

## **RECIPIENTS AND SUPPLIERS**

Agora Group companies take responsibility for relations with suppliers and contractors, as well as for the projects, products and services they offer, as well as for marketing communication. For this purpose, regulations were created specifying the terms and conditions of using products and services for customers, and substantive criteria and clear rules applicable to the entire supply chain were developed.

### **Transparency towards customers**

Customers are one of the main stakeholder groups of the Agora Group. In our daily activities, we strive to provide them with the highest quality products and services, while ensuring safety and accessibility, especially when it comes to vulnerable groups and those at risk of exclusion.

The main principles that we follow in relations with our customers result directly from the **“Agora Code of Ethics”**, and include the following:

- compliance with high ethical standards;
- responsibility for the products and services offered, and for their quality;
- transparent and comprehensible rules for the use of products and services;
- transparent marketing communication.

In the case of relations with customers, the “Code of Ethics” is supplemented by the **“Code of Good Practices in Customer Service”**, which was introduced in order to improve contacts between employees of the Agora Group and customers, readers and users. At the same time, it aims to ensure the consistency and effectiveness of the actions being taken.

The Agora Group companies also have regulations that define the rules, scope and conditions for the use of products and services by the buyer/user, including those relating to purchase, return and complaints.

### **Agora S.A. adopted a number of documents regulating relations with customers/clients:**

- Code of Best Practices in Customer Service;
- Internal codes, general rules for publishing advertising;
- Customer service procedures;
- Complaint processing procedures.

### **Channels of communication with customers in Agora services:**

- Help for the subscribers of Gazeta Wyborcza: [pomoc@wyborcza.pl](mailto:pomoc@wyborcza.pl)
- Help Centre for the users of Gazeta.pl: [pomoc@agora.pl](mailto:pomoc@agora.pl)

- Helios cinema chain has Customer Communications Team: [opinie@helios.pl](mailto:opinie@helios.pl)
- Website [www.agora.pl/en/contact](http://www.agora.pl/en/contact) provides contact details for specific companies and brands of the Agora Group.

## Supply chain and supplier relations

Carrying out activities, which are as diverse and extensive as in the case of the Agora Group, requires daily cooperation with multiple suppliers and counterparties. Suppliers are being selected in accordance with the procurement process, which we build in a transparent manner, in accordance with the law and internal procedures. The performance of contracts is based on substantive criteria and clear rules.

We conduct our business responsibly and ethically and expect the same from our suppliers and business partners, particularly with regard to respect for human rights, tolerance, respect for diversity, honesty and compliance with applicable law as well as anti-corruption. Therefore, a **“Set of rules of conduct for suppliers and subcontractors of Agora”** was developed, which collects the most important rules of cooperation for suppliers and subcontractors. At the same time, Agora's subcontractors were obliged to acquaint themselves with the principles set out therein and to comply therewith.

## Quality Management System Policy at the Agora Printing House

The Agora Group owns an offset printing business in Warsaw, which executes orders for printing of press titles of the company and its external customers. The efficiency of the printing business is controlled by a functioning internal Quality Management System based on the implemented quality control and complaint handling procedures (internal and external incompatibilities). In 2018, Agora S.A. has developed a special document (**“Quality Management System Policy”**) and applies the principles defining approach to management of their environmental impact. The document was revised in July 2020.