

**GROWTH OF AGORA GROUP'S SHARE IN MOST SEGMENTS OF THE ADVERTISING MARKET**



Record cinema revenues over 3rd quarters



Record outdoor advertising revenues over 3rd quarters



Listenership leader among media groups in cities with more than 100k residents



**48,3%** of content sales in 3Q 2023 is digital revenue



**292k** active subscriptions to Wyborcza.pl content at the end of September 2023



**35k** subscribers of TOK FM premium and 23.4% growth compared to Q3 2022

**FINANCIAL RESULTS 3Q 2023\*\***

**Revenues [mPLN]**

3Q 2023	363.5
3Q 2022	267.2
% change	↑ 36.0%

**Costs [mPLN]**

3Q 2023	348.9
3Q 2022	267.1
% change	↑ 30.6%

**Profit/(loss) EBIT [mPLN]**

3Q 2023	14.6
3Q 2022	(0.1)
% change	↑ 14 500.0%

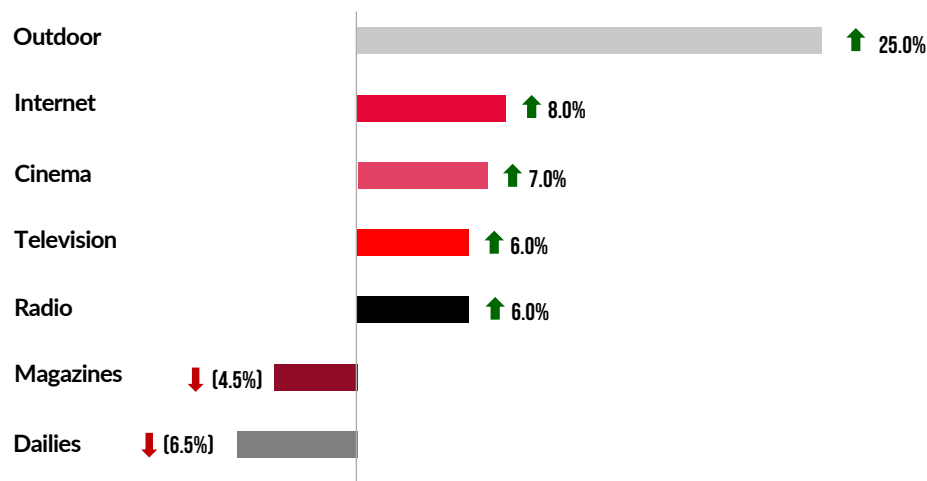
**Profit/(loss) EBITDA [mPLN]**

3Q 2023	59.2
3Q 2022	40.3
% change	↑ 46.9%

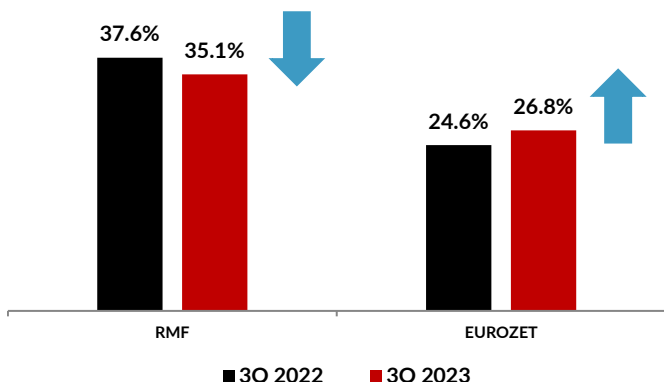
**Net profit/(loss) [mPLN]**

3Q 2023	(13.1)
3Q 2022	(24.5)
% change	↑ 46.5%

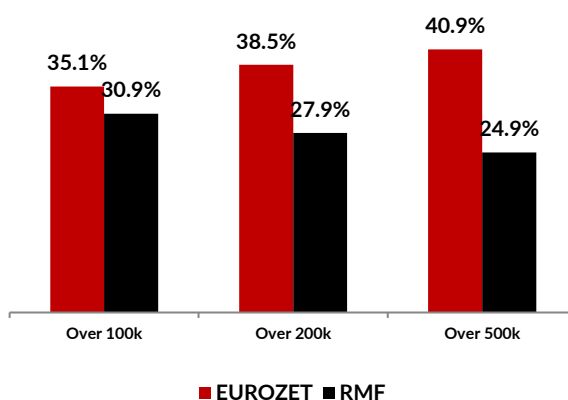
**ADVERTISING MARKET DYNAMICS IN 3Q 2023\*\***



**DECLINING DIFFERENCE BETWEEN LEAD OF RMF GROUP OVER EUROZET GROUP IN LISTENERSHIP\*\*\***



**EUROZET GROUP IS A LEADER OF LISTENERSHIP IN BIG CITIES\*\*\***



\* Source: company data.

\*\*Source: consolidated financial statements according to IFRS, 3Q 2023.


\*\*\* Radio Track survey - „Share of listening for the period July-September 2023., October 2023

## THE AGORA GROUP'S STRUCTURE

Agora S.A. is one of Poland's leading media and entertainment groups, established in 1989 and listed on the Warsaw Stock Exchange since 1999. It focuses on offering cutting-edge advertising solutions, selling digital content and services, as well as its cinema business, which are its main sources of revenue and pillars of growth. In addition to its strong presence in the cinema market, it is also active in film distribution and production, radio, internet and outdoor advertising.

Agora is also a leader in digital media transformation, publisher of the first independent daily newspaper in Poland, as well as books and other publications. The Group's news media also include Poland's most popular radio station in the news&talk format. As of February 27, the Agora Group also includes the radio stations of the Eurozet group, including Radio ZET and Antyradio. By taking control of Eurozet company, the Agora Group has become the second radio group in Poland.

The Group's operations are focused on 5 main segments:

 <p><b>Movies and Books</b></p> 	 <p><b>Digital and Printed Press</b></p> 	 <p><b>Outdoor</b></p> 	 <p><b>Internet</b></p> 	 <p><b>Radio</b></p> 
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## STRATEGIC DIRECTIONS FOR 2023-2026



Rising to the TOP3 of media groups in Poland



Achieving an EBITDA result of more than PLN 200 million (excluding IFRS 16)

- Development of media businesses and their reach among audiences in Poland
- Diversity and autonomy of businesses and opening to external investors
- New management operating model
- Increasing shareholder value and improving the financial efficiency of the entire organization

## AGORA GROUP'S MANAGEMENT BOARD



**BARTOSZ HOJKA**  
PRESIDENT OF THE BOARD

- Radio
- Corporate Sales
- Gazeta.pl
- PR
- Internal audit
- Human Resources



**TOMASZ JAGIEŁŁO**  
MEMBER OF THE BOARD

- Movies and Books:
- Helios S.A.
- NEXT FILM
- Step Inside
- Agora Publishing House
- Outdoor



**ANNA KRYŃSKA-GODLEWSKA**  
MEMBER OF THE BOARD

- Legal Department
- Finance
- New Business Development
- Compliance
- IR



**TOMASZ GRABOWSKI**  
MEMBER OF THE BOARD

- Technology
- Big Data
- Strategy and Analysis
- Department
- Internet companies
- ESG



**WOJCIECH BARTKOWIAK**  
MEMBER OF THE BOARD

- Digital and Printed Press
- Administration



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