

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



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



Finalizing the purchase of a controlling stake in Eurozet Sp. o.o.



41.4% of the Group's content sales revenue is digital revenue



304k active subscriptions to Wyborcza.pl content at the end of December 2022



43.3% of Gazeta Wyborcza's revenue is digital revenue



32k Subscribers to TOK FM Premium with 21.8% growth compared to 4Q 2021



46.3% revenues from ticket sales come from the online channel in 4Q 2022



+50% Growth rate of revenue realized through Outdoor digital panels 4Q 2022 vs. 4Q 2021

FINANCIAL RESULTS

4Q 2022**

Revenues [mPLN]

4Q 2022	331.0
4Q 2021	351.7
% change	↓ (5.9%)

Costs [mPLN]

4Q 2022	361.4
4Q 2021	327.7
% change	↑ 10.3%

Net profit/(loss) [mPLN]

4Q 2022	(30.5)
4Q 2021	24.2
% change	-

Profit/(loss) EBIT [mPLN]

4Q 2022	(30.4)
4Q 2021	24.0
% change	-

Profit/(loss) EBITDA [mPLN]

4Q 2022	55.3
4Q 2021	68.0
% change	↓ 18.7%

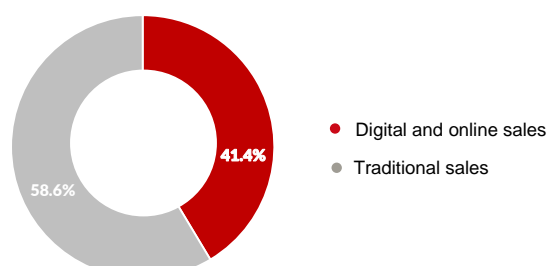
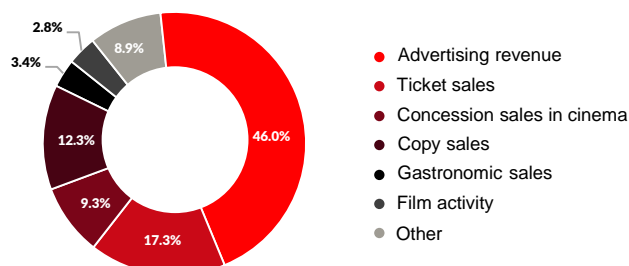
ESTIMATES OF ADVERTISING EXPENDITURE GROWTH IN 2023*



AD MARKET: ↑ 2.0%-4.0%

STRUCTURE OF SALES REVENUE OF THE AGORA GROUP IN 2022 [%]**

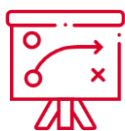
REVENUE FROM COPY SALES IN THE AGORA GROUP in 2022 [%]**



* Source: Company estimates

**Source: consolidated financial statements according to IFRS, 4Q2022

EXTERNAL PROSPECTS



Development of the advertising market



Increase in cinema attendance

INTERNAL PROSPECTS

- Merger of Eurozet and Agora Radio Group
- Planned reorganization of Agora Group
- Cost discipline
- Digital product development

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 Group's operations are focused on 5 main segments:

Movies and Books

Digital and Printed Press

Outdoor

Internet

Radio



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

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- Big Data
- Strategy and Analysis Department
- Internet companies
- ESG



WOJCIECH BARTKOWIAK
MEMBER
OF THE BOARD

- Digital and Printed Press
- Administration



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