

## **SOCIALLY RESPONSIBLE BUSINESS**

The Agora Group's social activities are largely driven by the **involvement of readers and recipients, employees and local communities in projects directly supporting social organisations and the promotion of philanthropy and charity**. The products offered by the Group also include those whose social purpose is related to problems, issues and topics important to society.

### **“Gazeta.pl Declaration”**

An initiative influenced by, among others pandemic-COVID-19, was **“Gazeta.pl's declaration for new times”**. Gazeta.pl, as the first medium in Poland, in the face of the health, economic, political and climate crises intensifying in 2020, published a declaration committing itself to supporting its readers in accessing reliable information obtained at the source and addressing directly to experts: doctors, economists and other specialists who cooperate with the portal.



In addition to the promise to prepare reliable and proven news, in 2020 Gazeta.pl described current problems and was involved in important social issues. An example of the activities carried out is, among others the **“Let's help Beirut together!”** collection initiated by the portal after the August explosion in Beirut. Thanks to the support of Internet users, the portal managed to **collect the amount of PLN 100,000. PLN** and give it to the Polish Center for International Aid, which provided aid to the victims. Since the outbreak of the pandemic, the editors of the portal have also been involved in helping people suffering from COVID-19, e.g. in April, together with readers, they funded a respirator for a hospital in Sucha Beskidzka.

On January 1, 2021, the **“Gazeta.pl 2021 editorial declaration”** was published, in which the editors undertook to focus especially on the **defense of women's rights** and the **fight against social inequalities**, as well as to **act for environmental protection**.

### **Agora's media supported the All-Poland Women's Strike**



Agora's media engage readers and listeners in the joint fight for equality and human rights, by inviting them to specific projects. After the outbreak of nationwide protests caused by the ruling of the Constitutional Tribunal on tightening the abortion law at the end of October 2020, Agora's media initiated aid campaigns, expressing solidarity with the organisers and participants of the demonstrations. **Gazeta Wyborcza** and **Wysokie Obcasy** as part of a **special campaign consisting in the sale of digital subscriptions** have collected **PLN 674,000** to support the Polish Women's Strike. The accumulated funds were allocated to help people being persecuted for participating in the protests. **Radio TOK FM** also encouraged its listeners to support the fight for women's rights by **purchasing a TOK FM Premium subscription**, the whole revenue for which was transferred to the Women's Rights Centre. The radio station reported events happening all over the country and invited listeners to discuss the problem on the air. In addition, as a gesture of support, the **Gazeta.pl** portal, Radio TOK FM, Wyborcza.pl and Wysokieobcasy.pl added to their logotypes the symbol of the strike – a red lightning.

## #AMSupportCulture

In May 2020, AMS launched the action **#AMSupportCulture** (#AMSwspieraKulturę) – a special offer for cultural institutions such as theaters, museums, cinemas, publishing houses and operas. Among others, in this way, for many years AMS has been supporting the cultural industries in information campaigns, offering unique discounts on the use of both clastic and digital media offered by the Agora Group company.



## Agora's media and brands supported the 28th edition of the Great Orchestra of Christmas Charity



In January 2020, **Gazeta Wyborcza**, **Gazeta.pl**, **Helios**, **Radio TOK FM**, **Rock Radio** and other Agora brands once again supported the **Great Orchestra of Christmas Charity**. During the 28th finals, the organization raised funds to ensure the highest diagnostic and treatment standards in pediatric interventional medicine. For this purpose, Agora's media and brands organized online auctions, collecting money for virtual cans and reporting on the finals.

Additionally, the editors of the **Gazeta.pl** portal reported live the finals of the Great Orchestra of Christmas Charity and - just like last year - organized the campaign **#OneDayLonger** (#JedenDzieńDłużej) exactly one week after the finals. In it, she encouraged internet users to further support the Great Orchestra of Christmas Charity, incl. through unique auctions and fundraising on Facebook under the slogan "**#OneDayLonger for the Great Orchestra of Christmas Charity**".

In total, thanks to the actions of the media and brands from the Agora Group, we managed to collect over **PLN 150 000**.

## Availability of products and services for various groups of recipients

Companies of the Agora Group also seek solutions aimed at providing access to their products and services by the largest possible number of customers, in particular by sensitive and excluded groups. For this purpose, in March 2020, a new section at **Wyborcza.pl** was launched with a slogan **News from Poland** which is aimed at foreigners staying in Poland and at persons not speaking Polish who are interested in events happening in our country. Here they will find guidance material on, among other things, safety rules during the coronavirus pandemic, as well as articles dedicated to the current events in Poland - all in English.

## Charity announcements in Agora's media

Since 1998, Agora has been publishing information about social campaigns, appeals and charity announcements about supporting sick children and about missing persons free of charge in its media. In 2020, **Gazeta Wyborcza** and its supplements published **170 materials supporting the objectives of 21 NGOs and assistance centres**. Since 2015, **Gazeta.pl** has been publishing appeals to support collections for the benefit of sick children every year - there have been **52 of them in 2020**.

**Agora Radio Group** offers similar support by providing free-of-charge information on social campaigns and charity collections in all of its radio stations - **Radio Pogoda, Radio Żłote Przeboje, Rock Radio** and **Radio TOK FM**. Thus, in 2020, it managed to **support 21 organisations** and offer them air time with the pricelist value of more than **PLN 18 500 000 net**.

## Social and sponsoring activities policy

The social actions taken by us are regulated by the “**Agora Group's Policy on social and sponsorship activities**” adopted by the company's Management Board in 2016 after taking into account the expectations of the stakeholders. The objectives set out in the document refer to the **United Nations Sustainable Development Goals (Agenda 2030)** and meet the **ISO 26000** social responsibility standard.

The objectives set out in the document are:

- education;
- personal and social development;
- shaping civic attitudes and care for human rights;
- promotion of culture and universal access to it;
- promotion of health and healthy lifestyle;
- care for the natural environment;
- social concern for others as expressed in charity and aid campaigns.

Agora Group's social and sponsoring activities reflect its care for the welfare of regions where the Group operates in order to make them suitable places for living, working and

implementing own plans.

The wording of the document is available on the following website:

**[www.agora.pl/en/social-and-sponsoring-activities-policy-at-adora-group](http://www.agora.pl/en/social-and-sponsoring-activities-policy-at-adora-group)**.