

# #1 MEDIA GROUP IN POLAND

(according to Mediapanel research for July 2025, commercial reach, daily)



**Record advertising revenues** for the Agora Group in 2Q



**Audience leader** in Polish cities



**45.9% increase in revenue** thanks to spectacular growth in ticket and bar sales



**Nearly 23% growth** in the DOOH segment in the first half of 2025.



**320 000 subscribers** to the Wyborcza.pl at the end of 2Q 2025



**54 100 Premium TOK FM subscribers** and a **35.3% increase** compared to 2Q 2024.

## FINANCIAL RESULTS 2Q 2025

### Revenues [mPLN]

2Q 2025	379.6
2Q 2024	325.0
Change %	↑ 16.8%

### Profit/(loss) EBIT [mPLN]

2Q 2025	21.2
2Q 2024	12.2
Change %	↑ 73.8 %

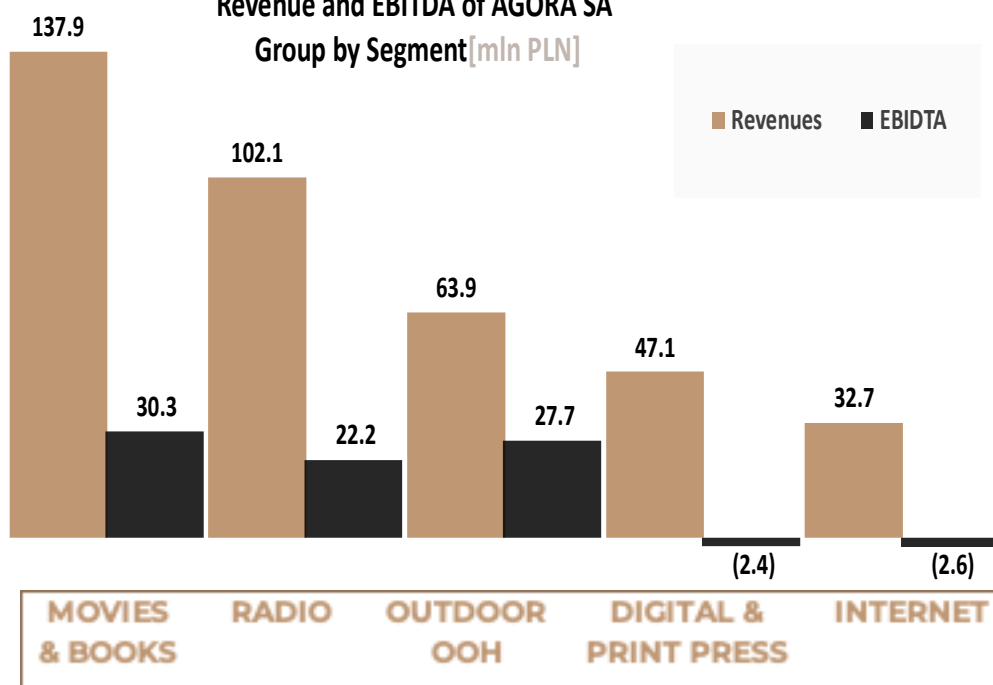
### Profit/(loss) EBITDA [mPLN]

2Q 2025	65.5
2Q 2024	55.2
Change %	↑ 18.7%

### Profit/(loss) netto [mPLN]

2Q 2025	(3.1)
2Q 2024	(8.1)
Change %	↑ 61.7%

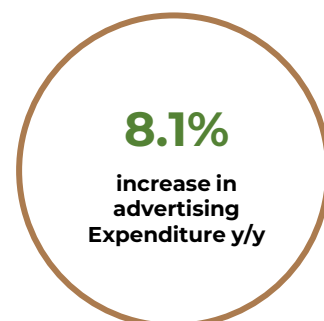
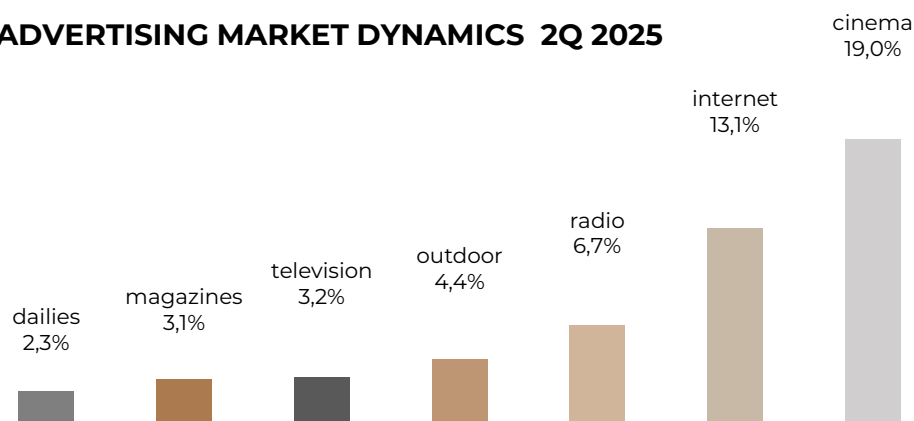
Revenue and EBITDA of AGORA SA Group by Segment [mIn PLN]



The Helios cinema chain has entered into a strategic partnership with IMAX®, focusing on the most technologically advanced form of cinema projection in the world.

Renovation of the Agora Group's headquarters, including radio studios for the Eurozet Group – consolidation of radio operations at Czerska.

## ADVERTISING MARKET DYNAMICS 2Q 2025



[1] Źródło: Badanie Mediapanel/Cemius, kwiecień 2025, wskaźniki: „Real Users - średnia dzienna”. Zasięg komercyjny; dane crossmedia dla platform: Internet, Radio, Telewizja, Outdoor. Zestawienie Top Media Owners. Opracowanie Agora S.A.

[2] Źródło: Skonsolidowane sprawozdanie finansowe za 3. kw. 2024 r.; Przychody, koszty, EBIT oraz EBITDA za 2024 r. dotyczą działalności kontynuowanej. Wynik netto za 2024 r. dotyczy działalności kontynuowanej i zaniechanej.

[3] Źródło: Dane Spółki.

**THE STRUCTURE OF AGORA GROUP**

Agora S.A. is the biggest media group in Poland, established in 1989 and listed on the Warsaw Stock Exchange since 1999. It focuses on offering cutting-edge advertising solutions, selling digital content and services, as well as cinema business, which are its main sources of revenue and pillars of growth. In addition to its strong presence in the cinema market, it is also active in film distribution and production, radio, internet and outdoor advertising.

Agora is also a leader in digital media transformation, publisher of the first independent daily newspaper in Poland, as well as books and other publications. The Group's news media also include Poland's most popular radio station in the news&talk Format – Tok FM. The Agora Group also owns Poland's second radio group, theEurozet Group, which includes nine radio stations from the TOP20 most listened-to stations in Poland, including Radio ZET and Antyradio.

The Group's operations are focused in 5 main segments:

 <p><b>Movies and Books</b></p> 	 <p><b>Radio</b></p> 	 <p><b>Outdoor</b></p> 	 <p><b>Digital and Printed Press</b></p> 	 <p><b>Internet</b></p> 
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**STRATEGIC DIRECTIONS FOR 2023-2026**



**Entering the TOP 3 media groups in Poland**



**Achieving an EBITDA result of more than PLN 200 million (excluding IFRS 16)**

- Development of media businesses and their reach among audiences in Poland
- Diversity and autonomy of businesses and opening to external investors
- New management operating model
- Increasing shareholder value and improving the financial efficiency of the entire organization

**AGORA'S GROUP MANAGEMENT BOARD**



**BARTOSZ HOJKA**  
President of the Board

- Corporate Communication
- Internat Audit
- Investor Relations



**TOMASZ JAGIEŁŁO**  
Member of the Board

- Movies and Books Segment
- Outdoor Segment



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

- Finance
- New Activities
- Administration
- Legal
- Compliance
- HR
- ESG



**WOJCIECH BARTKOWIAK**  
Member of the Board

- Digital and Printed Press Segment



**AGNIESZKA SIUZDAK-ZYGA**  
Member of the Board

- Big Data
- IT
- Internet segment



**MACIEJ STRZELECKI**  
Member of the Board

- Radio Segment
- Corporate Sales
- Direct Sales



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