

**THE BEST FIRST QUARTER IN TERMS OF SALES REVENUES  
IN AGORA GROUP'S HISTORY**



Record revenues for the Movies and Books segment for Q1



Record outdoor advertising revenues for Q1



The only radio group in Poland with a growing audience share



**44.2%** of content sales in 1Q2024 is digital revenue



Polish Box Office dominated by NEXT FILM's movies



**40k** subscribers of TOK FM Premium and 19.3% growth compared to 1Q2023

**FINANCIAL RESULTS**

**1Q 2024 [1]**

**Revenues [mPLN]**

1Q 2024	<b>385.9</b>
1Q 2023	<b>295.8</b>
Change %	<b>↑ 30.5%</b>

**Costs [mPLN]**

1Q 2024	<b>375.4</b>
1Q 2023	<b>300.8</b>
Change %	<b>↑ 24.8%</b>

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

1Q 2024	<b>10.5</b>
1Q 2023	<b>(5.0)</b>
Change %	-

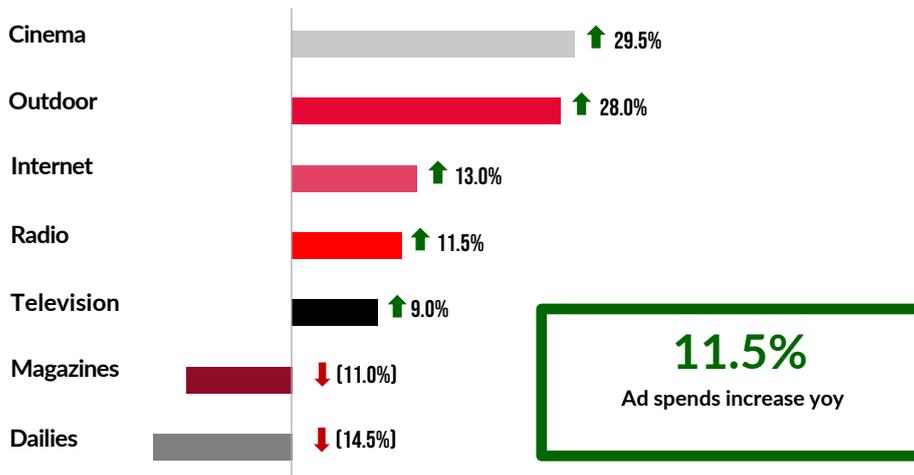
**Profit/(loss) EBITDA [mPLN]**

1Q 2024	<b>54.6</b>
1Q 2023	<b>35.7</b>
Change %	<b>↑ 52.9%</b>

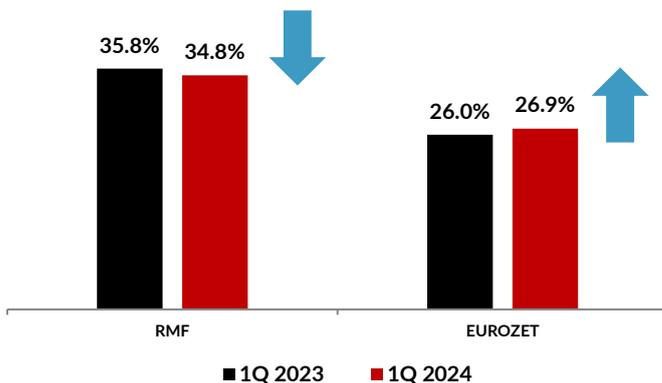
**Net profit/(loss) [mPLN]**

1Q 2024	<b>3.8</b>
1Q 2023 [3]	<b>34.7</b>
Change %	<b>↓ 89.0%</b>

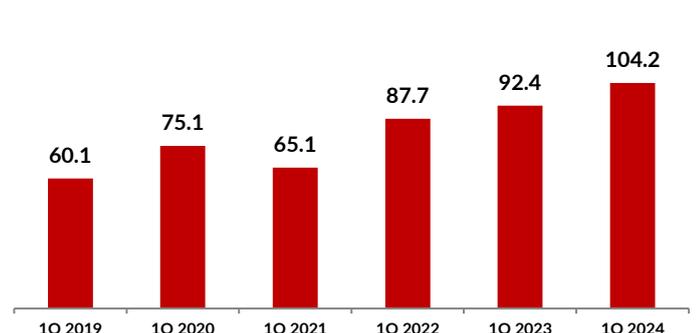
**ADVERTISING MARKET DYNAMICS IN 1Q 2024 [2]**



**DECLINING LEAD OF RMF GROUP OVER EUROZET GROUP IN LISTENERSHIP [4]**



**DIGITAL AND ONLINE REVENUES OF AGORA GROUP IN 1Q 2019-2024 [2]**



[1] Source: consolidated financial statements according to IFRS, 1Q 2024.

[2] Source: company data

[3] The result takes into account the valuation of shares as of the date of acquisition of control of the fully consolidated Eurozet group from March 1, 2023;

[4] Radio Track survey – „Share of listening for the period January-March 2024.,

**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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