

## ADVERTISING SERVICES, CINEMA AND DIGITAL SALES - THE PILLARS OF AGORA GROUP DEVELOPMENT



**41.5%**

revenues from the sale of cinema tickets come from the online channel



**44.6%**

of the Group's content sales revenue is digital revenue



**39.8%**

of *Gazeta Wyborcza's* revenue is digital revenue



**294k**

active subscriptions to *Wyborcza.pl* content at the end of September 2022



Stabilization of the Agora Group's revenues



Impact of macroeconomic factors beyond Agora Group's control on the increase in operating costs



Growth in popularity of Radio TOK FM and number of subscribers to its premium offer

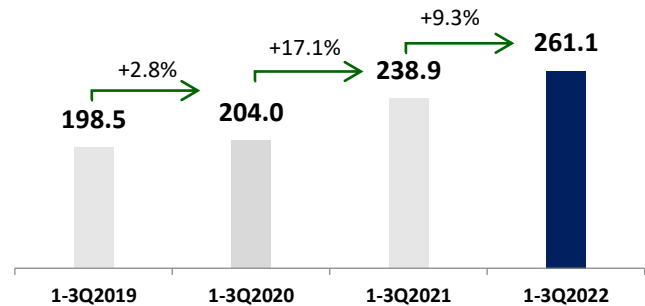


Signing of an annex to the investment agreement extending the option to acquire Eurozet shares

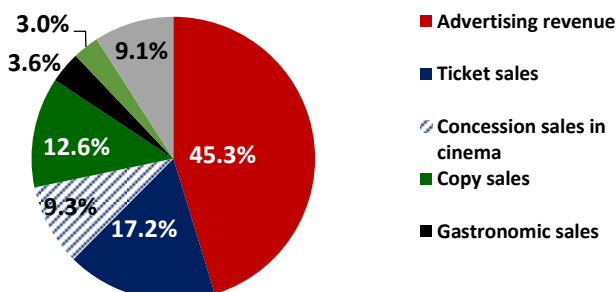
### FINANCIAL RESULTS 3Q2022\*\*

in mln PLN	3Q2022	3Q2021	% change
Net Sales	267.2	266.4	↑ 0.3%
Costs	(267.1)	(255.2)	↑ 4.7%
Net profit/(loss)	(24.5)	(1.5)	↓ (1533%)
EBIT	0.1	11.2	↓ 99.1%
EBITDA	40.3	49.8	↓ 19.1%

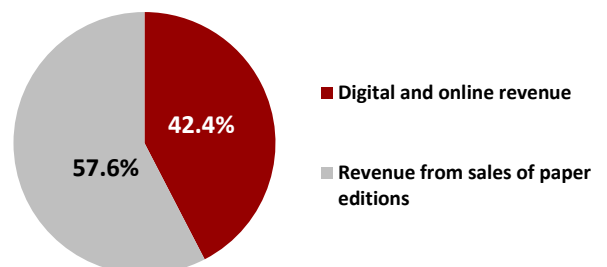
### AGORA GROUP'S DIGITAL AND E-COMMERCE REVENUE DYNAMICS [PLN million]\*



### STRUCTURE OF SALES REVENUE OF THE AGORA GROUP IN 1-3Q2022 (source presentation)\*\*



### REVENUE FROM COPY SALES IN AGORA GROUP IN 1-3Q2022 [%]\*\*



\* Source: company data

\*\*Source: consolidated financial statements according to IFRS, 3Q2022, Data presented on an IFRS 16 basis, excluding one-off events

## PROSPECTS

Uncertain economic situation

Necessity to secure funds for development investments

Continued recovery of cinema attendance

Development of digital portfolio

Work on different operating scenarios for the Group for the next periods

Awaiting Court of Appeals verdict on taking control of Eurozet company

## AGORA GROUP'S STRUCTURE

media group  
**AGORA** SA

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 Group's operations are focused on 5 main segments:



**MOVIES AND BOOKS**



**PRESS**



**OUTDOOR**



**INTERNET**



**RADIO**

**HELIOS**

GAZETA  
**wyborcza**

**ams**

GAZETA.PL

**AGORA**  
GRUPA RADIOWA

**NEXT FILM**

**wyborcza.pl**

**move TV**  
GRUPA AMS

**YELDBIRD**

PROZEBROJE  
Pagoda  
TOK FM  
BOSTON



**hr link.pl**

DORADZTWO MEDIOWE  
**TANDEM MEDIA**  
KING RADIO BROKER

## THE MANAGEMENT BOARD OF AGORA S.A.



**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

Press  
Administration



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