

# RESPONSIBILITY REPORT 2017

	<b>page</b>
<b>Our responsibility</b>	<b>2-10</b>
▶ Foreword	2
▶ Our approach	3
▶ Key areas of impact. Opportunities and risks	4-6
▶ Dialogue with stakeholders	7-8
▶ Role of media	9-10
<b>Workplace and human rights</b>	<b>11-32</b>
▶ Approach to management	11-16
▶ Our employees	17-20
▶ Workplace	21-23
▶ Programmes for employees	24-27
▶ Human rights	28-30
▶ Diversity in the workplace	31-32
<b>Ethics and anti-corruption</b>	<b>33-37</b>
▶ Approach to management	33
▶ Ethics in advertising	34
▶ Journalistic ethics	35
▶ Preventing corruption and fraud	36
▶ Privacy and personal data protection	37
<b>Responsibility to clients and suppliers</b>	<b>38-43</b>
▶ Approach to management	38
▶ Supply chain and our impact	39
▶ Relations with contractors	39
▶ Relations with clients	40-41
▶ Customer service standards	42
▶ Good practices	43

<b>Social and environmental impact</b>	<b>44-57</b>
▶ Approach to management –social impact	44-45
▶ Community involvement	46-48
Annex – Agora Group’s good practices	89-103
▶ Approach to management – environmental impact	49-50
▶ Environmental impact	51-55
▶ Environmental good practices	56-57
<b>Corporate Governance</b>	<b>58-68</b>
▶ Approach to management	58-59
▶ Structure of Agora	60-64
▶ Transparency	65
▶ The RESPECT Index	66
▶ Risk management	67
▶ Additional information	68
<b>Agora Group</b>	<b>69-82</b>
▶ Our operations	69-76
▶ Our vision, mission and values	77
▶ Strategic goals	78-79
▶ Key financial results	80
▶ Agora Group’s Awards	81
▶ Involvement in outside initiatives	82
<b>Report overview:</b>	<b>83-87</b>
▶ Information about the report	83
▶ GRI index	84-87
<b>Contact</b>	<b>88</b>

**FOREWORD [G4-1] [G4-18]**

*Dear Reader,*

*We are presenting Agora Group 2017 Responsibility Report with key information and non-financial indicators describing our operations in all business segments. The report is issued in compliance with Directive 2013/34/UE and is a manifestation of our transparency. We recognize our responsibility for our impact on the world around us and wish to contribute to the society. Therefore, in the spirit of our principle “Responsible everyday”, we are invested in responsible growth, building lasting relations with the world around us, and diversity.*

*The report is also a window into our activities, in particular: workplace and human rights, ethics and anti-corruption, responsibility to clients and suppliers, social and environmental impact and corporate governance. It discusses sustainable growth and responsible business in relation to our stakeholders.*

*In 2017 Agora S.A. debuted in RESPECT Index, Warsaw Stock Exchange index of socially responsible brands. While we are proud of this great distinction, we also feel motivated to make further steps forward. 2018 will be the year of announcing a new business strategy of Agora Group, as well as a year of new social responsibility challenges. We are working on an internal code of ethics that will organize all of our self-imposed internal codes and regulations. We are also continue a number of social, educational and charity projects, as well as programmes addressed to our employees.*

*We are fully aware of the importance of trust in the contemporary world and have based our report on the Global Reporting Initiative (GRI-G4) international standard of that serves organizations to develop a balanced, comparable, detailed, transparent and reliable processing of information.*

*I hope you will find our report interesting.*

*We invite you to read the report and share your opinion on the reading!*

Bartosz Hojka, President of Management Board, Agora S.A.

## OUR RESPONSIBILITY

We understand responsibility as our impact on the environment and contribution to the society

### OUR APPROACH [G4-19]

### RESPONSIBLE EVERYDAY

#### ⇒ GROWTH

The growth of Agora Group is rooted in responsibility.

- We are committed to responsible growth and transparency.
- Our employees can develop their competences and gain new experiences.
- We initiate and join partnerships for social development and sustainable growth.

#### ⇒ RELATIONS

We build lasting relations.

- We observe high ethical standards and are committed to fulfilling our obligations.
- By earning the trust of our users, business partners and employees, we strive to be their partner of first choice.
- We maintain dialogue with our stakeholders and build sustainable relations with our environment.

#### ⇒ DIVERSITY

We believe diversity to be an important aspect of any society.

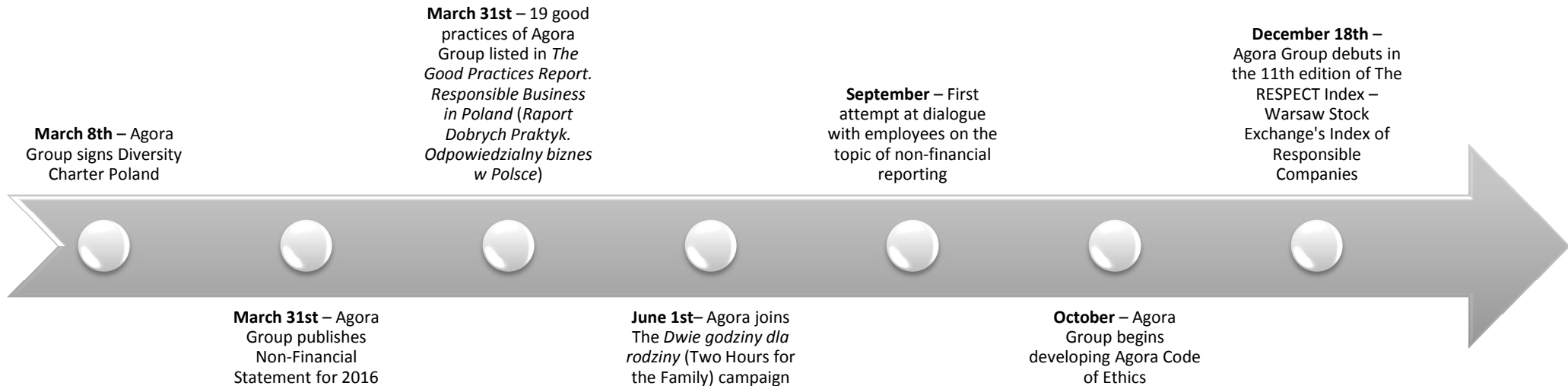
- Through our products and services in the mass media, entertainment and advertising we reach a wide range of diverse users.
- The workplace we build promote diversity, as is grounded in respect and openness.
- Courage and innovation are the principles we uphold in our business and social activities.

**KEY AREAS OF IMPACT [G4-2] [G4-19] [G4-20]**

The Agora Group has identified key areas of impact. Each of these areas is discussed in detail in separate section of Agora Group’s Non-Financial Statement.



**AGORA GROUP IN 2017 - IMPORTANT EVENTS**





**RISK MANAGEMENT [G4-2] [G4-14] [G4-19] [G4-45] [G4-46] [G4-M]**

The Agora Group regularly monitors risks involved in its ongoing operations. The Management Board and key managers are involved in risk analysis processes, while the Supervisory Board evaluates internal controls, risk management systems and audit function.

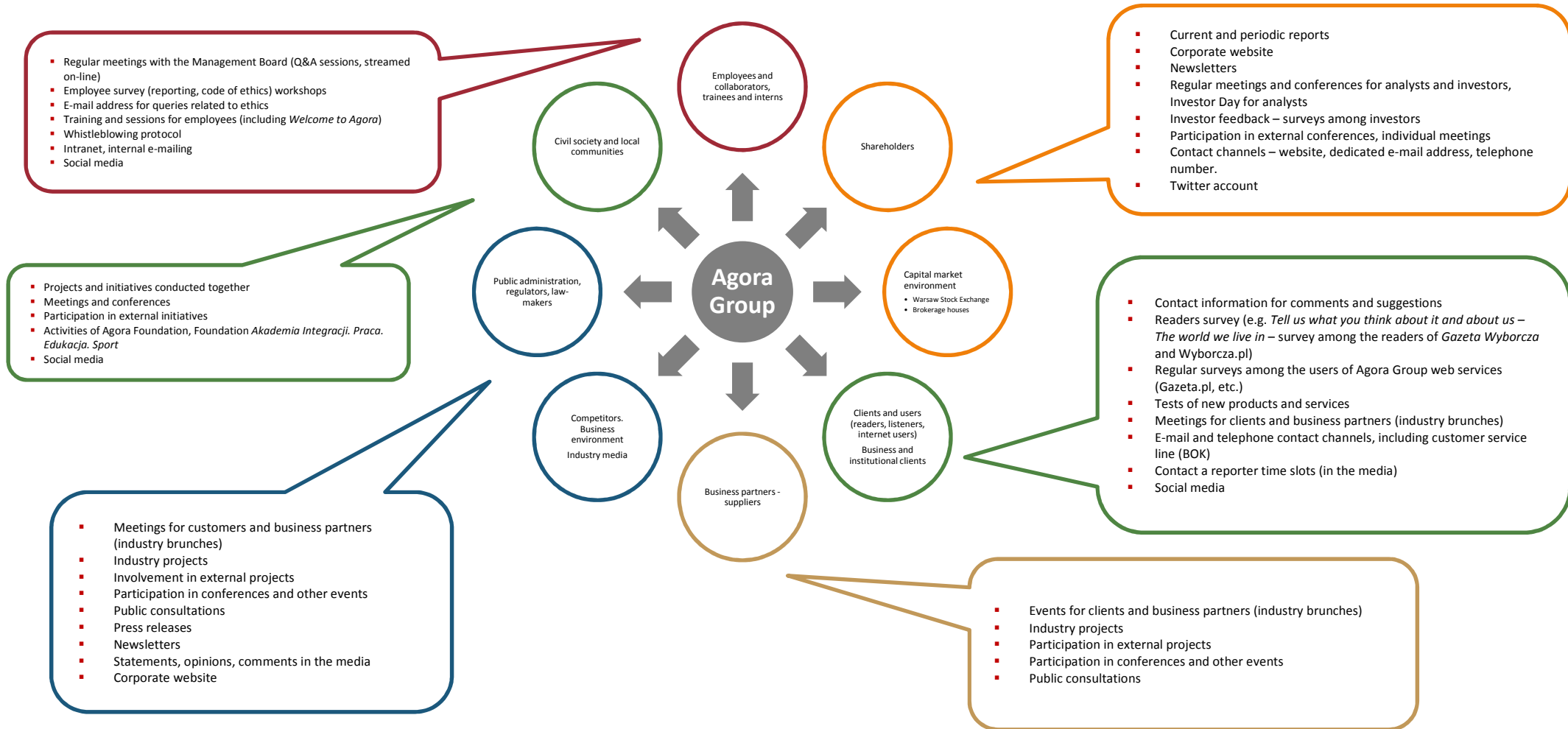
The Agora Group makes every effort to approach the management of the risks listed below with utmost responsibility. Special teams analyse the market situation and monitor changes in the market and legal and macroeconomic environment, and regularly update the company’s Management Board on the developments.

<p><b>Economic, legal and financial risks</b></p> <p>The Agora Group actively tracks and analyses market trends and the environment. The main risks in this area are:</p> <ul style="list-style-type: none"> <li>• macroeconomic risk – dependent on the economic situation at large, demand for products and services,</li> <li>• seasonality of advertising and cinema spending,</li> <li>• changes in the advertising market structure,</li> <li>• changing of global media consumption trends,</li> <li>• risk of changing preferences of consumers and advertisers,</li> <li>• risk involved in conducting concession-based operations (television, radio),</li> <li>• risk of breaches of the law or internal codes,</li> <li>• financial risk (currency exchange, interest rates),</li> <li>• risk of abrupt changes in relevant legislation.</li> </ul>	<p><b>Labour practices and decent work</b></p> <p>Labour practices represent one of responsible business priorities to The Agora Group. Agora takes measures to minimise the following risks in this area:</p> <ul style="list-style-type: none"> <li>• risk of losing key employees and loss of competence,</li> <li>• employee turnover risk (cost of recruiting new employees),</li> <li>• risk of unequal treatment of employees (remuneration, training and promotion opportunities, etc.),</li> <li>• risk of collective grievances and labour-management conflicts.</li> </ul>	<p><b>Risk related to supply chain and relations with clients</b></p> <p>Key areas of product responsibility relevant to The Agora Group are marketing communications, complaint procedures and protecting customer privacy and personal information. Key areas of risk are:</p> <ul style="list-style-type: none"> <li>• breaches of relevant laws or self-imposed internal regulations, such as data leaks or unauthorised use of data or content; risks involved in such situations are financial (fines, penalties) and reputational,</li> <li>• risk related to responsibility along the entire supply chain.</li> </ul>	<p><b>Environmental risks</b></p> <p>Due to the character of the company’s operations (predominantly services), environmental aspects are not perceived by The Agora Group as priority risk areas. Nevertheless, the company is aware of the risks associated with its operations, predominantly with the printing facilities (focus on limiting environmental impacts in the relevant locations), cinema operations, outdoor advertising and building administration. The main risk areas are:</p> <ul style="list-style-type: none"> <li>• operational risk related to negative environmental impact,</li> <li>• increased operational costs.</li> </ul>
<p><b>Industry-specific risk (mass media)</b></p> <p>In the contemporary world, mass media play a crucial role in informing and driving opinions. Social and economic change is accompanied by transformations in the mass media and dynamic development of social media.</p> <p><b>Challenges faced by the media industry:</b> manipulation of communication (‘post-truth’), information source reliability, independence, transparency, reliability.</p> <p><b>Sector-specific risks:</b> lack of transparency, loss of public trust, concession-based operations.</p> <p><b>Risk involved in conducting concession:</b> decline concession or punishment.</p>	<p><b>Risk related to human rights</b></p> <p>Agora Group also has internal solutions in place: policies, rules and codes, that regulate issues related to the protection of human rights. The company monitor their application on a regular basis. Key risks in the area are:</p> <ul style="list-style-type: none"> <li>• risk of misconduct (discrimination, mobbing),</li> <li>• risk of reduced freedom of association and collective bargaining or lack thereof,</li> <li>• drastic violation of human rights among Agora’s suppliers.</li> </ul>	<p><b>Risk of corruption</b></p> <p>Managing risk of corruption is of key importance to The Agora Group. In this area primary risks are:</p> <ul style="list-style-type: none"> <li>• risk of corruption (also among suppliers and business partners),</li> <li>• risks of fraud involved in relations with business partners and suppliers,</li> <li>• risk of conflict of interest.</li> </ul>	<p><b>Risks related to social activities</b></p> <p>Supporting local communities in all locations where the company conducts its operations and involvement in social, cultural, sports and charity projects are the key activities in the social impact area. Due to the number of initiatives in the area, the company faces the following risks:</p> <ul style="list-style-type: none"> <li>• lack of transparency in the distribution of funding,</li> <li>• failure to do due diligence in choosing social partners,</li> <li>• risk of conflicts of interests,</li> <li>• risk of insufficient returns on invested resources.</li> </ul>

**DIALOGUE WITH STAKEHOLDERS [G4-24] [G4-25][G4-26] [G4-27]**

Stakeholders of the Agora Group are all parties with interest in the company’s operations that are in any way affected by them. In the process of mapping stakeholders, Agora identified key groups and optimal forms of engagement and dialogue for each group.

Agora Group makes every effort to regularly reach out to all stakeholders through addressing queries, opinions, doubts, etc. Continued interaction allows the company to learn about the expectations of the stakeholders and builds lasting relations with the environment. A major challenge in the dialogue process is to ensure its continuity and develop formal instruments such as regular customer surveys.



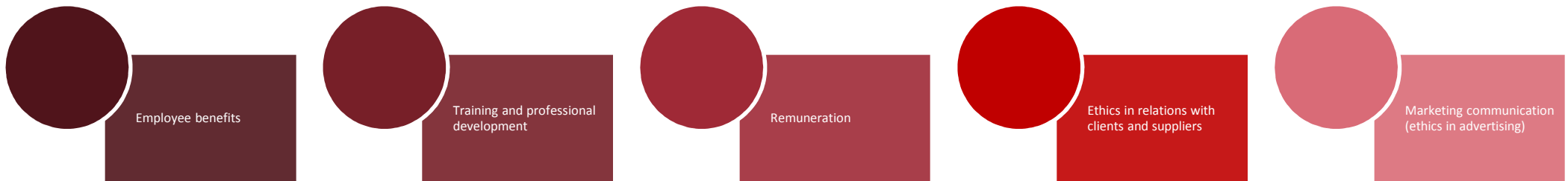
**DIALOGUE WITH EMPLOYEES IN THE REPORTING PROCESS [GR-2] [G4-27]**

**GOAL:** The goal was to identify non-financial aspects of key importance to the employees of all businesses of the Agora Group, to determine which should be presented in the 2017 Non-Financial Statement of Agora Group. The survey was an element of dialogue with stakeholders in the process or reporting, in accordance with the GRI G4 international standard.

**SURVEY DETAILS:** Agora employees were invited to answer an anonymous online questionnaire (CAWI method) administered by an outside service provider. Responses were collected from 7<sup>th</sup> to 25<sup>th</sup> October 2017

**RESPONDENTS:** The survey was addressed to all employees of Agora Group. **361 provided responses** and the survey was opened over a thousand times. The average length of employment was **8.5 year**, **54%** of the respondents were women and **46%** were men.

Areas indicated as priority categories by the employees are: **workplace** and elements of **ethics** and **responsibility for products and services**. The following were the topics the most frequently indicated in the responses:



**The dialogue served to develop the Agora Group’s 2017 Responsibility Report covering the following areas:**

<b>Workplace</b>	<ul style="list-style-type: none"> <li>Employee benefits</li> <li>Training and professional development</li> <li>Remuneration</li> <li>Changes in employment (employee rotation, new employees)</li> </ul>	<b>Human rights</b>	<ul style="list-style-type: none"> <li>Preventing discrimination and mobbing</li> <li>Procedures for reporting workplace related corruption</li> <li>Educational activities and communications on the topic of human rights</li> </ul>
<b>Responsibility for products and services</b>	<ul style="list-style-type: none"> <li>Marketing communication (ethics in advertising)</li> <li>Customer privacy and personal data protection</li> <li>Compliance with regulations</li> </ul>	<b>Environment</b>	<ul style="list-style-type: none"> <li>Ecological and environmental education</li> <li>Waste management</li> <li>Energy consumption</li> </ul>
<b>Ethics</b>	<ul style="list-style-type: none"> <li>Ethics in relations with customers and suppliers</li> <li>Internal procedures for reporting on incidents of corruption</li> <li>Fair competition</li> </ul>	<b>Social</b>	<ul style="list-style-type: none"> <li>Culture</li> <li>Social and Community</li> <li>Charity</li> <li>Education</li> <li>Social impact</li> </ul>



**ROLE OF MASS MEDIA [G4-DMA-M] [G4-M3] [G4-M6] [G4-M7]**

The operations of Agora Group's media are firmly rooted in the values and principles stated in the company's codes of conduct, in particular the self-imposed internal codes: the Agora's Charter and the Code of Journalistic Ethic.

-> more in section **Ethics**

Agora Group's media also approach editorial independence as one of crucial values, along with the adherence to content creation values – content quality and reliability. They also strive to help their consumers develop the skills of conscious media usage and critical thinking and are committed to upholding values such as credibility, transparency and reliability. Agora's journalists and other employees join social campaigns and initiate activities, campaigns and projects which activate local communities and address important social problems.

**Jerzy B. Wójcik, Publisher of *Gazeta Wyborcza***

*We have had the same goal since the very beginnings of *Gazeta Wyborcza*. We want to inform Poles about important issues, draw their attention to what we feel is important, share our views, dispute, help them understand the world, be our readers' daily companion in the form they find the most convenient – as a paper copy or digital one.*

*Times are changing and so is the way newspapers are made, but a journalist's role in the contemporary world is not much different from that 50 or more years ago. Bloggers and users who make photos and describe what they are by no means substitute for that. A journalist's job is to verify facts, reach sources, analyse and compare, while the publisher is responsible for the content of their publication. Of course, in the world of contemporary platforms and technologies, journalists and editors have to know what their readers like and what they need. However, we also must have the courage to question data and statistics. A good journalists know when they need to do it. Our people do know it.*

**Kamila Ceran, Editor in Chief, Programme Director of Radio TOK FM**

*The main purpose of Radio TOK FM is to provide listeners with explanations of the world around us, processes and the causes of what is happening. We do not try to impose our worldview on anybody. All we do is help our listeners understand, leaving the conclusions to them. Radio TOK FM is also a platform of informed discussion, as we believe that only by stepping out of our comfort zone we can genuinely learn. For years now we have continued to organize series of open debates: broadcast live and with general public as participants. In the recent years, such events included pre-election debates, discussions about the education reform, job market or immigration. This way we want to encourage higher civic involvement among our listeners, help them to learn more about the problems faced by different social groups and find solutions to these problems. Our slogan - Listen to understand – refers to all spheres of life: education, personal development, family, social and cultural life.*

**Paweł Stremski, Programme Director of *Gazeta.pl* Group**

*As a contemporary medium, *Gazeta.pl* strives to be an element of everyday habit for the readers, accompany them in various moments throughout their day, through various platforms, inform them, advise, inspire and entertain. In the era of diffused social media, relationship with our users, their trust in a medium mean more than ever before. This is why we often consider the voice of our readers, in the form of letters and comments, as equally important with our top journalists: Rafał Hirsh, Grzegorz Sroczyński or Paweł Wilkiewicz. We also make a point of promoting positive people from various segments of social life and attitudes that are the force for positive change and lead to collectively experiencing positive emotions. This is why we are dedicated supporters of our fantastic Polish Paralympians, engage in Greenpeace's 'Adopt a Bee' campaign and every year support with the Wielka Orkiestra Świątecznej Pomocy..*

**See good practice**

-> Social impact

**GOOD PRACTICES**

In 2017 Agora Group conducted projects that fulfilled the social responsibility mission of the company as a media brand on the principles of: independence, diversity, educating recipients in the use of media and commitment to the produced content.



Daily news roundup selected by female journalists and editors from all European countries, including the smaller ones.



News service and a tool presenting and analysing facts and data in a straightforward manner. Its mission is to raise civic awareness, encourage civic behaviours and self-determination.



Application for recording and sending in opinions and comments designed to help shaping civic attitudes and involvement.

**PRYVIT – THE FIRST FREE NEWSPAPER FOR UKRAINIANS IN WROCLAW**

*Gazeta Wyborcza* takes measures to overcome stereotypes about Ukrainians living in Poland, who are often perceived as cheap labour. Meanwhile, contrarily to the stereotype, Ukrainians work not only on building sites or in shops. Some of them are valued specialists in IT and other industries.

It is estimated that one in ten inhabitants of Wrocław comes from Ukraine, hence the idea to publish a newspaper in their language - *Pryvit* means Hi! in Ukrainian. Articles were written by the journalists of *Gazeta Wyborcza* and Ukrainians themselves. The first pilot issue of *Pryvit Wrocław* appeared on 18 October 2017.

Among Ukrainian authors writing for *Pryvit* are those who have lived in Wrocław for years as well as ones who arrived only several months ago. They write about their experiences, offer tips how to legalize the stay, find a place to live, a job or get a child to school. They also describe their first impressions and problems they faced on after arriving in Wrocław.

The idea behind *Pryvit Wrocław* is to help Ukrainian learn more about Wrocław, how to benefit from the projects and events organized there and what brings Poles and Ukrainians together.

Free copies of *Pryvit Wrocław* are available in locations frequented by Ukrainians, the office of Ukraina Foundation, the Orthodox church, offices, schools as well as restaurants managed by Ukrainians. The list of locations is available on <http://wroclaw.wyborcza.pl/wroclaw/0,0.html>

A pilot 16-page issue of *Pryvit Wrocław* was released in 2017 in 10 thousand copies.

**More:** [Wroclaw.Wyborcza.pl](http://Wroclaw.Wyborcza.pl) <http://pryvit.pl/>

# WORKPLACE AND HUMAN RIGHTS

→ **We are committed to creating the climate and organizational culture of respect for everybody!**

**APPROACH TO MANAGEMENT [G4-DMA-LA] [G4-27][G4-56]**

**For our employees, we would like Agora to be:** a place where they can realize their professional ambitions. We want to offer our employees working environment open to diversity and governed by the two main principles of equal opportunities and respect.

*The competences and experience of our employees are instrumental in achieving strategic goals and growth of our business. Our employees' engagement allows us to execute social, educational and cultural projects.*

### Human rights in the workplace – priority according to employees

→ More: **Dialogue with stakeholders**



Agora Group's approach to labour practices is multi-faceted. The company has internal solutions, policies and codes to prevent situations when the law, accepted norms and rules are violated. As employer, we are committed to building a welcoming and open place of work that offers employees opportunities for development.



#### Agora Group has the following employment regulations:

- **Employee Code**

Employee Code is a **separate, internal, legally secure** document in force in **all Agora Group entities** (Agora, Agora TC, Agora Poligrafia, Adpol, AMS, Doradztwo Mediowe, Grupa Radiowa Agory, GoldenLine, Helios, Inforadio, Trader.com (Polska), Yieldbird, Optimizers) regulating the organization and order of labour processes and relevant rights and obligations of the employer and employees. The rules apply to all employees, regardless of their position, type of contract or employment category. The document covers: work organization, time and place of employment, remuneration, protection of pregnant employees, employing underage individuals and health and safety in the workplace.



-> More: **Workplace**

- **Employee Benefits and Support Fund Protocol**

Employee Benefits and Support Fund protocol determines the principles of creating the fund, its management, eligibility requirements, terms and conditions for payouts. It is an **internal legally secure** document in force in **all Agora Group entities** (Agora, Agora TC, Agora Poligrafia, Adpol, AMS, Doradztwo Mediowe, Grupa Radiowa Agory, GoldenLine, Helios, Inforadio, NEXT FILM, Trader.com (Polska), Yieldbird, Optimizers).

#### Joint Social Fund

Agora, Agora TC, Agora Poligrafia, Adpol, AMS, Doradztwo Mediowe, Grupa Radiowa Agory, Inforadio, NEXT FILM, Trader.com (Polska), Yieldbird, Optimizers have signed an agreement establishing **Joint Social Fund**.

**Terms and Conditions of the Use of MyBenefit System and Electronic Services** determines the rules of MyBenefit system and making payments for its services by users through online and mobile channels.



-> More: **Programmes for Employees**

### ▪ **Agora's Employee Remuneration Policy**

**Employee Remuneration Policy** (with annexes) regulates the terms of employment of all employees of Agora, regardless of the type of contract and position. According to the document, each employee is entitled to remuneration corresponding to the type of work performed and their qualifications.

Employee Remuneration Policy is a **separate, internal, legally secure** document in force in **all Agora Group entities** (Agora, Agora TC, Agora Poligrafia, Adpol, AMS, Doradztwo Mediowe, Grupa Radiowa Agory, GoldenLine, Helios, Inforadio, Trader.com (Polska), Yieldbird, Optimizers)



-> More: **Workplace**

### ▪ **Remuneration Policy for Agora Group's Key Managers**

The purpose of the policy is to ensure attractive terms of employment to attract and retain qualified employees of key importance to the execution of the company's strategy and achievement of long-term growth.

Agora ensures that the terms offered are relevant to the situation on the market and in the organization and competitive.



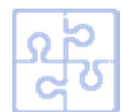
➔ **Read more about the policy** <https://www.agora.pl/polityka-wynagradzania-kluczowych-menadzerow-grupy-agora-2>

-> More: **Workplace**

### ▪ **Diversity Policy of Agora Group**

The goal of Agora Group is to build a governance structure that guarantees that all employees support one another in their daily responsibilities. Activities promoting diversity within the organisation help to create a diverse yet efficient team.

The diversity management policy at Agora Group is based on overcoming barriers such as age, gender and health status, and is rooted in the belief that the professional potential of employees is based on their competences.



➔ **Read more about Diversity Policy** <https://www.agora.pl/polityka-roznorodnosci-2>

-> More: **Diversity in the workplace**

## ■ Preventing workplace discrimination and mobbing

The idea behind the policy is to create a workplace free from employee discrimination and mobbing. As an employer, Agora guarantees every employee the right to work in a professional environment that offers everybody equal chances and prohibits discriminatory practices. The company views respect for each and every member of the team and their development as of paramount importance. Under this policy, the Agora Group has a special unit each employee can turn to with any potential cases of abuse.

Agora was among Poland's first companies to develop their own policy for preventing discrimination and harassment in the workplace. Its first version entered into force as early as in 2003. Some Agora Group entities (Adpol, AMS, Helios, Yieldbird) adopted the policy of Agora S.A. The remaining ones (Agora Poligrafia, Agora TC, GoldenLine, Grupa Radiowa Agory (GRA), Doradztwo Mediowe, Inforadio, NEXT FILM, Trader.com (Polska), Optimizers) follow the principles of general labour practices and general regulations, and the guidelines of the policy of Agora S.A.

Employees of Agora S.A. attending 'The Welcome to Agora' orientation sessions are informed about the policy and rules.



-> More: **Human Rights**

## ■ Training Policy at Agora S.A.

Agora's training policy is founded on the premise that people are the key priority for the organization. Training is a source of knowledge and skills, allows for an effective implementation of changes and perfecting processes. Agora's Training Policy also regulates the development and implementation of training schemes. This approach allows the company to maximize the effectiveness of training tools for achieving business objectives, employee development and maintaining synergy among projects executed by the organization. The policy is an internal document.

Other brands of Agora Group have no formal documents in place to regulate their training policies but rely on relevant regulations in general workplace codes.



-> More: **Workplace**

## ■ Agreement on Teleworking Terms and Conditions in Agora S.A.

Agreement on teleworking terms and conditions in Agora S.A. is an internal document signed on 6 July 2016 in Warsaw. It specifies the terms of teleworking employment by Agora S.A..

The remaining entities of Agora Group have not developed similar documents. Each company has their own internal teleworking regulations, e.g. in their labour code and other relevant codes in force.



-> More: **Workplace**

## ■ Career Development interviews

In 2017, Agora introduced career development interviews in the place of annual appraisals conducted so far. The company has developed a set of rules for the employees and managers, organised into the following internal documents:

- ➔ Career Development Interview Guidelines,
- ➔ Career Development Interview Sheet 2016,
- ➔ Appeal Procedure for Objectives and Tasks Appraisal.

The documents were developed to identify the objectives of career development interviews, provide procedure guidelines and determine an appeal procedure available to employees.

Career development interviews are conducted in: Agora S.A., Agora TC, Agora Poligrafia, Adpol, AMS, Doradztwo Mediowe, Grupa Radiowa Agory, NEXT FILM, Inforadio, Trader.com (Polska), Yieldbird, Optimizers.

GoldenLine does not have a policy or regulations for delivering annual appraisal. Instead, interviews and appraisals are conducted quarterly, with the use of a document - *Ja w GoldenLine (JWG) (Me in GoldenLine)*

No annual interviews are conducted at Helios.



-> More: **Workplace**

## ■ Health and Safety

Agora Group fulfils all legal and formal requirements and undertakes systemic measures to prevent accidents and injuries in the workplace. The company has developed internal regulations to prevent such accidents and injuries as well as to systematise the approach to health and safety in the workplace.

The following regulations have been developed:

- General instructions and first aid (lists the employer's health and safety obligations and competences),
- Regulations for: employee training, workplace accidents, medical examination, Health and Safety Commission, workwear, health and safety instructions, corrective glasses, prohibited work,
- Health and Safety Instructions,
- Occupational risk appraisal.



-> More: **Workplace**

■ Diversity Charter



jako sygnatariusz Karty Różnorodności, aktywnie przeciwdziałają dyskryminacji, wprowadzania polityki równego traktowania i zarządzania różnorodnością w miejscu pracy.

On 8 March 2017 Agora Group signed Diversity Charter as Poland’s first media corporation, thus joining other European employers who recognize the importance of diversity in the workplace.

By signing the charter, the company obliged itself to implement, promote and disseminate diversity management and equal treatment policies among all stakeholders of Agora.



**READ THE DIVERSITY CHARTER**



-> More: **Diversity in the workplace**

**D**iversity constitutes a fundamental value of the modern society. Equal rights policies and diversity management translate into measurable benefits and drive forward the development and innovativeness of organizations. Taking into consideration the respect for a diverse multicultural society and placing special emphasis on policies promoting equal rights, irrespective of **gender, age, disability, health, race, nationality, ethnic origin, religion, creed, irreligiousness, political views, union membership, psychosexual orientation, sexual identity, family status, lifestyle, employment form, scope and basis, other types of cooperation, or other traits which may give rise to discrimination**, our organization undertakes to implement diversity management and equal rights policies and to promote and disseminate them among all of its stakeholders. In light of the above, we hereby make the following commitments:

- To create a corporate culture and atmosphere which ensures respect for diversity, by means of mainstreaming diversity management, age management and equal opportunities in policies and procedures applied in our organizations;
  - To introduce internal institutional solutions in order to promote the development of equal rights, including the appointment of a person or team to coordinate all efforts meant to combat discrimination and mobbing in the workplace;
  - To develop and implement equal rights and diversity management policies in the workplace, with special emphasis placed on recruitment, access to training programmes and promotion opportunities, remuneration, reconciliation of professional and family obligations, protection from mobbing and unjustified dismissal;
  - To introduce anti-discrimination and anti-mobbing monitoring,
- as well as cyclical educational schemes focusing on combating discrimination and mobbing, in order to build awareness and enhance relevant knowledge through training sessions, workshops and activities for all employees, especially including the management team;
- To engage in dialogue with employees as regards the adopted diversity management policy and to notify the organization's stakeholders – especially its employees, but also its clients, business partners, associates, shareholders, vendors and subcontractors – of the introduction of a diversity management model and the results of such an approach;
  - To draft annual reports on relevant activities and their practical results;
  - To promote and disseminate diversity management in Poland.



**OUR EMPLOYEES [G4-DMA-LA] [G4-9] [G4-10] [G4-LA1] [G4-LA3]**
**EMPLOYMENT IN AGORA GROUP**

**3026** people in 2017 Agora Group employed (as of 31 Dec. 2017)<sup>1</sup>

As the end of December 2017, Agora Group employed 2847 individuals on full-time contracts, the number decreased by 131 employees since the end of December 2016. The drop is largely due to lower employment in Agora S.A. as a consequence of the group lay-off process.

**Employment structure**

Agora has a roughly even share of men and women in total employee number and in managerial positions. Changes in employment structure in terms of gender and age from 2016 were minimal.

**51.7%** women

**48.3%** men

**Employment in Agora Group by gender**

Women		Men	
2016	2017	2016	2017
<b>50.8%*</b>	<b>51.7%</b>	<b>49.2%*</b>	<b>48.3%</b>

\*Data does not include GoldenLine

**Age structure in Agora Group by gender**

Age	Women	Men	Total	
			2017	2016
Aged ≤ 29	18.8%	15.6%	<b>17.3%</b>	15.2%
Aged 30-50	70.4%	71.0%	<b>70.6%</b>	70.4%
Aged 51 ≤	10.8%	13.4%	<b>12.1%</b>	14.4%

<sup>1</sup> **Workplace and human rights** indicators were calculated for total employees, as defined by the Główny Urząd Statystyczny (GUS) – statistical office. This includes employees on standard employment contracts, managerial contracts, and individuals appointed by resolution, while excluding employees on unpaid, rehabilitation and parental leave, self-employed and temporary agency workers. The total employee headcount does not include contributors on task-specific contract, contract of mandate or internship financed by the Employment Office.

The consolidated data refer to Agora S.A. and Agora Poligrafia, Agora TC, AMS, Adpol, GoldenLine, Grupa Radiowa Agory (GRA), Doradztwo Mediowe, Inforadio, Helios, NEXT FILM, Trader.com (Polska), Optimizers, Yieldbird, unless stated otherwise.

The structure of employment by gender and region is similar to the general structure of Agora's workforce. The differences in some regions (Wielkopolskie, Łódzkie, Śląskie) are caused by the fact that some male-dominated departments such as IT and other technical divisions are located in those regions.

#### Gender structure in Agora Group by region in 2017

Region	Women	Men	Region	Women	Men
Dolnośląskie	58.7%	41.3%	Podkarpackie	43.3%	56.7%
Kujawsko - Pomorskie	61.1%	38.9%	Podlaskie	53.1%	46.9%
Lubelskie	50.0%	50.0%	Pomorskie	55.8%	44.2%
Lubuskie	48.1%	51.9%	Śląskie	36.1%	63.9%
Łódzkie	63.6%	36.4%	Świętokrzyskie	54.8%	45.2%
Małopolskie	59.7%	40.3%	Warmińsko - Mazurskie	25.0%	75.0%
Mazowieckie	55.0%	45.0%	Wielkopolskie	27.5%	72.5%
Opolskie	54.2%	45.8%	Zachodniopomorskie	58.7%	41.3%
			<b>TOTAL</b>	51.7%	48.3%

The main office of Agora Group is located in Poland and Poland is the group's primary market. The majority of the employees of the Agora Group are Polish citizens.

	Women	Men	Total
Share of foreign employees in total employees of Agora Group	1%	0.3%	0.1%

Selected employment figures in the entities of Agora Group with over 120 employees.

### AGORA S.A.

1,821 employees (as of 31 Dec. 2017)

#### Employment structure in Agora S.A. by gender and age in 2017:

Women		Men	
52.2%		47.8%	
Aged	Women	Men	Total
Aged ≤ 29	17.5%	12.5%	15.1%
Aged 30-50	68.7%	71.5%	70.1%
Aged 51 ≤	13.8%	16.0%	14.8%

### HELIOS S.A.

#### Employment structure in Helios S.A. by gender and age in 2017:

Women		Men	
49.7%		50.3%	
Aged	Women	Men	Total
Aged ≤ 29	27.3%	34.3%	30.8%
Aged 30-50	68.7%	58.4%	63.6%
Aged 51 ≤	4.0%	7.3%	5.6%

### AMS S.A.

#### Employment structure in AMS S.A. by gender and age in 2017:

Women		Men	
54.7%		45.3%	
Women	Men	Total	Women
Aged ≤ 29	5.1%	3.7%	4.5%
Aged 30-50	80.6%	72.8%	77.1%
Aged 51 ≤	14.3%	23.5%	18.4%

### Grupa Radiowa Agory (GRA)

#### Employment structure in GRA by gender and age in 2017:

Women		Men	
45.9%		54.1%	
Aged	Women	Men	Total
Aged ≤ 29	16.1%	18.2%	17.2%
Aged 30-50	82.1%	77.3%	79.5%
Aged 51 ≤	1.8%	4.5%	3.3%

## CHANGES IN EMPLOYMENT

A vast majority of the employees have permanent contracts and work full time. Part-time employment is twice more frequent among women and is caused by balancing professional life and family duties.

**97.4%** employees are in full-time employment

**87.5%** employees have permanent contracts

**[G4-10] Employment structure in Agora Group\* in 2017, by type of contract, employment model, and gender**

	Women	Men	Total
<b>Type of contract</b>			
Trial	1.4%	1.7%	1.6%
Fixed-term	10.4%	8.2%	9.3%
Permanent	86.0%	89.1%	87.5%
Substitute	2.2%	1.0%	1.6%
<b>Type of employment</b>			
Full time	96.3%	98.5%	97.4%
Part time	3.7%	1.5%	2.6%

The relatively high employee churn in the under 30 group is related largely to the attitudes popular in this demographics: mobility, higher tendency to change jobs, desire to gain new experiences and challenges in different organizations.

New employees and employee turnover in 2017, by age and gender

Aged -->	Women			Men			Total
	≤ 29	30-50	51 ≤	≤ 29	30-50	51 ≤	
Share of new employees	47.8%	11.8%	2.4%	40.6%	7.4%	2.6%	14.9%
Share of employees leaving	16.7%	8.7%	7.7%	20.5%	8.5%	4.6%	10.0%

**10.0%** turnover rate among all Agora Group employees on employment contract

These rates might be affected by the 2016 group lay-offs in Agora S.A., described in Agora Group's 2016 Non-Financial Statement

**78%** employees returned to work after parental leave

Retention rate, illustrating the share of employees who remained in Agora's employment for 12 months after returning from parental leave, is 92.9% for all employees, which attests to the company's commitment to retain employees who come back to work after parental leave.

**Return to work and retention rate after parental leave at Agora Group\* in 2017, by gender**

	Women	Men	Total
<b>Return to work</b>	<b>78.3%</b>	<b>77.4%</b>	<b>78.0%</b>
<b>Retention after parental leave</b>	<b>93.5%</b>	<b>91.3%</b>	<b>92.9%</b>

\*Data does not include GoldenLine

**WORKPLACE [G4-DMA-LA] [G4-51] [G4-LA6] [G4-LA9] [G4-LA11]**

*Our employees can develop their competences and gain new experiences.*

**REMUNERATION**

Agora Group has a number of motivation schemes in place (such as non-monetary schemes, sales-based programmes, motivation schemes for Management Board Members, etc.)

In 2017 Agora Group's payroll and payroll related expenses grew by 1.4 per cent to PLN 327.6 million. The increase was largely driven by higher payroll expenses and benefits for the employees in Film and Books Divisions. Indirect factors causing the increase were a higher minimum hourly rate mandated in the beginning of 2017 and the expansion of the Helios cinemas chain. A minor increase in the cost of payroll and benefits occurred also in the Internet Division. This was caused mainly by some employees' transition from contractor/ freelance status to employment contract. In the remaining operational segments of Agora Group the figures were lower than in the corresponding month of 2016. The drop

in the Press segment was largely due to the 2016 group layoff in Agora S.A. Lower payroll and benefits in the Radio segment were driven mostly by lower outlays on training and conferences and by reduced spending on civil-law contracts, with higher motivation plans and performance-driven remuneration components. Meanwhile lower payroll and payroll-related costs in the Outdoor Advertising segment were due to the lower commission on sales and sales below the 2016 target. A factor that significantly affected the performance in this respect was lower reserves for motivation schemes in 2016.

	2016	2017	YTY
Payroll and employee benefits in Agora Group	323.2 m PLN	327.6 m PLN	↑1.4%

**HEALTH AND SAFETY**

Agora Group fulfils all legal and formal requirements and takes systemic measures to prevent accidents and injuries in the workplace. Agora Group has taken steps to develop a structural approach to health and safety in the workplace. Agora defined general health and safety areas applicable to all employees as well as procedural health and safety requirements.

The following areas were defined: employee training, workplace accidents, medical examination, Health and Safety Commission, workwear, health and safety instruction, corrective glasses, prohibited work. Agora has also developed occupational risk assessments.

The company monitors the number of accidents in the workplace.

Registers of accidents are kept by Agora's entities and the Group as a whole, following a specified protocol of registering and submitting information about accidents in the workplace and on the way to or from work. Health and safety training is provided to the employees in accordance with the relevant regulations.

Type of injury and injury index, occupational diseases, lost and sick leave days, and work-related deaths in Agora Group\* in 2017, in breakdown by gender:

	Women	Men	Total
Number of minor accidents in the workplace	2	11	13
Number of serious accidents in the workplace	0	0	0
Number of work-related fatalities	0	0	0
Accident at work rate	1	8	4
Sickness absenteeism	12	5	9

\*Data does not include GoldenLine

**Accident at work rate:** the number of people injured in workplace accidents by the total number of employees as of the end of reporting period, multiplied by 1000.

**Sickness absenteeism:** total days of sick absence divided by total employment as of the end of financial year (source: Accidents Statistics, GUS Z-KW).

## TRAINING, PROFESSIONAL DEVELOPMENT AND EMPLOYEE APPRAISAL

### INTERNAL TRAINING

**0.18** – average number of in-house training hours per employee in 2017\*

Agora's employee training programmes delivered in 2017 fall under three categories:

- managerial (*Manager's Toolset, Coaching Management Style, Delegating Tasks and Moderating Meetings, Management Workshops*).
- introductory (*Welcome to Agora, Navigator*).
- personal skills enhancement (*Communication and Assertiveness*).

Employees of all Agora Group entities were eligible to enter the programmes.

**219 employees** participated in all training courses, 33 training days in total\*

**118 employees** participated in managerial and personal skills training courses, 24 training days in total\*

**101 employees** attended introductory training courses, 9 training days in total\*

\*Data does not include GoldenLine

As benefits for employees: full or partial refund of tuition fees for higher education and / or learning foreign languages.

### Training in the Internet division

A complex training system was implemented in the Internet division. 400 employees of the Internet division received professional and skills development training in 2017.

Workshops included:

- workshops for managers in building, strengthening and sustaining employee engagement
- workshops for employees in communications, assertiveness tools and FRIS thinking,
- practical workshops in sales, marketing, special projects: Effective Sales Pitch,
- Design Thinking workshops for key employees involved in product development,
- FRIS – individual and group workshops for manager teams,
- professional training for IT.

## IN-HOUSE COACHING

In 2017 Agora introduced a programme of internal coaching as a new method of supporting employees' professional development. The sessions were delivered by ICC-certified coaches. One-on-one coaching was dedicated to developing managerial competences. The sessions have been continued into 2018.

**9 employees** received 38 two-hour coaching sessions

## EMPLOYEE APPRAISAL

Employees of Agora are offered regular, formal appraisal interviews evaluating the quality of their performance (task execution) and competences (once a year). Since 2017 superiors have met with their team members for career development interviews that focus mainly on the future while providing some summary of the employee's performance to date.

### Share of employees of Agora Group\* who received appraisals in 2017, breakdown by employment category

	Women	Men	Total
Middle and senior management	43.5%	46.9%	45.2%
Other employees	71.4%	82.3%	76.8%
<b>Share of employees who received appraisal</b>	<b>65.4%</b>	<b>74.6%</b>	<b>69.8%</b>

\*Data does not include GoldenLine and Helios S.A., no employee appraisal conducted

Individual career plans were developed for key employees of the Internet division.

## Employee satisfaction survey in the Internet segment

Since the fourth quarter of 2016 all employees of the Internet division and Trader.com (Polska) have been invited to take an employee satisfactions survey. The survey is anonymous and comprises 20 rated statements and four open questions. In 2017, the survey was taken by 227 individuals who provided 1200 answers to the open questions. The summary of findings is presented at Internet division meetings and detailed breakdowns are provided to the managers in relevant segments. The findings are analysed, leading to targeted corrective measures in specific areas and in the segment as a whole.

The Internet division conducts annual employee engagement and satisfaction survey and interviews with employees leaving the company.

## EMPLOYER BRANDING

Along with [Agora.pl](http://Agora.pl) corporate website, [Kariera.agora.pl](http://Kariera.agora.pl) and the social media channels (LinkedIn, GoldenLine) are the main communication channels for recruiting prospective employees. [Kariera.agora.pl](http://Kariera.agora.pl) provides an overview of the company, interesting facts for potential employees and job offers with direct links to the application form.

### EMPLOYER BRANDING STARS AWARD

In 2017 Agora received the Employer Branding Stars award for the best recruitment materials. The awarded video campaign *Bez zbędnych słów* (Without Unnecessary Words) was designed to recruit employees for the sales department in Poznań. The project was delivered jointly by the Human Resources department and the Poznań section of *Gazeta Wyborcza*, and resulted in recruiting a new female member for the sales team. Awarded video: [LINK](#)

### WELCOME TO AGORA

On their first day in the new job, each new employee of Agora S.A. is invited to an all-day orientation workshop. *Welcome to Agora* programme provides them with key information about the company, health and safety regulations, data protection and computer usage rules as well as social responsibility aspects important to Agora. The orientation training helps new employees to learn the most important facts and allows them to become familiar with key codes and regulations as well as organizational culture, customs and traditions observed within the company.

The training also covers prevention of discrimination and mobbing in the workplace, customer service code and other internal regulations. New employees also receive a comprehensive CSR information kit.

## PROGRAMMES FOR EMPLOYEES [G4-LA2]

*It is crucial for Agora Group to ensure that employees are able to maintain a healthy work-life balance and lifestyle.*

### EMPLOYEE BENEFIT PROGRAMMES

Agora Group employees (Agora, Agora TC, Agora Poligrafia, Doradztwo Mediowe, Grupa Radiowa Agory, Inforadio, NEXT FILM, Trader.com (Polska), Yieldbird, Optimizers) have access to MyBenefit platform. The employees regularly receive credits they can exchange for various services. The number of points received by an employee depends on their material situation. Under this programme, types of employees have access to a broad range of services: discounts for vacation in Poland or abroad, cinema, concert, theatre tickets, admission to cultural, sports and other events, as well as access to sport and recreational services, services and summer camps for their children, visits to SPA resorts or special offers in shops. The offer also contains a MultiSport Card.

**93%** employees of Agora Group used MyBenefit system

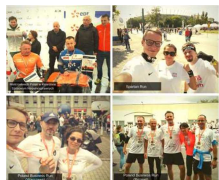
	2016	2017
Share of employees who used MyBenefit	+80%	+93%

Agora's employees are also entitled to reduced-price tickets for themselves and their plus-ones in all Helios cinemas around Poland.

### SPORTS EVENTS

In 2016 the company also started a running fund to cover the cost of entry fees to running competitions, mostly marathons, half marathons or other non-standard long-distance runs and long ski runs. The idea behind the fund is to support the largest possible group of runners – employees of Agora S.A. Each employee is entitled to a specified amount per year.

	2016	2017
Number of Agora S.A. employees who received refunds from the running fund	20	35



#### AMS Sports Team

In 2017 members of AMS Sports Team competed in such events as classic runs – marathons, half marathons, relay races, charity runs as well as in extreme running events such as Spartan Race and Runmageddon. In 2017 AMS Sports Team had 32 members, 15 of whom received refunds from the sport fund.

**Seventh Agora Family Run** was held on 22 October 2017 in Warsaw. Employees of Agora and their family members received free admission. 20 adult and 13 child competitors entered the run. Agora's sports events continue to gain popularity. 2017 Agora Mundial attracted 18 teams, nearly 200 competitors, including the first female team.



## 250 athletes competed in the sport events in 2017



Jajo Agory skiing competition



Agora Mundial football competition



Agora Open Tennis tournament



Agora Cup yacht race

Employees also take part in outdoor sports competitions. During EKIDEN event held on 13-14 May 2017 *Gazeta Wyborcza* was represented by six runners. In the general classification, the team ranked 82<sup>nd</sup> of 707 teams all over the entire Poland. We were also 22<sup>nd</sup> in the corporate teams relay race (247 teams entered the competition)

## EMPLOYEE BENEFIT PROGRAMMES

All employees of The Agora Group entities contributing to Agora Joint Social Fund (Agora S.A., Agora TC, Agora Poligrafia, Doradztwo Mediowe, Grupa Radiowa Agory, Inforadio, NEXT FILM, Trader.com (Polska), Yieldbird, Optimizers) have:

- additional benefits for employees in difficult circumstances,
- access to a benefits platform and partial refunds of gym membership fees,
- partial refund of participation in sports events (including running events),
- mortgage loan.

They also have additional medical package for all employees and group insurance.

Special employee discounts on:

- cultural events co-organized by Agora Group,
- digital subscription of *Gazeta Wyborcza*,
- subscription of magazines,
- tickets to Helios cinemas,
- books in [Kulturalnysklep.pl](http://Kulturalnysklep.pl) and e-books in [Publio.pl](http://Publio.pl).

Employee benefits at GoldenLine:

- additional medical package,
- access to the benefits platform and partial refunds of gym membership fees,
- Fruit Wednesdays (fruit available for free in the employee kitchen),
- PlayStation room
- modern office (virtual walk [here](#)).

## WORK-LIFE BALANCE

In agreement with their supervisors, the employees of the Agora Group companies may choose to work remotely or in a flexible hours schedule. Among the facilities in the Agora Group's main office at Czerska 8/10 in Warsaw are a canteen serving breakfasts, lunches and dinners, Gazeta Cafe, a swimming pool, fitness facilities and a sauna. There is also a parking space for car and bicycles.

The company also offers assistance to families with children. Parents receive a parental benefit from the company on the birth of their child. The company also contributes to the education of their employees' children by covering the cost of school starter kits or subsidizing the so-called 'green schools'. Employees of the company can also apply for a refund of the cost of their children's summer camp or of day-care or hiring a babysitter.

**GOOD PRACTICE: Dwie godziny dla rodziny (Two Hours for the Family)**

In 2017 Agora joined *Dwie godziny dla rodziny* campaign of Fundacja Humanites - Sztuka Wychowania. The theme of the 2017 action was family cooking and on 1 June 2017, International Children's Day, every employee could use the special opportunity to leave work two days earlier and spend time with their family.

Additionally, the video team of Gazeta.pl prepared several ideas for family pastimes: *Haps* recipe for a child simple grilled meal and *Myk!* tutorial for cooking on the beach. The videos were also published on Facebook, which significantly expanded the outreach of the campaign.

The Management Board of Agora also encouraged the employees to enter a special work-life balance competition, and internal

website published inspirations, a quiz and videos promoting healthy work-life balance, viewed nearly 300 thousand times!

**Video 1:** <http://haps.gazeta.pl/haps/10,151123,21890102,dziecinnie-prosty-grill-na-plazy.html>

**Video 2:** <http://myk.gazeta.pl/myk/10,155781,21889615,przenosna-kuchnia-na-plazy-to-proste-z-tym-mykiem-na-plazowego.html>

**GOOD PRACTICE: Agora Pracodawcą przyjaznym czytającym (Reader-Friendly Employer)**

**2053** – number of e-book downloads in the *Darmowe ebooki* (Free Ebooks) programme

The Agora Group was among the first to join the *CzytajPL* campaign and was awarded the title of *Pracodawca przyjazny czytającym* (Reader-Friendly Employer).

Agora actively promotes readership in the society at large as well as among its employees who are offered: discounts on e-books, audiobooks and press titles in Publio.pl Internet bookstore, discounts on all merchandise in Kulturalnysklep.pl online bookstore, special prices on books and collections of Agora Publishing House in Gazeta Café and special price on the digital subscription of Gazeta Wyborcza.

**Free e-books for summer vacation and holidays**

Employees of Agora Group could download free e-books from Publio.pl twice in 2017, before summer vacation and Christmas. This way Agora promotes readership among their employees.

**Przeczytana? Wymień się! (Finished Reading? Pass It On!)**

**200** -> number of books read

The book-swapping project emerged from spontaneous book-swapping events. Agora Group employees based in Czerska 8/10 office in Warsaw can bring their own books or take some from a shelf installed in the office.

Every three months some of the books are donated to Maria Skłodowska-Curie Oncology Institute in Warsaw, for use by the patients, and to shelters for single mothers and homeless shelters.

## GOOD PRACTICE

## AGORA EMPLOYEES DONATE BLOOD

**12 litres** – blood donated by the employees of Agora in the blood donation campaign

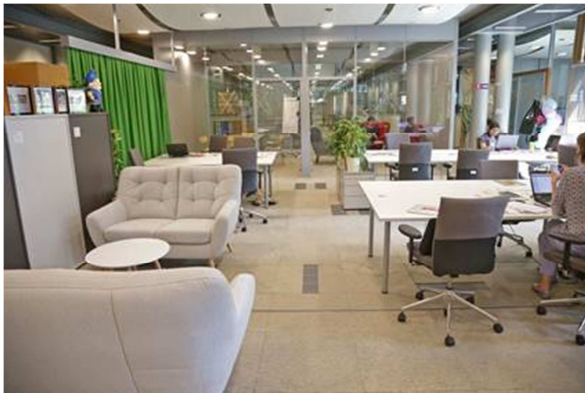
On 11 July 2017 Agora and the Regional Blood Donation Centre organized a blood donation campaign in Agora's Czerska 8/10 office in Warsaw. Almost 100 employees volunteered to donate blood, of this number 53 were registered and 27 qualified to be donors after screening tests. The campaign yielded 12 litres of blood.

The event and blood donation at large were the subject of a promotional campaign among employees. Each donor received the traditional chocolate pack as well as a discount coupon for lunch in the in-house cafeteria and a voucher for a healthy juice or cocktail in Gazeta Café.



## TELEWORKING IN AGORA'S MAGAZINES DIVISION

**98.5% of teleworking employees in the Magazines division offer positive or neutral opinion about the arrangement.**




The system of teleworking has been introduced to Agora's Magazines division in 2016, gradually launched in different teams. The shift is to some degree a response to the employees' needs and an increasingly more popular market standard. The key strength of such arrangements as indicated by the employees is convenience. An employee working from home in flexible hours has more freedom to adapt working conditions to their needs, which might considerably boost their effectiveness.

In 2017 Agora conducted a survey among the employees of the Magazines division on the topic of teleworking. 81.5 % of employees use this working arrangement. 98.5 % admitted that switching to teleworking had no negative effect on their work or the work of their team, while half of the group spoke favourably about the shift.

Office spaces in the Press division and in Poznań quarters of GW were arranged according to *activity-based working* principle (ABW).

## HUMAN RIGHTS [G4-DMA-LA] [G4-DMA-HR] [G4-11] [G4-58] [G4-LA16] [G4-HR2] [G4-HR3] [G4-HR12]

## PREVENTING DISCRIMINATION AND MOBBING IN THE WORKPLACE


**Anti-discrimination and anti-mobbing policy** -> More: *APPROACH TO MANAGEMENT [G4-DMA-LA]*

Agora is free from employee discrimination and mobbing.

Any workplace **discrimination, direct or indirect**, in particular related to: **gender, age, disability, race, religion, nationality, political convictions, union membership, belief, sexuality**, as well as to employment term and type – **permanent or temporary, part or full time** – is strictly **inadmissible**.

Any **decisions of the employer**, in particular those referring to:

- employment,
- promotion,
- access to professional training opportunities,
- remuneration

are based predominantly on **objective assessment of performance, skills and competences** and **professional experience**.

**Agora's relations with employees, collaborators, trainees and interns are based on the principles of:**



As an employer, we oblige **our employees, collaborators, trainees and interns** to comply with the principle of **non-discrimination** and **not engaging in any kind of mobbing behaviours** towards: co-workers and subordinates, as well as to observe the principle of **respecting human dignity** in relations with them.

- ➔ Any incident or query related to the violation of equal treatment, anti-discrimination and anti-mobbing principles should be reported to the employer as specified in the anti-discrimination and anti-mobbing policy.

## LABOUR PRACTICES GRIEVANCE MECHANISMS

On 27 November 2017 one of internet websites published a text accusing one of the employees of Agora of misconduct. On the same day Agora launched an investigation into the issue. *Gazeta Wyborcza* also published an official statement concerning the accusations and the employee under investigation voluntarily submitted to suspension.

Under the anti-discrimination and anti-mobbing policy, Agora S.A. appointed a commission tasked with conducting an investigation into the matter and providing proper protection to individuals involved.

On 19 December 2017 the commission concluded the investigation and presented their findings and recommendations to the Management Board, including necessary legal action. Out of respect to the privacy of the employees involved in the incident and their co-workers, the company decided to abstain from publishing more information about the incident. Thus, the workings as well as the report of the Commission are confidential.

Among the recommendations put forward by the commission was instant termination of employment contract with one of the persons involved in the incident.

*The case raised the sensitivity among all members of Agora team to the topic of unwanted behaviours and was an impulse to reach back to relevant protocols, also by attending special training sessions. The Human Resources department of Agora is developing a system of workshops on the subject addressed to all employees of the company*

Management Board announcement of 21 Dec. 2017

### Expert sessions on preventing mobbing and discrimination

Two sessions with an independent expert on preventing discrimination and mobbing took place on 4 December 2017. The sessions were open to all employees and were designed to remind team managers and members what behaviours are inappropriate in the workplace and how to respond as a recipient or witness or such behaviours. The sessions were streamed online to other branches of the company.

Video recording of the sessions is available in the Intranet to all employees. The two sessions attracted over 150 attendees and 100 online viewers.

### Workshops *Masz MOC – reaguj!* (You have the POWER – react!)

In December 2017 Agora started promoting and in January 2018 conducted, workshops *Masz MOC – reaguj!* Their aim was to help participants develop skills to respond in difficult interpersonal situations. The workshop was open to all employees and was developed and delivered by Agora HR coaches.

zapraszamy  
wszystkich  
chętnych  
na warsztat

Masz moc.  
**REAGUJ!**



**EMPLOYEE REPRESENTATION; FREEDOM OF ASSOCIATION [G4-11] [G4-24] [G4-26] [G4-27] [G4-DMA-LA]**

The following employee representation agents operate in the Agora Group: Employee Council, *Solidarność* Trade Union and Employee Representative. All three are invited to join consultations in key employee matters.

**Employee council** operates under the Act on Informing and Consulting Employees and an agreement with the Management Board. Council Members are elected through popular vote for a four-year term. Employee Council represents the interests of Agora's employees and acts as an intermediary between them and the Management Board, operating as an advisory and consulting body. Information about the Council is posted on the company's intranet.

Employee council exist in: Agora, Agora Poligrafia and Grupa Radiowa Agory.

Information about the employee councils can be found in the Intranet.

***Solidarność* trade union in Agora S.A. and Inforadio Sp. z o.o.** has been active at Agora S.A., Inforadio Sp. z o.o., Agora Poligrafia Sp. z o.o., AMS S.A., and Grupa Radiowa Agora's Sp. z o.o. since 12 December 2011. Under the Polish law, management boards of companies with employees represented by active trade unions are obliged to conduct consultations or negotiate the matters specified in the regulations with their trade unions.

In the remaining entities of the Agora Group exist function Employee Representative – mandated by the law.

No collective bargaining agreements are in force at Agora Group.

## DIVERSITY IN THE WORKPLACE [G4-DMA-LA] [G4-DMA-HR] [G4-LA12] [G4-LA13]

*We create a workplace welcoming diversity, founded on respect and openness.*



**Diversity in Agora Group** -> More: APPROACH TO MANAGEMENT [G4-DMA-LA]

Diversity and openness are values integral to Agora Group's business operations as well as employment policy. Employees of Agora Group come from different backgrounds and cultures, exhibit various skills and talents, represent diverse thinking styles and viewpoints and have different life and professional experience.

The employees' professional potential is determined by their competences. The company strives to build a diverse but efficient team of individuals working together.



By signing the Diversity Charter, Agora undertook an obligation to:

- create a pro-diversity workplace atmosphere and organizational culture,
- introduce internal institutional solutions to develop equal treatment policies,
- develop and implement anti-discrimination and diversity management in the workplace policies,
- introduce anti-discrimination and anti-mobbing monitoring measures and system of education about preventing discrimination and mobbing,
- conduct open dialogue with employees on the adopted diversity management policy,
- issue annual reports on diversity measures and their results,
- promote and educate about diversity management in Poland.

→ **MORE: EMPLOYMENT STRUCTURE**

## DIVERSITY AND EQUAL OPPORTUNITIES

Membership in management bodies by gender, age and education.

### Employees of Agora Group by position category, age and gender

	Senior and middle management			Other employees		
	Women	Men	Total	Women	Men	Total
<b>Aged ≤ 29</b>	6.2%	3.7%	<b>5.0%</b>	22.2%	19.1%	<b>20.7%</b>
<b>Aged 30-50</b>	82.3%	75.8%	<b>79.1%</b>	67.5%	69.6%	<b>68.3%</b>
<b>Aged 51 ≤</b>	11.5%	20.5%	<b>16.0%</b>	10.6%	11.3%	<b>11.0%</b>
<b>Total</b>	<b>50.9%</b>	<b>49.1%</b>		<b>51.8%</b>	<b>48.2%</b>	

### Employees of Agora Group by position category, gender and education.

	Senior and middle management			Other employees		
	Women	Men	Total	Women	Men	Total
<b>Primary</b>	0.0%	0.0%	<b>0.0%</b>	0.1%	0.2%	<b>0.1%</b>
<b>Secondary</b>	18.9%	28.8%	<b>23.9%</b>	27.5%	46.6%	<b>36.7%</b>
<b>Higher</b>	81.1%	71.2%	<b>76.1%</b>	72.4%	53.2%	<b>63.2%</b>
<b>Total</b>	<b>50.9%</b>	<b>49.1%</b>		<b>51.8%</b>	<b>48.2%</b>	

	Women	Men	Total
<b>Share of employees with disabilities</b>	2.5%	3.9%	<b>3.2%</b>

One of the main goals of the diversity policy is equal remuneration of men and women. The company is committed to fair and equal treatment of all employees regardless of their gender.

### Employee salary versus average salary in Agora Group\* by gender.

	Share of nominal average salary	Percentage of average salary paid
<b>Average salary of women</b>	<b>92.5%</b>	<b>95.7%</b>
<b>Average salary of men</b>	<b>107.5%</b>	<b>104.6%</b>

\*Data does not include GoldenLine



## ETHICS AND ANTI-CORRUPTION

We are committed to observing the highest ethical standards, operating in accordance with the law, our internal regulations and external codes of conduct we adopted.

### APPROACH TO MANAGEMENT [G4-DMA-SO] [G4-15] [G4-16] [G4-56] [G4-M3] [G4-DMA-PR]

As a business we observe the law, our internal regulations and external codes of conducts we adopted. Any activities that might be construed as compromising to the company and its public image are strictly forbidden. These include: corruption, offering or accepting bribes and other misconduct.

In our operations, we make every effort to eliminate any potential conflict of interests and prevent the disclosure of confidential information, we also follow a set of rules for interacting with any external media.

#### Agora Group adopted the following external codes of conduct:



- [Code of Good Practice for Press Publishers](#)
- [Code of Ethics in Advertising](#)
- [Media Ethics Charter](#)

Self-imposed regulations are particularly important in Agora's core business, its media operations and responsibility in the advertising segment. Agora makes every effort for the above codes and regulations to be upheld to the stakeholders' satisfaction. The company also observes the regulations stipulated in the 'Code of Best Practice' for WSE Listed Companies, discussed in detail in the corporate governance section of this report.

#### Internal codes of ethics observed at Agora Group:



- Agora's Charter
- Code of Journalistic Ethics
- Code of Journalist

To supplement the industry code of values, Agora has self-imposed internal codes that focus mostly on journalism as a profession ('Code of Journalistic Ethics' and 'Code of Journalist') They are internal commandments for journalists and editors working in Agora's media. The Agora's Charter is a document elaborating on the core values of the company in a form of a code of ethics.

Agora S.A. also has the following policies in place:



- Selection of advertisements accepted for publication in *Gazeta Wyborcza*, magazines: *Wysokie Obcasy Extra*, *Książki. Magazyn do czytania* and in digital publications (applications) and *Wyborcza.pl*.

The document lists all binding laws and internal regulations of Agora S.A. relevant to the selection of advertisements published in our media. The document is further complemented by a list of procedures and rules applicable to specific aspects such as: ban on gambling advertising, election adverts, etc.

## ADVERTISING ETHICS [G4-DMA-PR] [G4-M3]

With respect to the Agora Group, **advertising ethics** is related to our role as an advertiser as well as media publisher, which renders the issue of particularly important for all our operations.

We take every effort to ensure that the advertisements we publish comply with the law (including ban on advertising gambling, alcoholic and tobacco products) and principles of good conduct. Any advertisement, its form and content, should comply with relevant laws, rules of good conduct, programme line and / or the type of publication and with the codes observed by Agora as a publisher:

- Code of Ethics in Advertising,
- Code of Good Practice for Press Publishers.



### RADA REKLAMY

**Code of Ethics in Advertising** is a standard of marketing communication recognized universally across Poland. Adopted by Agora, Code of Ethics in Advertising constitutes a set of principles that should be followed by entrepreneurs, including especially advertisers and other legal and natural persons as well as organizational units without legal personality conducting advertising. The code is based on universally adopted ethical principles and on good practices, in particular on business ethics standards and ethical norms in marketing communication recommended by The European Advertising Standards Alliance (EASA). The code does not constitute a set of standards and by no means replaces relevant laws. Instead, it is a set of additional obligations and limitations adopted, irrespectively of the legal regulations in force. The Code is enforced by Union of Associations Advertising Council (Advertising Council).

→ More: <https://www.radareklamy.pl/kodeks-etyki-reklamy>



### Code of Good Practice for Press Publishers (Publishers' Code)

The code was developed by the Polish Press Publishers Chamber (Izba Wydawców Prasy - IWP) as a set of internal standards for the purpose of self-regulating publishers allied in IWP as well as other publishers that would join the organization in the future. The main idea behind the document is to protect the interests of readers and market players against unfair market practices that go contrary recognized the good practice code.

### GOOD PRACTICE – Agora is Poland's first publisher with the ads.txt standard

Ads.txt standard was introduced in Agora's web services in 2017, to achieve greater transparency of the use of advertising displays. The ads.txt solution, developed by IAB Tech Lab, is the answer to two increasingly more widespread problems in programmatic advertising: domain spoofing and unfair resale of ad space in programmatic open auctions. With ads.txt files, publishers can enhance their brand protection against unverified sources of program advertising while advertisers are confident that they're buying original advertising space.

The project is an example of the online publisher's responsibility as follows relevant recommendations of IAB.

Ads.txt files have already been implemented by Gazeta.pl and Wyborcza.pl. The implementation process was run by Yieldbird, company of the Agora Group that manages advertising space and optimizes revenue from programmatic advertising.

Yieldbird informs other publishers they partner with about the need to apply ads.txt files. Implementing this solution builds standards and strengthens confidence in programmatic advertising. [More](#)



**JOURNALIST ETHICS [G4-56] [G4-DMA-M] [G4-M3]**

As a brand with a long journalistic tradition, we are committed to journalistic and media ethics. Freedom of speech, independence and reliability are important principles we uphold in our daily operations. We are courageous and responsible.

Any content we develop is based in reliable and true communications. Reliable sources and transparency are crucial to us. We act in accordance with the codes of [Media Ethics Charter](#).

As Poland's leading media brand, we are fully aware of our responsibility, impact and role in the environment at large, as well as the role of media in an individual's life and in the life of a civil society. Freedom of speech, fundamental rights, democratic values and sustainable social growth are the main pillars of our media and educational activities. We strive to help our consumers develop skills of healthy media usage and critical thinking. We are committed to protect pluralism of opinions.

*Media Ethics Charter lists seven principles:*

- 1. PRINCIPLE OF TRUTH – which means that journalists, editors, producers and broadcasters do their best to ensure the information they convey reflects the truth; they report the facts scrupulously, without deformation and in their proper context, and in case of publicising false information they immediately correct it.*
- 2. PRINCIPLE OF OBJECTIVITY – which means that the author depicts the reality independently of his/her own views, reports reliably different points of view.*
- 3. PRINCIPLE OF DISTINCTION BETWEEN INFORMATION AND COMMENTARY – which means that the message is constructed in such a way that it is possible for the recipient to distinguish facts from views and opinions.*
- 4. PRINCIPLE OF HONESTY – which means acting in accordance with one's conscience and the good of the recipient, not submitting oneself to any influences, incorruptibility, refusing to act against one's beliefs.*
- 5. PRINCIPLE OF RESPECT AND TOLERANCE – i.e. respect for human dignity, rights, personal property, and especially for privacy and good name.*
- 6. PRINCIPLE OF THE PRIMACY OF RECIPIENT'S GOOD – which means that the basic rights of readers, viewers and listeners take precedence over the interests of the editorial staff, journalists, editors, producers and broadcasters.*
- 7. PRINCIPLE OF FREEDOM AND RESPONSIBILITY – which means that freedom of the media imposes on journalists, editors, producers and broadcasters responsibility for the form and content of the message and the consequences which result from them.*

## PREVENTING CORRUPTION AND FRAUD [G4-DMA-SO]

Our priority is to conduct operations respecting the law and due diligence. We take every precaution to prevent situations that might lead to corruption, bribery or fraud. While no documents or comprehensive solutions for preventing corruption or fraud in the workplace were put in place in 2017, Agora approaches the above principles as a foundation of our activity. In 2017 **we launched a process of developing and implementing Agora Code of Ethics that will also cover the above issues. The document is scheduled to be completed and introduced in the first half of 2018.**

## DEVELOPMENT OF AGORA CODE OF ETHICS

In December 2017 we conducted a survey among the employees of Agora S.A. on the topics that should be covered by Agora's Code of Ethics. The document is to gather and supplement all internal and external ethics codes adopted by Agora and, more importantly, indicate what attitudes and behaviours are desired and expected within the organization, and what behaviours are deemed inadmissible. The document will also cover: **whistleblowing procedures**, and **protection of whistle-blowers, gifting policy**, as well as **communications and education**.

As part of the process, Agora established Ethics Committee. The committee is made up of the company's employees and holds regular meetings. Another element of the project is a dedicated e-mail address: [etyka@agora.pl](mailto:etyka@agora.pl) and a special place in the Intranet with information about the project.

Employees, managers and executives will be involved in each a stage of the development of the document. We shall invite all of them to join the process through consulting sessions, workshops and training schemes.

We asked our team about the values that they find particularly important. At the top of the priority list were:

- **independence,**
- **openness,**
- **tolerance.**

## PRIVACY AND DATA PROTECTION [GR-DMA-PR]

Each entity of Agora Group has a policy and procedures that form a personal information and privacy protection system, while the policies are implemented by each business separately. In 2017 Agora SA conducted a comprehensive inspection of security systems and initiated the project of implementing security measures in the computer and business management systems to fully comply with the General Data Protection Regulation.



### Personal Data Protection Policy in Agora S.A.

Agora S.A. is committed to protecting customer privacy and customer data. To that end, the company adopted a number of regulations: Personal Data Protection Policy, Security Strategy, Security Policy, and Information Security Policy. The goal of Personal Data Protection Policy with its procedures and guidelines is to provide a regulatory framework to ensure that the processing of personal data for the Agora Group's operations is fully compliant with the law. Information Security Policy and its by-laws provide regulations for ensuring the security of collection, processing and transfer of information within Agora S.A. and compliance with relevant data protection laws. Relevant regulations for Agora's web portals and mobile applications are: Rules of Using Webservices of Agora S.A., Privacy Policy and Privacy Policy in Mobile Applications and other internal codes and regulations. -> More in section: **Responsibility towards clients and suppliers.**

To ensure compliance with the policies listed above, the company appointed Data Protection Inspectors and Data Protection Committee.

Personal data and privacy protection is also on the agenda of Welcome to Agora orientation training for new employees.



### Personal Data Protection Policy in Helios S.A.

Personal Data Protection Policy describes the principles of management and processing personal data and their protection by Helios S.A. The overriding principle is the protection of data against unauthorised access as well as compliance with the law and internal personal data processing regulations. The protection covers personal data in digital and printed form and specifies the responsibilities of employees and the company as well as how the policy's implementation is monitored.



### Personal Data Protection Policy in AMS S.A.

The purpose of the Personal Data Protection Policy in AMS S.A. is to ensure that personal data is protected against any threats, internal and external, accidental or deliberate.



### Personal Data Protection Policy in Yieldbird

Personal Data Protection Policy in Yieldbird is a set of rules, codes and guidelines regulating the management, protection and distribution of data within the company.

## RESPONSIBILITY TOWARDS CUSTOMERS AND SUPPLIERS

**We build lasting and sustainable relations with our environment**

APPROACH TO MANAGEMENT [G4-24] [G4-26] [G4-27] [G4-DMA-SO] [G4-DMA-PR] [G4-DMA-M]

**We are committed to build partnership relations with customers, suppliers, business partners, civic organizations, institutions and all stakeholders of the Agora Group. We engage in dialogue, hear their opinions and respond to their the needs.**

- Our goal is to provide excellent quality services for our users' satisfaction,
- We are committed to building positive and lasting relations with users,
- The overriding rule in our interactions with our users is fair conduct in accordance with the highest ethical standards.

Agora Group has a portfolio of very diverse products and services. The businesses of Agora Group publish press, develop and manage Internet portals, web services and mobile applications, conduct radio, cinema and television operations, produce and distribute films, deliver advertising and printing services, etc. The company is committed to a responsible approach to products and services it offers. Self-imposed and external regulations (codes, good practices, by-laws) observed by the company ensure high quality of services and products that reach clients and customers and reflect Agora Group's approach in this area.

### ➔ Relations with suppliers and business partners

Due to the diverse and segmented operations of different businesses and entities of Agora Group, the group has not developed a single formal document outlining the rules for dealing with business partners, contractors and suppliers.

Agora has implemented a set of tender procedures, a protocol for signing contracts between Agora and other parties and other documents regulating different types of business relationships.

### ➔ Customer relations

**Agora S.A. observes a number of documents to ensure proper customer relations, external as well as internal self-imposed codes include:**

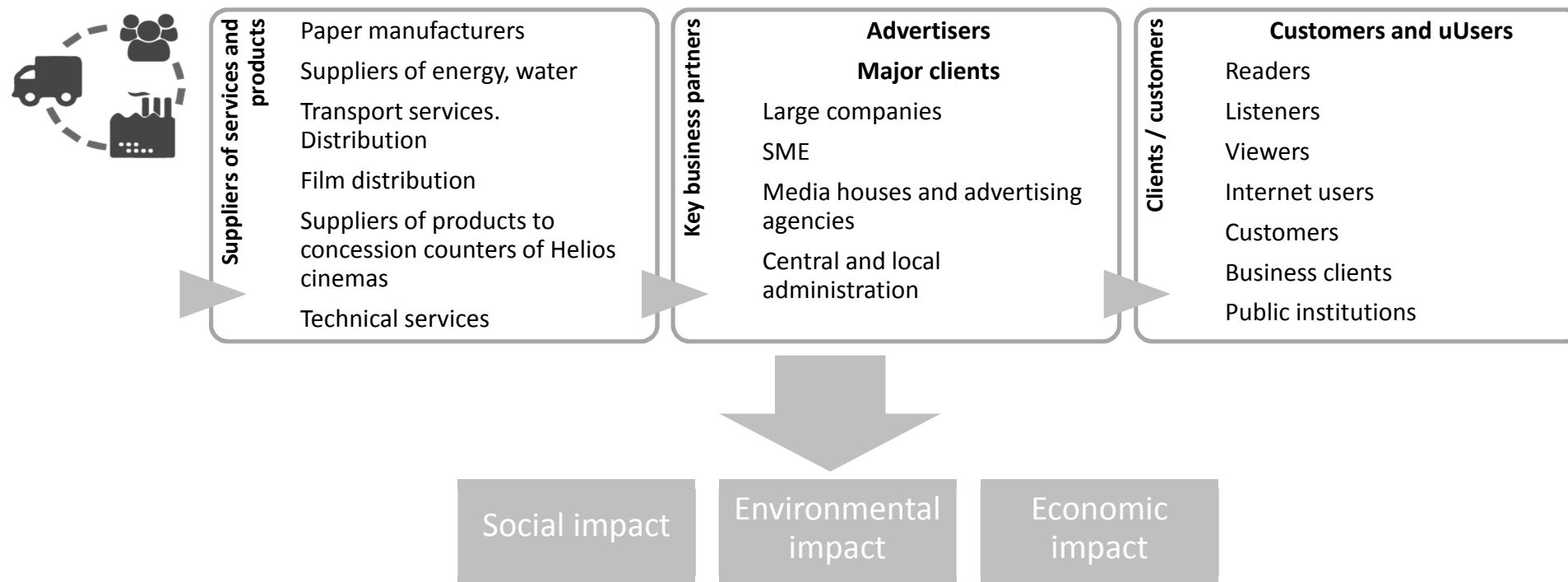


- 1) Code of good practices in customer service
- 2) External codes, general rules of advertising publication
- 3) Customer service procedures
- 4) Complaint procedures

More -> [Customer Service Standards](#)

Read more on: [www.agora.pl](http://www.agora.pl)

**SUPPLY CHAIN AND OUR IMPACT [G4-12] [G4-24] [G4-26] [G4-27]**



**RELATIONS WITH CONTRACTORS [G4-12] [G4-13] [G4-26] [G4-27]**

Our relations with stakeholders are based on fair treatment and partnership. We oblige ourselves to fulfil our contracts and obligations faithfully and responsibly and in compliance with the law.

Effectiveness	2017	2016	YTY
Inventory turnover period	15 days	13 days	15.4%
Receivables collection period	61 days	63 days	(3.2%)
Liabilities settlement period	42 days	43 days	(2.3%)

- Trade liabilities do not bear interest and are usually settled within 14-60 days.
- Liabilities from taxes, duties and insurance premiums do not bear interest and calculated monthly as specified in payment terms.
- Current liabilities include liabilities payable to related entities.

No significant supply-chain changes occurred in 2017.

Read more on: [www.agora.pl](http://www.agora.pl)

## RELATIONS WITH CLIENTS [G4-24] [G4-26] [G4-27] [G4-DMA-PR]

We take responsibility for the services and products we offer, with transparent marketing communications and the rules of using our services and products.

**Protection of privacy and personal data**

Agora S.A. is committed to protecting customer privacy and customer data. We view personal data protection as a priority, comply with legal regulations and self-imposed strategies and policies designed to eliminate loopholes that might lead to potential breaches. We also uphold customer communications industry standards.

**Internal self-imposed codes:**

- *Strategia Bezpieczeństwa Agora S.A.* (Security Strategy of Agora S.A.)
- *Polityka Bezpieczeństwa Agora S.A.* (Security Policy of Agora S.A.)
- *Polityka Bezpieczeństwa Danych Osobowych Agora S.A.* (Personal Data Protection Policy of Agora S.A.)
- *Polityka Bezpieczeństwa w HELIOS S.A.* (Security Policy of HELIOS S.A.) and instruction for managing computer systems for processing personal data by HELIOS S.A.

**Main documents available to users:**

- **Ochrona prywatności użytkowników serwisów internetowych Agory S.A. (Customer Privacy and Personal Data Protection for Users of Agora S.A. Web Services)**  
[http://pomoc.gazeta.pl/pomoc/1,154322,8856779,Ochrona\\_prywatnosci.html](http://pomoc.gazeta.pl/pomoc/1,154322,8856779,Ochrona_prywatnosci.html)
- **Polityka Prywatności w zakresie aplikacji mobilnych (Mobile Applications Privacy Policy)**  
[http://pomoc.gazeta.pl/pomoc/1,154322,13569772,Polityka\\_Prywatnosci\\_w\\_zakresie\\_aplikacji\\_mobilnych.html](http://pomoc.gazeta.pl/pomoc/1,154322,13569772,Polityka_Prywatnosci_w_zakresie_aplikacji_mobilnych.html)
- **Regulamin Użytkownika Serwisów Internetowych Agory (Rules of Agora Web Services User)**  
[http://pomoc.gazeta.pl/pomoc/1,154322,11261764,Regulamin\\_uzytkownika\\_Serwisow\\_Internetowych\\_Agory.html](http://pomoc.gazeta.pl/pomoc/1,154322,11261764,Regulamin_uzytkownika_Serwisow_Internetowych_Agory.html)

- **Zasady korzystania z aplikacji Czasopism na nośniku z systemem iOS i Android (Rules of Using Czasopisma Application on iOS and Android Handheld Devices)**  
[http://pomoc.gazeta.pl/pomoc/1,154322,14943254,Zasady\\_korzystania\\_z\\_aplikacji\\_Czasopisma\\_na\\_nosniki.html](http://pomoc.gazeta.pl/pomoc/1,154322,14943254,Zasady_korzystania_z_aplikacji_Czasopisma_na_nosniki.html)
- **Zasady korzystania z aplikacji Gazeta Wyborcza na nośnikach z systemem iOS i Android (Rules of Using Gazeta Wyborcza Application on iOS and Android Handheld Devices)**  
[http://pomoc.gazeta.pl/pomoc/1,154322,14449363,Zasady\\_korzystania\\_z\\_aplikacji\\_Gazeta\\_Wyborcza\\_na.html](http://pomoc.gazeta.pl/pomoc/1,154322,14449363,Zasady_korzystania_z_aplikacji_Gazeta_Wyborcza_na.html)
- **Regulamin użytkownika Gazeta Wyborcza (Gazeta Wyborcza Rules of Usage)**  
[http://wyborcza.pl/1,76842,17859124,Regulamin\\_uzytkownika\\_Gazety\\_Wyborczej\\_.html](http://wyborcza.pl/1,76842,17859124,Regulamin_uzytkownika_Gazety_Wyborczej_.html)
- **Regulamin Ogólne zasady udostępniania treści (General Rules of Content Provision)**  
[http://newslettery.gazeta.pl/newslettery/1,94882,13791543,Regulamin\\_Ogolne\\_zasady\\_udostepniania\\_tresci.html](http://newslettery.gazeta.pl/newslettery/1,94882,13791543,Regulamin_Ogolne_zasady_udostepniania_tresci.html)
- **Polityka prywatności w sieci kin Helios S.A. (Privacy Policy of Helios S.A. Cinemas)**  
[http://www.helios.pl/polityka\\_prywatnosci\\_www/](http://www.helios.pl/polityka_prywatnosci_www/)  
More: **PRIVACY AND DATA PROTECTION (LINK)**

**CHANNELS OF COMMUNICATION WITH CUSTOMERS IN AGORA SERVICES:**

Gazeta.pl helpdesk: [pomoc@agora.pl](mailto:pomoc@agora.pl)

Helpdesk for subscribers of *Gazeta Wyborcza*: [pomoc@wyborcza.pl](mailto:pomoc@wyborcza.pl)

Website: <https://www.agora.pl/kontakt>

Phone, e-mail, social media



**HELIOS S.A.**

The rules regulating online sale of Helios tickets are specified in:

- -> *Regulamin e-sprzedaży w sieci kin Helios S.A.* (Rules of Online Ticket Sales at Helios S.A.): [http://www.helios.pl/regulamin\\_sprzedazy/](http://www.helios.pl/regulamin_sprzedazy/)
- -> *Regulamin e-sprzedaży za pomocą aplikacji mobilnej* (Rules of Tickets Sale via Mobile Application): [http://www.helios.pl/regulamin\\_sprzedazy\\_w\\_aplikacji\\_mobilnej](http://www.helios.pl/regulamin_sprzedazy_w_aplikacji_mobilnej)

The documents specify the rules, scope and terms of use of the service / application by the buyer, including purchasing tickets to cinema screenings, returns of admission fee paid online / via the application and complaint procedures.

**TANDEM MEDIA**

Tandem Media (Doradztwo Mediowe) radio and cinema advertising broker also specifies the rules of customer service, complaints handling and general rules of using their internet service:

- ***Regulamin serwisu internetowego Tandem Media*** (Rules of Tandem Media Online Service Use): [http://tandemmedia.pl/wp-content/uploads/2017/03/TandemMedia\\_Regulamin.pdf](http://tandemmedia.pl/wp-content/uploads/2017/03/TandemMedia_Regulamin.pdf)

**Complaint processing system of Agora S.A.**

Complaint regulations, including complaint procedure and obligation to process a complaint within 24 hours (applies to working days) are specified in:



- ***Zasady ogólne zamieszczania reklam i ogłoszeń w wydawnictwach Agory S.A.*** (General Rules for Publishing Advertising in Publications of Agora S.A.): <http://bi.gazeta.pl/im/8/21574/m21574578,ZASADY-OGOLNE-2017.pdf>
- ***Zasady ogólne zamieszczania reklam serwisach internetowych Agory S.A.*** (General Rules for Publishing Advertising in Web Services of Agora S.A.): <http://bi.gazeta.pl/im/8/21954/m21954708,ZASADY-OGOLNE-WYBORCZA-PL.pdf>
- ***Ogólne zasady zamieszczania reklam w portalu Gazeta.pl*** (General Rules for Publishing Advertising in Gazeta.pl) [http://reklama.gazeta.pl/wp-content/uploads/2015/10/zasady\\_GAZETA\\_PL.pdf](http://reklama.gazeta.pl/wp-content/uploads/2015/10/zasady_GAZETA_PL.pdf)

Sales and customer service departments of Agora S.A. have protocols for handling complaints with attachments. Register of complaints is kept and used to deliver regular reports.

## CUSTOMER SERVICE STANDARDS [G4-DMA-PR] [G4-24] [G4-26] [G4-27]

- ▶ In communicating with business clients and customers, readers, users, listeners and viewers, we observe the **Code of Best Practices in Customer Service** and internal codes and procedures, including a complaint handling protocol. We also act in accordance with industry codes adopted by the organization (Code of Good Practice for Press Publishers, Code of Ethics in Advertising, Media Ethics Charter)



- **Code of Best Practices in Customer Service**

The main idea behind the code is to regulate contacts between the employees of Agora Group and customers, readers and users as well as structure and optimize the mechanisms. Annexed to the document is a detailed specification of each rule, including guidelines for e-mail exchange, telephone communications and contacts through the social media.

## SURVEYS AMONG USERS AND READERS

- **SURVEY AMONG THE USERS OF GAZETA.PL**

Gazeta.pl conducts regular surveys among its users, asks for their opinions and suggestions. Key conclusions serve to improve the service. The service also delivers user tests and specific surveys, e.g. a survey on activity in the social media among the users.

- **ŚWIAT, KTÓRYM ŻYJEMY – POWIEDZ NAM, CO O NIM MYŚLISZ (THE WORLD WE LIVE IN – TELL US WHAT YOU THINK ABOUT IT) – SURVEY AMONG THE READERS OF GAZETA WYBORCZA AND THE USERS OF WYBORCZA.PL**



**28th anniversary of *Gazeta Wyborcza*** was an excellent opportunity to look back at its history. The team developed a survey in which they asked the readers what they think about *Gazeta Wyborcza* and about the world we live in. The survey was anonymous and available online and in a printed form. Its hard copy was published with 27-28 May 2017 issue of *Gazeta Wyborcza*. All responses and remarks were appreciated.

## GOOD PRACTICES [G4-DMA-PR] [G4-24] [G4-26] [G4-27] [G4-M6]

**Agora Group Advertising recognized for excellent service quality**

In the report *Biura Reklamy 2017* developed by advertising industry magazine *Media&Marketing Polska*, sales teams of AMS and *Gazeta Wyborcza* were topped in their respective categories.

**AMS advertising sales was ranked highest in the outdoor advertising category for the eighth time.**

According to the authors of *Media&Marketing Polska* report, 'AMS is an undisputed leader among advertising offices (...) they deliver excellent business service and go out of their way to educate their clients'. Respondents indicated AMS as a standout for offering attractive formats and technological solutions.

In the opinion of their clients, AMS sales team member are flexible and efficient in dealing with changes, offer good advice and interesting solutions, and are open to negotiation. **AMS spot:**

[https://www.youtube.com/watch?v=Q855Q3\\_mD94&feature=youtu.be](https://www.youtube.com/watch?v=Q855Q3_mD94&feature=youtu.be)

**Sales team of *Gazeta Wyborcza* wins among dailies.**

Sales team of *Gazeta Wyborcza* made a major step forward. As emphasized by the authors of the report, 'daily press is entering an entirely new phase and it seems that Agora has a full understanding of the changes'. In the survey the clients of *Gazeta Wyborcza* praised the ability of the daily's sales team to offer advice and interesting solutions. They also appreciated the sales team for their speed, effectiveness and flexibility. *GW's* sales team scored higher than average on as many as six dimensions.

**Tandem Media – leader in radio and cinema advertising**

In the 2017 *Media&Marketing Polska* report Tandem Media, radio and cinema advertising broker of Agora, was appreciated in both radio and cinema categories. Radio clients trust the team and view it as flexible and efficient while providing exhaustive response to advertising briefs. Meanwhile in the cinema category, the clients value the team for openness to negotiation and speed of response to queries.

*Media&Marketing Polska* magazine publishes annual reports *Biura Reklamy* with the ranking of media sales teams. Media sales teams are assessed by a panel of media houses experts. Each team is scored on: overall performance, flexibility and effectiveness in mid-campaign change, openness to price negotiations, offering attractive formats and solutions. The survey was delivered by Kantar Millward Brown, with the use of CATI method, on 5-12 October 2017.

**New rules of posting comments in *Wyborcza.pl***

In 2017 *Wyborcza.pl* introduced changes to the rules of posting comments on the content published on the website. The purpose was to improve safeguards against hate-speech, spreading false information and lack of responsibility for the opinions posted anonymously in the web. From mid-August 2017 only logged-in subscribers of *Wyborcza.pl* have been able to post comments on articles and join discussions conducted in the service. *Wyborcza.pl's* comment section is a platform for inspiring conversations about specific texts and the subscribers often bring in very interesting and new perspectives on the subjects that are relevant to them. In user behaviour research, subscribers of *Wyborcza.pl* emerge as far more likely

Read more on: [www.agora.pl](http://www.agora.pl)

than average readers to read through the entire article and to forward the articles to their friends. The research reveals interesting insights that are applied by the team of *Gazeta Wyborcza* in planning further content development and promotion measures.



# SOCIAL AND ENVIRONMENTAL IMPACT

→ We build lasting relations with our environment

## SOCIAL IMPACT

APPROACH TO MANAGEMENT [G4-DMA-SO] [G4-EC7-M] [G4-DMA-M] [G4-24] [G4-26] [G4-27]



In September 2016 United Nations General Assembly adopted 17 Sustainable Development Goals, including: good health and well-being, affordable and clean energy, innovation and infrastructure, sustainable cities and communities and climate action. The goals will guide global development until 2030 shared by states, businesses and communities around the world. Through their activities the Agora Group wishes to contribute to the goals.

We have conducted CSR activity in the following SDG areas:



Agora accepts responsibility not only for the impact of our decisions and actions on the society and natural environment, sustainable growth, including the wellbeing and health of the society, and responds to the expectations of its stakeholders. Social activities of the Agora Group are compliant with the relevant laws and international norms of conduct and are aligned with the organization’s operations, and practiced in our relations with stakeholders.

- **Agora Group has a structured policy regulating the company's social and sponsoring activities:**



**Social and Sponsoring Activities Policy of the Agora Group** was adopted by the management of the company in 2016 and reflects our strategic approach to corporate social responsibility.

Goals of the activities conducted under the Policy:

- education, individual and social development;
- stimulating civic attitudes and respect for human rights;
- promoting culture and its inclusive availability;
- promoting health and healthy lifestyle;
- care for the natural environment;
- care for others through charity and relief / aid campaigns.

Social and sponsoring projects of Agora Group are an expression of the company's commitment to the idea of corporate social responsibility and our care for the prosperity of the regions in which the group operates as good places for living, working and realizing plans. They also contribute to the positive image of the Group and its brands as people's organizations engaged in the lives of their respective communities.

→ [Read more about the policy](https://www.agora.pl/polityka-dzialan-spoleczno-sponsoringowych-w-nbsp-grupie-agora) <https://www.agora.pl/polityka-dzialan-spoleczno-sponsoringowych-w-nbsp-grupie-agora>



- In light of the industry profile of Agora S.A., the company adopted a procedure outlining **the rules for accepting and publishing charity adverts in *Gazeta Wyborcza*, its supplements, website and magazines**. The policy determines how such advertisements are classified, verified and published.

Projects delivered by the Agora Group in the areas of social impact and local communities development have strengthened our relationship with local communities, thanks to expanded outreach, allowed us to address vital social issues, contributed to the company's reputation and its positive perception by stakeholders (clients, local communities, social organizations) in all of our locations.

Policy of Social and Sponsoring Activities implemented by Agora also resulted in tangible benefits: strengthened position of a leader among media brands in terms of involvement in current social issues, and employees' engagement in and satisfaction with the organization's social activities.

## GOOD PRACTICES [G4-DMA-SO] [G4-EC7-M] [G4-DMA-M] [G4-24] [G4-26] [G4-27]

In 2017 Agora Group continued long-term initiatives in four segments: civic, education, culture and charity, and initiated new regional and nationwide projects.

## GOOD PRACTICES [see ANNEX – AGORA GROUPS'S GOOD PRACTICES]

## CHARITY

**22 thousand PLN** collected by the media of Agora Group in the 26<sup>th</sup> final of the Wielka Orkiestra Świątecznej Pomocy

**12<sup>th</sup> edition** of International Children's Day charity campaign of *Gazeta Wyborcza*

**106 thousand PLN** collected by the Katowice section of *Gazeta Wyborcza* in the auction of 13 chairs for ISKIERKA Foundation

**200 thousand PLN** – total amount raised in the 14th *Fabryka Świętego Mikołaja* (Santa's Factory) campaign of Wrocław *Gazeta Wyborcza*

**297 thousand PLN** donated by Agora Group radio stations in the relief campaign for Wysoka Zaborska village

**45 students** received scholarships totalling 153,780 PLN in *Agrafka* programme of Agora Foundation

## EDUCATION

**2500 screenings** took place in 2017 in Helios cinemas across Poland under the cycles *Kino na temat* (Cinema to the Point) and *Kino na temat Junior*

**120 schools** entered *Matematyka w twoim życiu* (Mathematics in Life) competition, part of *Matematyka się liczy* (Mathematics Counts) campaign of *Gazeta Wyborcza*

**16<sup>th</sup> edition** of *Szkoła z klasą 2.0* (School with Class), Agora Foundation and *Gazeta Wyborcza* are involved in the project

## CULTURE

**2196 screenings** - nearly 50 Polish films were shown in Helios cinemas in 2017 in the *Kultura dostępna* (Accessible Culture) project

**8. edition** Ryszard Kapuściński award for authors of the best works and translations of non-fiction

**Czerska 8/10 Czerska** – meetings with creators that are talked about and works that evoke emotion.

**18<sup>th</sup> edition** of AMS Poster Gallery. In 2017 the theme was *Rzeczpospolita = Rzecz wspólna*

**1655 stories** were sent in to *Akademia Opowieści* storytelling competition

**8 cities** had special AMS bus shelters celebrating the 110<sup>th</sup> anniversary of the death of Stanisław Wyspiański

**23<sup>rd</sup> April** - Book and Intellectual Property day, the campaign *Przystanek: Literatura AMS* (AMS Literary Shelters) was launched

## COMMUNITY

**67% of respondents** - users of *Gazeta.pl* reached with **Adopt a Bee campaign info** on *Gazeta.pl*

**78.2 years** – the average life expectancy in Poland. *DŁUGOwieczni* (Long-Lived) is a campaign of *Gazeta Wyborcza* addressed to seniors.

**292 thousand copies** – circulation of *Gazeta Wyborcza* with *Koperta życia* (Emergency Health Information Card)

**9 cities** were visited with Radio TOK FM debate *Usłysz Swój Szkołę* (Hear Your School)

**4th edition** of *Pracownia Miast* of *Gazeta Wyborcza* was launched in Sandomierz, titled *Miasto w roli głównej* (Spotlight on City)

**8. edition** – Anna Laszuk prize was given by Radio TOK FM

**80 sessions** – of local *Wyborcza na żywo* (Wyborcza Live) events, with nearly seven thousand attendants

**207 projects** were entered to the competition for *Bilet za horyzont* scholarship under the project of *Gazeta Wyborcza – Jutronauci* (Tomorrownauts)

**10 towns** hosted *Miasto Idei* (City of Idea) project in the Silesia region in 2017

**200 people** joined *Silesia without smog* workshops  
**23 thousand views** of *Kiedy zobaczyłem Cię po raz pierwszy* (The First Time I Saw You) film by the video team of *Gazeta.pl*

**21 women journalists** from 13 editorial offices contribute to *NewsMavens.com* – Europe's first service created only by women

**8 million views** of all episodes of *Next Time* series produced by the video team of *Gazeta.pl*

**1,200 libraries** received *Paczka Literacka* (Reader's Pack) - a free set of books and audiobooks from Agora Publishing House

**Powstańcy 1944 (Insurgents of 1944)** – title of the educational film produced by the video team of *Gazeta.pl* to commemorate the 63th anniversary of Warsaw Uprising

**70 seniors** participated in the Senior Week workshops in Poznań

## AGORA FOUNDATION



FUNDACJA  
AGORY

Agora Foundation was established in October 2004. Since 2005 it has had the status of public benefit organization. In recent years Agora Foundation has focused on organizing and financing campaigns conducted with *Gazeta Wyborcza* and on charity programmes. Its pro-bono activities are financed from the collection of the one % income tax deduction.

In 2017, like in the previous years, Agora Foundation also subsidized the *Zeszyty Literackie* quarterly and NIKE Literary Award. NIKE is a competition for the best book given to authors since 1997.

**Agora Foundation's activities in 2017 financed from the collection of one % income tax deduction:**

In 2017 Agora Foundation continued to collect the one % income tax donations for assisting seniors and other social projects. The main goal was to support seniors and the families who provide care to them. Volunteers were recruited for the local volunteering network in the first edition of Local Volunteering project, *Pomóż swoim rodzicom* (Help Your Parents) campaign organized in collaboration with Fundacja Hospicyjna in Gdańsk.

Coordinators were prepared to work in the project through training necessary to recruit volunteers and coordinate their work. Meanwhile coordinators in local centres of volunteering received and continue to receive training, workshops and instruments necessary to build a volunteer network. Organizations interested in joining the project can contact recruitment centre at: [wolontariatlokalny@agora.pl](mailto:wolontariatlokalny@agora.pl)

In autumn of 2017 Agora Foundation joined the project of Fundacja Hospicyjna, with hundreds of volunteers around Poland dressing in superhero costumes to show support to the people who provide home care to people with severe illnesses. Superheroes were also visible in the social media ('#amożety' hashtag).

The campaign's main event took place on Friday, 24 November 2017, in the Main Hall of Central Railway Station in Warsaw with a gathering of volunteers in superhero costumes and a presentation of the campaign spot: *Opiekun rodzinny nie musi być sam* (A Caregiver Doesn't Have to Be Alone).

<https://www.youtube.com/watch?v=iwQp5jIirOE>

Other projects of Agora Foundation in 2017

- **School with Class 2.0. [see ANNEX – AGORA GROUP'S GOOD PRACTICES]**
- **Help to Ukrainian Students and Free Media in Ukraine and Other Countries of Eastern Europe**

Agora Foundation continued to support training and conferences for democratization of the media in Ukraine and other countries to the East of Poland.

[fundacjaagory.pl](http://fundacjaagory.pl)

## ACADEMY OF INTEGRATION FOUNDATION – WORK, EDUCATION, SPORT



The foundation was established by AMS S.A. and is a continuation of the project *AMS for Integration*. Its main focus is a broad range of issues - life, activity and social role of people with disability, with special emphasis on work, education and sport. The originators and employees of the foundation are fencers in wheelchairs, outstanding athletes and multiple medal lists of World and European championships, who volunteer for the foundation with other employees of AMS.

The foundation's main goals are:

- encourage people to develop sensitivity to other human beings
- help people with disabilities become integrated into the society
- activate people with disabilities, with special focus on work, education and sport

**Activities in 2017:**

- **100 events, 8,500 people**

**Fencing integration and education exhibition events *Pasja Integracja Bezpieczeństwo (Passion, Integration, Security)* in schools.**

The idea behind fencing shows is to convince the audience to look at people with disabilities without the, often unfair, bias of stereotypes dominating in the society. Additionally, the events serve as an opportunity to touch upon issues such as safety, empathy, integration and standing up for yourself. The shows are hosted by Paralympians, people of great passion and commitment to reaching disabled children and youth and convincing them to try changing their attitude to life from passivity to standing up for oneself and making an effort to be more fit.

- **168 participants, 6 camps**

Therapy and fencing camps for children and youth with disabilities.

Six such camps were organized in: Rusinowice (three), Wołomin, Warsaw, Ostrówek, with participants from seven regions.

The idea behind the camps is to help participants improve their psychological and physical fitness. Coaches working with the children are selected for their extensive sports and life experience and are assisted by volunteers who learn how to work with disabled individuals with problem to adjusting to life.

- **30 members of fencing club**

The ideas behind creating a fencing club for children with and without disabilities was to: promote physical activity among people with and without disabilities, help people with disabilities integrate into the society, train participants to enter sports competitions at a national level, provide disabled participants with social and physical rehabilitation.

- **101 participants of fencing competitions**

The aim of the competition was to promote physical activity among people with and without disabilities, social integration of people threatened with social exclusion; promotion of fencing as an Olympic and Paralympic discipline.

Competitions for children and youth (aged 9 to 19) with and without disabilities were held in Wołomin.

[www.akademiaintegracji.pl](http://www.akademiaintegracji.pl)



## ENVIRONMENTAL IMPACT

### APPROACH TO MANAGEMENT [G4-DMA-EN] [G4-26] [G4-27]

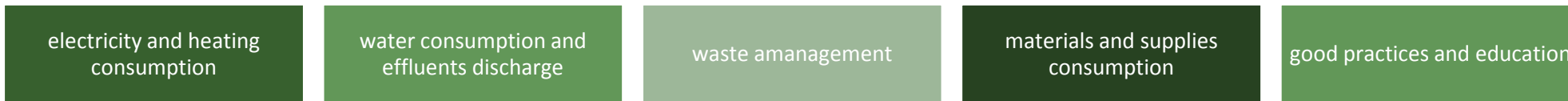
Summary of Agora Group’s environmental impact management focuses naturally on the segments of the group’s operations with the highest impact on the environment. It is for this reason, as well as due to the diversity of the group’s operations, environmental impact shall be discussed separately for: printing services, cinema, outdoor advertising and building administration (‘green office’)

#### Importance of non-financial aspects in the Environment category as identified by the employees of Agora Group:

More: [Dialogue with stakeholders](#)



Agora Group identified priority areas of direct environmental impact of the company’s business operations, these are:



Agora Group does not have one environmental policy observed by all entities. This is due to the wide range of business operations and diverse impact on the environment of different businesses.

## Agora S.A. and Agora Poligrafia developed and implemented a policy for managing environmental impact in the Print Segment:



### ▪ Integrated management system in Agora Group's printing plants:

The key elements of the environmental policy are:

- compliance with relevant environmental legal regulations,
- development of safe and environmentally friendly attitudes and behaviours through continuously improving employees' qualifications and their participation and commitment to pro-environmental activities and waste sorting for recycling or safe disposal,
- reducing the consumption of natural resources through: rational consumption of water, reduction in the consumption of electricity and heating, reduction of technological losses, in particular paper loss.

The policy has been in place since 2009.

### The key environmental objectives identified in 2017 focused on:

- effective materials management, including maintaining steady electricity, heat, gas and water consumption.



-> More: ***Our environmental impact***



Until 4 December 2017, Integrated Management System operated in the Printing Services segment, based on ISO 9001:2008 quality management standard, ISO 14001:2004 environmental management standard and OHSAS 18001:2007 occupational health and safety management standard.

An ISO 9001 compliance audit was conducted on 4 December 2017 and Agora Group decided to forgo applying for paid ISO 14001 and OHSAS 18001 certification, due to the financial condition of the segment. Since 4 December 2017, Quality Management System based on ISO 9001:2008 Standard has been in place. Currently, the company is in the process of certification according to the new ISO 9001:2015 standard.

## OUR ENVIRONMENTAL IMPACT [G4-DMA-EN] [G4-EN1] [G4-EN2] [G4-EN3] [G4-EN6] [G4-EN8] [G4-EN19] [G4-EN22] [G4-EN23] [G4-EN28] [G4-EN29]

## PRINTING SERVICES

Agora Group owns three offset printing plants located in Warsaw, Tychy and Piła, equipped with presses for printing newspapers. The facilities in Warsaw and Piła also have presses for printing magazines and ephemera.

Agora S.A. and Agora Poligrafia defined the objectives in terms of managing and reducing materials, supplies, energy and water consumption and began monitoring the achievement of adopted objectives.

To achieve environmental goals, Agora's printing plants took measures to reduce materials and supplies consumption through:

- 1) reduction of electricity and heat consumption,
- 2) rational water consumption,
- 3) reduction of technological losses, in particular paper loss.

Electricity, heating, water and gas consumption by Agora Group's printing plants in 2017 and YTY consumption drop.

	2016	2017	YTY
Electricity [MWh]	25,711	22,239	↓13.5%
Natural gas* [m3/year]	796,890	605,046	↓24.1%
Heating [GJ]	24,315	23,852	↓1.9%

Data based on invoices. Conversion factor 1MWh=3.6GJ. \*Data only for Agora S.A.

**11,817 [Mg]** – CO<sub>2</sub> emissions saving in 2017, resulting from a long-term programme implemented in Printing Services Segment [G4-EN19]

**1538 [Mg]** – CO<sub>2</sub> emissions saving increase YTY [G4-EN19]

## WATER CONSUMPTION AND EFFLUENTS

[m3]	2016	2017	YTY
Water from municipal system and effluents	15,875	11,904	↓25.0%

## MATERIALS AND SUPPLIES CONSUMPTION

**51.2 %** average share of 100-percent recycled materials (paper) used in production in 2017

## Percentage of recycled materials used as input materials in production

	2016	2017	YTY
Tychy	58.6 %	62.2 %	↑ 3.6 pp
Piła	58.3 %	50.5 %	↓7.8 pp
Warsaw	58.2 %	42.67 %	↓ 15.5 pp
<b>TOTAL</b>	<b>58.3 %</b>	<b>51.2 %</b>	<b>↓7.1 pp</b>

## Technological paper loss

[Mg]	2016	2017	YTY
Piła	2,245	1,836	↓18.2 %
Tychy	1,499	1,318	↓12.1 %
Warsaw	1,656	1,652	↓0.2 %
<b>TOTAL</b>	<b>5,400</b>	<b>4,806</b>	<b>↓11.0 %</b>

**593.8 [Mg]** – decrease in waste paper output in 2017 versus 2016 [G4-EN28].

Paper loss was calculated on the base of the volume of sold waste paper. The value is easy to identify and verify in audit, on the basis of documentation (waste transfer documentation). It is therefore easy to show differences between the volumes produced in 2017 and previous years.

## CINEMAS

With the subsidy from the National Fund for Environmental Protection and Water Management, energy audit was conducted and the following solutions were deployed in 2013-2016 in selected Helios cinemas: VEMS ventilation and air conditioning management system based on customers volume (box office) was installed; incandescent and fluorescent lighting was replaced with LED lights; LED lamps with PIR detectors were installed in spaces and corridors with low traffic. VEMS system is consistently installed in all new Helios cinemas and is currently present in all facilities.

**1826,3 Mg/year** - CO<sub>2</sub> emissions reduction in 2017\*

\* Based on the comparative report from the project. Declaration of the execution of the ecological effect objective, Helios S.A.

With over 12 million tickets sold (13% more than in 2016) in 2017, Helios cinemas attracted the highest volume of cinemagoers to date. However, electricity, water consumption and effluents discharge was reduced.

## ENERGY CONSUMPTION

[MWh]	2016	2017	YTY
<b>Electricity consumption</b>	19,671	19,426	↓1.2 %

Data based on invoices as of 20 Jan. 2017, from 37 Helios cinemas. The calculation does not include cinemas opened in 2016 and 2017: Helios Poznań, Helios Przemysł, Helios Gdańsk Metropolia, Helios Tomaszów Mazowiecki, Helios Wołomin, Helios Krosno, Helios Stalowa Wola (no comparable data for the relevant period).

## WATER AND EFFLUENTS

[m3]	2016	2017	YTY
<b>Water consumption and effluents discharge</b>	58,369	53,915	↓7.6 %

Data based on invoices as of 20 Jan. 2017, from 37 Helios cinemas. The calculation does not include cinemas opened in 2016 and 2017: Helios Poznań, Helios Przemysł, Helios Gdańsk Metropolia, Helios Tomaszów Mazowiecki, Helios Wołomin, Helios Krosno, Helios Stalowa Wola (no comparable data for the relevant period).

## OUTDOOR ADVERTISING

**Environmental objectives**, adopted by AMS S.A., Agora Group's outdoor advertising brand, are:

- reduce of energy consumption through the use of energy-saving technologies (LED);
- deploy system management of on / off lighting of displays;
- expand lighting systems based on photovoltaic power supply technology.

**The objectives shall be achieved through:**

- consistently replacing conventional with energy-saving LED lighting technology of displays,
- introducing LED technology into each new display,
- introducing advertising displays (advertising posts) with lighting powered by OZE (photovoltaic panels) technology

### ENERGY CONSUMPTION

AMS S.A. monitors energy consumption by advertising panels and conducts activities to improve the quality of lighting (backlighting) the panels, and thus minimizing the environmental impact.

	2016	2017	YTY
<b>Number of advertising displays*</b>	24,052	25,041	↑4.1 %
<b>Annual output of energy for lighting advertising display boxes and bus/tram shelters [MWh/year]</b>	6,057	6,005	↓0.9%

Data applies to: advertising displays and shelters with light powered by energy suppliers and lit by street lights systems.

\* Data does not include small AMS displays at public transport shelters and in Warsaw underground (until 2017) and displays in buses and trams.

In 2015, AMS introduced a new lighting system of displays, which significantly reduced the consumption of energy in the following years. In 2017, in spite of the growing number of backlit displays on bus/tram shelters and advertising posts, electricity consumption remained the same as in 2015. This was achieved through a wide use of LED technology and introduction of photovoltaic panels.

Simultaneously, the number of energy consumption points was increased:

- from city lamps, due to the construction of 1580 new bus and tram shelters for Warsaw with Premium Citylight displays and Premium shelters in other locations around Poland (in Gdańsk, Gdynia, Kraków, Poznań, Szczecin, Wrocław and in the Silesia region),
- through the use of Dynamic Backlight (sequentially lighting up zones of an advertising display, thus producing movement effect, absent in standard static posters, allowing for 24-lighting of the advertising content).

AMS has been gradually improving their electricity consumption performance, in particular by consistently replacing incandescent and fluorescent lamps with more energy-efficient technology.

**In 2017 the use of LED technology was increased:**

- ⇒ to 32% (by 2 pp) in large backlight displays;
- ⇒ to 65% (by 15 pp) in advertising displays in bus / tram shelters, with the expansion of the system resulting from replacing shelters with new structures with advertising displays Premium Citylight;
- ⇒ to 100 % (by 20 pp) in advertising posts (including powered by photovoltaic technology);

Agora also completed a new project introducing photovoltaic powered LED lighting of all 18 m<sup>2</sup> billboards.

## BUILDING'S ADMINISTRATION

Czerska 8/10 building in Warsaw houses the offices of Agora S.A. and Agora TC, AMS, Adpol, Grupa Radiowa Agory (GRA), Doradztwo Mediowe, Inforadio, some departments of Helios, NEXT FILM, Trader.com (Polska), Optimizers, Yieldbird.

The headquarters of Helios are in Łódź, at Al. Kościuszki 17 and the offices of GoldenLine are located in Warsaw, at Kolejowa 5/7 Street.

Agora S.A. has 21 regional offices that also serve the employees of the group's subsidiaries. In most cases, Agora shares the building with other organizations, which leaves the environmental aspects in the competence of the respective buildings' administrators. It also makes it difficult to monitor water usage, effluents and waste output, etc.

### Report from internal audit of Agora S.A., September 2017

The report from the energy audit conducted by Agora S.A. in September 2017 revealed that 74% of the total energy consumed by the company is electricity. Hence, this report presents the aspect of electricity and water consumption, effluents output and waste management as key aspects indicated in the dialogue with stakeholders.

Agora S.A. Energy Audit Report lists current projects and technologies used to improve energy efficiency of the company. Among the conclusions, the report points out that the measures taken by Agora S.A. reveal a **high degree of energy optimisation**:

- |  |   |
|--|---|
| 1. Reactive power compensation                     | 6. Building management system (BMS) in the Czerska office – optimizing the functions of heating/ cooling / ventilations systems |
| 2. Use of LED lights                               | 7. Freecooling circulation for cooling air inside the building  |
| 3. Heat recovery from air compressors installation | 8. Use of VSD (Variable Speed Drive) cooling units  |
| 4. Zone air-pressing system                        | 9. Use of VSD compressors   |
| 5. Zone light switches                             |   |

### ENERGY CONSUMPTION IN AGORA GROUP BUILDINGS

[MWh]	2016	2017	YTY
<b>Electricity consumption</b>	11,766.1	11,288.75	↓4.1 %

Data for 23 Agora Group locations: Białystok, Bielsko-Biała, Bydgoszcz, Częstochowa, Gdańsk, Gorzów Wlkp., Katowice, Kielce, Kraków, Lublin, Łódź, Olsztyn, Opole, Płock, Poznań, Radom, Rzeszów, Szczecin, Toruń, Wrocław and Warsaw (building at 8/10 Czerska St. and the office of GoldenLine at 5/7 Kolejowa St.) and the headquarters of Helios S.A., ul. Kościuszki 17, Łódź. No data available for Zielona Góra (electricity bill included in the cost of rental). Data for building in Łódź, 17 Kościuszki Av.: bills for January-November 2017 and estimation for December 2017.

### [G4-EN8] Water and effluents

[m3]	2016	2017	YTY
<b>Water consumption and effluents discharge</b>	25,424.95	23,968.13	↓5.7 %

Data for 12 locations: Bielsko-Biała, Bydgoszcz, Częstochowa, Gdańsk, Kielce, Kraków, Opole, Poznań, Szczecin, Wrocław and Warsaw (8/10 Czerska St. building and the office of GoldenLine at Kolejowa 5/7) and headquarters Helios S.A. in Łódź at 17 Kościuszki Av. No data available for the remaining 11 locations.

## WASTE MANAGEMENT

All entities of Agora Group have signed contracts with their waste collection and treatment service suppliers, ensuring that all of the waste they collect from them properly recycled or neutralised. Each of Agora Group business has their own waste management system and reports on it to relevant authorities, in accordance with applicable laws and reporting regulations.

In all companies and printing plants of Agora Group, municipal waste undergoes sorting and separate collection, in accordance with the local municipal waste management policies. Therefore, the company does not monitor the weight of its waste output. Hazardous and non-hazardous waste is passed to relevant external waste disposal contractors who are responsible for their proper disposal.

Through the use of the latest technological materials solutions, the volume of waste is reduced each year. The waste volume increase in Błonie storage facility is due to higher output of books, both published and sold, in 2017.

[Mg]	2016	2017	YTY
<b>Waste output in Agora Group's printing plants (Agora S.A. and Agora Poligrafia)</b>			
<b>Hazardous waste</b>	65	59.4	↓8.6 %
<b>Non-hazardous waste</b>	6149	5321.8	↓13.5 %
<b>Waste in storage of Agora Publishing House in Błonie</b>			
<b>Paper and cardboard</b>	90.28	99	↑9.7%
<b>Plastic</b>	4.75	-	-
<b>Total waste in Agora Warsaw office, Czerska 8/10</b>			
<b>Electronics and appliances</b>	5.304	4.170	↓21.4 %
<b>Packages</b>	2.960	3.000	↑1.4 %

Based on the contract with suppliers of waste collection and treatment service providers.

Because the waste produced by Helios cinemas is collected by municipal contractors or shopping centres that house the cinemas, no waste output data is collected. Some cinemas own their own waste compactors that reduce waste volume. Helios chain signed a contract for servicing all of its cinemas with a waste collection and processing company. The contract covers free collection of electronics and appliances, batteries, large electronics and appliances and elements removed from such appliances.

## GOOD PRACTICES

## ENVIRONMENTAL SOLUTIONS IN AGORA GROUP'S PRINTING PLANTS

In all printing plants, ice water system was installed with air coolers that use the temperature of the exterior as a cooling factor, which resulted in significant electricity savings. Moreover, all plants have systems of heat recovery from air compressors, with recovered heat used to heat up water and for central heating. Zone light switches were installed to ensure that only working machines are lit. Traditional incandescent lights are gradually replaced with LED lighting. Similarly to the zone light switches, air is pressed only into those zones with working machinery.

In 2017 the Tychy plant, air-handling units are replaced with new systems with inverters technology, which will lead to electricity savings.

In 2017 Agora started replacing air-handling units in the printing plant in Tychy with new systems using inverters technology, which will lead to electricity savings. The plant also uses ecological solutions for producing printing plates, including a high throughput Advantage N-DL XXT computer to plate engine and Attiro VHS clean-out unit. Investing in the state-of-the-art technologies allowed the Tychy printing plant to reduce water consumption and industrial waste output, thus reducing the costs of the entire production process and increasing overall productivity.

In Warsaw, gas-fuelled forklifts were removed, which allowed for reducing the consumption of propane-butane gas, and consequently – also CO<sub>2</sub> emissions reduction.

**162** – reduction in a number of gas cylinders used in Agora printing plants in 2017 yoy

## AMS AND EARTH HOUR

In 2017 AMS again joined the international **Earth Hour** campaign. On 25 March 2017, at 20:30 all lights in backlight displays were switched off (including Dynamic Backlight) across Poland, in over a thousand displays in total.

The idea behind the campaign was to remind clients that AMS operates an intelligent displays system, with light that can be switched on or off, also as a creative element in commercial campaigns. The real-time monitoring also allows for instant repairs of malfunctioning displays.

The campaign also included a public awareness-raising element on climate change.

[https://www.youtube.com/watch?v= D1bUoLwlwc&feature=youtu.be](https://www.youtube.com/watch?v=D1bUoLwlwc&feature=youtu.be)

## CLEAN AND COMFORTABLE OFFICE (CZYTE I WYGODNE BIURO)

**Czyste i wygodne biuro** is a pamphlet developed by the administrators of the Czerska 8/10 office for the employees. The goals that all employees are encourage to adopt are:

- ➔ help make this a welcoming place, take care of the atmosphere, comfort and aesthetics of the space we all share,
- ➔ make sure cleaning services can access the floor, desks, etc. to make cleaning less labour-intensive and reduce its cost,
- ➔ help keep the air inside the building clear and healthy – less dust, bacteria, allergens,
- ➔ notify janitorial services as soon as possible when assistance is needed.

Information about keeping the workplace and its immediate environment clean and waste sorting in a form of graphics was e-mailed to all employees and displayed in special frames in office spaces.



The campaign was designed to help the employees learn and adopt good practices including waste sorting and recycling. Waste sorting system was introduced in the Czerska office in 2015, aligned with the waste management guidelines of Mokotów, where the Warsaw office is located, also including waste paper collection.

**CZYSTE BIURO**  
NIE CHOMIKUJ!  
SEGREGUJ  
BĄDŹ EKO  
NIE DRUKUJ / DIGITALIZUJ

**CZYSTE BIURO**  
SPRZĄTAJ!  
SEGREGUJ  
TAK TRZYMAJ!

**CZYSTE BIURO**  
ZGŁASZAJ  
SERWIS SPRZĄTAWCZY 55994  
ogolny@agora.pl  
SERWIS TECHNICZNY 54757  
awaris@agora.pl  
HELPDESK 55558  
OCHRONA 54930  
ochrona@agora.pl  
PARKING DLA GOŚCI INTERWENCJA

### DRINK TAP WATER

In 2016 administrators of Czerska 8/10 building decided to stop buying bottled drinking water and conducted a campaign encouraging employees to drink tap water. Through regular testing, Municipal Water and Sewage Company of the Capital City of Warsaw confirmed that Warsaw tap water is clean and safe to drink. Additionally, Agora S.A. regularly tests drinking water collected in our water tanks, to confirm its quality and suitability to drink.



### GOODWILL RECYCLING

At a meeting with employees in November 2017, the entire staff of Agora Group was invited to join **Recykling życzliwości** (Goodwill Recycling) initiative, a project launched on the liquidation of *Gazeta Wyborcza* paper archives. Funds raised in the project were allocated to a charity selected through voting. Agora Foundation collected the highest number of votes.

# CORPORATE GOVERNANCE

Transparency and clarity are the main principles of our communications

## APPROACH TO MANAGEMENT [G4-DMA-SO]

As a public company, Agora is obliged to comply with a number of regulations specifying how we inform the public about the company and its operations. To this end we ensure that all stakeholders have equal access to information and develop diverse communication tools.

We make every effort to ensure information confidentiality and its proper dissemination inside the organization. To this end we observe the principles of corporate governance and reporting as specified by the regulator.

Agora S.A. is a share company listed on Warsaw Stock Exchange, in indices: WIG, sWIG80, WIG-MEDIA and the RESPECT Index (since 18 Dec. 2017) on the main market, in continuous trading in the Media sector. The company debuted on WSE on 20 April 1999.

As a public company we observe all rules and codes regulating the provision of information.

### Internal regulations of Agora Group:



- Rules of handling proprietary information
- Agora S.A. procedure for the circulation of sensitive information

We ensure equal access to information. Hence all data falling under the categories listed below are protected and can only be made public in a procedure specified in Agora S.A. Procedure for the Circulation of Sensitive Information. These are:

- confidential information,
- proprietary information,
- information of special importance,
- financial performance data and information about the results of particular projects,
- information about the strategy, organizational changes, motivation schemes and HR, new products or services, other corporate subjects.

Unauthorised dissemination or disclosure to third parties of the above types of information by any employee or collaborator is strictly forbidden.

With respect to all employees of Agora Group, we take every measure to eliminate the possibility of conflict of interest or any actions that might violate the non-competition clause.

**Internal regulations of Agora Group:**

- Publication dates of Agora S.A. financial statements
- Agora S.A. blackout periods Agora S.A.
- Rules of access to confidential information

Rules of providing information to the Financial Supervision Authority (KNF) and Agora

Our priorities are transparency in relations with the market, communications with shareholders and investors, as well as non-discrimination in providing access to information served in an accessible form. We make every effort to issue current and periodic reports, financial statements as well as Management Board reports on the operations of Agora and non-financial statements with proper diligence, timely and in accordance with international reporting standards. We develop and streamline channels of communication with stakeholders.

**GENERAL PRINCIPLES OF CONTACTS**

We continue to take every measure to ensure communications consistency and equal access to information about Agora as a publically listed company. To this end we have appointed individuals to handle contacts with the media and public relations communications, including the Corporate Communications Department. Employees and collaborators should not contact the media and pass any information about the company, comment Agora's business operations, also in their capacity as a private individual.

Our information policy is determined by: **General principles of contacts with the media for the employees and collaborators of Agora Group.**

**External regulations:**

- Code of Best Practice for WSE Listed Companies 2016

We meet all requirements of the Code of Best Practice for WSE Listed Companies 2016 and observe relevant international standards. We continue to strive for the highest standards of corporate governance. We observe the principle of limited communication with the capital market in blackout periods, i.e. before the publication of Agora Group's financial results. We know and respect the regulations relevant to trading Agora's financial instruments.

**SHAREHOLDERS [G4-7] [G4-9] [G4-34]**

In accordance with the formal notifications received from the shareholders, particularly on the basis of Article 69 of Act of July 29, 2005, on public offering, conditions governing the introduction of financial instruments to organised trading, and public companies, as at the day of publication of the annual report for 2017 the following shareholders were entitled to exercise over 5% of voting rights at the general meeting of shareholders of the Company:

Company	Number of shares	% of share capital	Number of votes	% of voting rights
<b>Agora-Holding Sp. z.o.o</b>	<b>5 401 852</b>	<b>11.33%</b>	<b>22 528 252</b>	<b>34.77%</b>
<i>Preferred shares (A)</i>	<i>4 281 600</i>	<i>8.98%</i>	<i>21 408 000</i>	<i>33.04%</i>
<b>Powszechne Towarzystwo Emerytalne PZU S.A. (OFE PZU Złota Jesień and DFE PZU) (1)</b>	<b>7 594 611</b>	<b>15.93%</b>	<b>7 594 611</b>	<b>11.72%</b>
<i>incl. OFE PZU Złota Jesień</i>	<i>7 585 661</i>	<i>15.91%</i>	<i>7 585 661</i>	<i>11.71%</i>
<b>Media Development Investment Fund, Inc. (2)</b>	<b>5 350 000</b>	<b>11.22%</b>	<b>5 350 000</b>	<b>8.26%</b>
<b>Nationale-Nederlanden Powszechne Towarzystwo Emerytalne S.A. (3)</b>	<b>4 493 055</b>	<b>9.43%</b>	<b>4 493 055</b>	<b>6.93%</b>
<b>Shares purchased in buy-back program</b>	<b>1 084 595</b>	<b>2.28%</b>	<b>1 084 595</b>	<b>1.67%</b>
<b>Free float</b>	<b>23 741 313</b>	<b>49.81%</b>	<b>23 741 313</b>	<b>36.65%</b>
<b>Total shares outstanding</b>	<b>47 665 426</b>	<b>100%</b>	<b>64 791 826</b>	<b>100%</b>

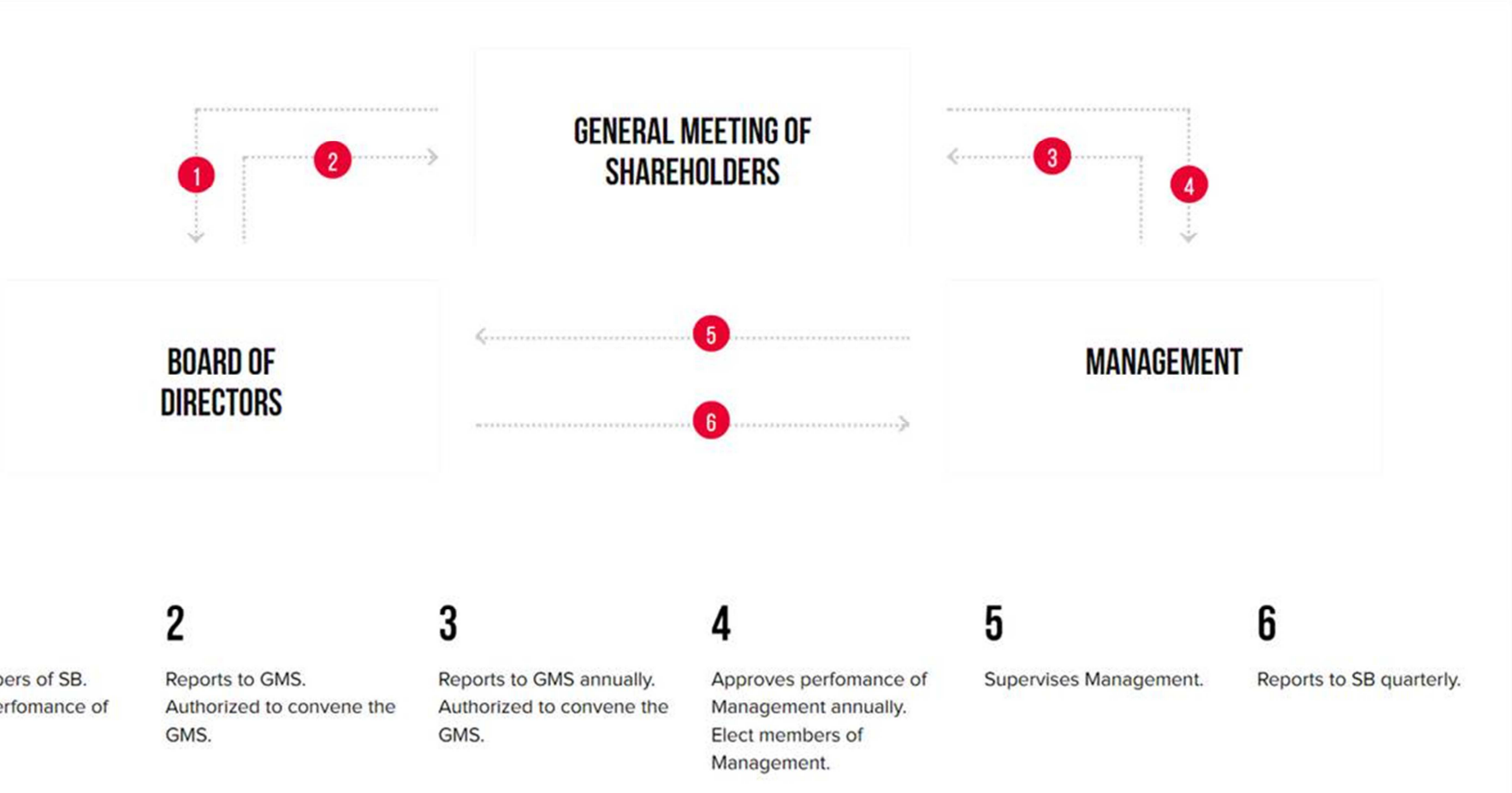
As at December 15,2017.

(1) number of shares and votes is reported according to the shareholder's notifications as of December 27,2012; the shares in the share capital and in votes was calculated by the Company after the share capital decrease registration.

(2) According to official notification received by the Company on 6<sup>th</sup> June 2016.

(3) According to official notification received by the Company on 9<sup>th</sup> June 2016.

ORGANIZATIONAL STRUCTURE – SUPERVISORY BODIES [G4-34] [G4-38] [G4-39] [G4-40] [G4-41] [G4-M]



## CORPORATE MANAGEMENT [G4-34] [G4-M] [G4-38] [G4-39] [G4-40] [G4-41] [G4-DMA-LA] [G4-DMA-HR] [G4-LA12]

MANAGEMENT BOARD	SUPERVISORY BOARD	GENERAL MEETING OF SHAREHOLDERS
<p>The Management Board of Agora S.A. may comprise of three to six people. The Management Board operates on the daily basis according to the rules set out in the Company's Statute and its By-laws. Members of the Management Board meet regularly once a week. All the decisions of the Management Board are taken collectively. However, each member of the Management Board personally manages relevant areas of the Group's operations.</p> <p>Management Board of Agora Group consists of:</p> <ul style="list-style-type: none"> <li>▪ Bartosz Hojka – President of Board,</li> <li>▪ Tomasz Jagiełło – Member of MB,</li> <li>▪ Agnieszka Sadowska – Member of MB (since 1st March 2017),</li> <li>▪ Anna Kryńska-Godlewska – Member of MB (since 8<sup>th</sup> November 2017),</li> <li>▪ Grzegorz Kania – Member of MB (since 8<sup>th</sup> November 2017).</li> </ul> <p>In 2017 in Management Boards used to be:</p> <ul style="list-style-type: none"> <li>▪ Grzegorz Kossakowski – Member of MB (until 5<sup>th</sup> September 2017)</li> <li>▪ Robert Musiał – Member of MB (until 28<sup>th</sup> February 2017)</li> </ul>	<p>The Supervisory Board consists of five members. The rules governing the Supervisory Board's activities are set in details in the Company's Statute. According to the provisions of the Statute at least three members of the Supervisory Board must satisfy the rules of independence set in § 20 item 4. Currently, 4 out of 6 members of the Supervisory Board are independent.</p> <p>Supervisory Board Agora Group consisted of:</p> <ul style="list-style-type: none"> <li>▪ Andrzej Szlęzak – Chairman of the Supervisory Board</li> <li>▪ Wanda Rapaczynski – Member of SB,</li> <li>▪ Dariusz Formela – Member of SB,</li> <li>▪ Tomasz Sielicki – Member of SB,</li> <li>▪ Andrzej Dobosz – Member of SB,</li> <li>▪ Maciej Wiśniewski – Member of SB (since 9<sup>th</sup> November 2017)</li> </ul> <p>In 2017 in Supervisory Board used to be:</p> <ul style="list-style-type: none"> <li>▪ Anna Kryńska-Godlewska - Member of SB (until 8<sup>th</sup> November 2017)</li> </ul> <p><b>Audit Committee</b></p> <ul style="list-style-type: none"> <li>▪ Dariusz Formela – Chairman of Committee</li> <li>▪ Tomasz Sielicki</li> <li>▪ Maciej Wiśniewski</li> </ul> <p><b>Human Resources and Remuneration Commission :</b></p> <ul style="list-style-type: none"> <li>▪ Wanda Rapaczynski – Chairman of Commission</li> <li>▪ Andrzej Dobosz</li> <li>▪ Andrzej Szlęzak</li> </ul>	<p>General Meeting of Shareholders of Agora S.A. is convened and arranged in accordance with the procedure and the rules provided for in the Commercial Companies Code, inter alia it approves the Company's financial statements decides about profit distribution or covering the loss, approves the performance of the members of the Company's governing bodies. The rules regarding the general meeting of shareholders are described in details in §§ 13 - 17 of the Company's Statute and the By-laws of the general meeting of shareholders. The Company informs about the dates of the consecutive general meetings of shareholders according to the law regulations, i.e. by the means of the regulatory filing and on the corporate website.</p>

## GENDER STRUCTURE IN THE GOVERNING BODIES OF AGORA S.A.

As of end of year	MEN		WOMEN	
	2017	2016 r.	2017	2016 r.
<b>Management Board</b>	3	4	2	0
<b>Supervisory Board</b>	5	4	1	2

On 1 March 2017 Agnieszka Sadowska was appointed to the Management Board of Agora S.A. and on 8 November 2017 - Anna Kryńska – Godlewska, bringing the number of female board members to two.

With respect to the diversity recommendation and equal membership of women and men in the governing bodies, Management Board of Agora pointed out that they do not have influence over the selection of their members. Under the diversity policy adopted by the Agora Group in December 2015, the choice of candidates to any positions in the discretion of the Management Board is determined primarily by criteria such as knowledge, experience and skills necessary for filling the position. Application of this principle to all employees of the Agora Group allows for a healthy functioning of the organization and embracing new business challenges.

Selection procedure for the Supervisory Board is specified in the Company's Statutes and other relevant laws and regulations. The Company has limited influence on the composition of the supervisory body as well as its activities. Nevertheless, the six-person Supervisory Board in office in 2017 reflected all diversity policy principles.

The procedure of appointing Members of the Management Board is also specified in the Statues of Agora Group. Only holders of A series shares are authorized to

nominate candidates. In the opinion of the company, priority criteria for selecting candidates are high qualifications, professional experience in Agora Group's core businesses and technical expertise to perform the responsibilities of Management Board Member.

Members of the Company's Management Board have complementary experience and competences – they are graduates of: Warsaw School of Economics, Warsaw University of Technology University of Silesia, University of Łódź, University of Edinburgh, Wrocław University of Technology, Institute Francais de Gestion, Harvards Business School (professional training courses), University of Economics in Wrocław, MBA at the Warsaw University of Technology Business School.

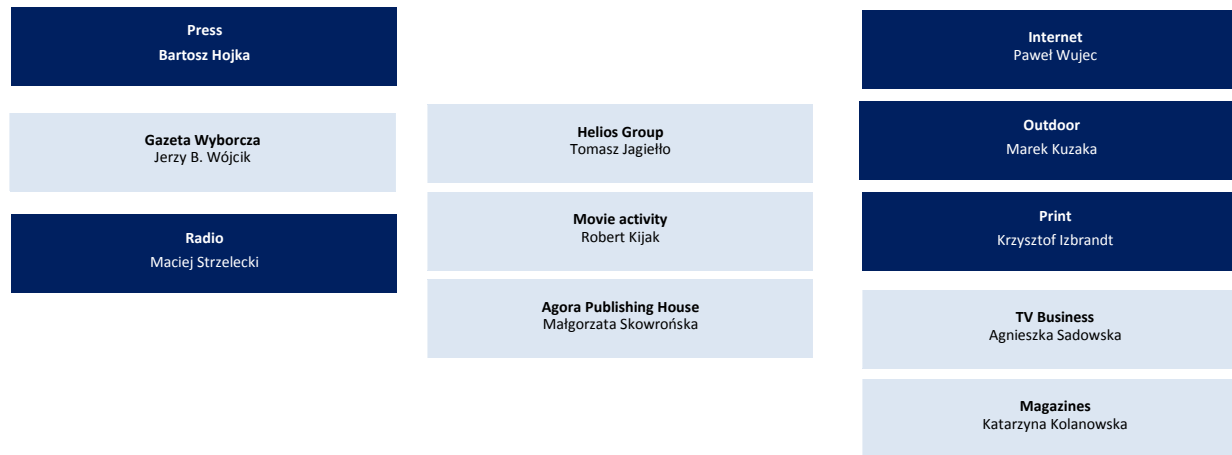
It should be noted that the key aspect in the process of selecting governing executives and key managers is to ensure wide spread and diversity of attributes, in particular in the area of professional experience, age, education and gender. The priorities are high qualifications and professional experience as well as expertise necessary to perform the function in question.

COMPANY STRUCTURE [G4-34] [G4-M] [G4-38]

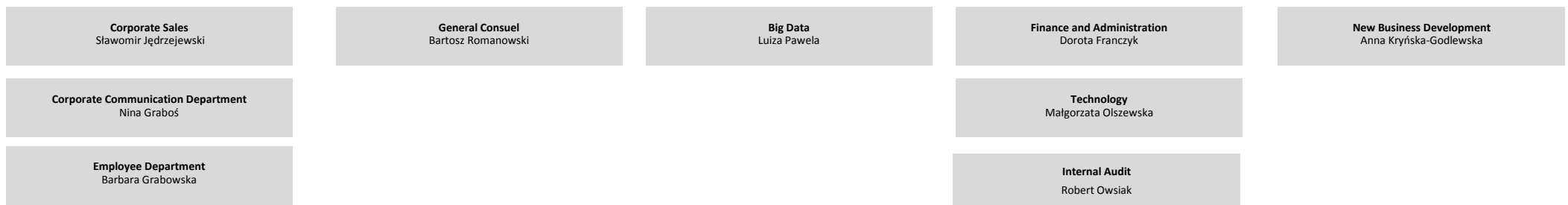
MANAGEMENT BOARD



BUSINESS SEGMENTS AND DIVISION



SUPPORT DIVISIONS AND CORPORATE DEPARTMENTS





**TRANSPARENCY [G4-38] [G4-38] [G4-40] [G4-41]**

Agora fully recognizes the importance of the corporate governance rules and their role in enhancing the transparency of public companies. The company is therefore committed to observing them in day-to-day operations.

The company makes every effort to ensure proper communications with investors and shareholders and a transparent information policy. We have also adhered to the code of best practices of companies listed on Warsaw Stock Exchange since the first edition of 'Code of Best Practice for WSE Listed Companies' in 2002.

- **CORPORATE GOVERNANCE**

Agora S.A. issues a report and announcement on the adherence to corporate governance principles by Agora S.A. The document includes information:

- about compliance with the good practices code of WSE listed companies,
- about policy and communication with investors
- about good practices of management boards of public companies and members of supervisory boards
- about the general assembly and relations with shareholders
- about the composition, changes and operating principles of managing and supervisory bodies and their committees:
  - management board ,
  - supervisory board,
  - committees and commissions within the supervisory boards.
- about internal controls and risk management with respect to making financial statements and consolidated statements
- about remuneration policy,
- about diversity policy,
- about social and sponsoring policy.

**Agora S.A. 2017 corporate governance announcement and report Read the report -> link.**

- **CODE OF BEST PRACTICE FOR WSE LISTED COMPANIES**

**Good Practices are grouped into six areas:**

- Information policy and communication with investors,
- Management Board and Supervisory Board,
- Internal systems and functions,
- General Meeting of Shareholders and relations with shareholders,
- Conflict of interests and transactions with affiliated entities,
- Remuneration.

The document contains: 20 recommendations (R) and 70 detailed guidelines (Z).

**In 2017 Agora met all requirements of 'Code of Best Practice for WSE Listed Companies'. Read the report -> link.**

**AGORA AMONG THE BEST**

Only 10% of the companies reporting to WSE on best practices performance declares nearly full compliance with the best practices code\*. In 2017 Agora S.A. was in the small group of 4% (18 out of 487) businesses that **met all the requirements of 'Code of Best Practice for WSE Listed Companies 2016'** (according to [Raport Forum Rad Nadzorczych developed by PwC](#)).

**100% - Agora's compliance with Code of Best Practice**

86% is the average degree of compliance with Code of Best Practice in Poland\*

\* *Raport Forum Rad Nadzorczych*, PwC,  
<https://www.pwc.pl/pl/publikacje/2017/rady-nadzorcze-2017.html>

## RESPECT INDEX

11

editions

28

companies

3

debutts

85%

Value increase since the first edition of RESPECT INDEX



Agora S.A. was listed in the eleventh RESPECT Index of socially responsible companies, presented by Warsaw Stock Exchange on 14 December 2017. Companies included in RESPECT are lauded as managed in a responsible and sustainable manner, attractive to investors and provide high quality of reporting, investor relations and corporate governance. They are distinguished by the advancement and comprehensiveness of their activities addressed to stakeholders that are a manifestation of their social responsibility at large. [More](#)

*We are honoured to be recognized for our commitment to the environmental, ethical and corporate governance issues and be included in the elite portfolio of 28 Warsaw Stock Exchange responsible businesses. We hope that Agora's place in the RESPECT Index will also be an important recommendation for investors who recognise the value of socially responsible brands.*

Bartosz Hojka, President of Agora S.A.

#### **Inclusion in RESPECT Index is proof positive of Agora's diligent approach to ESG:**

- environment (read more - [LINK](#)),
- social responsibility (read more - [LINK](#)),
- governance (read more - [LINK](#)).



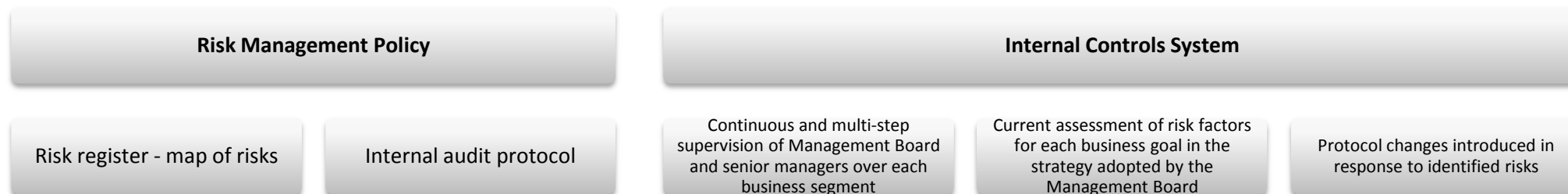
The new RESPECT Index was presented on 18 December 2017. The 11th edition of the index lists 28 companies, including three newcomers.

**RESPECT Index** is the first index of responsible companies created in Central and Eastern Europe. The project was initiated by Warsaw Stock Exchange in 2009 when the first portfolio was published. **RESPECT** includes both Polish and foreign companies listed on the WSE Main Market. RESPECT Index results prove that the companies included in this portfolio are characterized by a higher rate of return than the market average expressed in the WIG index. From November 2009 to December 2017, during the eight years of the index's existence, it increased its value by 85 %. At that time, the WIG main market index increased by 59 %, and the WIG20 gained 3.5 %.

**RESPECT Index** project is targeted at companies listed at the WSE Main Market - those with highest trading liquidity, included in the following indices: WIG20, mWIG40 and sWIG80. After completion of three phase validation process carried by Warsaw Stock Exchange and The Polish Association of Listed Companies, the new composition of index is created, comprising companies conducting impeccable communication with the market through current and periodic reports and their corporate websites. The third condition is socially responsible behaviour towards the environment, community and employees, which is analysed on the basis of a questionnaire verified by the project auditor Deloitte. According to the current formula, the verification of companies and the revision of the index composition is carried out once a year, in its second half. Blocks of shares in the index are determined on the same basis as in the case of other stock market indices. More information: [www.odpowiedzialni.gpw.pl](http://www.odpowiedzialni.gpw.pl).

**INTERNAL CONTROLS AND RISK MANAGEMENT SYSTEMS [G4-14] [G4-45] [G4-46] [G4-47]**

Agora Group has internal control and risk management systems currently in place.



- **Risk Management Policy**

Agora Group has implemented a Risk Management Policy aimed at specifying the rules and framework of risk management processes and key concepts relevant to risk management. The document specifies: division of responsibilities risk management timeline; categories of risk; risk reporting: register and map of risks and acceptable risk threshold.

Agora Group also developed **Internal Audit Regulations** and **Risk Register – Map of Risks**.

**The main elements of the internal control system are components of the Group's business processes and include:**

- ▶ procedures and by-laws regarding, inter alia: delegation of the rights and decision authorization, evaluation of the business projects, registration and processing of business transactions,
- ▶ reporting and transaction control of the processes and results of Agora Group's operations in each business sector,
- ▶ controls in the IT systems supporting execution of the business processes and monitoring activities of the system itself.

Agora Group executives perform tasks involved in internal control system and continuous supervision over its effectiveness as part of managing the Group's businesses. Moreover, the group has Internal Audit department that formally identifies risks in the area of internal control and security and recommends to the Management Board measures to reduce the risks when applicable.

Supervisory Board holds regular meetings with the International Audit Department, to discuss the contents of reports on selected operations and decide on specific measures. In 2017 ten such meetings took place.

Agora Group performs regular assessment of selected areas of the company's operations in order to eliminate potential risks and determines materiality of risks.

Rather than a Compliance Department, Agora has a dedicated corporate matters team, reporting directly to Agora Group's General Counsel.

**OTHER INFORMATION [G4-EN29] [G4-S05] [G4-S07] [G4-S08] [G4-PR7] [G4-PR9]****INFORMATION ABOUT INCURRED PENALTIES OR FINES**

In 2017, Agora Group was not subject to any significant fines or non-monetary sanctions for non-compliance with environmental laws and regulations.

In 2017, no justifiable claims were made against Agora concerning the infringement on customer privacy or loss of personal data.

In 2017, Agora was not subject to any penalties due non-compliance with the law and regulations relevant to the provision and usage of products and services.

In 2017, Agora was not subject to penalties for non-compliance with regulations and self-imposed codes applying to health impact of products and services on in any impact category or stage. Agora Group does not sell forbidden or controversial products. There were no recorded instances of non-compliance with regulations or self-imposed codes regulating marketing communication, including advertising, promotion and sponsoring.

No incidents of corruption or fraud were recorded in 2017. In 2016, internal controls revealed an incidence of fraud by an employee in one of the departments. The case was taken to criminal court under Article 286 (1) and 284 (2) of Criminal Code.

In 2017 Kujawsko-Pomorski Pharmaceutical Inspectorate in Bydgoszcz launched proceedings against Agora S.A. about advertising a general purpose pharmacy. The case referred to an article, published on 18-25 Dec. 2016 on Wyborcza.pl, reporting on the opening of a new pharmacy. In the ruling of 2 March 2017 Inspectorate dismissed the part of the accusation in which Agora S.A. would be banned from conducting general advertising and settled on a 300 PLN fine for advertising a general-purpose pharmacy.

In 2017 Agora Group was not subject to any legal actions for anti-competitive behaviour, anti-trust, monopoly practices or their outcomes.

In 2017 the Head of the Customs and Tax Office in Warsaw, by decision from November 10th 2017, he directed Agora S.A. a penalty in the amount of PLN 3,484.44 in connection with the organization of an audiotextual games of chance called "Jolka in the *Duży Format*" between 03/01/2013 and 01/03/2013, without the required permission. The company appealed against this decision.

Due to the nature of Agora's business as a newspaper publisher, the company is involved in a number of civil cases brought in relation to an infringement of the right to protection of personality in press publications.

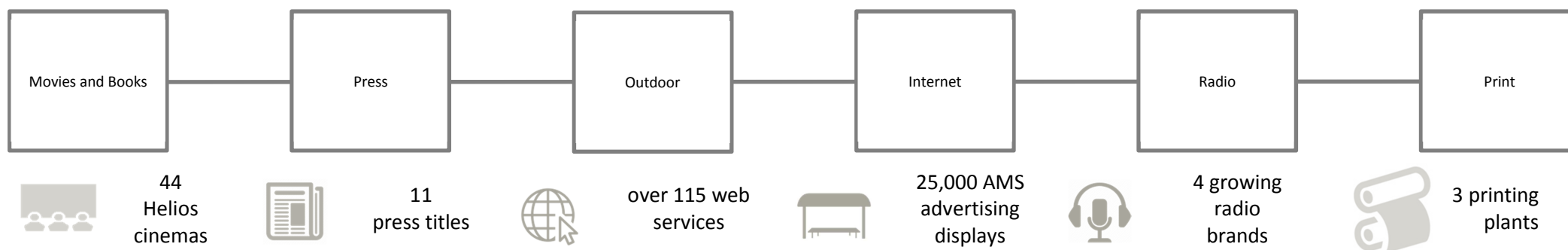
# AGORA GROUP

## OUR OPERATIONS [G4-3] [G4-4] [G4-6] [G4-7] [G4-8] [G4-9]

- ▶ **Grupa Agora** (Agora Group) has conducted operations on the Polish media market since 1989, with complementary media businesses sharing Agora brand and values.
- ▶ Agora S.A. was founded in 1989 and it has been listed on Warsaw Stock Exchange since 1999. The company's main businesses are:
  - Helios S.A. – Poland's largest network of cinemas and the owner of NEXT FILM – a film production and distribution brand, popular titles as *Bogowie*, *Sztuka kochania*, *Historia Michaliny Wislockiej* or *Pokot*.
  - AMS S.A. – a leader in outdoor advertising on the Polish market,
  - *Gazeta Wyborcza* – Poland's largest opinion daily and national leader in the digital transformation of the press.

- ▶ In their press portfolio, Agora also holds a number of specialized magazines and periodicals such as *Avanti*, *Logo* and *Cztery Kąty*.
- ▶ Agora publishes books, music albums and films and sells publications online in: *Kulturalnysklep.pl* and *Publio.pl*.
- ▶ The group owns three music radio stations: Radio Złote Przeboje, Radio Pogoda and Rock Radio and holds shares in Radio TOK FM, a national radio with a news & talk formula unique on the Polish market.
- ▶ Agora is an important player on the Internet market, with Internet web services, popularity leaders in their categories. Some of the dozens of Agora's Internet brands are: *Gazeta.pl*, *Sport.pl* and *Tokfm.pl*, available online or via mobile applications. One of the entities of Agora Group is Yieldbird – one of Poland's fastest-growing providers of programmatic advertising.
- ▶ Agora also owns three printing plants that print selected titles of Agora as well as newspapers by other publishers.
- ▶ Agora is also present on the Polish television market with Stopklatka TV, launched in co-operation Kino Polska TV S.A.

Agora Group conducts business operations in seven segments:



## MOVIES AND BOOKS

## Helios – Poland's largest cinema chain (number of cinemas and cities in which they are located)



12.2 million viewers purchased tickets to Helios cinemas in 2017.

↑13% YTY

44 cinemas

241 screens

over 49 K seats

3 new cinemas in 2017

- Wołomin (mazowieckie)
- Krosno (podkarpackie)
- Stalowa Wola (podkarpackie)

## 44 Helios cinemas currently operate in 38 Polish cities:

Location	Screens	Seats	Location	Screens	Seats	Location	Screens	Seats
Rzeszów <i>Powstańców W-wy</i>	4	1 202	Dąbrowa Górnicza	5	841	Siedlce	5	1 033
Szczecin <i>CHR Kupiec</i>	4	1 116	Piła	4	591	Starachowice	4	637
Olsztyn	8	1 927	Płock	5	1 024	Jelenia Góra	5	900
Radom	5	1 360	Legnica	5	1 086	Łódź <i>Sukcesja</i>	9	1 980
Sosnowiec	4	1 217	Lubin	5	1 123	Białystok <i>Galeria Jurowiecka</i>	6	979
Gniezno	3	343	Piotrków Tryb.	5	1 069	Wrocław <i>Aleja Bielany</i>	8	1 378
Konin	2	594	Grudziądz	5	1 295	Poznań	8	1 561
Bielsko Biała	7	1 547	Tczew	4	754	Przemyśl	4	578
Gdańsk <i>Alfa</i>	8	1 712	Kędzierzyn-Koźle	4	857	Gdańsk <i>Metropolia</i>	7	1 074
Kielce	7	1 614	Szczecin <i>Outlet Park</i>	7	1 403	Tomaszów Mazowiecki	4	754
Opole	6	1 247	Rzeszów <i>Galeria Rzeszów</i>	6	1 197	Wołomin	4	593
Wrocław <i>Magnolia</i>	7	1 230	Bełchatów	4	839	Krosno	4	816
Gorzów Wlkp	5	1 028	Bydgoszcz	7	1 110	Stalowa Wola	4	650
Białystok <i>Biała</i>	8	1 705	Gdynia	6	1 236	<b>TOTAL</b>	<b>241</b>	<b>49 028</b>
Białystok <i>Alfa</i>	7	1 291	Nowy Sącz	5	1 095			
			Kalisz	7	1 442			

(as of 31 Dec. 2017)

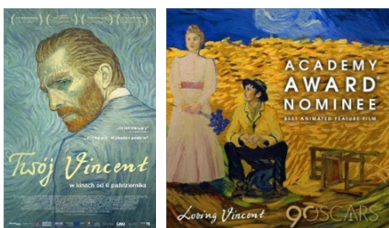
Helios plans to open new cinemas in Gdańsk, Legionowo, Katowice, Pabianice, Warsaw, Zabrze, Piaseczno and Piła in 2018-2021

**NEXT FILM – one of Poland’s seven largest film distributors**

Since 1 April 2017 all film projects of Agora Group have been handled by one organizational structure. Earlier NEXT FILM used to be responsible of film distribution while production and co-production was managed by a unit within Agora.



More than **3.251** viewers watched the films distributed in Polish cinemas by NEXT FILM.

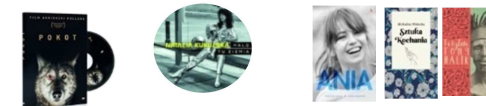
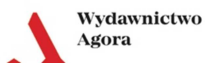
**Loving Vincent nominated for Oscar!**

*Loving Vincent* – a painted animation, distributed in Poland by NEXT FILM, is an Academy Award Nominee in the category of Best Animated Feature.

The film directed by Dorota Kobiela and Hugh Welchman is the winner of European Film Award and Golden Globes and BAFTA. 2018 Oscars shall be announced on Sunday, 4 March 2018.

**WYDAWNICTWO AGORA (AGORA PUBLISHING HOUSE)****Wydawnictwo Agora****Wydawnictwo Agora in 2017:**

- 1.4 million copies of printed publications sold
- 10 new film released on DVD and Blu-Ray
- 28 new music records
- 56 new titles

**Agora’s book stores**

**28 thousand e-books, nearly 3 thousand audiobooks and 350 press titles** – sold by [Publio.pl](http://Publio.pl)

**over 1 thousand books, publications, records, films, press titles and posters** – sold by [Kulturalnysklep.pl](http://Kulturalnysklep.pl) online store



## PRESS

**Gazeta Wyborcza is Poland's long-standing largest opinion leading daily****6,5 million users Wyborcza.pl services monthly\*****2.6 million readers of printed *Gazeta Wyborcza*\*\*****133 thousand digital subscribers**

*Gazeta Wyborcza* is a source of reliable information for its readers and an important platform for public debate. The daily also offers entertaining content and encourages readers to adopt active pastimes. It is respected and awarded for its quality of journalism, innovative solutions and strong social commitment.

Daily regional sections of *Gazeta Wyborcza* are published in seven major regions of Poland: Mazowieckie, Śląskie, Dolnośląskie, Małopolskie, Pomorskie, Wielkopolskie and łódzkie. In other locations *Gazeta Wyborcza* includes local news pages. Friday issue of *Gazeta Wyborcza* comes with magazines focusing on

the topics important to local communities. Local versions of *Gazeta Wyborcza* appear in 20 of Poland's main cities. *Gazeta* has local issues in: Białystok, Bydgoszcz, Częstochowa, Katowice, Kielce, Kraków, Lublin, Łódź, Olsztyn, Opole, Płock, Poznań, Radom, Rzeszów, Szczecin, Toruń, Trójmiasto, Wrocław, and Gorzów Wielkopolski-Zielona Góra. *Gazeta Stołeczna* is published in Warsaw.

Each issue of *Gazeta Wyborcza* consists of the national outer section, local pages and thematic supplements: *Duży Format*, *Ale Historia*, *Mój biznes*. *Ludzie, praca, innowacje*, *Wyborcza TV*, *Tylko Zdrowie*, *Co Jest Grane 24* and *Wysokie Obcasy*.



The portfolio of *Gazeta Wyborcza* includes also the *Wysokie Obcasy Extra* monthly and the *Książki*. *Magazyn do czytania* bi-monthly. New titles launched in 2017 are *Wysokie Obcasy. Praca* and *Mój Spot* bi-weekly.



*Gazeta* also publishes special issues of *Wysokie Obcasy* dedicated to child and adult psychology, etc.; *Tylko Zdrowie* focusing on specific diseases, *Na Pamięć* – with puzzles and conundrums, *Ale Historia* – dedicated to important historical personalities, or selections of the best texts printed in *Duży Format*.

\*data Gemius/PBI, average X-XII.2017, real users, total users: wyborcza.pl, wyborcza.biz, wysokieobcasy.pl, komunikaty.pl

\*\* data PBC general, Kantar Millward Brown, X-XII.2017, N = 4 994.



**Gazeta Wyborcza** is Poland's leader in the digital transformation of press. It was the first daily in Poland to introduce the system of limited free access to its content and offered paid digital subscriptions.

As of the end of 2017 *Gazeta Wyborcza* had **133 thousand active digital subscriptions**.

#### WEB SERVICES:

[Wyborcza.pl](http://Wyborcza.pl) the main service of *Gazeta Wyborcza*, including its thematic weeklies and local sections from over 20 cities.

[Wyborcza.biz](http://Wyborcza.biz) service with the main economic and financial news, domestic and foreign.

[Classic.wyborcza.pl](http://Classic.wyborcza.pl) archive of *Gazeta Wyborcza*

[Wysokieobcasy.pl](http://Wysokieobcasy.pl) service of the *Wysokie Obcasy* weekly and the *Wysokie Obcasy Extra* monthly

[Sonar.wyborcza.pl](http://Sonar.wyborcza.pl) new-style service presenting the world and politics in news, numbers and diagrams

[NewsMavens.com](http://NewsMavens.com) service created only by women with news from Europe delivered in English.



#### Portfolio of diverse magazine titles

Agora publishes magazines and manages the online services of a number of titles covering a wide range of subjects from interior decoration and house building to cooking, lifestyle and shopping. Attractive editorial content, high quality photos and multimedia materials available online gained high popularity among readers and internet users.

## CZASOPISMA

**Avanti**  
BIŻUTERIA PAŁACZKI

Poland's first shopping magazine

**LOGO**

the only shopping and lifestyle monthly for men on the market

**CZTERY KĄTY**

one of the most popular interior decoration magazines

**KUCHNIA**  
magazyn dla smakoszy

exclusive magazine on the art of cooking and good eating

**Dziecko**

monthly magazine for parents of small children with parenting content

**LADNY DOM**  
PORADNIK BUDOWLANY

magazine with expert advice in the area of house building and modernization

**OPIEKUN**  
DOTYKLIWI POTRZEBUJĄ OPIEKI NA STAŁE

quarterly magazine for people who are long-term caregivers

In 2017 we discontinued *Dom&Wnętrza* and *Magnolia* and early in 2018 we sold the right to publish *Świat Motocykli*.

A wide portfolio of Agora's magazines allows for building attractive advertising solutions, also including other media of Agora Group, and delivering effective promotional campaigns. Additionally, the advertising office has developed a custom publishing offer.

More on: [agoracp.pl](http://agoracp.pl)

INTERNET

Gazeta.pl is one of Poland's most popular web portals.

Gazeta.pl is one of Poland's largest web portals. With a wide array of content, including articles, original videos, available also via mobile applications, our web services are leaders in their thematic categories. Among Gazeta.pl's services are GoldenLine.pl career platform and practical search machines for finding recruitment, real estate and automotive ads.

For advertisers Gazeta.pl has a number of comprehensive and non-standard advertising solutions that present an effective means to reach Internet users. Advertising services offered by Gazeta.pl include high quality content marketing solutions and new content-2-commerce tools. Publishers who wish to optimize their use of advertising spaces in the programmatic advertising model are assisted by Yieldbird.



Nearly 16 million visitors of Gazeta.pl services in December 2017 (users – RU Gemius PBI, December 2017)

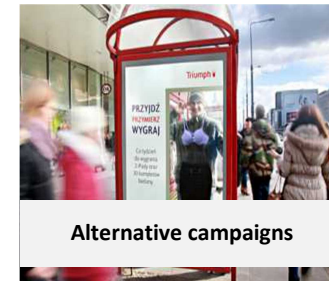
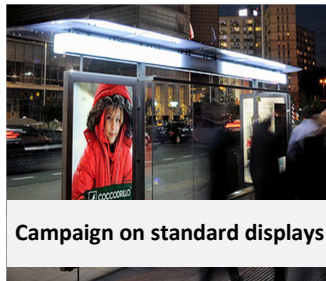
News and commentary	Lifestyle	Sport	Entertainment	Hobby	Advertising	Video formats	Social media	Mobile applications
<ul style="list-style-type: none"> <li>Gazeta.pl</li> <li>Wiadomosci.Gazeta.pl</li> <li>Next.Gazeta.pl</li> <li>Weekend.Gazeta.pl</li> </ul>	<ul style="list-style-type: none"> <li>Kobieta.Gazeta.pl</li> <li>Zdrowie.Gazeta.pl</li> <li>Podroze.Gazeta.pl</li> <li>Avanti24.pl</li> <li>eDziecko.pl</li> <li>Ugotuj.to</li> </ul>	<ul style="list-style-type: none"> <li>Sport.pl</li> <li>MyFitness.pl</li> <li>PolskaBiega.pl</li> <li>Junior.Sport.pl</li> </ul>	<ul style="list-style-type: none"> <li>Quizy.gazeta.pl</li> <li>Plotek.pl</li> <li>Deser.pl</li> </ul>	<ul style="list-style-type: none"> <li>Moto.pl</li> <li>Bryla.pl</li> <li>Ladnyladny.pl</li> </ul>	<ul style="list-style-type: none"> <li>GoldenLine.pl</li> <li>GazetaPraca.pl</li> <li>Jobile</li> <li>Domiporta.pl</li> <li>Nowyrrp.pl</li> <li>Autotrader.pl</li> <li>Salonowe.pl</li> <li>Komunikaty.pl</li> <li>KupSprzedaj.pl</li> </ul>	<ul style="list-style-type: none"> <li>Gazeta.pl NOW</li> <li>Haps</li> <li>Myk!</li> <li>Ach!</li> <li>Klips</li> <li>Make Poland Great Again</li> </ul>	<ul style="list-style-type: none"> <li>Forum.Gazeta.pl</li> <li>Blox.pl</li> </ul>	<ul style="list-style-type: none"> <li>Gazeta.pl LIVE</li> <li>Sport.pl LIVE</li> <li>Avanti24</li> <li>Plotek.pl</li> <li>Moja Cięża, Moje Dziecko</li> <li>Quiz&amp;Go</li> </ul>

OUTDOOR

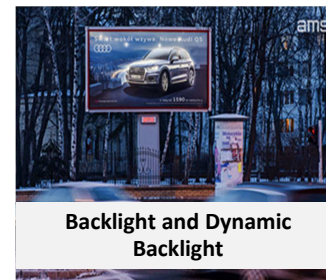
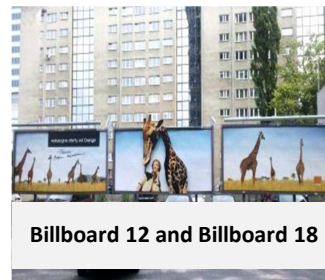
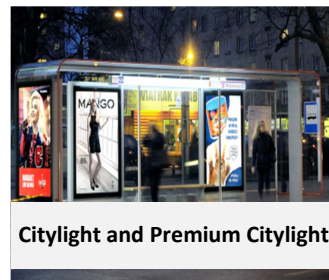
AMS is Poland's largest 'out of home' brand with the broadest portfolio of formats

25 thousand advertising displays  
30 cities with AMS city furniture  
1580 modern bus / tram shelters in Warsaw

AMS offers standard and digital OOH's solution:



Types of displays:



**RADIO**

**Radio brands of Agora offer, news, entertainment and music – on air and on line.**

Agora Group owns Radio TOK FM, Radio Złote Przeboje, Radio Pogoda and Rock Radio as well as Tuba.FM music platform and Tokfm.pl news and information portal.



**PRINT**

**3 printing plants: Warsaw, Tychy and Piła**

Agora Group's printing services are provided by three offset printing plants located in Warsaw, Tychy and Piła, equipped with presses for printing newspapers, magazines and ephemera.

**TELEVISION OPERATIONS**

Since 2014 Agora has been one of the owners of Stopklatka TV (co-owned by Kino Polska TV S.A.)

On December 2016 Agora launched METRO television channel on MUX-8. Discovery Polska Sp. z o.o. became a co-owner. On 1 September 2017 Discovery Polska Sp. z o.o. became the sole owner of METRO.

**CULTURE, EDUCATION, ENTERTAINMENT**

**Agora organizes a number of inspiring music, entertainment and educational events**

**VISION AND MISSION [G4-56] [G4-M]**

The primary objective is the growth in media sector within the frame of the defined mission: deliver to our customers credible information and quality entertainment, and to our business partners effective ways to reach their clients.

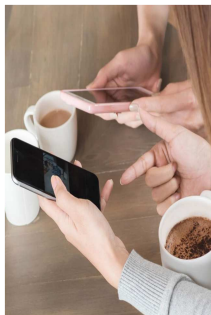
The prerequisite of the realization of our mission is the economic success, and that requires higher revenues and improvement in profitability.

In all areas of our operations we are committed to professionalism and responsible management as well as transparency and clarity. Tolerance, independence and integrity are values that we strive to uphold in our everyday work. We build strong and sustainable relationships with our stakeholders: readers, listeners, viewers, clients, suppliers, our employees and shareholders.

**OUR VALUES [G4-56] [G4-M]**

We are committed to the values that lie at the core of our organization and that have been our guiding principles in spite of changing market conditions and the growth of our group. These are truth, tolerance, respect for fundamental human rights and help

**For our users:**



- We want to preserve independence, because independent press is an indispensable element of public life and communication between the government and the governed.
- We want *Gazeta Wyborcza* to speak to its readers in a language of simple human decency.
- It is our desire for a reader who wants to escape the wave of hatred, to find a refuge in *Gazeta* and its language.
- We want *Gazeta Wyborcza* to be the newspaper of democratic and reasonable Poland, Poland curious about the world, entrepreneurial, tolerant and open.
- We want to create independent and open media addressed to a wide group of users.
- We want be bold and reliable - in choosing our topics and actions.
- We want to be with our readers, listeners and viewers and provide them daily with: latest news articles, commentary, interesting and important content as well as high-quality entertainment.

**For our clients:**



- Our goal is to provide excellent quality services for our client's satisfaction.
- We are committed to building positive and lasting relations with clients.
- The overriding rule in our interactions with clients is fair conduct in accordance with the highest ethical standards.

**For our employees:**



- We want Agora to be a place where they can realize their professional ambitions,
- Consequently - an attractive place of employment that provides employees with opportunities for development.
- We want to offer our employees a working environment open to diversity and governed by two main principles of: equal opportunities and respect.

**For our shareholders:**



- We wish to build long-lasting value of the company.
- Our main principle in investor relations is transparency.
- We are committed to providing equal access to information about the company to all shareholders and investors.
- In our contacts with shareholders we observe the principal rules of international corporate governance.

**STRATEGIC GOALS AND GROWTH DIRECTIONS [G4-9] [G4-DMA-EC] [G4-EC1]**

The main goal of Agora Group is to continue building a strong position in the media sector. The primary objective is the growth in media sector within the frame of the defined mission: deliver to our customers credible information and quality entertainment, and to our business partners effective ways to reach their clients. The prerequisite of the realization of our mission is the economic success, and that requires higher revenues and improvement in profitability.

Agora Group’s key strategic goals are expressed through a number of indicators relevant to specific market segments and the stage of development of each business in question. With respect to the digital transformation of print media operations, the strategic goal was determined as the number of active paid subscriptions. In the television segment, the key goal was to build the position of Agora through developing a portfolio of television channels. Financial and technical reach goals were determined for Stopklatka TV, launched in 2014. In the remaining segments of the Group’s operations the objectives were expressed as EBIT or EBIT result. While most of the strategic goals of Agora Group should be achieved by the end of 2018, their progress is monitored and the effects are presented in the Management Board’s annual reports. Representatives of Agora also discuss the company’s performance in terms of strategic goals with various stakeholder groups, including employees, shareholders, investors and representatives of the media sector.

**MID-TERM PRIORITIES OF THE AGORA GROUP**



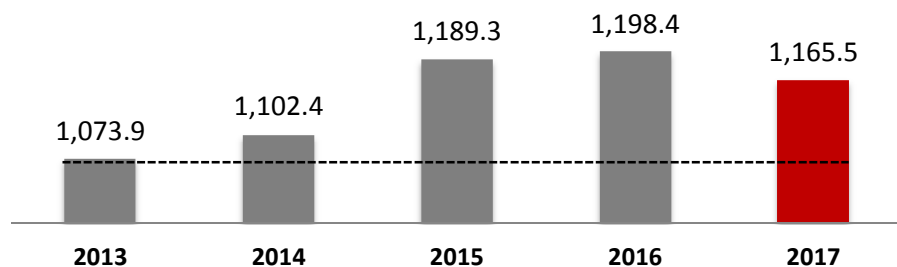
**Growth of revenue**



**Improvement of profitability**

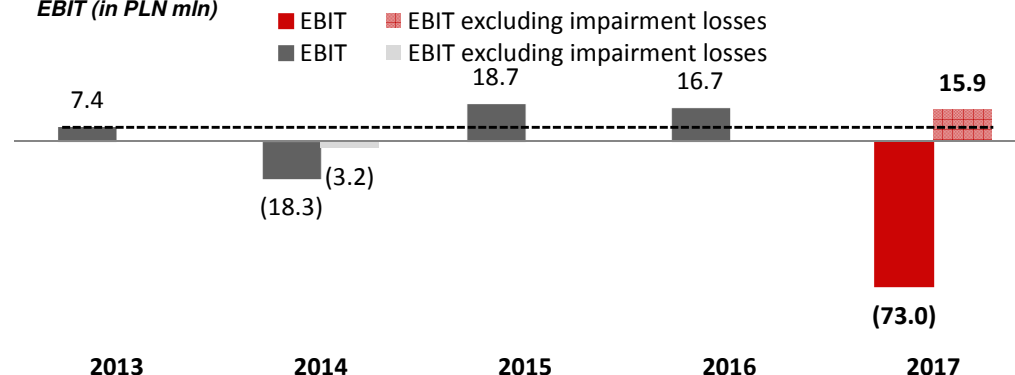
**Revenue growth**

Revenue (in PLN mln)



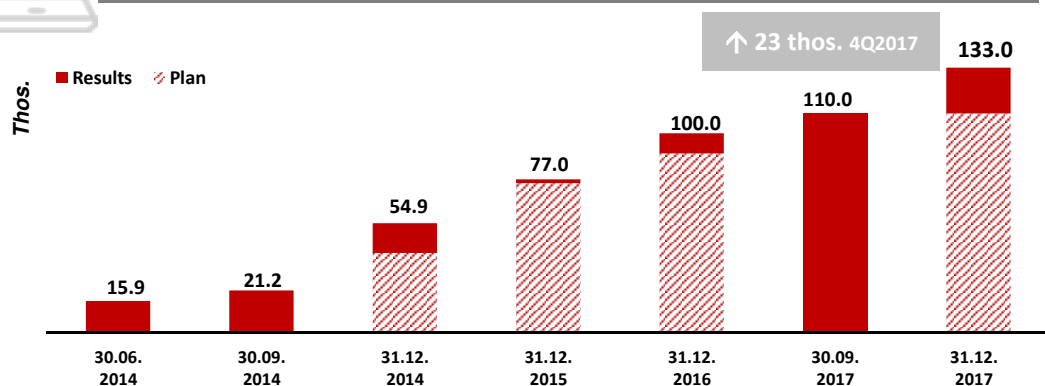
**Profitability improvement**

EBIT (in PLN mln)





## Digital transformation of print media operations



## Building position in the TV market

**2 December 2016** launch of METRO on MUX-8

**9 December 2016** within the framework of the investment agreement, the second owner of the channel has been Discovery Poland Sp. z o.o., supporting the content development of METRO

**21 August 2017** Agora received the letter of intention from Discovery Poland Sp. z o.o. to purchase 51.06% of shares in Green Content Sp. z o.o.

**1 September 2017** Discovery Poland bought 51.06% of shares from Agora in Green Content Sp. z o.o. becoming the sole owner of the company



## Profitability improvement of the Group's key business segments

Segments	Category	2013	2014	2015	2016	2017	Goal
Cinema and Movies (1)	Margin EBIT	3.0%	5.0%	6.2%	8.5%	7.6%	2018 → 9.0%
Internet	EBIT (in PLN mln)	17.2	20.7	24.2	23.0	(2.5) / 19.3*	2018 → 34
Print	EBIT (in PLN mln)	(1.3)	0.6	2.3	(7.7)	(63.4) / (11.8)*	2017 → profitability on the EBIT level
	EBITDA (in PLN mln)	15.0	16.9	18.1	15.1	8.9	
Outdoor	Margin EBIT	2.5%	4.1%	11.0%	14.8%	17.4%	2017 → 8.0-10.0%
Radio	Margin EBIT	5.8%	10.4%	12.4%	11.3%	14.6%	2017 → 12.0-15.0%

Source: consolidated financial statements according to IFRS, 4Q2013, 4Q2014, 4Q2015, 4Q2016, 1-4Q2017

(1) Cinema and Movies activities comprise results of Helios group and film activities of Agora S.A

\* Excluded impairment losses in Internet and Print segments

Read more on: [www.agora.pl](http://www.agora.pl)

## KEY FINANCIAL RESULTS [G4-9] [G4-17] [G4-DMA-EC]

The consolidated financial statements of the Agora Group for 2017 include: Agora S.A. and 16 subsidiaries, which operate principally in the internet, print, cinema, radio and outdoor segments. Additionally, as at 31 December 2017 the Group held shares in jointly controlled entities: Stopklatka S.A. and Online Technologies HR Sp. z o.o., as well as in associated companies: Instytut Badan Outdooru IBO Sp. z o.o. and Hash.fm Sp. z o.o.

<i>in PLN million</i>	<b>2017</b>	<b>2016</b>	<i>% change yoy</i>
<b>Total sales (1)</b>	<b>1,165.5</b>	<b>1,198.4</b>	<b>(2.7%)</b>
Advertising revenue	547.3	561.6	(2.5%)
Ticket sales	222.2	194.2	14.4%
Copy sales	134.3	135.7	(1.0%)
Printing services	94.0	147.7	(36.4%)
Concession sales in cinemas	83.1	72.3	14.9%
Other	84.6	86.9	(2.6%)
<b>Operating cost net, including:</b>	<b>(1,238.5)</b>	<b>(1,181.7)</b>	<b>4.8%</b>
Impairment losses (2)	(88.9)	(1.1)	7,981.8%
<b>Operating cost excluding imipirments*</b>	<b>(1,149.6)</b>	<b>(1,180.6)</b>	<b>(2.6%)</b>
<b>Operating result - EBIT</b>	<b>(73.0)</b>	<b>16.7</b>	<b>-</b>
EBIT margin (EBIT/Sales)	(6.3%)	1.4%	(7.7pp)
<b>EBIT excluding imipirments *</b>	<b>15,9</b>	<b>17,8</b>	<b>(10,7%)</b>
<b>EBITDA (3)</b>	<b>118.9</b>	<b>116.0</b>	<b>2.5%</b>
EBITDA margin (EBITDA/Sales)	10.2	9.7%	0.5pp
<b>Net profit/(loss)</b>	<b>(79.3)</b>	<b>(13.2)</b>	<b>(500.8%)</b>
<b>Net profit/(loss) excluding imipirments*</b>	<b>9.6</b>	<b>(12.1)</b>	<b>-</b>

Source: consolidated financial statements according to IFRS 2017.

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

(2) the amounts include impairment losses on property, plant and equipment and intangible assets, in 2017 the impairment losses relate mainly to the non-current assets in Print segment, the goodwill of Trader.com. (Polska) Sp. z o.o and the monthly "Cztery Kąty";

(3) the performance measure "EBITDA" is defined as EBIT increased by depreciation and amortization and impairment losses of property, plant and equipment and intangible assets. Impairment losses are included in the calculation of EBITDA since the fourth quarter of 2017, comparative amounts were adjusted accordingly.

\* the amounts don't include impairment losses on property, plant and equipment and intangible assets, in 2017 the impairment losses relate mainly to the non-current assets in Print segment, the goodwill of Trader.com. (Polska) Sp. z o.o and the monthly "Cztery Kąty".



**AGORA GROUP AWARDS [G4-M1]**

In 2017, the employees of Agora Group received multiple awards and tokens of recognition, in contests and individual and team rankings, on a domestic and international market. The awards include:

**Awards for journalists and photoreporters:**

- ▶ Kryształowe Pióra (Crystal Quill Award)
- ▶ Grand Press
- ▶ Bohdan Tomaszewski Award
- ▶ Economic Journalism Award Press Club Polska
- ▶ Climate Change Journalist Award
- ▶ Pióro Odpowiedzialności (Responsibility Quill Award)
- ▶ BZ WBK Press Foto
- ▶ Grand Press Photo
- ▶ Solidarity Award

**Awards for the teams, projects and companies of Agora Group:**

- ▶ INMA Global Media Awards
- ▶ Superbrands 2018 (Helios, *Gazeta Wyborcza*, *Cztery Kąty* and Radio Złote Przeboje)
- ▶ Award of the European Economic Congress in Katowice (AMS)
- ▶ CEE Retail Award 2016 (Helios)
- ▶ St. Jacobe Statuette (Olsztyn Green Festival)
- ▶ The best website for runners according journalists (Polskabięga.pl)
- ▶ Mobile Trends Awards (Quiz & Go, *Wyborcza.pl*)
- ▶ GrandFront 2016 (Main Awards: *Gazeta Wyborcza*, *Wysokie Obcasy*, distinction: *Wysokie Obcasy Extra*, *Duży Format*, *Kuchnia*)
- ▶ Yieldbird: the finalist of The Drum Digital Trading Awards as The Best Ad Ops Team, 21 place in Deloitte Technology Fast 50 Central Europe Ranking

**Movie awards:**

- ▶ *Sztuka Kochania*: Camerimage Festival
- ▶ *Twój Vincent*: European Film Award, Golden Globe nomination, Oscar nomination, Empik Bestseller
- ▶ *Pokot*: Silver Bear Alfred Bauer Prize, Berlin International Film Festival

**Advertising Offices Ranking of Media&Marketing Polska magazine:**

- ▶ Tandem Media – leader in the ranking of cinema and radio advertising offices
- ▶ AMS – leader among outdoor advertising offices
- ▶ Advertising sales team of *Gazeta Wyborcza* – first place among advertising offices of daily newspapers.

**DIGITAL NEWS INITIATIVE**

In 2017 the following projects of Agora Group received grants under Google Digital News Initiative:

- ▶ *Search the Radio* – innovative digital project of Radio TOK FM for digitalisation of radio content by a self-learning transcription system.

Projects that received funding in previous years continued in 2017:

- ▶ *Mikrofon TOK FM* is an innovative project of Grupa Radiowa Agory. Launched on 20 Feb. 2017, it is an online platform and application allowing listeners to send their views in audio and contribute to the broadcast of Radio TOK FM in real time.
- ▶ *Sonar.wyborcza.pl* – Innovative project of *Gazeta Wyborcza* and *BIQdata.pl* that aims to help Poles understand how big and small policies impact their everyday lives, including their household budgets, education and healthcare.
- ▶ *NewsMavens.com* – news platform developed only by women, with women journalists from all EU states providing content.

**COMMITMENTS TO EXTERNAL INITIATIVES [G4-15] [G4-16] [G4-24]**

Agora's Group strives to shape the environment in which it operates. Therefore, its entities are active members of organizations representing specialists in industries relevant to its operations. The most prominent being:

- **DOMESTIC:**

- Konfederacja Lewiatan,
- Polish Association of Listed Companies,
- Polish Chamber of Press Publishers (IWP),
- Związek Kontroli Dystrybucji Prasy (ZKDP – ABC Poland),
- PBI – Polish Internet Research,
- IAB Polska – Internet Advertising Bureau Poland,
- IGRZ – Polish Outdoor Advertising Chamber of Commerce,
- ReproPol Publishers Association,
- Polish Cinemas Association,
- Polish Association of New Cinemas,
- IAA Polska - International Advertising Association Poland,
- ZPAV – Polish Society of the Phonographic Industry,
- KIPA – The Polish Audiovisual Producers Chamber of Commerce,
- Domestic Book Council (Krajowa Izba Książki),
- Presidents-Volunteers Coalition at the Academy for the Development of Philanthropy in Poland,
- Diversity Charter (since 8 March 2017).

- **FOREIGN:**

- WAN - IFRA – *World Association of Newspapers and News Publishers*,
- INMA – *International Newsmedia Marketing Association*,
- EPC – *European Publishers Council*,
- EGTA - *European Group of Television Advertising*,
- UNIC - *International Union of Cinemas*,
- *EDJnet - Europejska Sieć Dziennikarstwa Danych*.

**ABOUT THE REPORT [G4-13] [G4-18] [G4-22] [G4-23] [G4-28] [G4-29] [G4-30] [G4-33] [G4-48]**

The **2017 Agora Group Responsibility Report** presents our approach to social, environmental and economic aspects. It also provides an overview of our impact on the environment and our social involvement in 2017.

The report covers Agora S.A. and other entities of Agora Group: Agora Poligrafia, Agora TC, AMS, Adpol, Grupa Radiowa Agory (GRA), Doradztwo Mediowe, Inforadio, Helios, NEXT FILM, Trader.com (Polska), Optimizers, Yieldbird, unless indicated otherwise.

The report is issued in compliance with Directive 2014/95/UE\* and Accounting Act of 15 Dec. 2016\*\*. Biegły rewident potwierdza wypełnienie przez firmę tego obowiązku.

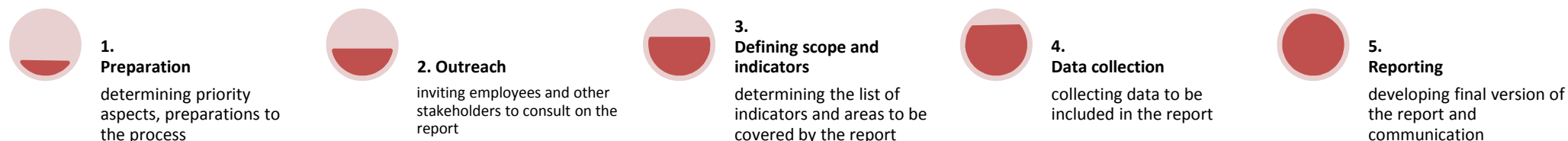
The statement applies indicators based on the international standards in Global Reporting Initiative, (GRI G-4 and Sector Supplement – Media) for sustainability reporting and, in accounting aspects based on MSSF standard.

The report is based on the following documents, norms and standards:

- The United Nations Global Compact Principles and SDGs,
- ISO 26000 Social Responsibility and Polish Non-Financial Reporting Standard,
- Relevant guidelines for non-financial reporting (methodology of non-financial reporting).

**REPORTING PROCESS IN AGORA GROUP:**

The purpose of the reporting process is analysing and monitoring the impact of the company in accordance with adopted rules and indicators.



Non-financial statement is a separate part of Agora Group's 2017 annual statements approved by the Management Board.

The document is not audited externally. A certified auditor only verifies whether the entity has complied with the reporting requirements.

Representatives of the Management Board and the managers of relevant businesses of Agora Group were involved with internal verification process. Also Agora's stakeholders were invited to participate in the process (More in section **Our responsibility**)

Employees of The Agora Group participated in the development of this report and the process was coordinated by Corporate Communications of Agora Group.

Polish and English versions of the Report are available for download in pdf format (Polish version [here](#)).

Agora S.A. has developed their own 2017 Responsibility Report, only covering the activities of Agora S.A..

This report does not contain other significant changes in terms of scope, range or method of measurement from the previous year. Some selected data are presented in a consolidated annual format.

\*Directive 2014/95/EU Of The European Parliament And Of The Council of 22 October 2014 amending Directive 2013/34/EU as regards disclosure of non-financial and diversity information by certain large undertakings and groups.

\*\* Accounting Act of 15 Dec. 2016, amending Accounting Act of 29 Sep. 1994, Journal of Laws of 1994 No 121, item 591.

**GRI G4 INDEX [G4-32]**

The GRI Sustainability Reporting Guidelines (the Guidelines) offer Reporting Principles, Standard Disclosures and an Implementation Manual for the preparation of sustainability reports by organizations. The table below lists indicators with their respective page numbers.

For more information about GRI-G4 go to: [globalreporting.org](http://globalreporting.org)

INDICATOR	INDICATOR DESCRIPTION	PAGES
<b>STRATEGY AND ANALYSIS</b>		
<b>G4-1</b>	Statement of President of Management Board	p. 2
<b>G4-2 [M]</b>	Key impacts, risks and opportunities	p. 4; 6
<b>ORGANIZATIONAL PROFILE</b>		
<b>G4-3</b>	Name of the organization	p. 69
<b>G4-4</b>	Primary brands, products, and services.	p. 69-76
<b>G4-5</b>	Location of the organization's headquarters.	p. 88
<b>G4-6</b>	Number of countries where the organization operates and their names	p. 69-76
<b>G4-7 [M]</b>	The nature of ownership and legal form	p. 69-76
<b>G4-8</b>	Nature of ownership and legal form of the organization	p. 69-76
<b>G4-9</b>	Markets served	p. 17; 69-76
<b>G4-10</b>	Scale of the organization	p. 17-20
<b>G4-11</b>	Number of employees by region, age, gender and employment contract	p. 30
<b>G4-12</b>	Supply chain	p. 39
<b>G4-13</b>	Significant changes in the reporting period	p. 39; 83
<b>COMMITMENTS TO EXTERNAL INITIATIVES</b>		
<b>G4-14</b>	The precautionary approach or principle	p. 6; 60
<b>G4-15</b>	List of external initiatives to which organization subscribes or which it endorses	p. 33-35; 82
<b>G4-16</b>	Membership of associations and national or international advocacy organizations	p. 33-35; 82
<b>IDENTIFIED MATERIAL ASPECTS AND BOUNDARIES</b>		
<b>G4-17</b>	List of entities included in the organization's consolidated financial statements	p. 80
<b>G4-18</b>	Process for defining the report content and the Aspect Boundaries	p. 2; 8; 83
<b>G4-19</b>	All the material Aspects identified in the process for defining report content	p. 3- 6; 8
<b>G4-20</b>	Aspect Boundary within the organisation for each material Aspect	p. 4; 8
<b>G4-21</b>	The Aspect Boundary outside the organization	p. 4; 8
<b>G4-22</b>	Effect of any restatements of information provided in previous reports, and the reasons for such restatements.	p. 83
<b>G4-23</b>	Significant changes from previous reporting periods in the Scope and Aspect Boundaries	p. 83
<b>STAKEHOLDER ENGAGEMENT</b>		
<b>G4-24 [M]</b>	List of stakeholder groups engaged by the organization	p. 7; 8; 30; 36; 38-43; 44-48; 82
<b>G4-25</b>	Basis for identification and selection of stakeholders with whom to engage	p. 7; 8
<b>G4-26</b>	The organization's approach to stakeholder engagement	p. 7; 8; 30; 36; 38-43; 44-48; 49
<b>G4-27</b>	Key topics and concerns that have been raised through stakeholder engagement	p. 7- 8; 30; 36; 38-43; 44-48; 49

REPORT PROFILE		
G4-28	Reporting period	p. 83
G4-29	Date of most recent previous report	p. 83
G4-30	Reporting cycle	p. 83
G4-31	Contact point	p. 88
G4-32	GRI Content Index	p. 84-87
G4-33	External assurance for the report	p. 83
GOVERNANCE		
GOVERNANCE STRUCTURE AND COMPOSITION		
G4-34	Governance structure of the organization	p. 60-64
G4-38	The composition of the highest governance body and its committees	p. 61; 62-64
G4-39	Reporting whether the Chair of the highest governance body is also an executive officer	p. 61; 64
G4-40	The nomination and selection processes for the highest governance body and its committees	p. 61; 62-64
G4-41	Processes and activities for the highest governance to ensure conflicts of interest are avoided and managed	p. 62-64
HIGHEST GOVERNANCE BODY'S ROLE IN RISK MANAGEMENT		
G4-45	The highest governance body's role in the identification and management of economic, environmental and social impacts, risks, and opportunities	p. 6; 67
G4-46	The highest governance body's role in reviewing the effectiveness of the organization's risk management processes for economic, environmental and social topics	p. 6; 67
HIGHEST GOVERNANCE BODY'S ROLE IN SUSTAINABILITY REPORTING		
G4-48	The highest committee or position that formally reviews and approves the organization's sustainability report and ensures that all material Aspects are covered	p. 83
ETHICS AND INTEGRITY		
G4-56 [M]	The organization's values, principles, standards and norms of behaviour such as codes of conduct and codes of ethics	p. 11; 33-36; 77
INDICATORS – CATEGORY ECONOMIC		
G4-DMA-EC	Economic performance	p. 80
G4-EC1	Direct economic value generated and distributed	p. 78-80
G4-EC7 [M]	Giving free or discounted space on media platforms engaging in philanthropic or community activities	p. 44-47
INDICATORS – CATEGORY ENVIRONMENTAL		
G4-DMA-EN [M]	Materials Energy Water Emissions Products and services	p. 44-57
G4-EN2	Percentage of materials used that are recycled input materials	p. 44-57
G4-EN3	Energy consumption within the organization	p. 44-57
G4-EN6	Reduction of energy consumption	p. 44-57
G4-EN8	Total water withdrawal by source	p. 44-57

<b>G4-EN10</b>	Percentage and total volume of water recycled and reused	<b>p. 44-57</b>
<b>G4-EN19</b>	Reduction of greenhouse gas (GHG) emissions	<b>p. 44-57</b>
<b>G4-EN22</b>	Total water discharge by quality and destination	<b>p. 44-57</b>
<b>G4-EN23 [M]</b>	Total weight of waste by type and disposal method	<b>p. 44-57</b>
<b>G4-EN28</b>	Percentage of products sold and their packaging materials that are reclaimed by category	<b>p. 44-57</b>
<b>G4-EN29</b>	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations	<b>p. 68</b>
<b>INDICATORS – LABOR PRACTICES AND DECENT WORK</b>		
<b>G4-DMA-LA</b>	Employment	<b>p. 11-32</b>
<b>G4-LA1</b>	Total number and rates of new employee hires and employee turnover by age group, gender and region	<b>p. 17-20</b>
<b>G4-LA2</b>	Benefits provided to full-time employees that are not provided to temporary or part-time employees	<b>p. 24-27</b>
<b>G4-LA3</b>	Return to work and retention rates after parental leave, by gender	<b>p. 17-20</b>
<b>G4-DMA-LA</b>	Labour/management relations	<b>p. 30</b>
<b>G4-DMA-LA</b>	Occupational Health and Safety	<b>p. 11-27</b>
<b>G4-LA6</b>	Type of injury and rates of injury, occupational diseases, lost days, and absenteeism, and total number of work-related fatalities	<b>p. 22-27</b>
<b>G4-DMA-LA</b>	Training and education	<b>p. 11-32</b>
<b>G4-LA9</b>	Average hours of training per year per employee	<b>p. 21-27</b>
<b>G4-LA10</b>	Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings	<b>p. 21-27</b>
<b>G4-LA11</b>	Percentage of employees receiving regular performance and career development reviews, by gender and by employee category	<b>p. 21-27</b>
<b>G4-DMA-LA</b>	Diversity and equal opportunity	<b>p. 11-32; 62-63</b>
<b>G4-LA12</b>	Composition of governance bodies and breakdown of employees per employee category according to gender, age group, minority group membership, and other indicators of diversity	<b>p. 17-32; 62-63</b>
<b>G4-LA13</b>	Ratio of basic salary and remuneration of women to men by employee category	<b>p. 31-32</b>
<b>G4-LA16</b>	Number of grievances about labour practices filed, addressed, and resolved through formal grievance mechanisms	<b>p. 28-29</b>
<b>INDICATORS – HUMAN RIGHTS</b>		
<b>G4-DMA-HR</b>	Non-discrimination	<b>p. 11-32</b>
<b>G4-HR2</b>	Total hours of employee training on human rights policies or procedures concerning aspects of human rights	<b>p. 28-29</b>
<b>G4-HR3</b>	Total number of incidents of discrimination and corrective actions taken	<b>p. 28-29</b>
<b>G4-HR12</b>	Number of grievances about human rights impacts filed, addressed, and resolved through formal grievance mechanisms	<b>p. 28-29</b>
<b>G4-DMA-HR</b>	Freedom of association and collective bargaining	<b>p. 30</b>
<b>INDICATORS – SOCIAL</b>		
<b>G4-DMA-SO</b>	Local communities	<b>p. 44-54; 89-103</b>
<b>ANTI-CORRUPTION</b>		
<b>G4-DMA-SO</b>	Anti-corruption	<b>p. 36</b>
<b>G4-SO5</b>	Confirmed incidents of corruption and actions taken	<b>p. 68</b>
<b>ANTI-COMPETITIVE BEHAVIOUR</b>		
<b>G4-DMA-SO</b>	Anti-competitive behaviour	<b>p. 36; 58</b>
<b>G4-SO7</b>	Total number of legal actions for anti-competitive behaviour, anti-trust, and monopoly practices and their outcomes	<b>p. 68</b>

<b>G4-SO8</b>	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations	<b>p. 68</b>
<b>INDICATORS – CATEGORY PRODUCT RESPONSIBILITY</b>		
<b>G4-DMA-PR</b>	Product responsibility	<b>p. 38-43</b>
<b>G4-PR2</b>	Total number of incidents of non-compliance with regulations and voluntary codes concerning the health and safety impacts of products and services during their life cycle, by type of outcomes	<b>p. 68</b>
<b>G4-PR4</b>	Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labelling, by type of outcomes	<b>p. 68</b>
<b>G4-PR7 [M]</b>	Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship, by type of outcomes	<b>p. 68</b>
<b>G4-DMA-PR</b>	Customer Privacy	<b>p. 37; 40-43</b>
<b>G4-PR8</b>	Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data	<b>p. 68</b>
<b>G4-PR9</b>	Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services	<b>p. 68</b>
<b>SECTOR DISCLOSURES - MEDIA</b>		
<b>G4-M1</b>	Significant funding and other support received from non-governmental sources	<b>p. 82</b>
<b>G4-M3</b>	Actions taken to improve adherence to content creation values (independence, quality, plurality, diversity) and results obtained	<b>p. 9-10; 33-35</b>
<b>G4-M6</b>	Methods to interact with audiences and results	<b>p. 9-10; 43</b>
<b>G4-M7</b>	<u>Actions taken to empower audiences through media literacy skills development and results obtained</u>	<b>p. 9-10; 43</b>

---

**CONTACT [G4-5] [G4-31]**

---

**HEADQUARTERS:** Agora S.A., 00-732 Warsaw, 8/10 Czerska St.  
Corporate Communication Department, [press@agora.pl](mailto:press@agora.pl)

**NINA GRABOŚ**

Director of Corporate Community and Investor Relations

ph. +48 22 555 60 36

[nina.grabos@agora.pl](mailto:nina.grabos@agora.pl)

**MAGDALENA ANDREJCZUK**

non-financial reporting specialist

ph. +48 507 095 211

[magdalena.andrejczuk@agora.pl](mailto:magdalena.andrejczuk@agora.pl)



## ANNEX – AGORA GROUP'S GOOD PRACTICES

## CHARITY PRACTICES

## Agora Group supports Great Orchestra of Christmas Charity

For many years businesses of Agora Group have engaged in auctions, collections, communications and promotion of Wielka Orkiestra Świątecznej Pomocy (WOŚP – Great Orchestra of Christmas Charity).

Agora Group collected 22,327.24 zł in 2017 WOŚP campaign. The 25th finale was held on 9 January 2017 and the organization collected funds for paediatrics wards of Polish hospitals and for providing high quality medical care to seniors.

Gazeta Wyborcza was one of the media patrons of the 25th finale and conducted the campaign's advertising. In some local sections of Gazeta Wyborcza and in two Rzeszów Helios cinemas employees and visitors were encouraged to put donations in WOŚP collection boxes from December until the finale day. Such collections took place in Łódź, Olsztyn, Płock, Rzeszów, Toruń, Gdańsk, Warsaw and Wrocław. On 15 January 2017, at 20:00, local commissions counted the donations that added up to 3991.24 zł.

Radio TOK FM held three auctions for WOŚP. Branded mugs with signatures of TOK FM's journalists were sold for 4179 zł. 1525 zł was the winning bid in the auction for a miniature Radio TOK FM prize while the opportunity to write, with the help of the radio's editors, and read the winner's own news bulletin on air was auctioned for 7400 zł. The listeners donated 13,644 zł in total.

Gazeta.pl conducted six auctions, collecting 4692 zł in total. Among the auctioned items were a football and poster signed by footballer Grzegorz Krychowiak (1570 zł), a place in the workshop of Haps programme (202.50 zł), a tour of Warsaw headquarters of Agora (1114.50 zł), a personal training session with MyFitness.pl (270 zł), advertising on Gazeta.pl (1025 zł) and a fieldwork ridealong with Tomasz Golonko, a reporter of Gazeta.pl (510 zł).

Radio Złote Przeboje organized a Facebook campaign that raised 1000 zł through collecting likes, and Jarek Budnik, one of the station's host joined a winter swimming club for the cause.

Helios cinemas also joined the campaign. Most offered annual passes or single-admission tickets for auctioning, posters signed by stars, film gadgets as well as special prizes such as a vintage Helios TV set (in Siedlce). In some cinemas donations were collected by WOŚP volunteers (Poznań, Tczewo and others) and in some locations Helios cinemas hosted local WOŚP campaign headquarters on the Sunday of the finale (e.g. in Konin).

## Gazeta Wyborcza on Children's Day – charity actions

On 1 June 2017, Katowice and Bielsko Biała issue of *Gazeta Wyborcza* was sold with special linen colouring bags *Niosę Dobro* (Carrying Good). The linen bags (called *tasza* in Silesian dialect) could also be used to entertain children who can colour them. Money from the sale of *Niosę Dobro* bags was passed to *Dom Aniołów Stróżów* (Guardian Angels Shelter) – an organization that manages centres for disenfranchised children and youth in Katowice and Chorzów, more specifically for the help, education and care for the children and for the programme *Akademia Rozwoju Talentów* (Talents Academy). The cost of production of three thousand bags was covered by Chorzów City Office. *Gazeta Wyborcza*, Chorzów City Office and *Dom Aniołów Stróżów* Association were joint organizers of the project.

On 3 June 2017 the main section of *Gazeta Wyborcza* celebrated International Children's Day for the 12th time by issuing a Toyota advertising insert to finance a donation for Fundacja z Pompą that supports the Child Haematology Ward of University Clinical Centre in Gdańsk, the patients and their families.

The Child Haematology Ward of University Clinical Centre in Gdańsk provides care to little patients from the entire Pomerania region. Besides helping the patients in their struggle against the illness, Fundacja z Pompą also offers psychological assistance for children with cancer and their families, co-finances physical therapy for the children and provides financial aid to families in difficult material circumstances.

*Gazeta Wyborcza's* partner in the campaign was Toyota.

**More on:** [Katowice.Wyborcza.pl](http://Katowice.Wyborcza.pl)

### Chairs for ISKIERKA – campaign of Gazeta Wyborcza in Katowice

Katowice section of *Gazeta Wyborcza* conducts Chairs for ISKIERKA campaign convincing famous people from the world of culture, sports and politics to donate their used chairs that are then transferred to artists who transform them into artefacts to be auctioned for a worthy cause.

In 2017 artists transformed the chairs donated by the actress Krystyna Janda, jazz musician Tomasz Stańko, racing driver and entrepreneur Rafał Sonik and singers Natalia Przybysz and Natalia Grosiak. Among the artists who worked on the chairs were Marcel Sławiński, set designer of the Oscar-winning *Ida*, costume designer Barbara Ptak and architect Tomasz Konior. Thirteen artistically restored chairs were auctioned at the celebration of the 45th anniversary of Katowice *Spodek* hall for the total amount of 106 thousand zł.

Funds were collected for ISKIERKA Foundation who works for the patients of paediatrics oncological wards. The donations covered the cost of: a laboratory centrifuge, baby cribs with scales, scales for patients and plasma air fresheners for isolation rooms, as well as beds with cardiac monitors and infusion pumps. Additionally, the foundation financed the purchase of medications for children, some life-saving. The remaining funds were spent on a summer camp in Rewal, where 40 little patients spent a week of vacation with their families.

**More on:** [Katowice.Wyborcza.pl](http://Katowice.Wyborcza.pl)

### Santa Claus Factory

Each year before Christmas the team of Wrocław *Gazeta Wyborcza*, Agora Foundation and *Nowe Horyzonty* Cinema collect funds from sponsors to make presents for a thousand poorest children in Wrocław and Wrocław region and to help Wrocław institutions and non-profits.

The main goal of the 14th Santa Claus Factory was to collect funds to purchase equipment for the care centre for adult patients with intellectual disabilities, managed by Bonitum Association. Nearly 200 thousand zł was collected and financed the purchase of gifts for a thousand children in Wrocław primary schools and donated to the patients in the care of Bonitum Association that opened a Community Support Centre in January 2018.

Nearly two million zł has been collected over 14 years of Santa Factory, thanks to the commitment of employees, sponsors and readers of *Gazeta Wyborcza Wrocław*. The money was used to buy 14 thousand gifts for the youngest children, pupils of Wrocław schools, patients of hospitals, recipients of aid from local foundations and associations.

**More on:** [Wroclaw.Wyborcza.pl](http://Wroclaw.Wyborcza.pl)

### Let's Rebuild Wysoka Zaborska Village - a charity project by Agora's radio stations

Grupa Radiowa Agory organized a special charity campaign for the inhabitants of Wysoka Zaborska village in Pomorskie region where severe rainstorms of August 2017 caused major destruction and affected the entire population of the village. With damaged and ruined houses, outbuildings and other property, many families lost nearly everything they owned.

Shortly after the August rainstorms that had a disastrous effect on Brusy community, in September 2017, stations of GRA launched a relief campaign Let's Rebuild Wysoka Zaborska. Radio TOK FM, Radio Złote Przeboje, Radio Pogoda and Rock Radio raised funds for the families who had suffered from the severe rainstorms. They encouraged their listeners to donate and broadcast reports from the affected region. Additionally, a special website was launched for the campaign, linked to the sites of Agora's radio stations. The outreach was also conducted via the websites of GRA stations and their social media.

Over ten days, the campaign raised 282 thousand zł of listeners' donations for the affected families. Brusy administrative district also received 15 thousand zł from a special advertising block broadcast in Agora radio stations on 14 September 2017, with spots of brands such as Toyota Motor Poland, Tesco Polska and Honda Polska.

Grupa Radiowa Agory also financed a temporary container house for one of the most heavily affected families in Małe Glišno in Brusy commune. The temporary house was installed on 11 September 2017 to serve the family for three months. All funds raised in the campaign were donated to Brusy commune, administrative district of Wysoka Zaborska.

**More on:** [Rockradio.pl](http://Rockradio.pl)

## Agora's Safety-Pin

*Agrafka Agory* is a program delivered in partnership with the Academy for the Development of Philanthropy in since 2006 (formerly as *Moje stypendium* - My Scholarship). It was designed to support non-profit organizations that run scholarship programs and to promote scholarships for inhabitants of villages and small towns (under 100 thousand inhabitants).

The aim of *Agrafka Agory* is to help non-governmental organizations that deliver scholarship programs and to promote such programmes. The grants finance scholarship competitions for students from small towns and villages. Over the eleven-year run, *Agrafka Agory* has distributed 147 grants for local scholarship programmes, totalling 1,238,800 zł.

In its eleventh year (2016/2017 academic year) 10 organizations received Agora Foundation grants totalling 68,400 zł. As a result of the project, 45 best students were paid scholarships totalling 153,780 zł.

Recipients of the scholarships are young people who study at 27 faculties, 24 universities countrywide. Their achievements are impressive: from winning national competitions, through authoring scientific articles and monographs, to social projects and engineering innovation such as building a robotic arm or a 3D printer.

## EDUCATION PRACTICES

### Cinema to the Point

*Kino na Temat* and *Kino na Temat Junior* are projects addressed to youth and children delivered by Helios cinemas since 2013.

Screenings under both projects are held in school season and are suspended for the time of summer vacation. Screening dates are chosen together with the classes or schools. Group, school admission fees apply.

2,500 screenings for all age groups were held in 2017 under *Kino na Temat* and *Kino na Temat Junior*.

*Kino na Temat* is a series of film events addressed to upper primary and secondary school children on the themes important to young people on the cusp of adulthood. The carefully selected titles and interesting topics give impulse to emotional discussions. Different sets of titles and topics are prepared for 5-7th grade kids and secondary-school youth. Each event is composed of a film screening and a debate with invited guests – journalists and experts in the areas relevant to the theme of the meeting. A vote on a topical question asked during the discussion is one of the key elements of each event.

The most popular 2017 films were: *Loving Vincent*, *Maria Skłodowska-Curie* and *Goodbye Berlin*.

*Kino na Temat Junior* is a series of educational events with films and storytelling for pre-schoolers and children in early grades of primary school. Film screenings are combined with an interactive element. Each screening is preceded by workshops of quizzes with attractive prizes, both developed by film educators to fit the core curriculum for a relevant education level. The recent season was the first with a permanent offer for pre-schoolers. The content and educational expertise is provided by film educators.

In 2017 the most popular titles in *Kino na Temat Junior* were: *Tarapaty*, *Sing and Smurfs*, and in the pre-schoolers section: a series of Polish animations, *Hold Me Tight* and *Kasper and Emma Go Hiking*.

More on: [Helios.pl](http://Helios.pl)

## Mathematics Counts

We need mathematics in every walk of life: when doing daily shopping, paying bills, opening a bank account, in sports activities, for dieting and healthy lifestyle. Nevertheless, when learning mathematics very few of us realize how important it is going to be later in life. The idea behind Mathematics Counts, a campaign delivered jointly by *Gazeta Wyborcza* and mBank Foundation, was to show how important and interesting mathematics is.

Mathematics Counts campaign was rolled out with the start of 2017/2018 school year. The organizers' intention was to show the importance mathematics is in everyday life and prove how absolutely crucial it is for the mother of all sciences to be presented and taught well. Attractive and modern forms of knowledge transfer, that stimulate and keep up a kid's natural curiosity often translate into later choices made by the young people.

The project included a competition *Matematyka w twoim życiu* (Mathematics in Your Life) in which primary school children presented how mathematics is present in their daily life or in the life of their school. The presentation could take the form of videos, photos, games, charades, etc. Winners received financial grants for their school. A record-breaking number of competitors entered the game, children from over 120 schools. The winner was Ignacy Łukasiewicz Primary School No 3 in Trzebinia.

The project's culminating event was the Fourth Mathematics Festival, held on 18 November 2017 in the headquarters of Agora. Visitors could attend one of ten workshops for children, parents and teachers as well as visit stands with robots, logical games and puzzles. The motto was, "Mathematics is everywhere, it is a fun adventure!"

**More on:** [Wyborcza.pl/matematyka](http://Wyborcza.pl/matematyka)

## School with Class 2.0

Education is one of key drivers of social development and sustainable growth. Schools of today face numerous challenges and responsibilities in preparing children and youth to continue their education, enter the job market and become active citizens.

*Szkoła z klasą* was launched in 2002 by *Gazeta Wyborcza* and Centre for Citizenship Education. The campaign was addressed to primary and secondary schools and was designed with the following goals in mind: to introduce a new style of thinking about education, promote the principles of new, effective education, raise the quality of education, stimulate improvement in the educational culture and give new impetus to cooperation between schools and their local environment.

The specific aim of the 16th *Szkoła z klasą 2.0* was to assist schools in the difficult process of changes, also those resulting from the recent educational reform. All schools participating in the project apply innovative design thinking method, diagnose the needs of the entire school community and develop tailor-made solutions. Projects developed by the schools focus on building relations, independence, responsibility, learning skills and drive for learning.

2016/2017 *Szkoła z klasą* was joined by 203 schools, 194 headpersons, 199 coordinators, 971 participants (teachers and other school staff). Applications to enter the project in 2017/2018 were submitted by 95 schools, 95 headpersons, 95 coordinators, 642 participants. Over 300 participants attended conferences and other events under the programme.

*School with Class 2.0* is managed by *Szkoła z Klasą* Foundation, Centre for Citizenship Education and *Gazeta Wyborcza*, and has the support of Polish-American Freedom Foundation and Agora Foundation.

**More on:** [SzkoLazKlasa20.pl](http://SzkoLazKlasa20.pl)

## CULTURE PRACTICES

### Accessible Culture - Helios cinemas

*Kultura Dostępna w Kinach* (Accessible Culture in Helios Cinemas) is a programme developed to bring Polish film to a broad range of viewers and to promote Polish cinema through offering affordable ticket prices. The programme provides a broad group of recipients access to Polish cinematic art and reduces one of the key barriers to cinema going, high price of admission.

In 2017 all Helios cinemas around Poland presented nearly 50 titles in 2196 Thursday screenings under the programme.

Viewers could watch critically acclaimed and internationally awarded films produced in Poland such as: *Sztuka kochania. Historia Michaliny Wisłockiej, Powidoki, Po prostu przyjaźń, Maria Skłodowska-Curie, Volta, Pokot* and *Moje córki krowy*.

*Kultura Dostępna w Kinach* is a part of the *Kultura Dostępna* national programme delivered by the National Centre for Culture and the Ministry of Culture and National Heritage.

More on: [Helios.pl](http://Helios.pl)

### Nike Literary Award

Founded in 1997, Nike Literary Award is presented annually in October for the best book published in the previous year. The main idea behind the award is to promote Polish literature, in particular novels (including autobiography, essays, memoirs, etc.) humanist writing of great literary value.

Winners receive a prize of 100 thousand zł and the NIKE statuette, funded by *Gazeta Wyborcza* and Agora Foundation.

Winners are selected in a three-step procedure: 20 nominations are announced in May, seven finalists are revealed in September and the final decision does not take place until the day of the award ceremony. Neither the winner nor the remaining finalists present in the auditorium are informed about the result until the official announcement. The readers of *Gazeta Wyborcza* select their own winner.

Winners of Nike Literary Award:

2017 – Cezary Łazarewicz for the historical reportage *Żeby nie było śladów*

2016 – Bronka Nowicka for the novel *Nakarmić kamień*

2015 – Olga Tokarczuk for the novel *Księgi Jakubowe*

2014 – Karol Modzelewski for the autobiography *Zajeżdżimy kobyłę historii*

2013 – Joanna Bator for the novel *Ciemno, prawie noc*

2012 – Marek Bieńczyk for the selection of essays *Książka twarzy*

2011 – Marian Pilot for the novel *Pióropusz*

2010 – Tadeusz Ślobodzianek for the play *Nasza klasa*

2009 – Eugeniusz Tkacyszyn-Dycki for the volume of poetry *Piosenka o zależnościach i uzależnieniach*

2008 – Olga Tokarczuk for the novel *Bieguni*

2007 – Wiesław Myśliwski for the novel *Traktat o łuskanii fasoli*

2006 – Dorota Masłowska for the novel *Paw królowej*

2005 – Andrzej Stasiuk for the novel *Jadąc do Babadag*

2004 – Wojciech Kuczok for the novel *Gnój*

2003 – Jarosław Marek Rymkiewicz for the volume of poetry *Zachód słońca w Milanówku*

2002 – Joanna Olczak-Ronikier for the novel *W ogrodzie pamięci*

2001 – Jerzy Pilch for the novel *Pod Mocnym Aniołem*

2000 – Tadeusz Różewicz for the volume of poetry *Matka odchodzi*

1999 – Stanisław Barańczak for the volume of poetry *Chirurgiczna precyzja*

1998 – Czesław Miłosz for the selection of writings *Piesek przydrożny*

1997 – Wiesław Myśliwski for the novel *Widnokrąg*

More on: [Nike.org.pl](http://Nike.org.pl)

### Ryszard Kapuściński Award for Literary Reportage

Established in 2010, Ryszard Kapuściński Award is presented by *Gazeta Wyborcza* and Capital City of Warsaw to the authors of the year's best non-fiction book and the best translation of non-fiction.

The idea behind Ryszard Kapuściński Award is to distinguish and promote worthwhile works of non-fiction that touch on important contemporary issues, invite reflection and offer insights into different cultures. It also aims to pay posthumous homage to Ryszard Kapuściński – the eminent reporter, journalist,

commentator and poet, apart from Stanisław Lem, the most translated Polish author, who spent over 60 years of his life in Warsaw.

The winners receive: author of the best reportage book - 50 thousand zł, and author of the best translation of a literary work of reportage – 15 thousand zł. The finalists are handed a commemorative diploma and an original photograph made by Ryszard Kapuściński. Alicja Kapuścińska is an honorary patron of the award.

Ryszard Kapuściński Award is an international prize. Most of the winners have been foreign authors (including twice, before she received the Nobel Prize - Svetlana Alexievich). Also foreign translators are awarded.

Since the first edition the work of the jury is coordinated by Secretary Bożena Dudko.

The project includes an educational campaign promoting the work of Ryszard Kapuściński among Warsaw school children and youth. Each year young people are invited to read a different book by Kapuściński and use it as an inspiration to write original works.

Winners of Kapuściński Award for the best original work:

2017 - Rana Dasgupta for *Capital: The Eruption of Delhi*

2016 - Paweł Piotr Reszka, *The Devil and the Bar of Chocolate*

2015 – Svetlana Alexievich, *Second-Hand Time*; Michał Olszewski, *Najlepsze buty na świecie (World's Best Shoes)*

2014 - Elisabeth Åsbrink, *Och i Wienerwald står träden kvar*

2013 - Ed Vulliamy, *Amexica: War Along the Borderline*

2012 - Liao Yiwu, *The Corpse Walker: Real Life Stories, China from the Bottom Up*

2011 - Svetlana Alexievich, *War's Unwomanly Face*

2010 - Jean Hatzfeld, *The Antelope's Strategy: Living in Rwanda After the Genocide*

Winners of the award for the best translation:

2017 - Barbara Kopeć-Umiastowska for the translation of *Capital: The Eruption of Delhi* by Rana Dasgupta; Janusz Ochab for the translation of Ed Vulliamy's *Seasons in Hell: Understanding Bosnia's War*, Marta Szafrńska-Brandt for the translation of *El Hambre* by Martin Caparrós

2016 – no winner selected

2015 - Mariusz Kalinowski for the translation of Göran Rosenberg's *A Brief Stop on the Road from Auschwitz*

2014 - Irena Kowadło-Przedmojska for the translation of Elisabeth Åsbrink's *Och i Wienerwald står träden kvar*

2013 - Janusz Ochab for the translation of Ed Vulliamy's *Amexica: War Along the Borderline*

2012 - Wen Huang and Agnieszka Pokojka for the translation of Liao Yiwu's, *The Corpse Walker: Real Life Stories, China from the Bottom Up*

2011 - Jerzy Czech for the translation of Svetlana Alexievich's *War's Unwomanly Face*

2010 - Jacek Giszczak for the translation of Jean Hatzfeld's *The Antelope's Strategy: Living in Rwanda After the Genocide*

### 8/10 Czerska Street Premiere Centre

In 2017, Warsaw headquarters of Agora hosted several events as 8/10 Czerska Street Premiere Centre, a place that brings together people of literature, film, theatre, music, computer gaming and fashion with the public. *Centrum Premier Czerska 8/10* is a series of popular events - meetings with creators that generate buzz and works that evoke emotion. The events take place in Agora's Warsaw office and can be watched online on [Wyborcza.pl](http://Wyborcza.pl) and in the social media.

The events held so far *Gazeta Wyborcza* introduced the public to inspiring films and books that served as a starting point to discussions with interesting people of culture and arts, and globetrotters. In 2017, six events of 8/10 Czerska Premiere Centre attracted ca. three thousand attendees.

The first meeting featured Agnieszka Holland and Olga Tokarczuk with a discussion of *Pokot* (Spoor). At the second event Elżbieta Dzikowska, Martyna Wojciechowska, Marek Kamiński and Aleksander Doba talked about the concept of a globetrotter with Mirosław Wlekły, the author of *Tu byłem. Tony Halik*. Also the actress Krystyna Janda attracted a sizeable crowd interested in her memoirs. In September 2017 *Ania* - the first biography of Anna Przybylska fully approved by the family was published by Agora Publishing House. The actress was paid tribute to by her family and authors of the book Grzegorz Kubicki and Maciej Drzewicki at an event dedicated to *Ania*. In October 2017 the public was introduced to *Loving Vincent*, a film distributed by Agora's NEXT FILM. The directors Dorota Kobiela and Hugh Welchman talked about the making of the movie and were joined by Jerzy Stuhr who voiced one of the parts and Robert Gulaczyk, the actor who played the main role.

Admission is free upon reservation. Each event was also watched by thousands of people online on Wyborcza.pl and in the social media.

*Centrum Premier* also hosted a meeting with the author Dan Brown. While the admission was paid this time, *Gazeta Wyborcza* streamed the footage of the event on Wyborcza.pl and Facebook.

Premiere Centre events offer the readers of *Gazeta Wyborcza* and general public at large an opportunity to interact with inspiring creators, passionate individuals, important figures of the social, political and cultural life, as well as the editors and journalists of GW. Attendees can ask questions and take part in interesting discussions, buy books at special prices, get an autograph of their favourite author.

The event formula continues to be developed, also through the online channel. In January 2018 *Centrum Premier* hosted a meeting with Himalayan climber Wojciech Kurtyka and the author of his first biography, Bernadette McDonald. In February, audiences could meet historian and journalist Anne Applebaum. Plans for later months include a premiere of a play *Czekam na telefon* (Waiting for a Phone call).

**More on:** [Wyborcza.pl/centrumpremier](http://Wyborcza.pl/centrumpremier)

### AMS Poster Gallery

*Galeria Plakatu AMS* (AMS Poster Gallery) is quite probably Poland's largest competition for young graphic designers for a poster dedicated to social issues. Gallery is a non-profit project aiming to stimulate public interest in outdoor advertising, promote the best Polish poster designs and bring closer advertising and academic communities.

The annual open competition for a poster on a social or cultural theme is addressed to students of art schools and young graphic designers. Winners are selected by a jury made up of advertising creative directors of, academic teachers and professional designers.

Winning posters are presented all year in national campaigns on AMS citilight displays.

The theme of the 18th AMS Poster Gallery competition was *Rzeczpospolita = Rzecz wspólna* (Republic = Common Good). Nearly 500 designs were entered, many with a positive message, affirming the country and Poland's achievements,

and quite a lot critical, condemning xenophobic behaviours, egoism or nationalism of Poles.

**More on:** [Galeriaplaku.ams.com.pl](http://Galeriaplaku.ams.com.pl)

### Academy of Stories

*Academy of Stories* is an initiative of the reporters associated with *Duży Format* weekly supplement of *Gazeta Wyborcza* and of *Ośrodek Brama Grodzka – Teatr NN*. The organizers invited the readers of *Gazeta Wyborcza* to describe the most important person in their life and create portraits of people who are important while not widely known. The writers of *Duży Format* presented their choices on the pages of the supplement and in the special web service [Wyborcza.pl/akademiaopowiesci](http://Wyborcza.pl/akademiaopowiesci), wrote about the individuals who left a mark on their lives – presented their heroes and instructed readers how to write about them.

Under the project, 12 workshops were held in Polish cities, articles were published in *Duży Format*, and [Wyborcza.pl/akademiaopowiesci](http://Wyborcza.pl/akademiaopowiesci) web service posted texts and videos of the stories.

Journalists Mariusz Szczygieł, Michał Nogaś and Włodzimierz Nowak visited 12 Polish cities. To inspire readers to start writing, they hosted interviews with popular writers, musicians, artists as well as doctors or members of local self-governments.

The project culminated in a competition *The Most Important Person in My Life*. Between January and March 2017 readers sent in the portraits of people important to them but not known to the general public. The jury, chaired by Włodzimierz Nowak, and including musician and director Maria Sadowska, writer Jacek Dehnel, journalist and reporter Lidia Ostafowska and director of *Ośrodek Brama Grodzka – Teatr NN* in Lublin Tomasz Pietrasiewicz, selected 12 best and most interesting histories out of 1655 submitted for the competition. Winners' texts were published in *Duży Format*, and the authors of three best stories received money prizes.

The project's finale took place at the gala of Festiwal Małych Opowieści organized by *Ośrodek Brama Grodzka – Teatr NN* as a part of the 700th anniversary of Lublin on 24 June 2017

**More on:** [Wyborcza.pl/akademiaopowiesci](http://Wyborcza.pl/akademiaopowiesci)

**Bus shelter: Wyspiański**

On the 110<sup>th</sup> anniversary of Stanisław Wyspiański's death special bus and tram shelters appeared in eight of Poland's largest cities (Katowice, Kraków, Łódź, Poznań, Szczecin, Gdańsk, Warsaw and Wrocław). AMS invited the users to see reproductions of the paintings by Wyspiański as well as experience his art through different senses – listening to recorded information and smelling the flowers that appear in Wyspiański's work.

The special AMS shelters were an element accompanying the exhibition dedicated to Wyspiański in the National Museum in Kraków open until 20 January 2018. The shelters were decorated with details from Stanisław Wyspiański's paintings. Additionally, on connecting to a shelter's Wi-Fi hotspot, an electronic device would open the website *Przystanek: Wyspiański*, redirecting to the site of the National Museum with materials dedicated to the exhibition. Mp3 players built into the shelters offered an audio presentation of the exhibition and in Kraków and Poznań – the shelters also diffused floral fragrances suggestive of the motives present in many of the artist's polychromies and stained-glass decorations.

Each of the shelters also provided information about the materials available for download. Stanisław Wyspiański Trail - a special application was designed and made available for download on all AMS bus shelters in Kraków with interesting facts from the artist's life.

AMS was the initiator and sponsor of the project as the partner of the National Museum in Kraków Wyspiański exhibition.

*Przystanek Wyspiański* campaign for the National Museum in Kraków is an example of the social engagement of AMS in matters important to the brand's approach to business. The projects also proved that offering clients advertising campaigns integrated into public spaces and with the use of relevant technological solutions engages recipients who are intrigued by the presented content and, consequently encouraged to interact with it.

**More on:** [Ams.com.pl](http://Ams.com.pl)

**Bus shelter: Literature**

To celebrate World Book and Copyright Day, Literature Stops appeared on the streets of Kraków UNESCO City of Literature. The idea behind the project was to bring important literary figures associated with Kraków closer to the public. The campaign was also designed to celebrate special jubilees: Year of Joseph Conrad, Year of Wyspiański, Year of Kraków Avant-Garde and approaching Stanisław Lem centennial celebrations. The project was launched on 23 April 2017, World Book and Copyright Day. Locations selected for the literary meeting-points were on the crossroads of important communication routes, hubs and the streets of Kraków - UNESCO City of Literature since 2013.

Six bus shelters located close to the largest transfer nodes were selected for the project: TAURON Arena Krakow Wieczysta, ICE Kraków Congress Centre near the Manggha Museum of Japanese Art and Technology, Osiedle Jagiellońskie in the direction of Rondo Hipokratesa, Rondo Matecznego, Krakow's Philharmonic Hall and Plac Inwalidów.

One of the shelters featured Joseph Conrad looking into the boundlessness of the African jungle, two were decorated with motifs from Stanisław Wyspiański's works, another with references to the works of Stanisław Lem, while others were inspired by Krakow's Avant-Garde and their *Zwrotnica* magazine.

The decorations were designed by outstanding Kraków artists, including Przemek Dębowski, Mateusz Kołek and Tomasz Budzyń. Thanks to the Czytaj PL module (available in the Woblink application) any commuter could download free e-books, audiobooks and multimedia made available by the campaign. State-of-the-art solutions offered by AMS allowed for designing multimedia decorations with 3D and animation effect on static advertising layout.

The campaign was organized by: City of Kraków, Kraków Festival Office, National Museum in Kraków and AMS – Patron of Kraków Culture. Literature Stops remained in the streets of Kraków until the end of October 2017, and were regularly updated with new digital and literary content.

**More on:** [Ams.com.pl](http://Ams.com.pl)



## SOCIAL PRACTICES

### Adopt a Bee - Gazeta.pl's campaign addressed to Internet users and Agora's team

Gazeta.pl joined the Greenpeace *Adopt a Bee* campaign for the third time in 2017. The campaign encouraged thousands of people around Poland to help domestic and wild bees, making Poland a more bee-friendly environment. By signing up for virtual adoption, anybody could join the effort to help bees. Adopt a Bee is Poland's largest crowd funding project. In 2017 Gazeta.pl promoted the cause among internet users and the employees of Agora.

From 4 October 2017, Gazeta.pl encouraged users to help bees through virtual adoption and provided real-time reports on the funds collection progress. On the day the portal logo was altered to incorporate an image of a bee.

Home site of Gazeta.pl published articles about the life of bees and a special Gazeta.pl NOW video material, as well as a bee-themed quiz. Additionally, a bee feature was added to Quiz & Go mobile app for quiz-lovers, for the entire duration of the campaign. A special promotional video *Help Bees – Sing 'Maya the Bee' Theme* was published on YouTube.

The fifth Adopt a Bee campaign was a natural continuation of the activities initiated in previous years. Raised funds shall finance the creation of National Strategy for the Protection of Pollinators and continuation of *Wielki Spis Zapylaczy* (Great Pollinators Census) an innovative study of domestic and wild bees.

Additionally, Agora conducted a campaign among the employees, with bee adoption promoted through: special discount in GazetaCafe on a tea with orange, cloves and honey, and a special contest with the employees sending in bee-themed photos. The prizes were books published by Agora, and the photos made up a gallery in the company's intranet.

The activities of Gazeta.pl led to the adoption of ca. 25 thousand bees (142 thousand in total), adding up to ca. 50 thousand zł. 67 per cent of Gazeta.pl users encountered information about the campaign in the portal. Most responded positively. When asked, 'How does Adopt a Bee campaign make you feel?', they usually answered: 'I'm sad because bees are dying', 'It's important', 'You need to

write about it', 'Respect'. 39 per cent of the respondents believed supporting the campaign was definitely a good fit for Gazeta.pl (5.52 average on a seven-point scale). A large number of the respondents (62.39 per cent) were of the opinion that Gazeta.pl should engage in activities for the protection of natural environment (survey among the users of Gazeta.pl on 6-9 Oct. 2017)

More on: [Gazeta.pl](http://Gazeta.pl)

### Long-lived (pol. Długowieczni)

Polish economy, society and families are facing a variety of challenges, among the most urgent is addressed by DługoWIECZNI campaign. In the programme Gazeta Wyborcza touches on the key issues related to seniors and their families: health, society, physical activity, senior policies, technology, silver economy, lifestyle. The campaign is designed to help seniors, suffering from illnesses and lonely, who often feel not needed or left out.

The creators of DługoWIECZNI wish to make old age an important and permanent topic of public debate and ensure that seniors receive proper care and have the sense of security, equal opportunities to pursue their passions, be active and fully benefit from culture, such as cinema and theatre.

In 2017 the campaign was conducted through: a series of articles in the national and local sections of Gazeta Wyborcza and its magazines, a local supplement entirely dedicated to senior themes, and a special internet website [Wyborcza.pl/Dlugowieczni](http://Wyborcza.pl/Dlugowieczni). Nationwide outreach through Gazeta Wyborcza and its supplements ensured the campaign would be visible to the public across the entire country.

Published materials covered the themes of: situation of seniors in Poland against other countries, seniors activity and volunteering, Emergency Health Information Card, integration between generations, Pharmacy for Seniors campaign (including advice on optimizing medication and minimal supplementation), A senior care services guidebook was also developed. In 2017 partners of the campaign included Marshal Office of Silesian Voivodeship.

More on: [Wyborcza.pl/dlugowieczni](http://Wyborcza.pl/dlugowieczni)

### 'Emergency Health Information Card' with Gazeta Wyborcza

*Koperta życia* is a card with the most important personal and medical information. Holders write in personal data, phone number of the next of kin, medical history, medications taken and allergies. It should be kept in a plastic envelope and a place where it is held (usually a fridge) should be labelled *EMERGENCY INFORMATION CARD IS KEPT HERE*.

*Koperta życia* was designed to help the first responders, medical services, police or fire-fighters to have instant access to all necessary information about the person they are helping, especially an elderly person living alone. This simple solution was first introduced and made popular in 1981 by Red Cross in Sacramento.

In 2017 *Gazeta Wyborcza* was involved again in helping seniors by attaching *Koperta życia* to the 10 March *Gazeta Wyborcza*, under DługoWIECZNI campaign. Basic information about the card, including its purpose and instructions for filling necessary data, was published in *Tylko Zdrowie* one of Agora's magazines. On the same day, *Gazeta Wyborcza* was sold with a memostic on the front page and the blank info card in a plastic bag.

292 thousand copies of *Gazeta Wyborcza* with *Koperta życia* were sold. The issue was promoted in the media.

The partners of the project were City of Kraków and Silesian Voivodeship.

More on: [Wyborcza.pl](http://Wyborcza.pl)

### City Lab

With local sections in 20 cities, *Gazeta Wyborcza* considers local topics very important.

City Lab is a community campaign focusing on the challenges faced by Polish cities. Under the project special workshops and conferences are organized dedicated to improving the quality of life in Polish cities. City Lab is also a platform for dialogue between inhabitants, local authorities, activists, and representatives of central government, business and culture.

More than 30 City Lab conferences have been held in 18 cities across Poland over four years, with ca. 5000 attendants in total. The project has also delivered over 50 workshops for local governments and experts, that resulted in practical solutions to the challenges faced by the cities.

A conference in Rzeszów, held on 29 March 2017, summed up the third City Lab campaign – primarily the series of meetings organized in 2016 in nine cities. The themes of the third City Lab campaign were innovation and ecology. The participants included a number of experts. City planner Paul Goedknegt Nijmegen (Holland) winner of Green Capital of Europe 2018, presented pro-eco measures applied in Nijmegen. Gilad Uziely representing City Office of Tel Aviv (Israel) a city associated with innovation and entrepreneurship, spoke of solutions for city global brand positioning. Marc de Wit from Circle Economy, Amsterdam (Holland) presented good practices of circular economy in Dutch towns. Representative of Vienna (Austria) showed video materials about smart city solutions. Invitees also included representatives of other such as Brussels (Belgium) and Glasgow (UK). The event's formula was designed to encourage discussion and networking between Polish and foreign attendees.

Fourth City Lab campaign was launched in April 2017 at a conference in Sandomierz. The theme was *Miasto w roli głównej* (Spotlight on City). The main topics were: city brand promotion through film and the social media as well as application of current technologies in city promotion. The project included workshops for city officers, who worked in small groups studying promotion methods and promoting cities through film production.

More on: [Wyborcza.pl/pracownikamiast](http://Wyborcza.pl/pracownikamiast)

### Anna Laszuk Award of Radio TOK FM

Anna Laszuk Award of Radio TOK FM was founded in 2011 to recognize individuals and organizations for bold, unconventional and unusual initiatives, work or expression that had high impact on public awareness or drove change to Polish reality within the passing year.

Anna Laszuk was a journalist of Radio TOK FM, widely appreciated for her courage in fighting stereotypes, commitment and passion to fight for human rights, especially the rights of women and minorities.

Nominations are submitted by the listeners as well as guests of Radio TOK FM and qualified by the station's editorial team. The winner is selected by a special committee. In 2017 the committee was composed of: Adam Bodnar (Ombudsman and 2016 winner of Anna Laszuk Award), editor in chief of Radio TOK FM Kamila Ceran and Programme Deputy - Piotr Zorć, architect Robert Konieczny, President of Polish Economic Society - Prof. Elżbieta Mączyńska, expert in political

psychology, rhetoric and language of politics - Ewa Pietrzyk-Zieniewicz, film director, singer and composer - Maria Sadowska, sociologist - Prof. Tomasz Szlendak, historian and literary critic – Prof. Piotr Śliwiński, author of animated films and lecturer at Łódź Film School - Mariusz Wilczyński, and the journalists of Radio TOK FM: Piotr Kraśko, Dorota Warakomska, Dominika Wielowieyska, Jan Wróbel and Jacek Żakowski.

The 2016 winner of Anna Laszuk Award was *Ogólnopolski Strajk Kobiet* (Polish Women on Strike) The statuette designed by Boris Kudlička was collected on behalf of all participants of the Black Protest by teachers from Zabrze - Katarzyna Gwóźdź, Ewa Wnorowska, Katarzyna Jaskulska and Małgorzata Rybak - who had faced disciplinary sanctions for wearing black at work to show solidarity with Black Protest. Among the nominees were: Polski Alarm Smogowy (Polish Smog Alert), Paweł Machcewicz and Museum of WWII, and Jan Śpiewak and with *Miasto Jest Nasze* association.

Previous winners of Anna Laszuk Award were: Adam Bodnar and NGO Coalition, Robert Biedroń, Col Krzysztof Olkowicz, Panoptykon Foundation and Katarzyna Szymielewicz, Danuta Wałęsa and Michał Boni.

**More on:** [Nagroda.tokfm.pl](http://Nagroda.tokfm.pl)

### Wyborcza Live

*Wyborcza Live* events have been organized since 2016 in Warsaw, 19 local editorial offices of *Gazeta Wyborcza*, cafes and theatres in other cities around Poland. Each event is dedicated to important events, social phenomena as well as local matters important to the communities and culture.

Wyborcza Live events in local offices of *Gazeta Wyborcza* hosted interviews with Barbara Nowacka, Adam Bodnar, Jerzy Bralczyk, Robert Biedroń, Janusz Głowacki, Jan Klata, Jan Miodek, Andrzej Rzepliński, Filip Springer, Ziemowit Szczerek, Lech Wałęsa, Ludwik and Henryk Wujec, Adam Wajrak and a host of other commentators, local activists, politicians and artists.

Nearly seven thousand viewers attended almost 80 Wyborcza Live events in 2017.

**More on:** [Wyborcza.pl/nazywo](http://Wyborcza.pl/nazywo)

### Tomorrownauts (pol. Jutronauci)

*Gazeta Wyborcza* launched an innovative project presenting outstanding individuals with open, modern and intelligent views (through articles, multimedia and special events). Tomorrownauts are people who want to make a difference, with recognized achievements and potential to continue developing in various fields – designing, science, business, philanthropy, etc.

One of the elements of the project is a scholarship *Bilet za horyzont* (Ticket Beyond Horizon) granted to individuals and projects selected by seven mentors (seven categories) and a special jury. Each grant involves the use of the knowledge, experience, time and involvement of mentors.

*Jutronauci* delivered by *Gazeta Wyborcza* in cooperation with Kulczyk Investments includes the following activities:

- Profiles of selected tomorrownauts (26 individuals) were presented weekly in *Gazeta Wyborcza* and in a special section dedicated to the project: [Wyborcza.pl/jutronauci](http://Wyborcza.pl/jutronauci). Additionally, materials included multi media feature stories and video interviews.
- Opening event was held on 21 September 2017 in the office of Agora. Five tomorrownauts presented the *what* and *why* of their projects as well as the people who helped them to achieve success and what gives them energy to keep going.
- Three q&a sessions with selected tomorrownauts were held: on 6 October in Katowice, 19 October in Warsaw and 6 November in Wrocław
- *Bilet za horyzont* scholarship programme

The finale of *Jutronauci 2017* was an event with panel discussions with tomorrownauts and special guests (Anja Rubik, Tomasz Bagiński, Ela Madej, Kamil Kulesza, etc.). Winners of *Bilet za horyzont* were announced and participants could also experience the future first-hand in the Expo zone: testing robots, intelligent devices and other technologies. During workshops for children and adults participants could prototype solutions for the future.

Over the four years of the project's duration *Gazeta Wyborcza* has introduced the public to 26 tomorrownauts, organized five live events, with one thousand attendees live and 468 thousand online viewers. 207 projects competed for *Bilet za horyzont* grants.

**More on:** [Wyborcza.pl/Jutronauci](http://Wyborcza.pl/Jutronauci)

## Silesian Cities of Ideas

*Miasta Idei* is an effort to draw the public attention to the processes taking place in urban areas and, more importantly – find such directions for development that would make the cities attractive to inhabit.

The series of events employed the creativity and enthusiasm of participants, particularly local communities, urban activists and non-profits who joined forces with experts and decision-makers to develop relevant solutions to be applied in their locations.

*Miasta Idei* consisted of two parts: workshops with participants (inhabitants, city activists and local representatives) analysing the situation and developing solutions, assisted by trainers; and open discussion panels with experts deliberating on the best directions for the city on the basis of the conclusions developed earlier in the workshops.

In 2017 *Miasta Idei* events were organized in Silesian Voivodeship: Gliwice, Jaworzno, Mikołów, Zabrze, Sosnowiec, Park Rozrywki Legendia (Chorzów), Raciborz, Świętochłowice, Kłobuck and Park Śląski.

To effectively monitor the processes brewing in Silesian cities, present them in an interesting manner and inspire by their example, a quarterly *Miasta Idei* was launched in 2017. The first issue published on 31 March 2017 was dedicated to the topic of metropolis building. This is a major challenge faced by the Katowice metropolitan area. The second issue offered advice on free time options offered by Silesian cities. September issue focussed on communication and transport, and increasing e-mobility and what changes in public and individual transport are in store for the Silesian Metropolis. December issue was dedicated to urban management and revitalisation.

25 events have been organized in Silesia over two years of the project, with nearly 580 community and urban activists participating in workshops, 150 experts in the debates and nearly four thousand attendees of discussion panels.

**More on:** [Wyborcza.pl](http://Wyborcza.pl)

## Silesia without Smog

*Gazeta Wyborcza* Katowice joined forces with the Marshal Office of Silesian Voivodeship to organize *Śląskie bez smogu!* (Silesia Without Smog) project. The campaign informed inhabitants of the region about the new anti-smog regulation. Maximum outreach was the priority, reaching the greatest number of the public, inviting all inhabitants who care about the quality of air to join the discussion and activities. Local authorities wanted to know the public's ideas for education and raising awareness of the issue.

*Śląskie bez smogu!* is part of a larger campaign *Oddychać po ludzku*, developed to raise Poles' awareness of the air purity problem and identify the best ways of battling smog. The campaign was initiated by *Gazeta Wyborcza*.

More on: [Wyborcza.pl/oddychacpoludzku](http://Wyborcza.pl/oddychacpoludzku).

Workshops for inhabitants of four sub-regions of Silesian Voivodeship were organized, as well as an open conference and closed workshops for group leaders who had participated in the sub-regional sessions and the employees of the Marshal Office of Silesian Voivodeship.

The purpose of the workshops and conferences was to generate ideas for educational, information and promotion projects to help the inhabitants of Silesia to grapple with the issue of smog.

Workshop participants were recruited among individuals engaged in environmental issues. Of that number sub-regional leaders were selected to present to local governments with eight best and most viable projects developed during the workshops.

*Śląskie bez smogu!* workshops were organized in: Katowice, the theme was preventing and protection against the results of smog, Rybnik – focus on climate education, why we should learn how to protect air quality, Częstochowa, on the theme of green transport, and in Żywiec – focusing 'dirty' and 'clean' house heating fuel. The total number of workshop participants reached almost 200.

The project ended in a conference held on 15 November 2017, with local authorities, scientists and experts among the attendees.

**More on:** [Katowice.Wyborcza.pl](http://Katowice.Wyborcza.pl)

### The First Time I Saw You

Father's Day presents an excellent opportunity to discuss issues related to fatherhood. How does a man feel when he sees his newborn baby for the first time? Is it an endorphin boost, a bolt of joy, or fear? On Father's Day Gazeta.pl asked famous fathers to share their memories of the birth of their children. The outcome was a unique video montage.

Lifestyle and Video departments of Gazeta.pl developed a special video to celebrate Father's Day, with famous fathers talking about their first moments with their newly born children and saying what it means to them to be a father.

An actor, a rapper, designer, heavyweight boxer – what do they have in common? Seemingly not much, in fact, quite a lot, all are fathers and all say that the birth of his child is one of the most beautiful moments in a man's life. Actor Marcin Perchuć (father to Zosia and Staś), designer Tomasz Pągowski (dad of Oskar, Nataniel and Vincent), heavyweight boxer Przemysław Saleta (daughters Nicole and Nadia) and rapper Tomasz Kleyff - CNE (father of Hania) told Gazeta.pl what they felt when their children were born.

The video *The First Time I Saw You ...* was published on the home page of Gazeta.pl, in eDziecko.pl service and on the portal's Facebook fanpage where it had over 23 thousand views only in the first hour. Throughout the day the special material remained available on the portal and collected 80 thousand views.

More on: [eDziecko.pl](http://eDziecko.pl)

### NewsMavens.com – first European news created exclusively by women

Women constitute only ca. 27% of senior managers in European newsrooms, which affects how the history of contemporary Europe is told. Moreover, the dominant European narrative is that of Western Europe (UK, France, Germany). Europeans have hardly any access to information from other countries. NewsMavens.com is service designed to present current events from each European country from the underrepresented, woman perspective.

The project was initiated by *Wysokie Obcasy* and *Gazeta Wyborcza* and qualified for a Google DNI grant. The service was officially launched on 16 October 2017.

NewsMavens.com is a unique roundup of the most interesting and important news curated by women from European news media. The service is delivered through the collaboration of independent editors and journalists. At the end of

2017 there were 21 contributors from 13 media outlets, including: *The Irish Times*, Austrian *Der Standard*, Slovakian *Dennika N* and Italian *MicroMega*. Each of the contributors curates stories from their media to the collective roundup, giving NewsMavens's readers a unique, woman's perspective on current affairs in Europe, with particular attention paid to the smaller EU countries which tend to be outside of mainstream media's focus.

There are five to eight news recommendations in English published every morning on the website. Contributors have the freedom to select any of the materials to be presented. Once selected, contributors explain the relevance of the story for their country and/or region. Along with the relevance rationale, the materials include summaries of content for each medium and a link to the original, with the Google Translate button for instant access to a translated version.

Additionally, every week the service publishes a summary of top news. NewsMavens.com is also present on Facebook, Twitter and Instagram.

More on: [Newsmavens.com](http://Newsmavens.com)

### Responsible Next Time - successful people about their way to the top

Polish businesses need strong models of leadership, responsibility and efficient management. Gazeta.pl – one of Poland's largest portals – promotes good practices in business, by publishing weekly Next Time materials. Each episode is developed by the video team and features business people who tell Next Time about their first steps in business, their management style, how they invest and how they understand responsibility.

Next Time is a video format developed by the business news service Next.Gazeta.pl and video Gazeta.pl teams.

Next Time presents successful people who say what tips they would post over the desk of their younger selves, what errors they could have avoided, what they could have done better, what they have learned and can share with others. The exciting talks also give the viewers insights into the business career as well as the individual's personal life. So far Next Time has discussed responsible business with Andrzej Blikle, Zbigniew Grycan, Piotr Voelkel, Marta Dymek and Emilian Kamiński. Each episode is a unique case study of how passion and dedication, and most of all – approach to business management, shaped the enterprises started

by the invitees. The guests talk about their successes and failures, their first experiences, fears and their vision of business. They are also involved in developing the materials.

Next Time garnered very favourable response from the public, positive comments and referrals, as well as a group of loyal viewers. Also its opinion-leading power has been growing, with more and more media quoting the guests.

With each episode of Next Time Gazeta.pl publishes additional material around the themes appearing in the interviews (Next Plus).

**More on:** [Next.Gazeta.pl](http://Next.Gazeta.pl)

#### **Reader's Pack of Agora Publishing House and Information Society Development Foundation**

*Paczka literacka* is an initiative of Wydawnictwo Agora and FRSI (Information Society Development Foundation) aimed at fostering readership in Poland. For many years FRSI has worked for the growth of local public libraries and Wydawnictwo Agora has a 15-year experience as a recognized publisher, predominantly of factual literature, but also fiction, classics, biographies and audiobooks. The two organizations partnered up to create a unique program for local libraries

Agora publishing house and FRSI invited all public libraries in Poland to join the project, those who did so by 18 August 2017 was eligible to receive a free pack of 21 books and two audiobooks.

Some of the titles in the pack were: *Reporterka* by Jacek Antczak and Hanna Krall, *Nie wierzę w życie pozaradiowe* by Marek Niedźwiecki and *Laska nebeska* by Mariusza Szczygieł.

To qualify a library needed to fill a short e-form including the number of packs applied for.

The campaign also encouraged the libraries to organize events promoting reading, such as book club discussions or other events and competitions for the best book review as well as promoting the campaign in the internet.

On 23 August 2017 a list of libraries to receive the books in September 2017 was published on [www.biblioteki.org](http://www.biblioteki.org).

The project included also a contest for libraries that had joined the project. Libraries were asked to send in a multimedia report from a reading promotion

event with the use of a book received in the Reader's Pack. The award was a visit from one of the authors published by Wydawnictwo Agora (Michał Rusinek, Adam Wajrak, Grzegorz Kubicki and Maciej Drzewicki - authors of the biography of Anna Przybylska, and her mother Krystyna Przybylska). **More on:** [Biblioteki.org](http://Biblioteki.org)

#### **Insurgents 1944**

On the 73<sup>rd</sup> anniversary of Warsaw Rising, Gazeta.pl presented another group of voices of people who took part in the 1944 events. *Powstanie '44* project launched in 2016 was continued with a special new video production.

On Tuesday, 1 August 2017 Gazeta.pl celebrated the anniversary of Warsaw Rising by releasing a video featuring Warsaw Rising insurgents.

The moving film *Powstańcy 1944* was available on the portal's home page, on Facebook, YouTube, and a dedicated service [Powstanie44.Gazeta.pl](http://Powstanie44.Gazeta.pl).

Gazeta.pl asked 1944 Insurgents about their most vivid memories from the 63 days of struggle – the most important moments, emotions and everyday life in the time of war. Their stories speak for themselves. Insurgents recall the first cigarette smoked not for fun but to muffle the terrible hunger, talk about the first kill or the fear they felt when fighting on the barricades.

The project was non-commercial. The portal's decision to produce the film was driven by the desire to honour the people who lived through the events.

Moreover, on 1 August 2017 the video was played in Helios and Gutek Film cinemas, on AMS displays in Warsaw trams and on Screen Network displays. The project was also promoted on air by Radio TOK FM.

For 63 days interviews with Insurgents were published on Gazeta.pl home page and on Facebook. The video was also screened before start of the 27<sup>th</sup> Warsaw Rising Run.

**More on:** [Powstanie44.Gazeta.pl](http://Powstanie44.Gazeta.pl)

## Seniors' Week in Poznan

According to Poznań municipal office, the city is currently a home to over 143 thousand inhabitants over 60 years of age. Poznań has joined the global network of Global Age-Friendly Cities and has conducted various programs for integrating seniors and making their city existence easier, such as Poznań Viva Senior.

Since 2015 Poznań section of *Gazeta Wyborcza* has delivered *Tydzień Seniora*, a project focusing on senior citizens' issues in Poznań and Wielkopolska region.

*Seniors Week* is aligned with the goals of City of Poznań that include building a comprehensive policy for senior citizens.

Printed *Gazeta Wyborcza* and Poznan.Wyborcza.pl website published a series of materials about seniors. Seniors were invited to join workshops on culinary art and making photos with smartphones.

For a week starting on 30 September 2017, Senior Citizens' Day, *Gazeta Wyborcza* Poznań featured senior matters as a special theme. Editorial content included articles about the senior experience in the city, what seniors expect, what cultural, sports, healthcare and educational opportunities are available to them. A different subject was covered on each consecutive day in both paper and online *Gazeta Wyborcza*, for example: on Monday 2 October 2017, Poznań *Gazeta Wyborcza* published a section 'Culture for Seniors in Poznań. From tea with artists to multi-generational workshops'.

In 2017 a special series of workshops and events for seniors was organized, to complement the publication. These included a meeting with a dietician, a group tour of an exhibition *Frida Kahlo and Diego Riviera. Polish Context* in CK Zamek, yoga for seniors, workshops in cooking and smartphone photography with a photo reporter Łukasz Cynalewski. More detailed information about the events was published on Poznan.Wyborcza.pl.

**More on:** [Poznan.Wyborcza.pl](http://Poznan.Wyborcza.pl)