

29

years of market experience

30

significant press, internet, radio, advertising and TV brands

46

modern cinemas in Poland

50

million copies of books and music albums sold

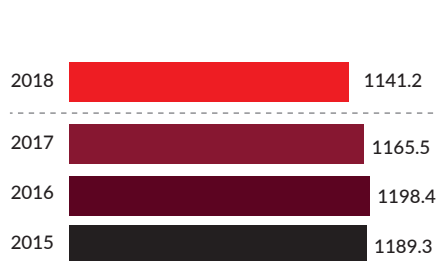
85

various websites

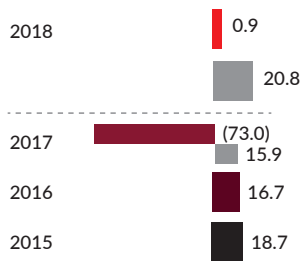
**AGORA IS A SIGNIFICANT POLISH MEDIA AND ENTERTAINMENT GROUP WITH A WIDE PORTFOLIO OF BUSINESS PROJECTS**

Since the beginning of its activity in 1989, the company has been the publisher of the most popular opinion daily newspaper in the country - Gazeta Wyborcza, whose content is available in both: paper and digital versions. As a leader of digital transformation in Poland, Gazeta Wyborcza had almost 170.5 thousand paid subscriptions at the end of 2018. These days, Agora's most important ventures include Helios - the largest network of cinemas in terms of the number of objects and its subsidiary NEXT FILM - a film distribution and production company. AMS - the leader of the Polish outdoor advertising market is also a significant part of Agora's business portfolio. The company also publishes magazines, as well as books, music and film publications. Agora is present as well on the radio market, with local music stations: Radio Złote Przeboje, Rock Radio, Radio Pogoda and a national news&talk radio - Radio TOK FM. Agora's internet websites are leaders in their thematic categories in terms of their popularity, and its subsidiary company Yieldbird is dynamically growing on the programmatic advertising market - currently operating in 30 countries around the world. In addition, the Agora Group, through its Foodio Concepts company, begins operations in the gastronomy market.

**REVENUE [IN PLN MLN]**

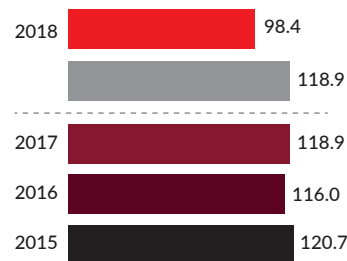


**EBIT [IN PLN MLN]**



**EBITDA [IN PLN MLN]**

● excluding impairments and one-offs



**STRATEGY FOR THE YEARS 2018-2022**

**PILLARS OF THE STRATEGY FOR THE YEARS 2018-2022**

**MAIN SOURCES OF GROWTH OF CURRENT BUSINESSES**

<b>wyborcza</b> Leader of the premium content offered in subscription model	<b>YIELDBIRD</b> Acceleration Of Yieldbird's growth by broadening its product offer	<b>HELIOS</b> Organic growth and strengthening of the market position of Helios cinema network	<b>ams</b> Premium panels and digital solutions in outdoor advertising
--	--	---	---

**NEW DIRECTIONS OF DEVELOPMENT**

<b>B2B services</b> For e-commerce, Martech solutions	<b>Leisure:</b> Entertainment and food
--	---

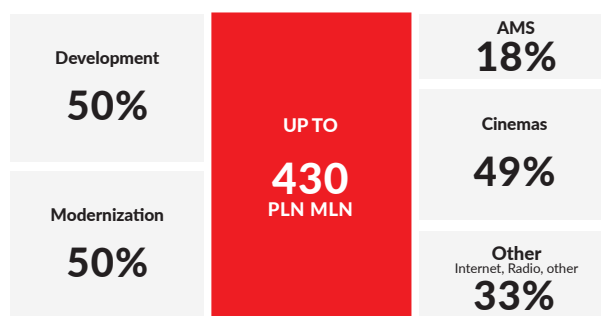
**MAIN OBJECTIVES FOR 2018-2022**

Acceleration of development and growth of scale of the agora group

<b>GOALS</b>	<b>PRIORITIES</b>
Revenues: <b>PLN 1.600+ MLN</b> in 2022 Profitability: <b>EBITDA PLN 200+ MLN</b> in 2022	<b>Digitization and premium offer</b> <b>Diversification</b> - development of businesses outside of the advertising market

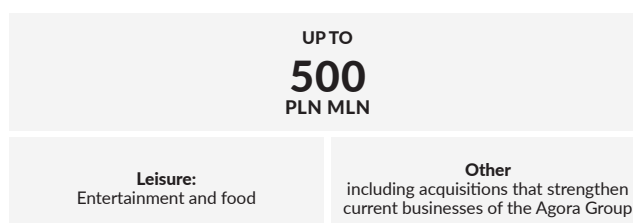
**INVESTMENT PLAN**

**INVESTMENTS IN CURRENT BUSINESSES**



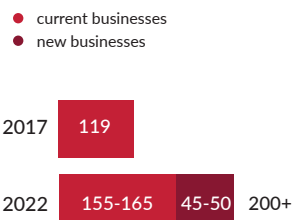
**INVESTMENTS IN GROWTH IN NEW BUSINESSES**

In case of finding an attractive M&A target(s), the company is ready to invest



**THE AGORA GROUP IN 2022**

**SUBSTANTIAL GROWTH OF EBITDA [IN PLN MLN]**



**INCREASE OF THE REVENUE [IN PLN MLN]**



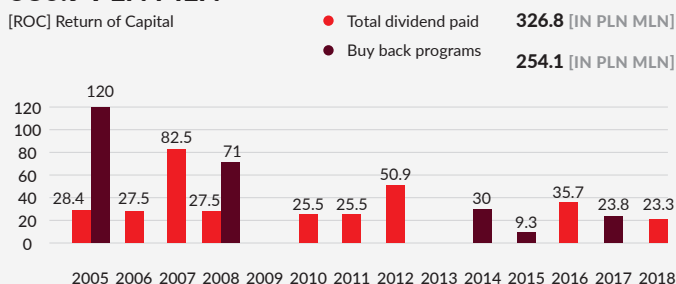
- Triple increase in the number of active paid subscriptions
- Leader of the Polish cinema market
- Creator of modern entertainment and food concepts for the whole family
- Provider of innovative solutions for the B2B segment, also of global reach
- Maintaining the dividend policy

**SHAREHOLDING STRUCTURE [% OF SHARE CAPITAL]**



**DIVIDEND POLICY [IN PLN MLN]**

**580.9 PLN MLN**



**BARTOSZ HOJKA**  
Chairman of the Board

Press  
Radio  
Corporate sales  
Human resources  
Corporate  
Communication



**TOMASZ JAGIEŁŁO**  
Member of the Board

Helios S.A.  
NEXT FILM  
Agora Publishing House  
Foodio Concepts



**GRZEGORZ KANIA**  
Member of the Board

Finance  
and administration  
Technology  
Internal Audit



**ANNA KRYŃSKA-GODLEWSKA**  
Member of the Board

New Business  
Development  
Legal department



**AGNIESZKA SADOWSKA**  
Member of the Board

Internet  
Print  
Outdoor  
Big data