	0.4%	(308.0)	(309.2)	(0.4%)
External services (2)	(116.4)	(116.8)	(0.3%)	(133.7)	(133.8)	(0.1%)
Staff cost (2)	(82.0)	(83.3)	(1.6%)	(82.0)	(83.3)	(1.6%)
Raw materials, energy and consumables (2)	(31.0)	(38.4)	(19.3%)	(31.0)	(38.4)	(19.3%)
D&A	(42.7)	(37.4)	14.2%	(24.2)	(21.4)	13.1%
Promotion and marketing	(12.3)	(14.6)	(15.8%)	(12.3)	(14.6)	(15.8%)
Restructuring cost (3)	-	(5.6)	-	-	(5.6)	-
Gain on the sales of real estate (4)	6.7	-	-	6.7	-	-
Impairment losses (5)	(21.4)	-	-	(21.4)	-	-
Net profit/(loss)	(47.1)	(3.4)	(1 285.3%)	(20.5)	(1.4)	(1 364.3%)
EBIT	(19.5)	0.5	-	(18.4)	(0.8)	(2 200.0%)
EBIT margin	(6.7%)	0.2%	-	(6.4%)	(0.3%)	(6.1pp)
EBITDA (6)	44.6	37.9	17.7%	27.2	20.6	32.0%
EBITDA margin	15.4%	12.3%	3.1pp	9.4%	6.7%	2.7pp
Operating cost (clean) (7)	(294.4)	(302.3)	(2.6%)	(293.3)	(303.6)	(3.4%)
EBIT (clean) (7)	(4.8)	6.1	-	(3.7)	4.8	-
EBITDA (clean) (7)	37.9	43.5	(12.9%)	20.5	26.2	(21.8%)
Net profit/(loss) (clean) (7)	(33.3)	1.1	-	(6.7)	3.1	-

Source: consolidated financial statements according to IFRS, 1Q2020;

¹ particular sales positions, apart from ticket and concession sales in cinemas and printing services, include sales of Publishing House division and film activities (functioning within the Movies and Books segment);

² in 2020, the Group changed the presentation of the production cost of books of Publishing House division, comparative data were restated accordingly;

³ cost of restructuring (including group lay-offs) in Print segment and Agora's support divisions in the 1Q2019;

⁴ profit from the sale of a server building located at Daniszewska Street in Warsaw;

⁵ the amount includes impairment losses on fixed assets of the companies Domiporta Sp. z o.o. and Foodio Concepts Sp. z o.o., the impairment losses were mainly related to tangible fixed assets and intangible assets, including goodwill of Domiporta;

⁶ the performance measure "EBITDA" is defined as EBIT increased by depreciation and amortization and impairment losses of property, plant and equipment and intangible assets. Detailed information on definitions of financial ratios are presented in the Notes to part IV of this MD&A;

⁷ one-off include: profit from the sale of a server building located at Daniszewska Street in Warsaw (PLN 6.7 mln) in 1Q2020, the amount includes impairment losses on fixed assets of the companies Domiporta Sp. z o.o. (PLN 12.7 mln) and Foodio Concepts Sp. z o.o. (PLN 8.7 mln) and cost of restructuring (including group lay-offs) in Print segment in the 1Q2019 (PLN 5.6 mln)

MOVIES AND BOOKS [PLN mln]	with IFRS 16			without IFRS 16		
	1Q2020	1Q2019	yoy % change	1Q2020	1Q2019	yoy % change
Total sales, incl.:	140.1	158.0	(11.3%)	140.1	158.0	(11.3%)
Ticket sales	61.6	76.8	(19.8%)	61.6	76.8	(19.8%)
Concession sales	25.8	30.9	(16.5%)	25.8	30.9	(16.5%)
Advertising revenue (1)	6.4	6.9	(7.2%)	6.4	6.9	(7.2%)
Film activities revenue (1), (2), (3)	26.3	28.3	(7.1%)	26.3	28.3	(7.1%)
Agora Publishing House	11.9	11.9	-	11.9	11.9	-
Total operating cost (5), (3)	(137.0)	(133.7)	2.5%	(135.7)	(134.8)	0.7%
Impairment losses (6)	(8.7)	-	-	(8.7)	-	-
EBIT	3.1	24.3	(87.2%)	4.4	23.2	(81.0%)
EBIT margin	2.2%	15.4%	(13.2pp)	3.1%	14.7%	(11.6pp)
EBITDA (4)	35.0	45.1	(22.4%)	22.7	31.5	(27.9%)
EBITDA margin	25.0%	28.5%	(3.5pp)	16.2%	19.9%	(3.7pp)
EBIT (clean)	11.8	24.3	(51.4%)	13.1	23.2	(43.5%)
EBIT margin (clean)	8.4%	15.4%	(7.0pp)	9.4%	14.7%	(5.3pp)
EBITDA (clean)	35.0	45.1	(22.4%)	22.7	31.5	(27.9%)
EBITDA margin (clean)	25.0%	28.5%	(3.5pp)	16.2%	19.9%	(3.7pp)

Source: consolidated financial statements according to IFRS, 1Q2020;

¹ the amounts do not include revenues and total cost of cross-promotion of Agora's different media (only the direct variable cost of campaigns carried out on advertising panels) if such a promotion was executed without prior reservation;

² the amounts comprise mainly the revenues from co-production and distribution of films;

³ the revenues from film activities and costs of external services have been cleared out of mutual transactions within the Helios group: between Helios S.A. and NEXT FILM Sp. z o.o.

⁴ the amounts include D&A cost in Publishing House division, which in the first quarter of 2020 amounted to PLN 0.2 million (in the comparable period of 2019 it amounted to PLN 0.1 million);

⁵ the amounts include rental fees for the office space allocated to Agora Publishing House;

⁶ the amount includes impairment loss of non-current assets of Foodio Concepts which amounted to 8.7 million.

PRESS [PLN mln]	with IFRS 16			without IFRS 16		
	1Q2020	1Q2019	yoy % change	1Q2020	1Q2019	yoy % change
Total sales, including :	52.5	62.1	(15.5%)	52.5	62.1	(15.5%)
Copy sales	27.4	27.3	0.4%	27.4	27.3	0.4%
<i>incl. Gazeta Wyborcza</i>	25.3	24.4	3.7%	25.3	24.4	3.7%
Advertising revenue (1), (2)	14.3	18.1	(21.0%)	14.3	18.1	(21.0%)
<i>incl. Gazeta Wyborcza (3)</i>	12.1	14.8	(18.2%)	12.1	14.8	(18.2%)
Printing services (4)	9.4	14.3	(34.3%)	2.2	3.2	(31.3%)
Total operating cost (5)	(51.9)	(72.3)	(28.2%)	(51.9)	(72.3)	(28.2%)
Cost of restructuring (6)	-	(4.9)	-	-	(4.9)	-
EBIT	0.6	(10.2)	-	0.6	(10.2)	-
<i>EBIT margin</i>	1.1%	(16.4%)	-	1.1%	(16.4%)	-
EBITDA	2.1	(8.5)	-	2.1	(8.5)	-
<i>EBITDA margin</i>	4.0%	(13.7%)	-	4.0%	(13.7%)	-

Source: consolidated financial statements according to IFRS, 1Q2020;

¹ the amounts do not include revenues and total cost of cross-promotion of different media between the Agora Group segments (only direct variable cost of campaigns carried out on advertising panels) if such promotion is executed without prior reservation;

² the data include inflows from the sales of advertising on the websites: Wyborcza.pl, Wyborcza.biz, Wysokieobcasy.pl as well as on the local websites;

³ the data includes advertising revenues in Gazeta Wyborcza's paper editions as well as advertisements published on Wyborcza.pl, Wyborcza.biz, Wysokieobcasy.pl and local websites;

⁴ from the 3Q2019, printing activities are not presented in a separate segment. This is due to the termination of the activities of two out of three printing houses in the Agora Group. The printing house in Warsaw, which continues its activity, mainly provides printing services for Gazeta Wyborcza and has been included in the structure of the Press segment. The amounts provided include revenue from the provision of services to external customers; comparative figures for 2019 have been restated accordingly;

⁵ the amounts provided include the cost of the provision related to the restructuring of operations in the Druk division.

RADIO [PLN mln]	with IFRS 16			without IFRS 16		
	1Q2020	1Q2019	yoy % change	1Q2020	1Q2019	yoy % change
Total sales, including :	23.5	22.1	6.3%	23.5	22.1	6.3%
Radio advertising revenue (1), (2)	18.9	17.7	6.8%	18.9	17.7	6.8%
Total operating cost (2)	(22.1)	(21.0)	5.2%	(21.8)	(21.1)	3.3%
EBIT	1.4	1.1	27.3%	1.7	1.0	70.0%
<i>EBIT margin</i>	6.0%	5.0%	1.0pp	7.2%	4.5%	2.7pp
EBITDA	3.2	2.8	14.3%	2.8	2.1	33.3%
<i>EBITDA margin</i>	13.6%	12.7%	0.9pp	11.9%	9.5%	2.4pp

Source: consolidated financial statements according to IFRS, 1Q2020;

¹ advertising revenues include revenues from brokerage services of proprietary and third-party air time;

² the amounts do not include revenues and total cost of cross-promotion of Agora's different media (only the direct variable cost of campaigns carried out on advertising panels) if such a promotion was executed without prior reservation.

OUTDOOR [PLN mln]	with IFRS 16			without IFRS 16		
	1Q2020	1Q2019	yoy % change	1Q2020	1Q2019	yoy % change
Total sales, incl.:	31.9	35.9	(11.1%)	31.9	35.9	(11.1%)
Advertising revenue (1)	31.3	35.1	(10.8%)	31.3	35.1	(10.8%)
Total operating cost	(34.4)	(34.8)	(1.1%)	(34.6)	(34.8)	(0.6%)
EBIT	(2.5)	1.1	-	(2.7)	1.1	-
EBIT margin	(7.8%)	3.1%	(10.9pp)	(8.5%)	3.1%	(11.6pp)
EBITDA	6.8	8.1	(16.0%)	2.8	5.9	(52.5%)
EBITDA margin	21.3%	22.6%	(1.3pp)	8.8%	16.4%	(7.6pp)

Source: consolidated financial statements according to IFRS, 1Q2020;

¹ the amounts do not include revenues, direct and variable cost of cross-promotion of Agora's other media on AMS panels if such promotion was executed without prior reservation;

² the amounts include reversals of impairment losses on non-current assets included in the calculation of the EBITDA index.

INTERNET [PLN mln]	with IFRS 16			without IFRS 16		
	1Q2020	1Q2019	yoy % change	1Q2020	1Q2019	yoy % change
Total sales , including	47.4	37.6	26.1%	47.4	37.6	26.1%
Display ad sales (1)	41.2	32.8	25.6%	41.2	32.8	25.6%
Total operating cost (2)	(57.9)	(36.2)	59.9%	(57.9)	(36.2)	59.9%
Impairment losses (3)	(12.7)	-	-	(12.7)	-	-
EBIT	(10.5)	1.4	-	(10.5)	1.4	-
EBIT margin	(22.2%)	3.7%	-	(22.2%)	3.7%	-
EBITDA	4.2	2.8	50.0%	4.2	2.8	50.0%
EBITDA margin	8.9%	7.4%	1.5pp	8.9%	7.4%	1.5pp
EBIT (clean)	2.2	1.4	57.1%	2.2	1.4	57.1%
EBIT margin (clean)	4.6%	3.7%	0.9pp	4.6%	3.7%	0.9pp
EBITDA (clean)	4.2	2.8	50.0%	4.2	2.8	50.0%
EBITDA margin (clean)	8.9%	7.4%	1.5pp	8.9%	7.4%	1.5pp

Source: consolidated financial statements according to IFRS, 1Q2020;

¹ the amounts do not include total revenues and cost of cross-promotion of Agora's different media (only direct variable cost of campaigns carried out on advertising panels) if such promotion is executed without prior reservation, as well as exclude the inter-company sales between Agora's Internet Department, Domiporta Sp. z o.o., Yieldbird Sp. z o.o., GoldenLine Sp. z o.o. and Optimizers Sp. z o.o.;

² the data include the allocated costs of office space occupied by the Agora's Internet Department;

³ the amounts include impairment losses of the segment's non-current assets Domiporta;



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