

AGORA GROUP IN 2Q2020



243.3 thou.
record-high number of digital subscriptions of Wyborcza.pl



PLN 10.9 mln
yoy improvement of EBITDA result in the Internet segment



PLN 5.0 mln
yoy improvement of EBITDA result in Press segment



24.3 thou.
number of Premium TOK FM's digital subscriptions



25% increase yoy
TOK FM's share in listening increased to 2.6%



120 bus shelters
AMS as the operator of 2 sets of bus shelters

FINANCIAL RESULTS OF THE AGORA GROUP

REVENUE [in PLN mln]

2Q2020	2Q2019
129.5	269.8

EBITDA [in PLN mln]

2Q2020	2Q2019
(4.4)	(30.1)

ONE-OFF EVENTS AFFECTING FINANCIAL RESULTS OF THE AGORA GROUP IN 2Q2020

PROFIT ON THE SALE OF REAL ESTATE

PLN 0.4 million

PLN 4.0 million

PROFIT ON THE SALE OF DOMIPORTA SP. Z O.O.

PLN 3.6 million

RESTRUCTURING ACTIVITIES

PLN (1.4) million

PLN (8.9) million

WRITE-OFFS

PLN (7.5) million

TOTAL IMPACT ONE-OFF EVENTS ON THE AGORA GROUP RESULTS IN 2Q2020

PLN (4.8) million

PROSPECTS FOR THE AGORA GROUP



IMPROVING PROSPECTS FOR THE ADVERTISING MARKET

Estimated decline in the value of the advertising market expenditure in Poland in 2020 at level of **8-12%** yoy.



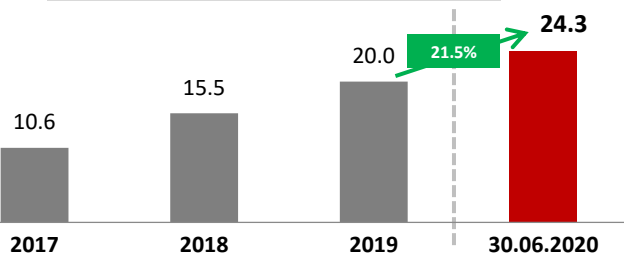
RETURN OF THE VIEWERS TO THE CINEMAS

Estimated decrease in attendance rate in Poland in 2020 by **ca. 50.0%**. Return to 2019 attendance rates possible at the turn of 2021/2022.

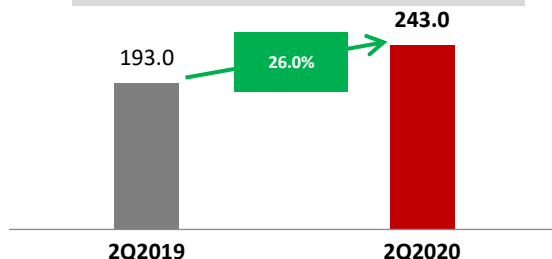
THE BIGGEST SUCCESSES OF AGORA GROUP IN 2Q2020

GROWING NUMBER OF DIGITAL SUBSCRIPTIONS

TOK FM PREMIUM [IN THOU.]



WYBORCZA.PL [IN THOU.]



MEASURES UNDERTAKEN TO SECURE FINANCIAL LIQUIDITY OF AGORA GROUP



Introduction of cost-saving measures in the Group (operating cost lower by approx. PLN 209 million in 2Q and 3Q 2020 compared to the same period of 2019)



Increased monitoring of the inflow of receivables



Obtaining financing for Agora S.A.: PLN 100.0 million and for Helios S.A.: PLN 40.0 million.



Retention of the 2019 profit in the Company



Subsidy from the public anti-crisis shield: PLN 13.9 million



Postponement or reduction of investments

AGORA - AN IMPORTANT POLISH MEDIA AND ENTERTAINMENT GROUP IS:

- A publisher of **Gazeta Wyborcza**, the most popular opinion-making daily in Poland. Its digital version, **Wyborcza.pl**, is a leader in digital transformation (243.3 thou. active digital subscriptions at the end of June 2020).
- The Helios cinema network** (the largest in Poland in terms of the number of venues) and its subsidiary NEXT FILM, dealing with film distribution and production.
- AMS** – the leader of the Polish outdoor advertising market, offering campaigns on the broadest on market portfolio of OOH advertising panels.
- An owner of three local music stations: **Radio Złote Przeboje**, **Rock Radio** and **Radio Pogoda**, the majority shareholder of the supra-regional **Radio TOK FM** and a minority shareholder of the **Eurozet Group**.
- A shareholder of several dynamically developing Internet companies - **Yieldbird**, currently operating in over 40 countries around the world, **ROI Hunter** and **HRLink**.
- Gazeta.pl** which brings together websites belonging to the leading popularity in their categories.
- A partner of the **Pasibus** brand operating on the catering market.
- A publisher of books, music and film publications (**Agora Publishing House**), and also runs two online bookstores (**Publio.pl** and **Kulturalnysklep.pl**).

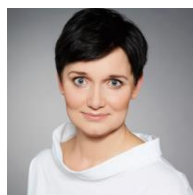
THE MANAGEMENT BOARD OF AGORA S.A.



BARTOSZ HOJKA
Chairman of the Board
Radio
Corporate sales
Human resources
Corporate Communication
Internal Audit



TOMASZ JAGIEŁŁO
Member of the Board
Movie and Books
Helios S.A.
NEXT FILM
Agora Publishing House



ANNA KRYŃSKA-GODLEWSKA
Member of the Board
Legal department
New Business Development
Finance and Administration
Technology



AGNIESZKA SADOWSKA
Member of the Board
Press
Internet
Outdoor
Data Strategy and Analysis



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