

MOVIES AND BOOKS

Helios cinema network



Helios cinemas, like other cinemas in Poland, were closed due to the COVID-19 pandemic by an administrative decision from March 12 to June 5, 2020. Helios multiplexes remained closed throughout the second quarter, and their opening – after allowing such a possibility by state – took place on July 3 and lasted until November 7, 2020 – the moment when the operation of cinemas in Poland was once again suspended by an administrative decision.

Despite the difficult pandemic situation in Poland, the Helios cinemas at the opening invited viewers to premiere screenings and special projects. Due to the observance of strict sanitary procedures and properly trained staff, it was possible to safely watch interesting movies on the big screen in the largest multiplex network in Poland. Along with the reopening of multiplexes, Helios implemented an innovative sales solution – a dynamic price list, thanks to which cinema fans can save up to PLN 5-8 depending on the location and how early they decide to buy a ticket for the selected film. In addition, Helios offered the viewers to take advantage of the unique offer of a private screening, in which a well-known circle could watch a film from the list of titles prepared by the network. The shows took place in both traditional and the most modern halls – Helios Dream.

At the end of October 2020, the 50th Helios cinema was launched in Żory at Galeria Wiślanka. They consist of 4 modern rooms with nearly 700 seats, ensuring an excellent film atmosphere.

Nextfilm

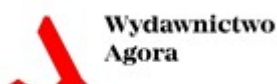


In 2020, **NEXT FILM** from the Helios group, dealing with the production and distribution of films, made available titles from its portfolio on distribution channels other than the cinema. April 1, *365 Days* premiered on Netflix, distributed and co-produced by the company. The erotic production directed by Barbara Białowas and Tomasz Mandes, which is a screen adaptation of the best-selling novel by Blanka Lipińska, hit the big screens on February 7, and immediately became a hit. It was shown until the cinemas closed due to the fight against the coronavirus pandemic – the film was watched by over 1.6 million viewers. On the Netflix platform, the production quickly reached the first place of the most-watched films by Poles, and soon it was also made available in other countries. NEXT FILM also continued cooperation with streaming platforms, incl. with Netflix, sharing them with new titles from

your portfolio. In the fall of 2020, these were, among others, *Tarapaty 2* and *Polot*.

In December 2020, productions from the NEXT FILM portfolio took part in the next edition of the Polish Film Festival in Gdynia. The Main Competition includes two titles distributed by NEXT FILM – *How I Became a Gangster. True Story* by Maciej Kawulski and *Tarapaty 2* by Marta Karwowska. The film *365 days*, based on the best-selling novel by Blanka Lipińska, won an additional laurel – Amber Lions („Bursztynowe Lwy”). This is an award for the greatest attendance success in Polish cinemas, which went to the producers of the title this year and NEXT FILM for the distribution of the film.

Agora Publishing House and Agora Music



In 2020, **Agora Publishing House** issued and announced interesting offers for lovers of literature and music. The publisher's bestseller list at that time included, among others *Too Much and Never Enough* by Mary L. Trump and *Twilight of Democracy* by Anne Applebaum, the first volume of Barack Obama's memoirs *The Promised Land* and Bill Gates' *How to Avoid a Climate Catastrophe*. The most-bought titles of the publishing house in 2020 include *365 days* by Blanka Lipińska and *President and his companies. The Empire of Jarosław Kaczyński* by Iwona Szpala and Agata Kondzińska. In connection with the coronavirus pandemic, the Agora publishing house initiated a unique charity campaign, the result of which was the publication of an extraordinary book – *Hope*, as part of which the most outstanding Polish writers, including Olga Tokarczuk, Wiesław Myśliwski, Hanna Krall, Joanna Bator, Mariusz Szczygieł, Andrzej Stasiuk, Magdalena Grzebałkowska and other authors together with the Publishing House have created a publication, from which all income was allocated to support centers for seniors during the pandemic. In December 2020, the income from its sale amounted to over PLN 1.5 million and was allocated to support 58 social welfare centers and hospices. A unique publishing project of Agora's Publishing House in 2020 was also the book *Tomorrow is now*, presenting the most interesting publications from this year's edition of *Jutroneauts* – a project of *Gazeta Wyborcza* and Kulczyk Investments.



In 2020, **Agora Muzyka** started cooperation with Universal Music Group related to the album *Dark Room* by Michele Morrone. The debut album of the Italian actor, known thanks to the film adaptation of the book *365 days*, turned out to be an international success – from the moment the guests appeared on the lists of best-selling albums in Poland, and the songs from it conquered the charts in Europe and Asia. This is the first cooperation of this type

with the international branch of the American label, which provided the album of Polish production with global reach and sales on foreign markets.

Agora online bookstores - Publio.pl i Kulturalnysklep.pl



Publio.pl, Agora's online bookstore, has been operating since September 2020 in a refreshed version. Easier and faster shopping, transparency and greater security – this is how the new version of the store looks like, offering readers over 40 thousand e-books and audiobooks and several hundred e-press titles.



From October 2020, the new version was also presented by **Kulturalnysklep.pl**, which, thanks to the introduction of numerous improvements, is more modern and much more convenient for users.

Food services



The gastronomic activity developed within the Helios group is focused around the **Pasibus brand**. The burger chain opened another restaurant in December 2020, this time in Galeria Amber in Kalisz. It is the 27th facility of the brand and the 10th created in cooperation with the Helios company. In October 2020, another 8 outlets of the chain introduced a breakfast menu, and since November – due to the re-closure of the catering industry by an administrative decision – 11 offered the iconic burgers delivered straight to your home via the Delivery Belt. 5 premises – in Bydgoszcz, Łódź, Poznań, Szczecin and Warsaw – were added to the own supply network established in the spring. In other Pasibus premises, delivery was possible thanks to cooperation with external partners. The collection in person was also available in all operating restaurants of the chain.