

WE HAVE BEEN RESPONSIBLE BUSINESS FOR THE LAST 30 YEARS. EVERYDAY.

FOR THE LAST 30 YEARS AGORA GROUP HAS CONDUCTED OPERATIONS ON THE POLISH MEDIA MARKET. AGORA'S PORTFOLIO OF MEDIA CONSISTS OF: AD, PRESS, CINEMAS, MOVIES, OUTDOOR ADVERTISING, INTERNET, RADIO AND FOOD SERVICES.



HOW MAY YOU KNOW US?

DO YOU HAPPEN TO READ 'GAZETA WYBORCZA', 'WYSOKIE OBCASY', 'AVANTI', 'LOGO', OR 'KSIĄŻKI. MAGAZYN DO CZYTANIA'? DO YOU SUBSCRIBE TO WYBORCZA.PL?

 **wyborcza**  **wyborczapl**

9_M readers of articles in 'Gazeta Wyborcza' and on Wyborcza.pl

300_K users of paid content of 'Gazeta Wyborcza' and Wyborcza.pl

8.8_M visitors of online services of 'Gazeta Wyborcza'

DO YOU HAPPEN TO GO TO HELIOS CINEMA NETWORK?

 **HELIOS**

277 screens

52.4_K seats in the cinemas

49 multiplex cinemas in Helios chain

14.0_M tickets purchased for screenings in Helios cinemas

23% share of Helios cinemas in total volume of sold cinema tickets



DO YOU HAPPEN TO BUY BOOKS AND CDS, DVDS ETC.
OF AGORA'S PUBLISHING HOUSE FROM
KULTURALNYSKLEP.PL AND PUBLICO.PL?

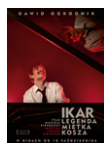


7 URODZINY
PUBLICO

1.4 M

copies of books and CDs of Wydawnictwo Agora
(Agora's Publishing House)

DO YOU WATCH MOVIES DISTRIBUTED OR PRODUCED BY NEXT FILM?



4.9 M

viewers of NEXT
FILM titles

9

titles of NEXT FILM
introduced to cinemas

28.7 %

share of NEXT FILM
in total number of
cinemagoers in Poland

DO YOU HAPPEN TO EAT AT PAPA DIEGO, VAN DOG
OR PASIBUS?



20

fast casual restaurants in
Helios capital group in 2019:



12

Papa Diego restaurants
serving Mexican food

2

Van Dog restaurants

6

Pasibus restaurants serving
burgers created on the basis
of original recipes

DO YOU VISIT GAZETA.PL?



83

services of Gazeta.pl

16.3 M

visitors of websites of Gazeta.pl
group

526 M

visits of online
services of
Gazeta.pl group

59 %

share of Gazeta.pl
sites among
internet users

12.7 M

users of Gazeta.pl
services on mobile
devices

ARE YOU FAMILIAR WITH OUR TECHNOLOGICAL BRANDS?



159TH

place of Yieldbird among the most dynamically growing technological companies in EMEA

38TH

place of HRlink among the most dynamically growing technological companies in CE

DO YOU TAKE PART IN AGORA'S MUSIC FESTIVALS?



Music festivals and cultural events:

6TH

Olsztyn Green Festival

4TH

Co Jest Grane 24 Festival

2TH

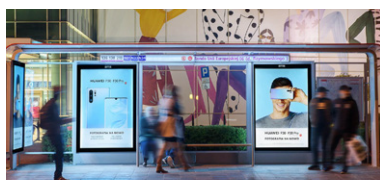
Białystok New Pop Festival

2TH

#będzieczytane Etk Festival



DO YOU PAY ATTENTION TO CITYLIGHT ADVERTISING DISPLAYS POWERED BY AMS?



AMS OOH advertising displays:

536

cities with AMS OOH advertising infrastructure

23.5_k

advertising displays of AMS

1580

state-of-the-art public transport shelters in Warsaw

DO YOU HAPPEN TO LISTEN TO RADIO TOK FM, RADIO ŻŁOTE PRZEBOJE, ROCK RADIO OR RADIO POGODA?



GRUPA RADIOWA AGORA (GRA)

4

radio brands

59

9 stations

6.4%

share of Agora Group in total radio audiences

15%

the highest share in audience time in eight largest cities in Poland

153 MINUTES

average listening time of daytime broadcasts of stations belonging to Grupa Radiowa Agora (GRA)



GRA online:

20_k

premium subscriptions of Radio TOK FM in the end of December 2019

WE ARE BIG CAPITAL GROUP

FINANCIAL RESULTS OF AGORA GROUP

23

companies in consolidated capital group of Agora

PLN 1.2 BILLION

net sales of Agora Group [excl. MSSF 16]

9.5 % ▲

YOY increase of net sales of Agora Group

PLN 114.8 M

EBITDA of Agora Group in 2019 [excl. MSSF 16]

93.3 % ▲

YOY increase of EBITDA of Agora Group

PLN 16.2 M

net profit of Agora Group (adjusted) [excl. MSSF 16]

DEVELOPMENT OF CSR STRATEGY



GROWTH ROOTED
IN RESPONSIBILITY



BUILDING LASTING
RELATIONS



WE VALUE DIVERSITY IN THE SOCIETY
AND IN THE WORKPLACE

GOALS OF AGORA GROUP IN 2020



MANAGEMENT AND REPORTING:
strategic cooperation with a partner organization / institution for developing responsible business and sustainable growth in the organization



ENVIRONMENT:
replace air conditioning units in Agora building



EMPLOYEES:
implement a comprehensive e-learning system for employees



ETHICS AND COMPLIANCE:
implement and communicate "Policy of Accepting and Offering Gifts and Other Benefits in Agora S.A."

OUR ACHIEVEMENTS

MORE THAN **80** AWARDS AND DISTINCTIONS FOR THE AGORA GROUP



FRIENDLY WORKPLACE



4,822

INDIVIDUALS WERE WORKING ON
PERMANENT EMPLOYMENT CONTRACT
OR COOPERATED



88%

permanent



96%

full time



2,626

INDIVIDUALS EMPLOYED ON
A PERMANENT EMPLOYMENT
CONTRACT



92%

of Agora Group employees used
MyBenefit platform



In-house training

208

employees attended in-house
training sessions that spanned

25.5

training days
in total

1 533

Total number of
employees who
received appraisal talks

10

Employee projects
in Agora of Ideas

2.3%

YOY increase of payroll
and employee benefits

DIVERSITY AT WORK AND IN SOCIETY

Structure by gender:



44%
men



56%
women

Structure by age:



70%
30-50 y.o.



14%
> 50 y.o.

16%
30 y.o.

Equal treatment:



52%

share of women in middle
and senior management
positions in Agora Group



Higher education:



71%

of all employees of Agora
Group have higher
education



Employees with disabilities:



3.7%

of the employees of Agora
Group are individuals with
disabilities



ETHICS AND COMPLIANCE

Internal policies and codes of Agora



Communication of values and principles to employees, business partners and all stakeholders

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



Education of employees and collaborators



Individuals responsible for the implementation of the ethics system, including compliance officer

Internal and external whistleblowing systems, including protection of whistleblowers



Cyclical monitoring or ethical risks

Whistleblowing System



12

number of cases registered through Ethics Line In 2019, including:



9

suggestions



3

cases of misconduct



External Codes of conduct:



RADA REKLAMY

RELATIONS WITH CUSTOMERS, CLIENTS AND SUPPLIERS

CODE OF CONDUCT FOR SUPPLIERS AND CONTRACTORS OF AGORA

The document specifies codes in the following areas:



responsible relations with stakeholders



fair competition



respecting human rights



ethics and transparency standards in relations with suppliers, contractors and business environment



environmental impact and sustainable growth



compliance and anti-corruption



„CODE OF GOOD PRACTICES IN CUSTOMER SERVICE “



ACCESS TO PRODUCTS AND SERVICES FOR DIVERSE GROUPS



CAUSE-RELATED MARKETING



SERVICE QUALITY AND SECURITY



SURVEYS AMONG READERS AND USERS

WORK FOR SOCIETY



CARE ABOUT THE ENVIRONMENT



Environmental Policy of Agora S.A. as well as implemented environmental procedures and programmes help to achieve environmental goals and monitor the results.

Communication and promotion of ecological behaviours among employees:



15.5 K bike rentals and returns to Agora Veturilo station in 2019



71 K plastic bottles were eliminated annually by transition to tap water, which translates into **1.5 TONS** waste reduction



Environmental goals

17% electricity consumption

20% reduction of water consumption and effluent discharge in the office buildings

TRANSPARENT TO SHAREHOLDERS

20 YEARS on the capital market

40 awards and distinctions for Agora both on the Polish market and internationally

In 2019 Agora received awards: "Leader of Online Communications", "Best IR Service" as well as "Transparent company of 2018" and CSR "Silver Leaf" of Polityka weekly.



Data refer to 2019, unless indicated otherwise. Source: raportCSR.agora.pl/EN

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AGORA GROUP RESPONSIBILITY REPORT 2019