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AGORA GROUP ESG STRATEGY FOR 2023-2027

31TH MAY 2023

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gazeta
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AGORA GROUP ESG STRATEGY 2023-2027

MAIN OBJECTIVES AND REFERENCE TO THE UN SUSTAINABLE DEVELOPMENT GOALS



→ CLIMATE AND THE ENVIRONMENT (E)

- We are moving towards **low carbon** and are strategic in our approach to **tackling climate change**
- We are part of the **green supply chain**
- We implement **circular economy** practices in Agora Group business segments where it is applicable



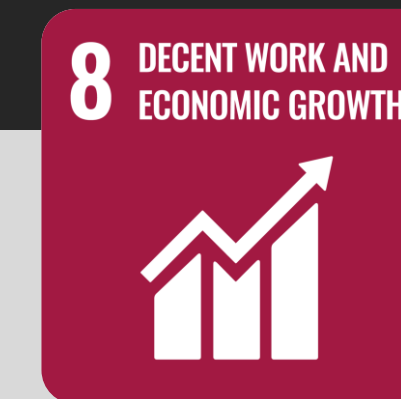
→ PEOPLE AND SOCIETY (S)

- We are stepping up advocacy for **democratic values** and **free media**
- We are an **attractive employer in the media industry** in Poland, supporting the **professional development** of our employees and co-workers
- We support **diversity** in society and the workplace



→ CORPORATE GOVERNANCE (G)

- We make sure that **ethical values** are respected in the workplace
- We join **business partnerships** to intensify human rights and environmental protection efforts



AREAS OF ACTIVITY

**PRINTED AND
DIGITAL PRESS
AND PUBLISHING
ACTIVITIES**

**CINEMA AND FILM
DISTRIBUTION AND
PRODUCTION**

**OUTDOOR
ADVERTISING**

INTERNET

RADIO

GASTRONOMY

AGORA GROUP

CLIMATE AND ENVIRONMENT

[E]

LOW CARBON,
GREEN VALUE CHAIN,
CIRCULAR TRANSFORMATION



TOWARDS LOW-CARBON AND CLIMATE RESILIENCE

DECARBONISATION OF THE AGORA GROUP'S ACTIVITIES ALONG THE ENTIRE VALUE CHAIN

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



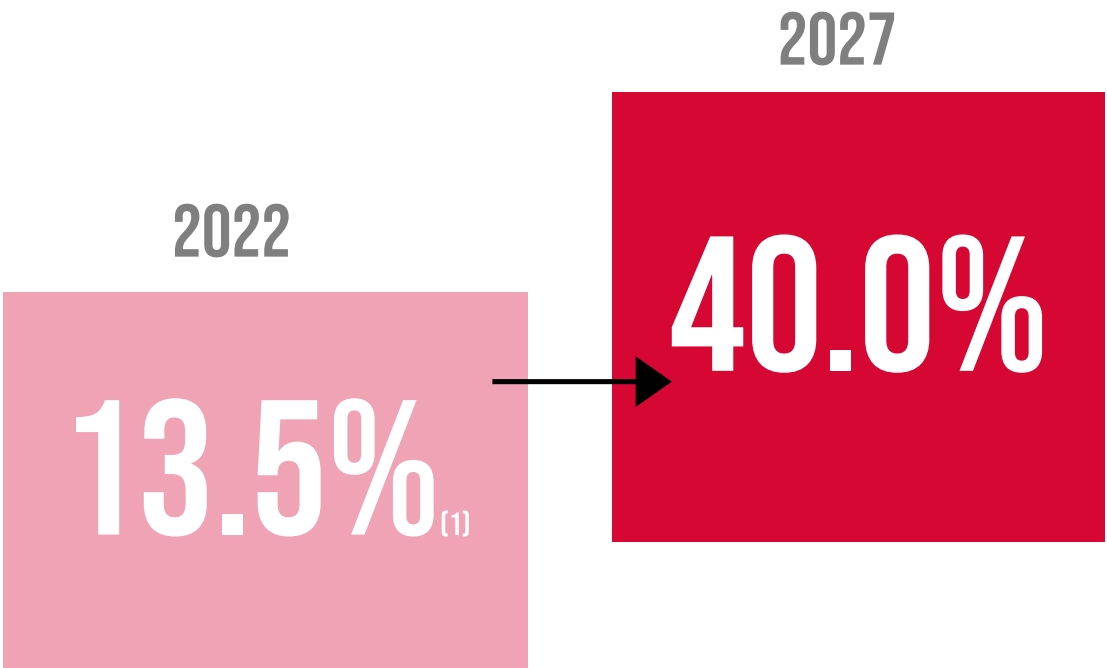
13 CLIMATE
ACTION



We are moving towards low carbon and are strategic in our approach to tackling climate change



Reducing emissions in Scope 1, 2 and 3 (incl. by investing in our own renewable energy sources)



% share of low- and zero-carbon energy
sources of energy sources used by the Agora Group



We are part of the green supply chain



Clearly defined criteria and a set of environment
for the selection and evaluation of suppliers



We implement circular economy practices in Agora Group business segments where it is applicable



Sustainable waste management and product life extension



(1) Source: "ESG report of the Agora Group and Agora S.A. for 2022".

TOWARDS LOW-CARBON AND CLIMATE RESILIENCE

OPERATIONAL OBJECTIVES: MITIGATE CARBON FOOTPRINT AND CONTRIBUTE TO A GREEN SUPPLY CHAIN



OPERATING OBJECTIVE	MEASURE OF GOAL ACHIEVEMENT	2022 BASE	2025 INTERMEDIATE	2027 TARGET
LOW CARBON ENERGY SOURCES	% share of low- and zero-carbon energy sources (solar, wind, nuclear) in the total mix of energy and fuels used by the Agora Group* <i>*target relates to total purchased energy (electricity, heat), fuel consumption in buildings and installations and fuel and energy consumption in vehicles and installations, as well as fuel and energy consumption in vehicles</i>	13.5%	25%	40%
	Percentage of electrically-powered vehicles, plug-in hybrids and hybrids in the total fleet	34%	50%	80%
SCOPE 1 AND 2 EMISSION REDUCTIONS	Mg CO2e - reduction in emissions resulting from fuel consumption in the Agora Group's buildings, installations and vehicles (Scope 1)	903.62 Mg CO2e	-15% (vs. 2022)	-25% (vs. 2022)
	Mg CO2e - emissions reduction in Scope 2 (market based)	32 390.4 Mg CO ₂	-40% (vs. 2022)	-80% (vs. 2022)
	CO2e /1 million PLN revenue - Scope 1 and 2 emission intensity reduction (market based)	30.6 Mg CO ₂	30 Mg CO ₂	25 Mg CO ₂
SCOPE 3 EMISSION REDUCTIONS	Development of a reduction plan for Scope 3 emissions for all relevant categories	Target for 2023	Cyclical target achievement	Cyclical target achievement
	Calculation and subsequent reduction of Scope 3 emissions in % terms for the Agora Group as a whole	35 162 Mg CO ₂	-10% (vs. 2022)	-15% (vs. 2022)
GREEN SUPPLY CHAIN	Development of environmental criteria for the selection and evaluation of suppliers	Target for 2023	Review and update if necessary	Review and update if necessary
	Update of the "Code of Conduct for Agora's Suppliers and Subcontractors" regarding environmental criteria	Target for 2023	Review and update if necessary	Review and update if necessary

TOWARDS LOW-CARBON AND CLIMATE RESILIENCE

OPERATIONAL OBJECTIVES: TO START THE CIRCULAR TRANSFORMATION



OPERATING OBJECTIVE	MEASURE OF GOAL ACHIEVEMENT	2022 BASE	2025 INTERMEDIATE	2027 TARGET
SUSTAINABLE WASTE MANAGEMENT	% (by weight) of waste that was sent for reuse or recycling (across the Agora Group)	55.2%	65%	75%
PRODUCT LIFE EXTENSION	Development of a „Closed-loop Roadmap" - a plan for the implementation and subsequent implementation of circular economy principles in possible areas of the Agora Group	Launch of the project	Designed 2024/2025	Deployment in 2027
	Implementation of „Closed-loop Roadmap" projects in all Agora Group segments	Start of activities: 2023	Cyclical target achivement	Cyclical target achivement
AMS: IMPLEMENTING THE CLIMATE STRATEGY 2023-2027	Including defining and using indicators that show the actual impact on the circular economy	Start of activities: 2023	Update y/y	Update y/y

TOWARDS LOW-CARBON AND CLIMATE RESILIENCE

AMS: IMPLEMENTING THE 2023-2027 CLIMATE STRATEGY



THE AMBITION: SUSTAINABLE OUTDOOR ADVERTISING

STRATEGIC GOALS	LOW-CARBON AND CLIMATE-RESILIENT OUTDOOR ADVERTISING	DEVELOPMENT OF URBAN GREEN INFRASTRUCTURE	CLOSING THE MATERIAL CYCLE
SPECIFIC GOALS	<div>1. LOW-CARBON ENERGY SOURCES</div> <div>→ 50% of energy from low- and zero-carbon sources</div> <div>→ 100% of energy consumed is offset by low- and zero-carbon energy purchased or produced by AMS</div> <div>→ 80% of own electric vehicles, plug-in hybrids and hybrids</div>	<div>4. DEVELOPING URBAN ECO-INFRASTRUCTURE</div> <div>→ 400 installed and serviced EKO bus stop flowers and 100 EKO poles</div>	<div>7. OPTIMIZATION OF POSTERIZATION</div> <div>→ AMS Service's low-carbon fleet transformation: 50% by 2025, 80% by 2027.</div> <div>→ Low-emission vehicle fleet in the poster process</div>
	<div>2. SCOPE 1 AND 2 EMISSION REDUCTIONS</div> <div>→ Emission intensity reduction in Scope 1 and 2 (market based)</div>	<div>5. INCREASE IN SHARE OF DIGITAL MEDIA REVENUES</div> <div>→ Nearly 20% of revenue is generated by digital media</div>	<div>8. INCREASE THE CIRCULARITY OF POSTERS</div> <div>→ Increase the share of recycled paper in new posters</div> <div>→ Increase recycling of paper posters by 2025.</div> <div>→ Increase the share of recycled materials in vinyl posters</div> <div>→ Increase recycling of vinyl posters by 2026.</div>
	<div>3. SCOPE 3 EMISSION REDUCTIONS</div> <div>→ Reduce GHG emissions in Scope of 3 by 25%</div>	<div>6. REDUCTION OF LIGHT SMOG</div> <div>→ 90% of freestanding carriers have light intensity control system</div>	<div>9. DEFINE AND USE INDICATORS THAT DEMONSTRATE THE REAL IMPACT ON THE CLOSED ECONOMY</div>



AGORA GROUP

PEOPLE AND SOCIETY

[S]

**ATTRACTIVE EMPLOYER
SUPPORTING DIVERSITY AND DEVELOPMENT
IN SOCIALLY RESPONSIBLE MEDIA**

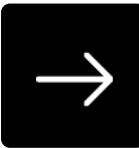


SOCIAL RESPONSIBILITY IN THE MEDIA AND WORKPLACE

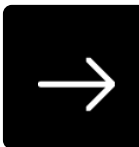
EQUALITY, DEVELOPMENT, FREEDOM OF SPEECH



We are stepping up advocacy for democratic values and free media



We are an attractive employer in the media industry in Poland, supporting the professional development of our employees and co-workers



We support diversity in society and the workplace



galeria plakatu



amts



www.dziennikarstvosledcze.pl

Ukrainian Media Fund

www.uamediafund.com



Nagroda im. Krzysztofa Millera

SOCIALLY RESPONSIBLE MEDIA

EQUALITY, DEVELOPMENT, FREEDOM OF SPEECH



OPERATING OBJECTIVE	MEASURE OF GOAL ACHIEVEMENT	2022 BASE	2025 INTERMEDIATE	2027 TARGET
INDEPENDENT MEDIA	Internships and mentoring programs for youth and students to develop independent media	-	min. 1 program	min. 2 programs
MEDIA EDUCATION	Implementation of projects on media education and countering disinformation in Poland, incl. jointly with the European Union within the ESG area	-	min. 1 project	min. 2 projects
PARTNERSHIPS FOR A FREE MEDIA	Development of international projects for freedom of expression and media pluralism incl. in Europe jointly with the European Union in the ESG area	-	min. 1 project	min. 2 projects
EMPLOYEE VOLUNTEERING	Employee volunteer program for Agora Group team	-	Start of activities: 2024	Cyclical target achivement

AGORA GROUP AN ATTRACTIVE EMPLOYER

EQUALITY, DEVELOPMENT, FREEDOM OF SPEECH

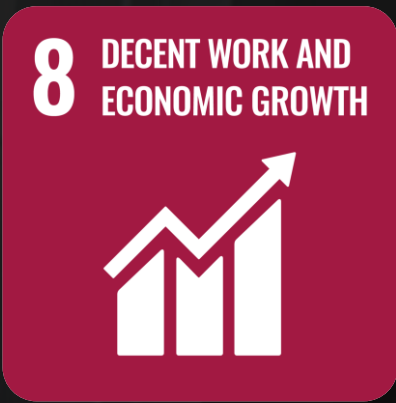


OPERATING OBJECTIVE	MEASURE OF GOAL ACHIEVEMENT	2022 BASE	2025 INTERMEDIATE	2027 TARGET
EQUALIZING CAREER OPPORTUNITIES FOR EVERYONE IN THE AGORA GROUP (GENDER, AGE, WORK-LIFE BALANCE)	% of employees covered by annual performance appraisal	50%/2022	70%	80%
	Amount of training hours per employee	13.0/2022	Growth	Growth
	Glass Ceiling Ratio of the entire Agora Group	Upper management 14.9%/2022, Midlevel 2.6%/2022	Upper management <10%, Midlevel <3%	Upper management < 8%, Midlevel <3%
EQUAL PAY AT THE LEVEL OF ALL EMPLOYMENT	Gender Pay Gap of the entire Agora Group	6.8%*	<5%	<5%
SUPPORT AND PROMOTE DIVERSITY IN SOCIAL LIFE AND THE WORKPLACE	Update of the "Agora Group Diversity Policy"	Target for 2023	Review and update if necessary	Review and update if necessary

* Agora S.A.'s HR department counted the Gender Pay Gap/Wage Gap indicator in an adjusted version, i.e. taking into account the pay levels at each „grade” level and their gender pay gap. Then, for the entire organization, HR team counted it using the weighted average method. As a weight, the HR team took the ratio of employment in each grade level to total employment. Based on this metoldology, targets were set until 2027. Source of data: "ESG Report of the Agora Group and Agora S.A. for 2022".

AGORA GROUP AN ATTRACTIVE EMPLOYER

EQUALITY, DEVELOPMENT, FREEDOM OF SPEECH



OPERATING OBJECTIVE	MEASURE OF GOAL ACHIEVEMENT	2022 BASE	2025 INTERMEDIATE	2027 TARGET
HIGH JOB SATISFACTION AND NPS AT AGORA GROUP	Participation of employees in the survey (%) and successive increase in NPS among employees	Launch of the project in 2023	Increase of 15% over base year	Increase of 30% over base year
ENABLE PROFESSIONAL DEVELOPMENT WITHIN THE AGORA GROUP	Creation of a system enabling internal promotions between all Agora Group companies	Launch of the project in 2023	Cyclical target achivement	Cyclical target achivement



AGORA GROUP

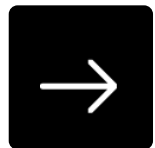
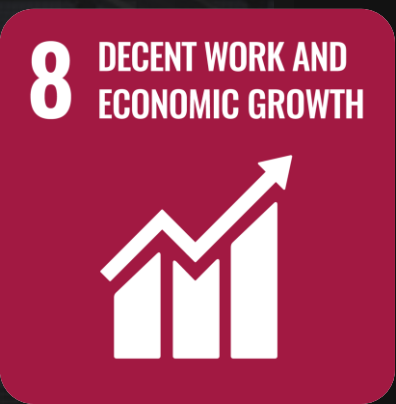
CORPORATE GOVERNANCE

[G]

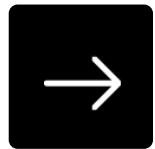
TRANSPARENCY AND RESPONSIBLE PARTNERSHIPS

RESPONSIBILITY AND TRANSPARENCY

ETHICAL BUSINESS DEVELOPMENT



We make sure that ethical values are respected in the workplace



We join business partnerships to intensify human rights and environmental protection efforts



SYSTEM OF ETHICS IN AGORA

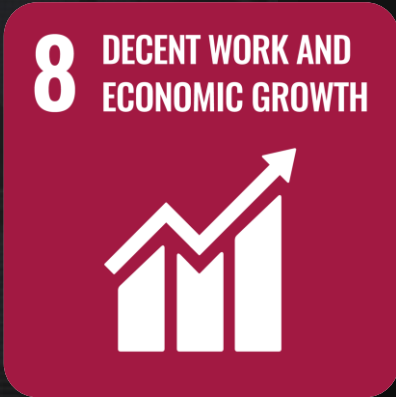
Internal policies and codes of Agora

External industry codes of conduct and other documents adopted by the entities of Agora as regulatory

Internal and external whistleblowing systems, including protection of whistleblowers

TRANSPARENCY AND RESPONSIBLE PARTNERSHIPS

ETHICAL BUSINESS DEVELOPMENT



OPERATING OBJECTIVE	MEASURE OF GOAL ACHIEVEMENT	2022 BASE	2025 INTERMEDIATE	2027 TARGET
UPDATING THE CODE OF ETHICS AND INTRODUCING THE DOCUMENT ACROSS THE ENTIRE AGORA GROUP	Update and publication of the "Code of Ethics"	Target for 2023	Review and update if necessary	Review and update if necessary
	100% of employees trained in the "Code of Ethics" in the Agora Group	70%/2023	85%/2025	98%/2027
EXTENSION OF THE COMPLIANCE FUNCTION TO THE ENTIRE AGORA GROUP	Adoption by the Agora Management Board of an update of the Compliance function in the Agora Group	-	Target for 2024	Cyclical target achivement
UPDATE OF THE "CODE OF CONDUCT FOR AGORA'S SUPPLIERS AND SUBCONTRACTORS"	Update of the document and adoption by the Agora Management Board	-	Target for 2023	Review and update if necessary
DESIGN AND IMPLEMENT AN ESG AUDIT PROGRAM FOR SUPPLIERS	Implementing the programme as planned	-	Design and deployment in 2024.	Communication of audit results
	Audit results	-		



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