

## CINEMA, BOOKS, MUSIC AND FOOD SERVICES

Movies and Books Segment comprises cinema, film production and distribution operations  
Agora Publishing and restaurants.

### **Helios - Poland's largest cinema chain (by number of cinemas)**



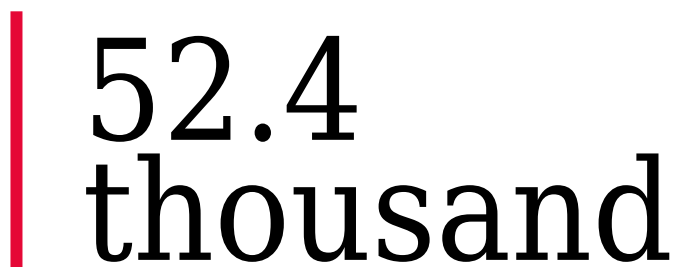
49

Helios cinemas



277

screens in Helios cinemas



52.4  
thousand

seats in Helios cinemas

**HELIOS** - Poland's largest chain by number of cinemas, has 49 cinemas, with 277 screens and over 53 thousand seats in total. This translates into total Helios cinemas' capacity equal to the size the entire population of a town such as Ostrołęka or Świętochłowice.

Helios closed 2019 with three new multiplexes: in Legionowo, Pabianice and Warsaw (Blue City shopping and entertainment centre) At the end of 2019, Helios operated 13 Helios Dream screening rooms, promoted as 'Your dream spot for a film', they are furnished with comfortable recliners with electric seat adjustment and equipped with unique solutions for excellent picture and sound quality. The unique concept of Helios Dream is a response to cinemagoers' dream about a comfortable space for a perfect viewing experience.



Along regular screenings of the biggest titles of world cinema, Helios offers cinemagoers special screenings in programmes such as: Kino Kobiet (Women's Cinema), Nocne Maratony Filmowe (Night Cinema Marathons), Kino Konesera and Helios dla Dzieci (Helios for children); Helios also screens films dubbed in Ukrainian, has special prices for veterans and schools and operates Helios Cafés in its cinemas.

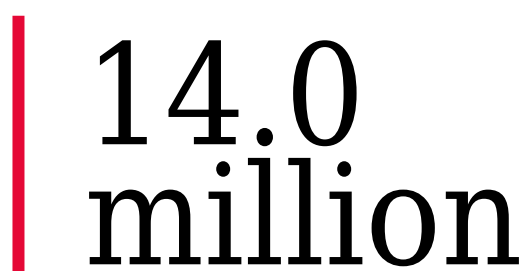
Besides the screenings of current cinema releases, Helios also offered cinemagoers special events such as the screenings of selected episodes of Friends on the 25th anniversary of the

## AGORA Report 2019

premiere of the most popular comedy series of all times, as well as premiere episodes of the new seasons of Wataha and Vikings. Helios cinemas also screened the matches of world's most prestigious club league, Champions League, and the finale of the cult production of HBO - Game of Thrones. The chain also hosted gaming tournaments - in Gdańsk, Poznań and in Warsaw. Games with the participation of the public were held in screening rooms adapted for the purpose and transmitted live.

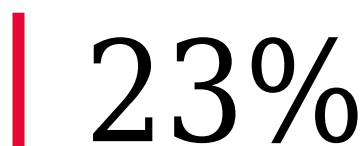
Helios chain organizes and is involved in a number of CSR projects, including: Kino Na Temat and Kino Na Temat Junior, Polish Film Festival in Gdynia Helios cinema, Warsaw Festival of Jewish Film, Helios bez barier (Helios without Barriers) - screenings of Polish films with captions for people with hearing disability, screenings in Ukrainian or participation in Weterani są wśród nas - Miejsce Przyjazne Weteranom (Veterans Among Us - Veteran-Friendly Places) or Helios original project Bilet dla powstańca (Tickets for Veterans of Warsaw Rising).

## GROWING AUDIENCE NUMBERS IN HELIOS CINEMAS



14.0  
million

number of tickets to Helios cinemas purchased in  
2019



23%

share of Helios cinemas in total ticket sales in 2019

In 2019 calendar year the number of tickets bought for screenings in Helios cinemas reached 14.0 million, which translates into a 23.0 percent growth from 2018. Meanwhile in 2018 12.7 million tickets were sold in Helios cinemas, 4.4 percent per cent more than in

2017.

In 2019 the number of cinema tickets purchased in Poland reached 61.7 million, which translates into a 3.3-percent growth from 2018, when over 59.7 million tickets were sold and the audience volume in cinemas grew by 5.5 per cent from 2017. The upward trend in the cinema market been uninterrupted since 2013. In 2019 the share of Helios in total number of tickets sold grew to reach nearly 23 percent.

### **AWARDS FOR HELIOS CINEMA CHAIN**

Robustness and the growth of Helios cinema chain were appreciated by the jury in the 10th prestigious industry contest PRCH Retail Awards, organized by Polish Council of Shopping Centres (PRCH) - granting Helios gold for Chain Expansion of the Year.

## **NEXT FILM - producer and distributor of films in Poland**

**NEXT FILM**, a brand of Helios Group, operating on the market of film distribution and production. In 2019, NF launched nine titles and the total audience of NEXT FILM films reached just under 4.9 million, and grew by over 308 percent (compared to 1.2 million in 2018).

| 9

titles introduced to cinemas by NEXT FILM in 2019

| 28.7%

share of NEXT FILM the total audiences of Polish films in 2019

| 4.9 mln

viewers of films produced by NEXT FILM

### Titles released by NEXT FILM in 2019

Title	Premiere	Viewer volume	Next film
"Underdog"	January 2019	904,8 thousand	Co-producer/Distributor
"Miszmasz czyli Kogel Mogel 3"	January 2019	2,4 million	Distributor
"Całe szczęście"	March 2019	484,9 thousand	Distributor
"Słodki koniec dnia" (Dolce Fine Giornata)	May 2019	142,8 thousand	Distributor
"Na bank się uda"	August 2019	285,7 thousand	Distributor
"Piłsudski"	September 2019	359,4 thousand	Distributor
"Ikar. Legenda Mietka Kosza"	October 2019	86,7 thousand	Co-producer/Distributor
"Ukryta gra" (The Coldest Game)	November 2019	191,3 thousand	Co-producer/Distributor
"Kult. Film"	November 2019	26,9 thousand	Distributor

Source: BoxOffice.pl

**FILMY RELEASED IN CINEMAS BY NEXT FILM IN 2019:**

- January 2019 saw the premiere of Underdog – a film filled with sports emotions, inspired by a true story of an MMA fighter, with Eryk Lubos, Mamed Khalidov and Aleksandra Popławska in the main roles. The title had the best opening in the history of Polish cinema according to Boxoffice.pl. NEXT FILM was one of the producers of the picture.
- Also in January NEXT FILM released Mischmasz czyli Kogel Mogel 3 – third film in a cult comedic series. The film was watched by almost 2.4 million viewers around Poland.
- November saw the premiere of Całe szczęście, a romantic comedy produced by TVN S.A.
- In May cinemagoers were introduced to Słodki koniec dnia (Dolce Fine Giornata) with Krystyna Janda in the main role. The film was appreciated at Sundance and OFF Camera festivals.
- In August NEXT FILM invited viewers to watch Na bank się uda directed by Szymon Jakubowski – a crime comedy with vivid characters and witty dialogues, featuring, among others Maciej Stuhr, Marian Dziędziel, Adam Ferency and Lech Dyblik.
- Piłsudski directed by Michał Rosa (distributed by NF) was the title released in the middle of September. The film features Borys Szyc in the title role, and a host of excellent actors in supporting roles.
- In October 2019 NEXT FILM introduced to the cinemas across Poland a film by Maciej Pieprzyca entitled Ikar. Legenda Mietka Kosza. A story of the legendary Polish jazz musician, a rebel, outsider, a blind genius of the piano. Winner of Silver Lions at the Festival of Polish Cinema in Gdynia, the picture features Dawid Ogrodnik, Justyna Wasilewska, Piotr Adamczyk, Jowita Budnik. NEXT FILM was a co-producer of the film.
- In early November cinemagoers could see The Coldest Game by Łukasz Kościński. The latest production of Watchout Studio, in collaboration with NEXT FILM, features international and Polish stars: Bill Pullman, Robert Więckiewicz, Lotte Verbeek, James Bloor and Alexey Serebryakov. The Coldest Game is a mix of spy thriller with political fiction, produced by acclaimed creators, including Allan Starski in charge of production design and Paweł Edelman, director of photography.
- In late November cinemagoers were introduced to Kult. Film – a unique documentary, presenting unpublished footage from the life of the legendary Polish band Kult and its frontman Kazik Staszewski.

Since November 2019 NEXT FILM has cooperated with Netflix, which resulted in the platform placing a number of titles co-produced and distributed by NEXT FILM in their catalogue, among others Pokot directed by Agnieszka Holland and Kasia Adamik, published in September. This partnership has complemented NEXT FILM's the range of distribution channels.

**AWARDS FOR FILMS DISTRIBUTED BY NEXT FILM**

# 9

awards at the 44th Festival of Polish Cinema in Gdynia

Titles distributed by NEXT FILM won nine out of 18 awards at the 2019 Festival of Polish Cinema in Gdynia. Ikar. Legenda Mietka Kosza, a new film by Maciej Pieprzyca, won six distinctions, including Silver Lions. Two awards were collected by the creators of The Coldest Game, and Magdalena Boczarska was awarded for the best performance in a leading female role in Piłsudski.

## Wydawnictwo AGORA (Agora's publishing house) - publisher of bestsellers

**WYDAWNICTWO AGORA (AGORA'S PUBLISHING HOUSE)** specializes in non-fiction, although it also publishes historical books, how-to manuals, interviews, guidebooks, a broad range of audiobooks and classics (collections by Stanisław Lem, Marek Hłasko or Ryszard Kapuściński). Among the authors published by Agora are Hanna Krall, Jackek Hugo-Bader, Magdalena Grzebałkowska, Prof. Jerzy Bralczyk and Prof. Jan Miodek, Mariusz Szczygieł, Adam Wajrak, Witold Szablowski, Michał Rusinek, Joanna Fabicka, Grzegorz Kasdepke.

Records in a variety of musical genres represent an important part of the portfolio. Agora releases pop, rock, hip-hop, indie or jazz. Agora Muzyka produces concerts that are recorded and released on DVDs, supports new artists, promotes good music and important artistic initiatives. Appreciated by critics and listeners, many of Agora's music releases reached gold or platinum status. Most are also sold on vinyls. Agora publishing house also releases DVDs and Blu-rays of films co-produced or distributed by NEXT FILM, that regularly land on bestseller lists.

Artists of Agora Publishing House won 20 nominations in 12 categories in Popular Music and Jazz, of Fryderyk 2019, announced in January 2020 by Polish Phonographic Academy, including Single of the Year, Album of the Year, Pop, Alternative and in composer categories. Among the best performing artists were: Król, who was nominated in as many as four categories, and Muniek Staszczuk, with three nominations.

Błażej Król also holds Polityka Passport 2019 in the category Popular Music.



| 1.4 million

copies of books and records published by  
Wydawnictwo Agora (Agora's Publishing House) sold  
in 2019



Among the best-selling titles published by Agora Publishing House in 2019 were: *Kolejne 365 dni* by Blanka Lipińska, Michelle Obama's memoirs *Becoming*, *Moja historia*, *Sodoma*, *Hipokryzja i władza w Watykanie* by Frédéric Martel, *Szczerze* by Donald Tusk and the biography *Czapkins*, *Historia Tomka Mackiewicza*. All these titles for weeks occupied the top of bestseller list of Empik, Poland's largest book retailer. Other highly popular titles were also *Piekło mnie nie chciało* - a biography of Krzysztof Wielicki, the legend of Polish Himalayan mountaineering, as well as a unique volume of memoirs of Kora, beautifully designed and edited by Kamil Sipowicz *Miłość zaczyna się od miłości*.

Meanwhile fans of music often bought the latest albums by Pro8L3M, Fisz Emade and Kwiat Jabłoni - Poland's debut of the year, in the opinion of music reviewers. Agora also released a critically acclaimed solo album of Muniek Staszczuk *Syn miasta*, the second album Młynarski-Masecki Jazz Band *Płyta z zadrą w sercu*, and the music productions of very popular Polish artists MTV Unplugged Kasia Kowalska and *Reset* by De Mono.

Agora also published books and records related to the films distributed by NEXT FILM, including *Ikar*. *Legenda Mietka Kosza* by the director of the film of the same title and a record by Leszek Możdżer with the soundtrack from the film, as well as a spy story *The Coldest Game* by Piotr Głuchowski, Łukasz Kośmicki and Marcel Sawicki, as well as *Kamerdyner*, the film.

Wydawnictwo Agora (Agora's Publishing House) was also a publisher and distributor of the Polish version of WARSAW a strategic computer game set in occupied Warsaw during Warsaw Rising. The game premiered on 2 October 2019 - on the 75th anniversary of the fall of Warsaw Rising's.



## **POCZYTAWSZY PODCAST**

In October 2019 Agora was the first Polish publisher to launch a podcast with information about the latest book releases. Hosts of *Poczytawszy* talk about books, passions, creative process and life in general – with authors, protagonists and other creators. Podcasts also include sounds from the worlds described by guests and unpublished recordings from the lives of the books' characters. Episodes of *Poczytawszy*, released every two weeks are available free on the website of the publishing house and Poland's major podcast platforms.



## NAGRODY DLA WYDAWNICTWA AGORA

| 5

nominations for Wydawnictwo Agora (Agora's Publishing House) to Bestsellers of Empik 2019

Blanka Lipińska, whose book *Kolejne 365 dni* was published by Wydawnictwo Agora (Agora's Publishing House), was among the winners Empik Bestseller 2019.

Five other titles published or distributed by Wydawnictwo Agora (Agora's Publishing House) found their way to the list of nominations to the Empik Bestseller 2019 list along with the winning book by Blanka Lipińska: Audiobook *Becoming. My Story* by - Michelle Obama, soundtrack from *Ikar*. *Legenda Mietka Kosza* composed by Leszek Możdżer, *Nieumiarkowania* - record of Błażej Król, in Discovery of 2019 category, and films inspired by books published by Agora: *Kamerdyner* (The Butler) dir. Filip Bajor, in Drama category, and *The Coldest Game* dir. Piotr Głuchowski, Łukasz Kośmicki and Marcel Sawicki in Discovery of 2019.



Other prestigious awards received by Wydawnictwo Agora (Agora's Publishing House) for their 2019 releases include Polityka Historical Prize 2019 for Jacek - biography of Jacek Kuroń by Anna Bikont and Helena Łuczywo; Polityka Passport for Błażej Król for the record Nieumiarkowana and Teresa Torńska Award of Newsweek Poland in for the biography Kieślowski. Zbliżenie by Katarzyna Surmiak-Domańska.

## Rich selection of titles available in Agora online book stores

Online book stores of Agora are:

- Publio.pl – over 31 thousand e-books, ca. 3.5 thousand audiobooks and 350 press titles,
- Kulturalnysklep.pl – over 1 thousand books, publications, albums, films, press titles, posters.

35  
thousand

titles in the catalogue of Publio.pl

**PUBLIO.PL** is Agora's e-book store, with over 35 thousand e-books and audiobooks in their portfolio as well as hundreds of press titles from Poland's best publishers. Publio offers readers fiction and non-fiction bestsellers, titles by publishers specializing in science, education and how-to books. Press lovers can choose from an array of leading titles such as *Gazeta Wyborcza*, *Polityka*, *Zwierciadło*, *Wysokie Obcasy Extra* and many others.

**KULTURALNYSKLEP.PL** is an online store selling the books published by Wydawnictwo Agora (Agora's Publishing House), CDs and winyls with music by popular artists, films on DVD and Blu-ray, *Gazeta Wyborcza* supplements, and AMS posters. It also offers current, archival and special issues of a wide range of press and magazine titles, including *Wysokie Obcasy Extra*, *Avanti*, *Logo*.

Kulturalnysklep.pl offers users a rich choice of book bestsellers, music and cinema hits of Agora Group at attractive prices.

### **PUBLIO.PL AT BOOK FAIRS**

In 2019 Publio.pl invited readers to attend International Book Fairs in Cracow and Warsaw and offered them attractions and special offers both on location and on the website of Publio.pl. As previously during the event, Publio.pl invited readers to join *Książka za książkę* (*Book for Book*). In return for five printed books, readers were offered a discount coupon for a free e-book or audiobook from a list of titles compiled for the project, plus an eco-bag. All collected books were donated to public libraries in Małopolskie and National Library. In May 2019 Publio.pl celebrated its seventh anniversary.





**7** **6 - 10 MAJA**  
**URODZINY**  
**PUBLIO**

## **Food services - original concepts in fast casual segment**

Helios group has a growing catering arm. As of the end of 2019, the group operated 20 restaurants, including 14 belonging to Foodio Concepts (12 - Papa Diego, 2 - Van Dog chains) and six to Step Inside (Pasibus).

**| 20**

fast casual restaurants in Helios capital group in 2019

**| 12**

Papa Diego restaurants with Mexican cuisine

| 2

Van Dog restaurants

| 6

Pasibus restaurants with original burgers

**PAPA DIEGO** is the first brand created by Foodio Concepts - a entity established jointly by Helios, member of Agora Group, operator of Poland's largest cinema chain, and their business partners. Papa Diego offers its guests everything that is tasty and attractive in Mexican cuisine - distinctive and fresh foods, full of aromatic herbs and natural spices. Those who are hungry for experience can taste in Papa Diego classic Mexican dishes such as tacos and burritos, nachos and sweet churros.

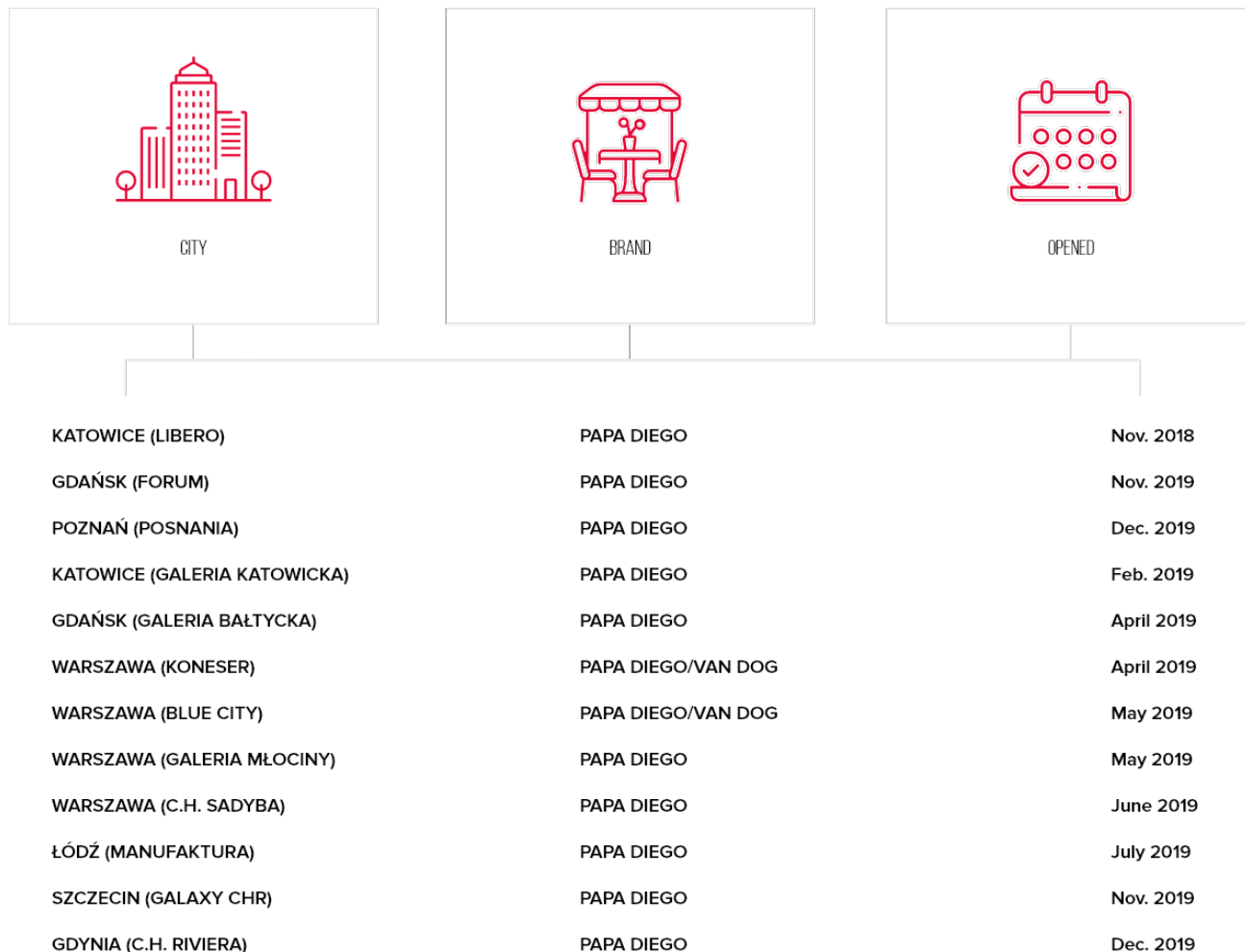


**VAN DOG** is a brand for the lovers of street food who look for original and surprising taste experience who are offered dishes such as gourmet Van Dog and Van Fries served in a multitude of surprising styles, as well as crazy, colourful freak shakes.

**PAPA DIEGO/VAN DOG RESTAURANTS OPERATING AS OF THE END OF 2019**







## INVESTMENT IN PASIBUS BURGER CHAIN

In March 2019 Helios signed a letter of intent for forming a collaboration with the owners of Food for Nation, owner of Pasibus chain of burger restaurants. In April Helios secured the permit from the Office for Competition and Consumer Protection to launch the venture. As a result, starting from May 2019, Helios and Pasibus started launching new restaurants together. Ma saw the opening of the second Pasibus, and the first one opened in partnership with Helios, in Galeria Młociny. Further plans include opening several dozen of Pasibus restaurants.



CITY



OPENED

WARSZAWA (GALERIA MŁOCINY)

OPOLE (SOLARIS)

OLSZTYN (GALERIA WARMIŃSKA)

KATOWICE (SILESIA CITY CENTER)

LUBLIN (VIVO! LUBLIN)

CZĘSTOCHOWA (GALERIA JURAJSKA)

May 2019

June 2019

Aug. 2019

Sep. 2019

Dec. 2019

Dec. 2019