

**RECORD ADVERTISING REVENUES OF THE AGORA GROUP FOR THE THIRD QUARTER**



The impact of last year's Barbenheimer effect, the floods and last year's actors' and writers' strike in Hollywood on attendance



**+96%** was the growth rate of AMS revenues realised on digital panels in 3Q 2024

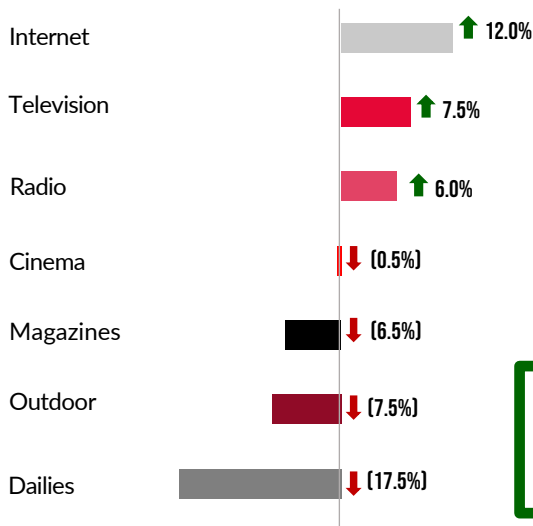


Year-on-year growth in Radio ZET's popularity



**40k** subscribers of TOK FM Premium and 13.3% growth compared to 3Q 2023

**ADVERTISING MARKET DYNAMICS IN 3Q 2024 [2]**



**8.0%**  
Ad spending increase yoy

**FINANCIAL RESULTS 3Q 2024 [4]**

Revenues [mPLN]

3Q 2024	334.5
3Q 2023	351.8
Change %	↓ 4.9%

Costs [mPLN]

3Q 2024	334.9
3Q 2023	337.5
Change %	↓ 0.8%

Profit/(loss) EBIT [mPLN]

3Q 2024	(0.4)
3Q 2023	14.3
Change %	-

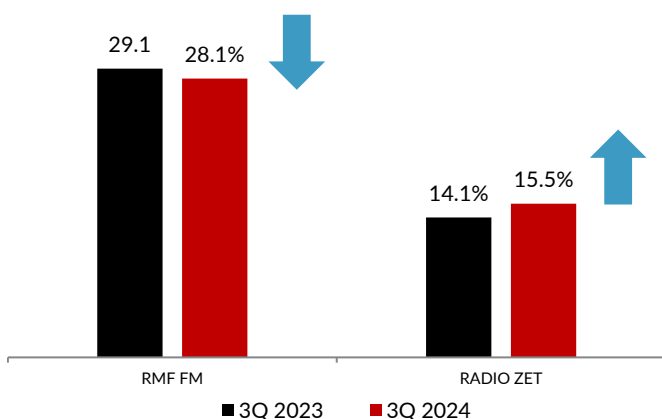
Profit/(loss) EBITDA [mPLN]

3Q 2024	43.7
3Q 2023	56.9
Change %	↓ 23.2%

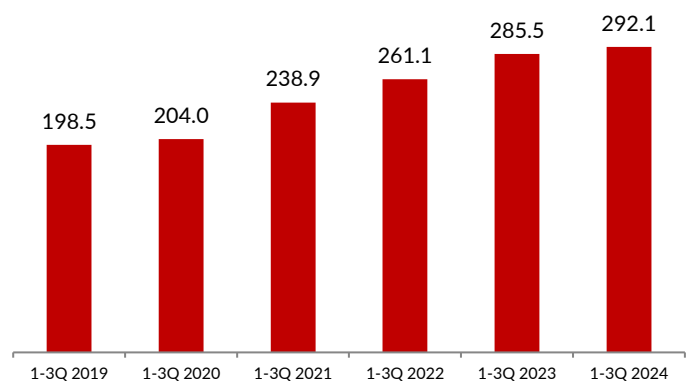
Net profit/(loss) [4] [mPLN]

3Q 2024	(11.3)
3Q 2023	(13.0)
Change %	↑ 13.1%

**COMPARISON OF RADIO ZET AND RMF FM AUDIENCE SHARES [3]**



**AGORA GROUP'S DIGITAL AND ONLINE REVENUES IN 1-3Q 2019-2024 [2]**



[1] Source: consolidated financial statements according to IFRS, 3Q 2024.

[2] Source: company data;

[3] Radio Track survey – „Share of listening for the period July-September 2024.“

[4] Net result from continuing operations, excluding results from discontinued operations

**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.

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. The Agora Group is the second radio group in Poland and since 27th February 2023 includes the radio stations of the Eurozet group, including Radio ZET and Antyradio. By taking control of Eurozet company,

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

 <p><b>Movies and Books</b></p>     <p><small>Agora Książka i Muzyka sp. z o.o.</small></p>	 <p><b>Digital and Printed Press</b></p>  	 <p><b>Outdoor</b></p>  	 <p><b>Internet</b></p>   	 <p><b>Radio</b></p> 
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**STRATEGIC DIRECTIONS FOR 2023-2026**



Climbing into 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

- PR Department
- Internal Audit Department
- Yieldbird Sp. z o.o.



**TOMASZ JAGIEŁŁO**  
MEMBER  
OF THE BOARD

- Movies and Books Segment
- Outdoor Segment



**ANNA KRYŃSKA-GODŁOWSKA**  
MEMBER  
OF THE BOARD

- Finance Division
- New Activities Division
- Legal Department
- Compliance Department
- IR Department
- ESG Department



**WOJCIECH BARTKOWIAK**  
MEMBER  
OF THE BOARD

- Digital and Printed Press Segment
- Czerska 8/10 Sp. z o.o.



**AGNIESZKA SIUZDAK-ZYGA**  
MEMBER  
OF THE BOARD

- Technology and Big Data Department
- HR Department
- Gazeta.pl Sp. z o.o.



**MACIEJ STRZELECKI**  
MEMBER  
OF THE BOARD

- Radio Segment
- Corporate Sales Department



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