

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



Record revenues of Movies and Books segment for Q2



Record outdoor advertising revenues for Q2



Highest growth in audience share among Polish radio groups



54.6% of content sales in 2Q2024 is digital revenue



+118% was the growth rate of AMS revenues realised on digital panels in 2Q2024



40k subscribers of TOK FM Premium and 17.3% growth compared to 2Q2023

FINANCIAL RESULTS

2Q 2024 [1]

Revenues [mPLN]

2Q 2024	337.5
2Q 2023	326.8
Change %	↑ 3.2%

Costs [mPLN]

2Q 2024	325.0
2Q 2023	326.2
Change %	↑ 0.4%

Profit/(loss) EBIT [mPLN]

2Q 2024	12.5
2Q 2023	0.7
Change %	↑ 1685.7%

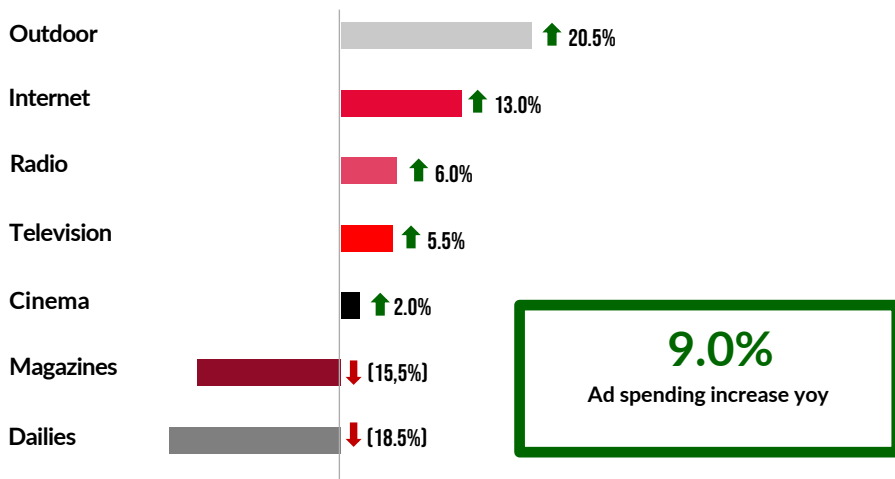
Profit/(loss) EBITDA [mPLN]

2Q 2024	56.9
2Q 2023	44.8
Change %	↑ 27.0%

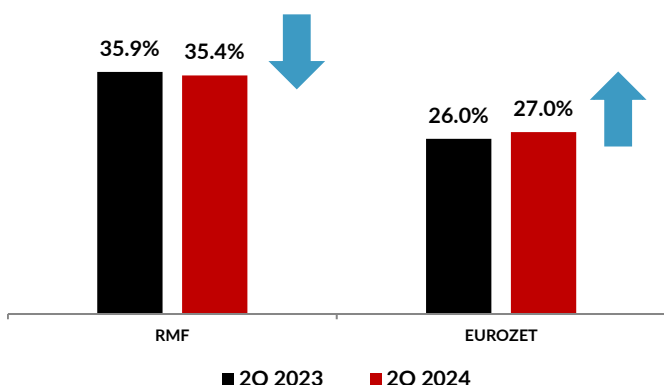
Net profit/(loss) [4] [mPLN]

2Q 2024	(8.1)
2Q 2023	12.5
Change %	-

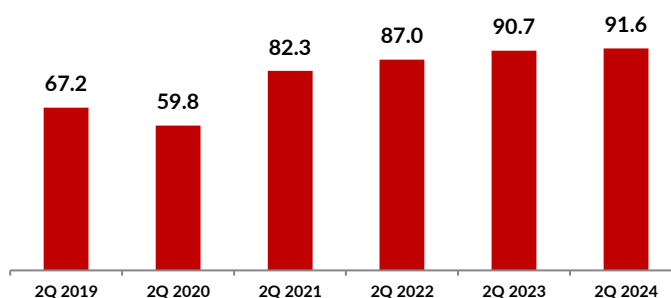
ADVERTISING MARKET DYNAMICS IN 2Q 2024 [2]



COMPARISON OF THE EUROZET GROUP AND RMF GROUP AUDIENCE SHARES [3]



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



[1] Source: consolidated financial statements according to IFRS, 2Q 2024.

[2] Source: company data;

[3] Radio Track survey - „Share of listening for the period April-June 2024.“

[4] The net result figure takes into account, among other things, the exchange rate difference resulting from the impact of the IFRS 16 standard. In Q2, 2024, their impact was PLN -1.3 million, and in Q2, 2023, the impact was PLN +26.6 million

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



Climbing into 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

- PR Department
- Internal Audit Department
- Yieldbird Sp. z o.o.



TOMASZ JAGIEŁŁO
MEMBER
OF THE BOARD

- Movies and Books Segment
- Outdoor Segment



ANNA KRYŃSKA-GODLEWSKA
MEMBER
OF THE BOARD

- Finance Division
- New Activities Division
- Legal Department
- Compliance Department
- IR Department
- ESG Department



WOJCIECH BARTKOWIAK
MEMBER
OF THE BOARD

- Digital and Printed Press Segment
- Czerska 8/10 Sp. z o.o.



AGNIESZKA SIUZDAK-ZYGA
MEMBER
OF THE BOARD

- Technology and Big Data Department
- HR Department
- Gazeta.pl Sp. z o.o.



MACIEJ STRZELECKI
MEMBER
OF THE BOARD

- Radio Segment
- Corporate Sales Department



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