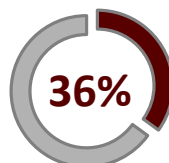


AGORA GROUP IN 2Q2021

INCREASE OF DIGITAL REVENUES IN THE AGORA GROUP:



digital advertising revenues
in total advertising revenues



digital revenues from content sales
in total revenues from content sales



258.2 thou.

number of active
digital
subscriptions to
Wyborcza.pl



2,9%

the historically highest
share of listening time
to *Radio TOK FM*



25.4 thou.

number of
Premium TOK FM
digital subscriptions



Digital revenues already account for **41%** of
the revenues of *Gazeta Wyborcza*

The revenues from digital subscriptions to
Wyborcza.pl increased by **22.5%** y/y



opening of the **51st** and **52nd**
Helios multiplex in Poland - in
Ostrów Wielkopolski and Opole

FINANCIAL RESULTS OF THE AGORA GROUP

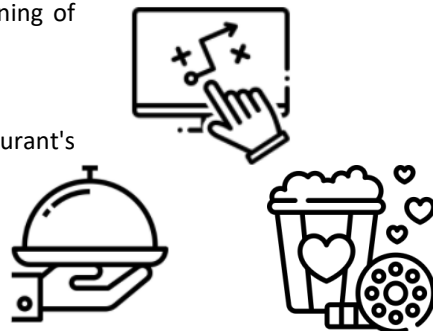
	2Q2021	2Q2020
REVENUES	↑ 201.8 mln PLN	129.5 mln PLN
COST NET	↑ (229.4) mln PLN	(182.9) mln PLN
NET RESULT	↑ (9.9) mln PLN	(41.1) mln PLN
EBIT	↑ (27.6) mln PLN	(53.4) mln PLN
EBITDA	↑ 14.7 mln PLN	(4.4) mln PLN

**Improvement of the financial results of all
operating segments of the Agora Group**



PROSPECTS FOR THE AGORA GROUP

- faster than planned **reconstruction of the advertising market** with the opening of new branches of the economy by the government
- **high cinema attendance** after the reopening of cinemas on May 21, 2021
- **increase in revenues from food business** after the full resumption of the restaurant's operations on May 28, 2021
- **strengthening competitive advantages** in Agora's digital businesses
- **increased competitive pressure** on the outdoor advertising market
- view of **strategic options and changes** to the Agora



AGORA - AN IMPORTANT POLISH MEDIA AND ENTERTAINMENT GROUP IS:

- A publisher of **Gazeta Wyborcza**, the most popular opinion-forming daily in Poland. Its digital version, **Wyborcza.pl**, is a leader in digital transformation (258 thou. active digital subscriptions at the end of June 2021).
- **The Helios cinema network** (the largest in Poland in terms of the number of venues) and its subsidiary **NEXT FILM**, dealing with film distribution and production.
- **AMS** – the leader of the Polish outdoor advertising market, offering campaigns on the broadest on market portfolio of OOH advertising panels.
- An owner of three local music stations: **Radio Żółte Przeboje**, **Rock Radio** and **Radio Pogoda**, the majority shareholder of the supra-regional **Radio TOK FM** and a minority shareholder of the **Eurozet Group**.
- A shareholder of several dynamically developing Internet companies – **Yieldbird**, currently operating in over 40 countries around the world, **ROI Hunter** and **HRLink**.
- A publisher of **Gazeta.pl** and its websites belonging to the leading services in terms of popularity in their categories.
- A partner of the **Pasibus** brand operating on the food service market.
- A publisher of books, music and film publications (**Agora Publishing House**), and owner of two online bookstores (**Publio.pl** and **Kulturalnysklep.pl**).

THE MANAGEMENT BOARD OF AGORA S.A.*



BARTOSZ HOJKA

Chairman of the Board

Radio
Corporate sales
Human Resources
Corporate Communication
Internal Audit



TOMASZ JAGIEŁŁO
Member of the Board

Movies and Books:
• Helios S.A.
• NEXT FILM
• Agora Publishing House



ANNA KRYŃSKA-GODLEWSKA
Member of the Board

Legal Department
Finance and Administration



AGNIESZKA SADOWSKA
Member of the Board

Press
Internet
Outdoor
Data Strategy and Analysis



TOMASZ GRABOWSKI
Member of the Board

New Business Development
Technology

* On July 30, 2021, the Management Board of Agora announced the intention to resign by **Agnieszka Sadowska** from the position of a member of the Management Board of the company. On August 5, 2021, the Management Board appointed **Agnieszka Siuzdak** by co-opting.



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