

## ABOUT AGORA

Agora S.A has been operating in the media market for more than thirty years. The company started its operations in 1989 with the publishing of the first edition of the nationwide daily newspaper *Gazeta Wyborcza*, which remains one of the most popular dailies in the country.

Since 1999, the company has been listed on the Warsaw Stock Exchange. The current shareholding structure is published on Agora's corporate website and available at: [www.agora.pl/en/akcje-i-akcjonariat](http://www.agora.pl/en/akcje-i-akcjonariat).

Currently, Agora and its subsidiaries form the Agora Group, which conducts business activities in the following segments: **Movies and Books, Press, Outdoor Advertising, Internet** and **Radio**.

### Movies and Books



Agora actively supports Polish authors: writers, publicists, reporters, musicians and movie-makers. The company has developed its publishing activity in a natural way - with the **Agora's Publishing House**, which has been operating for more than 15 years. It is currently an acclaimed Polish publisher and one of the fastest growing entities in the publishing industry in Poland. In 2020, Agora's Publishing activities were included in the 2020 Top Brand ranking list, comprising as many as 500 brands which are the strongest in terms of media presence in Poland from 50 industries, and Agora was ranked 3rd among the most recognisable brands in the book publishing category, and 267th in the overall ranking.

The Publishing House also produces and distributes music as part of Agora Music and Agora Digital activities, as well as films on DVD and BluRay, which makes its profile unique on the Polish market.



Since 2010, Agora has been developing its cinema and film activities. The Company owns the **Helios cinema network** - the largest network in terms of the number of multiplex facilities in Poland, which enjoys recognition of thousands of film fans. Helios includes 50 modern cinemas, 281 screens, 15 Helios Dream screens and nearly 53,000 chairs in total. Through **NEXT FILM**, Agora is engaged in film distribution and production - until now, it has introduced many Polish and foreign films to cinemas, as well as supported the creation of a dozen or so national productions. The company also presents films from its own portfolio through other distribution channels - on VOD platforms, including also Netflix.

The company also operates in the catering market - through Step Inside, a company belonging to the Helios network, which creates restaurants under the **Pasibus brand**. There are currently 10 restaurants in the Pasibus network open in cooperation with Helios.

## Press



**Gazeta Wyborcza** has been the largest opinion-forming daily in Poland for many years. It is a reliable source of information and an important platform for public debate, it provides interesting entertainment and it encourages active spending of free time. It is valued and rewarded for the quality of journalism, innovation and involvement in social issues. The journalists of *Wyborcza* support major nationwide and local social, educational and cultural campaigns. In recent years, the daily has been ranked twice at the top of the **Top Brand** ranking list of the Polish brands which are the strongest in terms of media presence, and has won many prestigious awards in the country and worldwide, including **European Newspaper Awards**. *Gazeta Wyborcza* is also a leader in the digital press transformation in Poland. At the end of September 2020, the **Wyborcza.pl** subscriber community exceeded 240,000, giving the *Wyborcza* team the 10th place among all European press titles and 21st place worldwide **in the Global Digital Subscription Snapshot 2020 ranking**.

Agora currently has one **printing house** located in Warsaw.

## Outdoor advertising



**AMS**, which belongs to the Agora Group, is the leader of out-of-home advertising (OOH) in Poland. To the end of 2020 it operated in the area of classical and digital OOH, with 22,000 advertising spaces\*. The company's mission is to carry out effective advertising campaigns for customers using the widest media portfolio on the market, based on modern ideas and tools. AMS is also a leader in the urban furniture segment in Poland, installing several thousands of bus shelters in over 30 cities. The Company made pioneering investments in the Polish market in the revitalised areas of Szczecin, Warsaw and Wrocław. In addition, AMS engages in and initiates socio-environmental campaigns - it is a pioneer in combining advertising with environmental campaigns and cultural projects promoting artists or voicing social problems.

*\* not taking into account the advertising space on buses and trams, and ATM, Cityinfo and MoveTV screens.*

## Internet



Agora's web portfolio includes several dozens of websites, mobile apps and video formats offered by **Gazeta.pl** and related websites. In the Agora Group, there are also companies operating on-line, including **Yieldbird** which specialises in programmatic advertising, and **HRLink** which provides modern online recruitment tools.

## Radio



Agora radio brands offer students and Internet users with the latest news, entertainment and music. All this is ensured by **Radio TOK FM** (a supra-regional radio station, covering 23 urban areas), **Radio Złote Przeboje** (24 local stations), **Radio Pogoda** (8 local stations) and **Rock Radio** (4 local stations), and the **Tokfm.pl information portal**. As a result, the offer of the Agora Radio Group reaches a wide variety of customers. Agora also holds 40% of shares in **Eurozet**, the broadcaster of, among others, **Radio ZET**.

## Key dates in the history of Agora Group

1989	8th May - The first issue of Gazeta Wyborcza is published (initial circulation - 150 thousand)
1995	March - Launch of Wyborcza.pl, online format of Gazeta Wyborcza
1995	The first NIKE Literary Award is presented
1998	Radio TOK FM - first news and talk radio is launched
1999	Our shares debut on Warsaw Stock Exchange
1999	First edition of Gazeta Wyborcza "Man of the Year", the award is presented to Václav Havel
2001	January - Gazeta.pl is launched
2002	March - We move to the new office at Czerska 8/10 in Warsaw
2002	April - Agora acquires 12 press titles, launching operations on in the magazines segment
2002	September - Agora invests in out-of-home advertising, purchases shares in AMS
2004	June - Agora Publishing is established (Library of Gazeta Wyborcza)
2009	The group acquires Yieldbird (AdTally on the date of purchase)
2010	First edition of Kapuściński award presented
2010	August - Helios nationwide cinema chain joins Agora Group
2012	May - Launch of Publio.pl online store with ebooks and audiobooks



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

2012  
September - Agora starts operations in film production industry - NEXT FILM is created

2014  
February - Agora is Poland's first publisher to introduce paid paywall and start selling digital Gazeta Wyborcza

2014  
March - Launch of Stopklatka TV, terrestrial movie channel. In 2018 Agora sales of its shares to Kino Polska TV SA

2015  
The first film produced by Agora is released

2016  
The number of active digital subscriptions of Gazeta Wyborcza reaches 100 thousand

2016  
December - METRO TV, Agora's television channel launches in MUX-8. Within under a year Discovery, one of world's largest global media groups, purchases 100 per cent of the shares of METRO TV from Agora

2017  
Agora debuts in the prestigious RESPECT Index of responsible companies listed on Warsaw Stock Exchange

2018  
June - Helios cinema network owned by Agora launches Helios Dream. This is a new concept of premium screening rooms with a higher standard and modern design

2018  
September - Agora invests in ROI Hunter - one of the fastest growing MarTech solutions for e-commerce

2019  
February - Agora becomes a minority shareholder of the Eurozet group, acquiring 40% of its share capital