

## MEDIA ETHICS

Due to Agora's scope of activity and its longstanding traditions, journalistic ethics and media ethics are of particular importance to the company. Freedom of expression, independence and reliability are the principles that have been guiding Agora's editors in their day-to-day work for years. Any content created in Agora's media is based on a fair and true message. Reliable sources and operational transparency are crucial.

Internal codes of the Agora Group, primarily those concerning journalistic professions ("**Journalism Code**" and "**Journalist's Code**"), are in force in this area. They set the directions and guidelines for the work of journalists and publishers employed in the Agora Group's media. Agora S.A. also implemented internal regulations concerning the publication of advertisements and announcements.

### EXTERNAL INDUSTRY CODES

The Agora Group also complies with industry self-regulations related to media and advertising activities. These are in particular:

- **The Media Ethics Charter** is a Polish document containing the basic principles of journalistic ethics. As a leading media concern in Poland, we are aware of our responsibility and the impact on the market environment, as well as the role of the media in human life and civil society, which is why we follow the principles set out in the Charter on a daily basis.
- "**Code of good practices of press publishers**", i.e. a set of standards in the form of an internal self-checking act of the publishers' community associated in the Polish Chamber of Press Publisher, as well as other publishers who will join it in subsequent years.
- "**Code of ethics for advertising**", which is a generally applicable standard of marketing communication in Poland. It forms a set of principles to be followed by entrepreneurs, in particular advertisers and other legal and natural persons and organisational units without legal personality engaged in advertising activities.

The Agora Group makes every effort to ensure that the above principles are implemented as expected by the stakeholders. It makes sure that advertisements broadcast by the Group's media are compliant with applicable laws and good practices. Also, advertisements of products/industries that are questionable or associated with increased risk are additionally accepted by lawyers.