

29

years of market experience

30

significant press, internet, radio, advertising and TV brands

45

modern cinemas in Poland

50

million copies of books and music albums sold

115

various websites

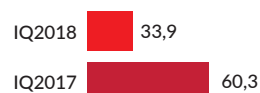
AGORA IS A SIGNIFICANT POLISH MEDIA AND ENTERTAINMENT GROUP WITH A WIDE PORTFOLIO OF BUSINESS PROJECTS

Since the beginning of its activity in 1989, the company has been the publisher of the most popular opinion daily newspaper in the country - Gazeta Wyborcza, whose content is available in both: paper and digital versions. As a leader of digital press transformation in Poland, Gazeta Wyborcza had almost 133 thousand paid subscriptions at the end of 2017. These days, Agora's most important ventures include Helios - the largest network of cinemas in terms of the number of objects and its subsidiary NEXT FILM - a film distribution and production company. AMS - the leader of the Polish outdoor advertising market is also a significant part of Agora's business portfolio. The company also publishes magazines - covering a wide range of subjects from decoration and fashion to parenting and lifestyle, as well as books, music and film publications. Agora is present as well on the radio market, with local music stations: Radio Złote Przeboje, Rock Radio, Radio Pogoda and a national news&talk radio - Radio TOK FM. Agora's internet websites are leaders in their thematic categories in terms of their popularity, and its subsidiary company Yieldbird is dynamically growing on the programmatic advertising market - currently operating in 30 countries around the world.

REVENUE [IN PLN MLN]

EBIT [IN PLN MLN]

EBITDA [IN PLN MLN] ● excluding impairments



STRATEGY FOR THE YEARS 2018-2022

INVESTMENT PLAN

PILLARS OF THE STRATEGY FOR THE YEARS 2018-2022

MAIN SOURCES OF GROWTH OF CURRENT BUSINESSES

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

NEW DIRECTIONS OF DEVELOPMENT

B2B services For e-commerce, Martech solutions	Leisure: Entertainment and food
--	---

MAIN OBJECTIVES FOR 2018-2022

Acceleration of development and growth of scale of the agora group

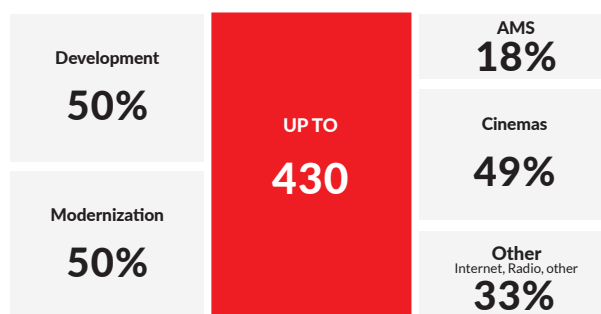
GOALS

Revenues: **PLN 1,600+** million in 2022
Profitability: **EBITDA PLN 200+** million in 2022

PRIORITIES

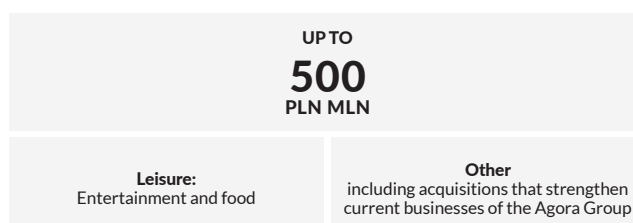
Digitization and premium offer
Diversification - development of businesses outside of the advertising market

INVESTMENTS IN CURRENT BUSINESSES



INVESTMENTS IN GROWTH IN NEW BUSINESSES

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



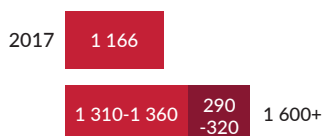
THE AGORA GROUP IN 2022

SUBSTANTIAL GROWTH OF EBITDA [IN PLN MLN]

INCREASE OF THE REVENUE [IN PLN MLN]

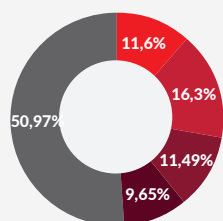
- current businesses
- new businesses

- current businesses
- new businesses



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

SHAREHOLDING STRUCTURE [% OF SHARE CAPITAL]



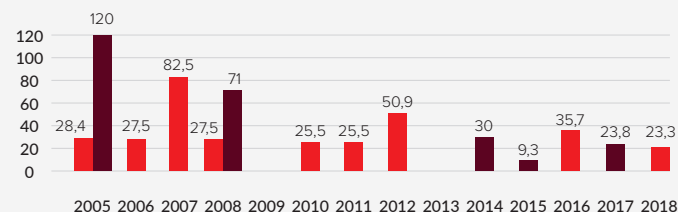
- Agora-Holding Sp. z o.o.
- Powszechne Towarzystwo Emerytalne PZU S.A. (OFE PZU Złota Jesień oraz DFE PZU) (1)
- Media Development Investment Fund, Inc. (2)
- Nationale-Nederlanden Powszechne Towarzystwo Emerytalne S.A. (3)
- Free float

DIVIDEND POLICY [IN PLN MLN]

580,9 PLN MLN

[ROC] Return of Capital

- Total dividend paid **326,8 [IN PLN MLN]**
- Buy back programs **254,1 [IN PLN MLN]**



BARTOSZ HOJKA
Chairman of the Board

Press
Radio
Corporate sales
Human resources
Corporate
Communication



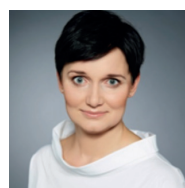
TOMASZ JAGIEŁŁO
Member of the Board

Helios S.A.
NEXT FILM
Agora Publishing House



GRZEGORZ KANIA
Member of the Board

Finance
and administration
Technology
Internal Audit



ANNA KRYŃSKA-GODLEWSKA
Member of the Board

New Business
Development
Legal department



AGNIESZKA SADOWSKA
Member of the Board

Internet
Print
Outdoor
Magazines
Big data
TV Business