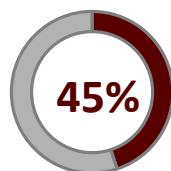


## RETURN OF THE AGORA GROUP TO THE DEVELOPMENT PATH FROM BEFORE THE PANDEMIC



share of digital advertising revenues in total advertising revenues



share of digital content revenues in total content sales revenues



Increase in the sales of digital subscriptions of *Gazeta Wyborcza* and Premium TOK FM



Higher than market dynamics of advertising revenue in the Group



Fast revival of attendance in Helios cinemas



**262.6 thou.**  
number of active digital subscriptions to *Wyborcza.pl*



**25.0 thou.**  
number of Premium TOK FM digital subscriptions

## FINANCIAL RESULTS OF THE AGORA GROUP\*

	3Q2021	3Q2020	3Q2019
REVENUES	↑ 266,4 mln PLN	193.0 mln PLN	293.3 mln PLN
COST NET	↑ (256.9) mln PLN	(220.7) mln PLN	(285.0) mln PLN
NET RESULT	↑ (3.4) mln PLN	(27.9) mln PLN	(3.1) mln PLN
EBIT	↑ 9.5 mln PLN	(27.7) mln PLN	8.3 mln PLN
EBITDA	↑ 48.1 mln PLN	10.0 mln PLN	47.4 mln PLN

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



## MARKET PROSPECTS

- **very good prospects for the advertising market**
- **increasing cinema attendance** thanks to an interesting repertoire offer
- **increase in revenues from food business**
- **strengthening competitive advantages** in Agora's digital businesses
- **legislative uncertainty** and market data unfavorable to economic activity
- **potential restrictions** related to the COVID-19 pandemic



## AGORA - AN IMPORTANT POLISH MEDIA AND ENTERTAINMENT GROUP IS:

- The leader of digital media transformation in Poland, successfully expanding its offer in the subscription model: **Wyborcza.pl**, the digital version of the most opinion-making daily in the country (262.6 thousand active subscriptions at the end of September 2021) and **Premium TOK FM**, the only news radio with a wide range of original podcasts (25.0 thousand active subscriptions at the end of September 2021)
- **The Helios cinema network** (the largest in Poland in terms of the number of venues) offering screenings at the highest level in its Premium screening rooms Helios Dream, 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, both standard and digital.
- 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**.
- **Gazeta.pl** and its websites are among the leaders in terms of popularity in their categories.
- A partner of the **Pasibus** brand operating on the food service market, offering food in a fast casual format.
- 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

Press  
Radio  
Corporate sales  
Corporate  
Communication  
Internal Audit



**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 and Administration  
New Business  
Development



**AGNIESZKA SIUZDAK-ZYGA**

Member of the Board

Gazeta.pl  
Strategy and Analysis  
Department  
Human Resources  
ESG



**TOMASZ GRABOWSKI**

Member of the Board

Technology  
Big Data  
Internet Companies



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