

## INTERNET

### Gazeta.pl



In 2020, the **Gazeta.pl** team continued to implement activities focused on the development of the offer for Internet users, especially in the area of sports and automotive, as well as for advertising clients. Following the latest market trends, Gazeta.pl expanded its video offer in the second quarter of 2020 with new interactive formats as part of the development of the player functions, e.g. virtual showroom, fashionable choice or Click2Shop. Thanks to them, users can, among others check a selected set of clothes without leaving home, see a new car model without visiting a showroom or visit a holiday destination before making the final decision about the destination.

Internet users could also find on Gazeta.pl new and special content devoted to socially important topics, as well as information and special publications devoted to the situation related to the coronavirus. You can read about these projects in the ***Social involvement*** and ***Concern for the environment*** section of this Report.

### Internet brands of Agora Group



Internet brands operating in the Internet segment in 2020 developed their existing activities. The team of **Yieldbird**, an Agora Group company specializing in optimization of advertising resources, worked on creating a solution that will help website owners to improve the efficiency of managing their realm space. As a result, the Price Genius product was created, successfully offered to customers. Additionally, in 2020, more foreign and Polish companies joined the portfolio of Yieldbird customers. As part of Agora's internet operations in 2020, a significant project was the cooperation of Yieldbird and Gazeta.pl with Adform, Grupa Żywiec and Starcom, paving the way in creating a solution to the currently key problem in digital marketing - changes in browsers consisting in the elimination of 3rd party cookies. In October 2020, the partners conducted the first in Poland and one of the first in Europe effective campaign using only 1st party identifiers for targeting. Thanks to this innovative solution, you can reach advertising communication in browsers that block external identifiers.



**HRlink** took over **Goldenline** in 2020, creating a unique, comprehensive tool supporting companies in searching for candidates, their recruitment and selection, and onboarding. The integration of both platforms, finalized in January 2021, made it possible to create a complementary solution and offer clients support at every stage of the recruitment process - from obtaining candidate applications, through the selection of the best applications to the implementation of new employees to work in the organization. Due to the COVID-19 pandemic and the economic slowdown, Agora has reviewed and optimized its portfolio of internet ventures. The company decided to abandon those projects, which the new situation deprived of the growth prospects, and focus on the most important assets. As a result, there was a restructuring and sale of a part of Plan D Sp. z o.o.