

## **DIALOGUE WITH STAKEHOLDERS**

When planning and implementing CSR activities, we take into account the importance of a given problem and its compliance with the Agora Group's strategy and UN Sustainable Development Goals (SDGs). What is also important for us is the voice of our market environment, that is information and opinions provided by the Group's stakeholders as part of various forms of dialogue.

Directness and reciprocity are the principles of dialogue adopted by the Agora Group. We also strive for regular contacts with all stakeholder groups. However, the cyclicity and formalisation of the tools used to learn about the needs and opinions of the groups we are interested in, remain challenging.

### **Identified groups of stakeholders and forms of dialogue**



## THE RESPONSIBILITY REPORT FOR THE YEAR 2020 AGORA GROUP AND AGORA S.A.

| Group of stakeholders  | Entities belonging to the group  | Forms of dialogue/Type of group involvement   | Frequency  |
|--|--|---|--|
| <br><b>EMPLOYEES</b>                                      | <ul style="list-style-type: none"> <li>Current employees</li> <li>Collaborators</li> <li>Apprentices and trainees</li> <li>Potential employees</li> </ul>  | <ul style="list-style-type: none"> <li>Internal communication (intranet, mailings, newsletter, surveys)</li> <li>Consultations with representatives of employees (Employee Council, trade unions)</li> <li>Development talks</li> <li>Training sessions and meetings for employees</li> <li>Whistleblowing system (Linia Etyki [Ethics Line] and other channels)</li> <li>Cyclical meetings with the management board</li> <li>Surveys for participants of the recruitment process</li> <li>Social media</li> </ul> | Current and cyclical communication   |
| <br><b>CUSTOMERS</b>                                      | <ul style="list-style-type: none"> <li>Individual customers (recipients, readers, audience, listeners, Internet users)</li> <li>Institutional customers</li> </ul>   | <ul style="list-style-type: none"> <li>Corporate website (information, news, newsletter)</li> <li>Customer Service and other e-mail and telephone communication channels</li> <li>Opinion surveys of Internet users</li> <li>Tests of new products and services</li> <li>Journalistic standby duty (media)</li> <li>Social media</li> </ul>   | Current communication<br>Opinion surveys and tests – as needed   |
| <br><b>COMPETITION</b>                                    | <ul style="list-style-type: none"> <li>Advertising market entities</li> <li>Media market entities (press, radio, Internet)</li> <li>Cinema and film market entities</li> <li>Catering market entities</li> </ul>   | <ul style="list-style-type: none"> <li>Industry meetings and initiatives</li> <li>Press releases</li> <li>Joint initiatives and projects</li> </ul>   | As needed  |
| <br><b>SHAREHOLDERS AND INVESTORS, BROKERAGE HOUSES</b> | <ul style="list-style-type: none"> <li>Shareholders</li> <li>Individual and institutional investors</li> <li>Brokerage house analysts</li> <li>Capital market participants</li> <li>Ratings agencies</li> </ul>  | <ul style="list-style-type: none"> <li>Current and periodic reports</li> <li>Cyclical meetings for analysts and investors</li> <li>General Meeting of Shareholders</li> <li>Corporate website</li> <li>Newsletter</li> <li>Dedicated point of contact (e-mail and telephone)</li> <li>Mobile version of the investor relations website</li> <li>External conferences and individual meetings</li> <li>Investor feedback – survey for investors</li> <li>Social media</li> </ul>                                     | In accordance with the requirements for companies listed on the Warsaw Stock Exchange (financial reporting – once per quarter, General Meetings of Shareholders – at least once a year, individual meetings – as needed) |
| <br><b>BUSINESS PARTNERS</b>                            | <ul style="list-style-type: none"> <li>Advertisers</li> <li>Distributors</li> <li>Industry organisations and associations</li> </ul>   | <ul style="list-style-type: none"> <li>Corporate website</li> <li>Dedicated point of contact (e-mail and telephone)</li> <li>Meetings within the industry organisation and associations, and involvement in common projects</li> </ul>  | Current communication; the remaining as needed   |
| <br><b>SUPPLIERS</b>                                    | <ul style="list-style-type: none"> <li>Suppliers of products and services</li> <li>Subcontractors</li> </ul>   | <ul style="list-style-type: none"> <li>"Set of rules of conduct for suppliers and subcontractors of Agora"</li> <li>Direct relations</li> </ul>   | As needed  |
| <br><b>MEDIA</b>  | <ul style="list-style-type: none"> <li>National and industry media</li> </ul>  | <ul style="list-style-type: none"> <li>Direct relations</li> <li>Conferences and other events dedicated to the media</li> <li>Mobile version of the press office service</li> <li>Press releases</li> <li>Media statements, comments, opinions</li> <li>Social media</li> </ul>   | Current and cyclical communication and depending on the needs  |
| <br><b>PUBLIC ADMINISTRATION AND REGULATORS</b>         | <ul style="list-style-type: none"> <li>Sejm and Senate</li> <li>Council of Ministers</li> <li>National Media Council</li> <li>Office of Competition and Consumer Protection (UOKIK), National Broadcasting Council (KRRiT), Office of Electronic Communications (UKE)</li> <li>Personal Data Protection Office (UODO)</li> </ul> | <ul style="list-style-type: none"> <li>Public consultations</li> <li>Conferences and industry events</li> <li>Answers to inquiries</li> </ul>   | As needed  |
| <br><b>SOCIAL ORGANISATIONS</b>                         | <ul style="list-style-type: none"> <li>Representatives of local communities</li> <li>Foundations</li> <li>Social and non-governmental organisations</li> <li>Cultural institutions</li> </ul>  | <ul style="list-style-type: none"> <li>Corporate website</li> <li>Joint projects and initiatives</li> <li>Meetings and external initiatives</li> <li>Activity of corporate foundations</li> <li>Social media</li> </ul>   | As needed  |

## Results of the stakeholder survey on Agora's CSR activities

In the course of preparations to the publication of this Report, a survey was made concerning the reported issues and CSR strategies of the Agora Group. The survey was directed towards Agora employees as well as shareholders, investors, capital market participants, analysts and media representatives. Additionally, the company shared it on the corporate website, so that everyone who was interested in the activities of the Agora Group and following its activities could provide their comments.

Among the areas indicated as material, the following ones dominated:

### Results of a survey for employees on Agora's CSR activities\*

According to employees, the most important areas presented as part of the strategic approach to responsibility:

**72%** Developing employee competencies through training and development plans

**71%** Shaping civic attitudes and care for human rights

**57%** The pursuit of business climate neutral and initiating ecological projects

**47%** Concern for others expressed in charity and aid actions

**47%** Reporting non-financial information and company transparency

The goals of the UN 2030 Agenda (SDG), in which the Agora Group should be particularly involved according to employees:



Achieve gender equality and empower all women and girls



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all



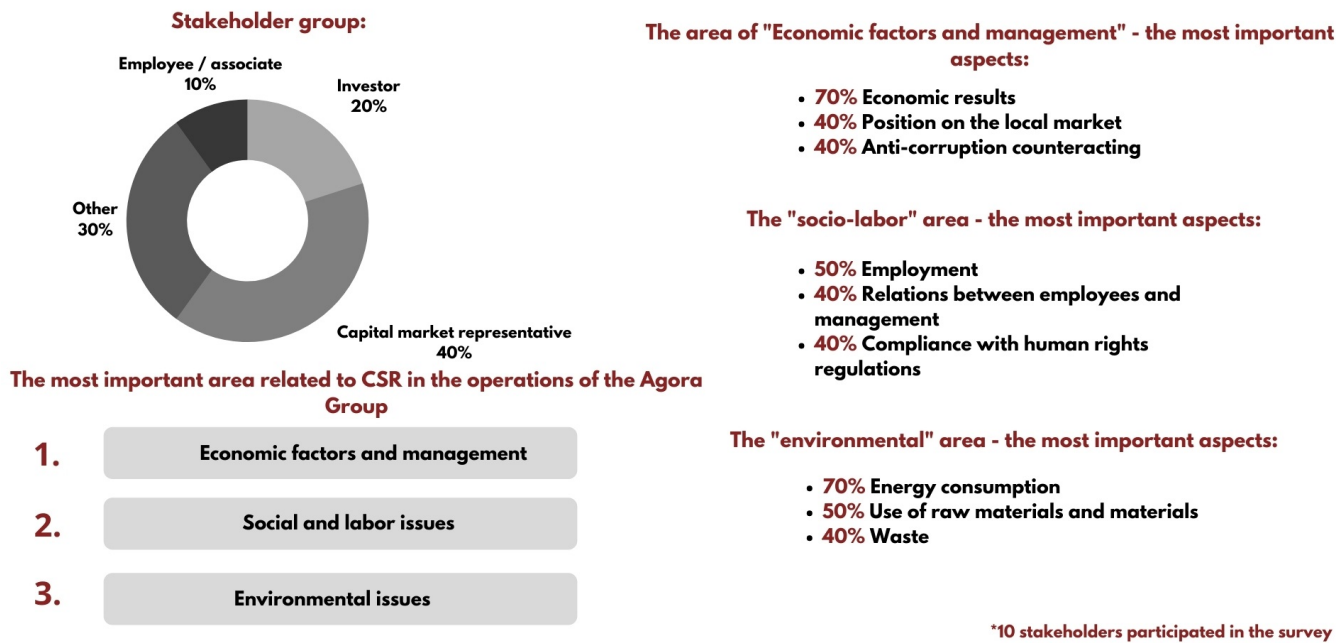
Take urgent action to combat climate change and its impacts



Promote peaceful and inclusive societies for sustainable development

\* 60 Agora Group employees participated in the survey

## Results of the stakeholder survey on Agora's CSR activities \*



Detailed survey results can be found in the section [About the Report](#).