FINANCIAL RESULTS OF THE AGORA GROUP IN THE 2Q 2026

In the second quarter of 2026, the Agora Group generated PLN 390.6 million in revenue, representing an increase of nearly 3% compared to the previous year. The Outdoor Advertising segment reported significantly higher revenue than a year ago. Revenue in the Radio segment was also higher, driven by increased sales of its own airtime. The Group's EBITDA increased by over 23% to PLN 80.7 million, while EBIT rose by nearly 26% to PLN 26.7 million.

In the first half of 2026, the **Agora Group** reported revenue of 755.3 million PLN, up 3.6% compared with the same period in 2025. The growth was primarily driven by sales of advertising services, which were up more than 12% year-over-year.

From April through June 2026, the Agora Group's revenue from advertising services increased by 12.5% compared to the same period in 2025, totaling PLN 234.8 million. The business segment in which advertising spending grew the most in the second quarter – and which contributed most significantly to the increase in advertising revenue for the entire Group – was the **Outdoor Advertising** segment. Advertising revenue in this segment increased by over 44% to nearly PLN 88 million. A key factor in this growth was the acquisition of Synergic in the fourth quarter of 2025.

The **Movies** segment, which includes Helios and NEXT FILM, posted an EBIT of nearly 7 million PLN and an EBITDA of 25.6 million PLN in the second quarter of 2026. The segment's revenue declined slightly – by less than 3% – to 265.1 million PLN in the first half of the year. Revenue from concession sales and ticket sales was lower, while revenue from advertising was higher. In the first half of 2026, the segment's film operations also generated lower revenue. From January through June, 5.2 million tickets were sold at Helios cinemas, compared to 5.5 million a year earlier.

In the first half of 2026, the **Radio** segment's revenue increased by nearly 9% compared to the first half of 2025, totaling nearly 201 million PLN. Revenue from radio advertising sales increased by 7.2% to PLN 175.7 million, driven primarily by higher revenue from the sale of the Group's own airtime. In the second quarter, the Eurozet Group remained the audience leader, with a lead over the RMF Group of 17.2 percentage points in cities with more than 500,000 residents, 11 percentage points in cities with more than 200,000 residents, and 5.3 percentage points in cities with more than 100,000 residents.

Revenue for the **Outdoor Advertising** segment in the second quarter of 2026 totaled nearly 92 million PLN, marking a year-over-year increase of almost 44 percent. The segment posted strong EBIT results – PLN 23.3 million (an increase of over 37%) – and EBITDA of PLN 45.1 million (an increase of nearly 63%). The growth was primarily driven by spending on campaigns run on the Citylight system due to a higher number of advertising units in Warsaw, spending in the Digital segment, and revenue generated by Synergic, including in the Citytransport area.

In the second quarter of 2026, the **Press** segment improved its operating results, reducing its loss compared to the same period in 2025, which amounted to 2.0 million at the EBIT level and 1.3 million PLN at the EBITDA level. From April through June 2026, advertising revenue for the Press segment (excluding the Book Publishing division) increased by 1.3% to 15.8 million PLN. The daily newspaper's digital revenue (from digital subscriptions and digital advertising) in the second quarter of 2026 totaled over 19.2 million PLN. This accounted for 51.2% of its total revenue, representing an increase of 2.2 percentage points compared to the same period a year earlier, driven by a focus on digital growth. Thanks to higher sales of its own publications, the book publishing division's revenue increased by 12.4% in the first half of 2026, reaching PLN 21.7 million.

The **Internet** segment ended in the second quarter of 2026 with lower results in terms of both EBIT and EBITDA compared to the same period in 2025. The reported losses amounted to PLN 6.0 million and PLN 5.0 million, respectively.

In the second quarter of 2026, the Agora Group's net operating expenses increased by 1.5% to nearly 364 million PLN. The largest expense item for the Group during the April – June 2026 period was costs of external services, which totaled nearly PLN 130 million and were 3.6% higher than in the same period of 2025. The increase in this cost item was evident in most business segments and, in many cases, was linked to higher revenue. The largest increase in costs occurred in the Outdoor Advertising segment and resulted mainly from higher system maintenance and service delivery costs.

In the first half of 2026, the Agora Group's **net operating expenses** increased by 4.1% to PLN 730.1 million.

The Agora Group maintains the widest reach among media groups in Poland and remains the market leader[1]. The Agora Group has a unique media portfolio that includes, among others, Internet, Radio, and Outdoor, which are included in the reach survey conducted by Mediapanel/Gemius.

Data source: Agora Group's consolidated financial statements in accordance with IFRS for Q2 2026.

[1] Mediapanel/Gemius survey; July 2026; indicators: "Real Users – daily average"; Channel space type: Commercial; cross-media data for platforms: Internet, Radio, Television, and Outdoor. Top Media Owners ranking. Prepared by Agora S.A.

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