

FINANCIAL PERFORMANCE UNDER UNFAVORABLE MARKET CONDITIONS

33% INCREASE OF DIGITAL INCOME OF THE GROUP

40% INCREASE OF DIGITAL INCOME IN GAZETA WYBORCZA

29% SHARE OF DIGITAL PANELS IN AMS OFFER



INCREASE IN SALES OF DIGITAL SUBSCRIPTIONS IN THE GROUP

10% GROWTH OF NUMBER OF DIGITAL SUBSCRIPTIONS TO WYBORCZA.PL



286,1 tys. ACTIVE DIGITAL SUBSCRIPTIONS TO WYBORCZA.PL



GRADUAL RECOVERY OF CINEMA ATTENDANCE IN HELIOS CINEMAS



AUDIENCE RECORDS OF AGORA RADIO GROUP STATIONS AND FASTER THAN MARKET GROWTH OF RADIO AD REVENUE

FINANCIAL RESULTS OF THE AGORA GROUP*

in PLN million

	FY2021	FY2020	FY2019
TOTAL SALES NET	↑ 965.9	836.5	1 249.7
TOTAL NET OPERATING COST	↑ (1 012.8)	(962.3)	(1 211.9)
NET PROFIT/(LOSS)	↑ (51.2)	(139.8)	10.1
EBIT	↑ (46.9)	(125.8)	37.8
EBITDA	↑ 114.5	37.1	195.8

SIGNIFICANT REDUCTION OF THE NET LOSS AND IMPROVEMENT OF FINANCIAL RESULTS ON THE EBITDA LEVEL



PROSPECTS

LIFTING OF PANDEMIC RESTRICTIONS

HIGHER PRICES OF GOODS AND SERVICES, RISING INFLATION AND INTEREST RATE, WAGE PRESSURE

ESTIMATED GROWTH IN THE ADVERTISING MARKET VALUE IN 2022
4,5-6,5%

EXPECTED GROWTH OF THE CINEMA ATTENDANCE

HARD TO ESTIMATE CONSEQUENCES OF RUSSIA'S ARMED ATTACK ON UKRAINE

AGORA GROUP

MARKET

GRADUAL RETURN TO THE GROWTH PATH

EFFECTIVE USE OF THE INCREASE IN ADVERTISING EXPENDITURE IN ALL THE GROUP'S BUSINESSES

STRENGTHENING THE POSITION IN DOOH AND SMART OOH MARKET

IMPROVING INFRASTRUCTURE AND TECHNOLOGICAL PROCESSES SUPPORTING DIGITAL DEVELOPMENT IN THE GROUP

INCREASE IN THE NUMBER OF SUBSCRIBERS AND DIGITAL REVENUES

AGORA - AN IMPORTANT POLISH MEDIA AND ENTERTAINMENT GROUP:

- 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 and **Premium TOK FM**, the only news radio with a wide range of original podcasts.
- **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 Złote 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**, **ROI Hunter** and **HRLink Group**.
- **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

President of the Board

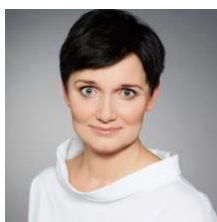
Press
Radio
Corporate sales
Corporate Communication
Internal Audit



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 division
Strategy and Analysis
Department
Human Resources
ESG



TOMASZ GRABOWSKI

Member of the Board

Technology
Big Data
Internet companies



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