

#1 MEDIA GROUP IN POLAND

(according to Mediapanel Research for April 2025, commercial reach, daily)[1]

MEDIA GROUP
AGORA

Record advertising revenues of the Agora Group in 1Q

grupa eurozet

Listenership leader in Polish cities

FINANCIAL RESULTS

1Q 2025^[2]

Revenues [mPLN]

| | |
|----------|--------|
| 1Q 2025 | 349.3 |
| 1Q 2024 | 375.0 |
| Change % | ↓ 6.9% |

Costs [mPLN]

| | |
|----------|--------|
| 1Q 2025 | 342.9 |
| 1Q 2024 | 364.4 |
| Change % | ↓ 5.9% |

Profit/(loss) EBIT [mPLN]

| | |
|----------|---------|
| 1Q 2025 | 6.4 |
| 1Q 2024 | 10.6 |
| Change % | ↓ 39.6% |

Profit/(loss) EBITDA [mPLN]

| | |
|----------|--------|
| 1Q 2025 | 53.0 |
| 1Q 2024 | 53.4 |
| Change % | ↓ 0.7% |

Net profit/(loss) [mPLN]

| | |
|----------|-------|
| 1Q 2025 | (7.6) |
| 1Q 2024 | 3.8 |
| Change % | - |

ams

Record revenues in the Outdoor segment in 1Q



+45%
Increase in **revenue generated by AMS digital panels** in 1Q 2025 vs. 1Q 2024

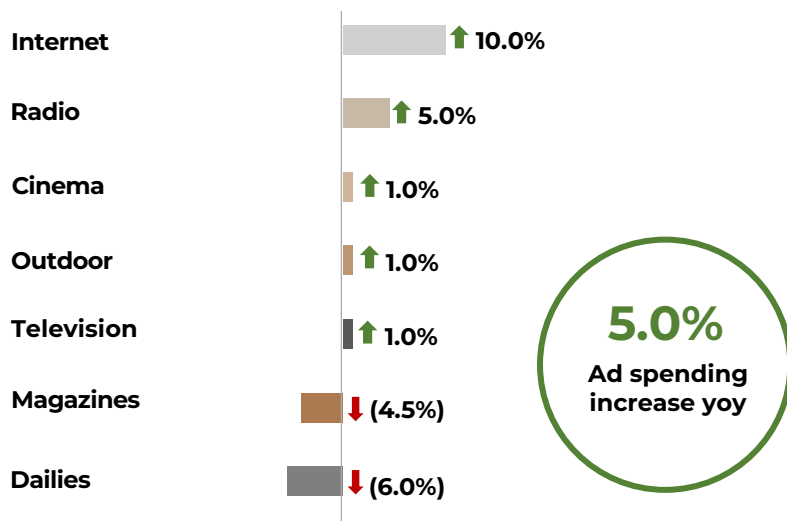
wyborcza.pl

288k
Subscribers to **Wyborcza.pl** service at the end of 1Q 2025

tokfm

53k
subscribers to **TOK FM Premium subscription service** and 33.2% growth compared to 1Q 2024

ADVERTISING MARKET DYNAMICS IN 1Q 2025 ^[3]



MANAGEMENT BOARD RECCOMENDATION ON DIVIDEND PAYMENT

| | | | |
|-----------------|--|-------------------------|--|
| PLN 0.25 | <i>Value of recommended dividend per share</i> | PLN 11.6 million | <i>Total value of recommended dividend per share</i> |
| 27/08 | <i>Recommended record date for dividend rights</i> | 18/09 | <i>Recommended dividend payment date</i> |

[1] Source: Mediapanel/ Gemius survey; April 2025; indicators: 'Real Users - daily average'; Commercial reach; crossmedia data for platforms: Internet, Radio, Television, Outdoor. Compilation of Top Media Owners. Compiled by Agora S.A.

[2] Source: consolidated financial statements according to IFRS, 1Q 2025. Revenue, costs, EBIT and EBITDA for 2024 relate to continuing operations. Net result for 2024 relates to continuing and discontinued operations.

[3] Source: company data;

THE AGORA GROUP'S STRUCTURE

Agora S.A. is one of Poland's leading media and entertainment groups, 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 its 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.

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



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 GROUP'S MANAGEMENT BOARD



BARTOSZ HOJKA

President of the Board

- Corporate Communication Department
- Internal Audit Department



TOMASZ JAGIEŁŁO

Member of the Board

- Movies and Books Segment
- Outdoor Segment



ANNA KRYŃSKA-GODLEWSKA

Member of the Board

- Finance Division
- New Activities Division
- Administration Division
- Legal Dep.
- Compliance Dep.
- HR Dep.
- IR Dep.
- ESG Dep.



WOJCIECH BARTKOWIAK

Member of the Board

- Digital and Printed Press Segment



AGNIESZKA SIUZDAK-ZYGA

Member of the Board

- Big Data Department
- IT Department
- Internet Segment



MACIEJ STRZELECKI

Member of the Board

- Radio Segment
- Corporate Sales Department
- Direct Sales Department



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