

RECORD REVENUES OF THE AGORA GROUP IN 2024



Record revenue and attendance growth at Helios cinemas (2.6%)



5.5 million

Record number of cinema viewers at films distributed by NEXT FILM



Record EBIT and EBITDA results of the Outdoor segment



+70%

Increase in revenue generated by AMS digital panels in 2024 vs. 2023



The only radio group in Poland with an increase in audience share



44.1k

subscribers to TOK FM Premium subscription service and 14.5% growth compared to 4Q 2023

FINANCIAL RESULTS

2024^[1]

Revenues [mPLN]

2024	1 480.5
2023	1 380.6
Change %	↑ 7.2%

Costs [mPLN]

2024	1 398.4
2023	1 336.6
Change %	↑ 4.6%

Profit/(loss) EBIT [mPLN]

2024	82.1
2023	44.0
Change %	↑ 86.6%

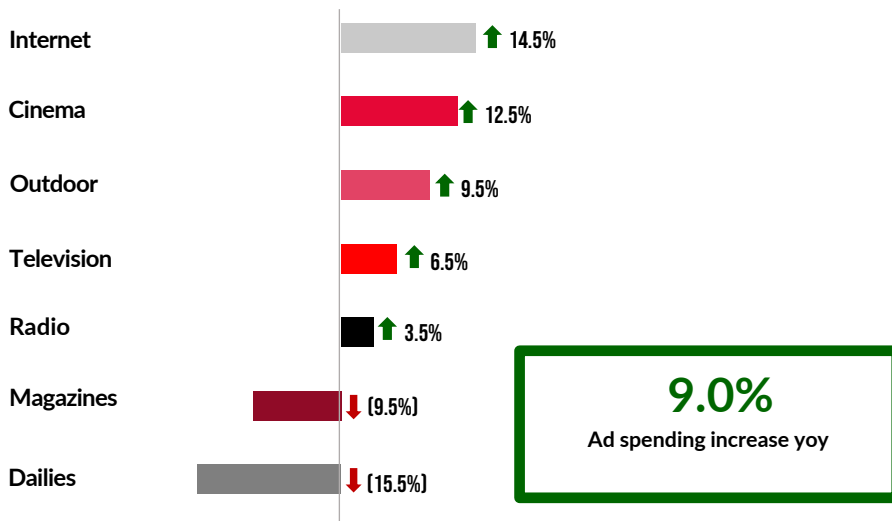
Profit/(loss) EBITDA [mPLN]

2024	257.1
2023	217.9
Change %	↑ 18.0%

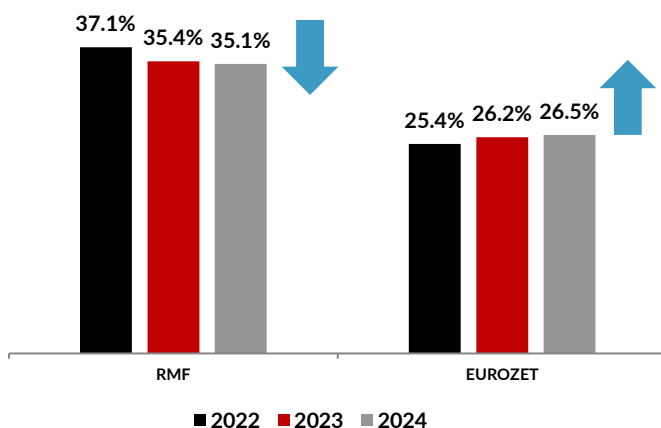
Net profit/(loss) [mPLN]

2024	26.4
2023 ^[4]	31.9
Change %	↓ 17.2%

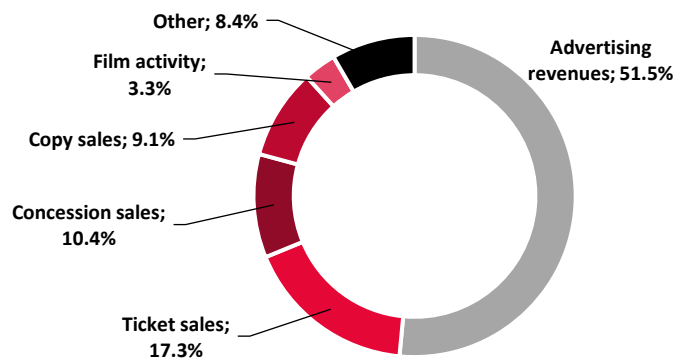
ADVERTISING MARKET DYNAMICS IN 2024 ^[2]



COMPARISON OF RADIO ZET AND RMF FM AUDIENCE SHARES ^[3]



REVENUE STRUCTURE OF THE AGORA GROUP^[1]



[1] Source: consolidated financial statements according to IFRS, 4Q 2024. Revenue, costs, EBIT and EBITDA relate to continuing operations. Net result relates to continuing and discontinued operations.

[2] Source: company data;

[3] Radio Track survey - Share of listening for the period July-September 2024.,

[4] The value of the net result excluding the gain on the valuation of shares in Eurozet Sp. z o.o. of PLN 53.1 million in 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. The Agora Group is the second radio group in Poland and since 27th February 2023 includes the radio stations of the Eurozet group, including Radio ZET and Antyradio.

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



STRATEGIC DIRECTIONS FOR 2023-2026



Entering the TOP 3 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

- Corporate Communication Department
- Internal Audit Department



TOMASZ JAGIEŁŁO
MEMBER
OF THE BOARD

- Movies and Books Segment
- Outdoor Segment



ANNA KRYŃSKA-GODLEWSKA
MEMBER
OF THE BOARD

- Finance Division
- New Activities Division
- Administration Division
- Legal Dep.
- Compliance Dep.
- HR Dep.
- IR Dep.
- ESG Dep



WOJCIECH BARTKOWIAK
MEMBER
OF THE BOARD

- Digital and Printed Press Segment



AGNIESZKA SIUZDAK-ZYGA
MEMBER
OF THE BOARD

- Big Data Department
- IT Department
- Internet Segment



MACIEJ STRZELECKI
MEMBER
OF THE BOARD

- Radio Segment
- Corporate Sales Department
- Direct Sales



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