

GAZETA WYBORCZA, MAGAZINES AND CULTURAL EVENTS

Press Segment Agora Group consists of Gazeta Wyborcza with its magazines, and other press and magazine titles, printed and digital.

GAZETA WYBORCZA - LEADER OF DIGITAL TRANSFORMATION OF PRESS IN POLAND

| 9 million

readers of articles in Gazeta Wyborcza and on Wyborcza.pl monthly¹

| 300 thousand

users of paid content of Gazeta Wyborcza and Wyborcza.pl²

| 96,7

| thousand

average circulation of Gazeta Wyborcza³

| 218
thousand

subscriptions of Wyborcza.pl as of the end of 2019⁴

¹ Results developed by Polish Readership Study on the basis of PBC Study and Gemius PBI data for Agora SA. Data for January - September 2019, total printed for Gazeta Wyborcza (seasonal cycle readership) and Wyborcza.pl, Wyborcza.biz and Wysokieobcasy.pl (RU monthly).

² Average total paid daily distribution (printed copies and digital subscriptions) and average daily volume of paid incidental traffic on digital version in 4Q2019

³ Total paid distribution equals number of printed copies and digital issues sold, printed and digital subscriptions and other paid forms of distribution of content, printed and digital, ZKDP (National Circulation Audit Office) 2019.

⁴ Publisher's data

Gazeta Wyborcza is a source of reliable information for its readers and an important platform for public debate. The daily also offers entertaining content and encourages readers to adopt active pastimes. It is respected and awarded for its quality of journalism, innovative solutions and strong social commitment.

In 2019 average number of copies sold per month was at 96.7 thousand and dropped by nine percent from 2018.



218
thousand

subscriptions of Wyborcza.pl as of the end of 2019

At the end of December 2019 the number of paid digital subscriptions of *Gazeta Wyborcza* reached nearly 218 thousand, and the share of subscriptions in total sales - 24 percent, a result that is achieved only by the top of prestigious newspaper titles globally.



8,8 million

visitors of online services of Gazeta Wyborcza⁵

⁵ Survey of Gemius/PBI 2019.



13th

place of Wyborcza.pl in the global ranking of media

with the highest number of subscribers⁶

⁶ Global Digital Subscription Snapshot 2019. FIPP (July 2019 - data for 192,415 subscriptions of Wyborcza.pl)

LOCAL ISSUES OF GAZETA WYBORCZA

In 2019 daily local issues were released in Poland's seven largest regions: Mazowieckie, Śląskie, Dolnośląskie, Małopolskie, Pomorskie, Wielkopolskie and Łódzkie. In other cities Gazeta Wyborcza includes local news pages. Friday issue of *Gazeta Wyborcza* comes with magazines focusing on the topics important to local communities. Local versions of Gazeta Wyborcza appear in 20 of Poland's main cities: Białystok, Bydgoszcz, Częstochowa, Katowice, Kielce, Kraków, Lublin, Łódź, Olsztyn, Opole, Płock, Poznań, Radom, Rzeszów, Szczecin, Toruń, Tri-city, Wrocław, Gorzów Wielkopolski / Zielona Góra. Gazeta Stołeczna is published in Warsaw.

Since the beginning of 2020 *Gazeta Wyborcza* has shifted more focus on local online sites and Friday weekly sections published in 20 main cities. More news about the events in different regions of Poland is found in the general section of the newspaper and in Wyborcza.pl.

In 13 cities (Białystok, Bydgoszcz, Częstochowa, Gorzów Wielkopolski/Zielona Góra, Kielce, Lublin, Olsztyn, Opole, Płock, Radom, Rzeszów, Szczecin, Toruń) from Monday to Thursday, the news and other local content is published in the printed version and in local sites of Wyborcza.pl. Meanwhile, in traditional issues, readers can find information about their cities on Fridays - in the form of magazines, such as Tygodnik Olsztyn or Tygodnik Białystok that contain Co Jest Grane 24 section with cultural information. In seven largest cities (Warszawa, Kraków, Łódź, Wrocław, Poznań, Gdańsk and Katowice) local content is part of the daily issue of Gazeta Wyborcza and local sites of Wyborcza.pl.

In all 20 cities, teams of Wyborcza develop newsletter with local information, released under the title Dzień dobry. Every day, before 8:00 readers get latest news from their city and region, morning commentary of the day from the local journalist of Gazeta, weather forecast and air quality data, as well as links to the most interesting publications by Wyborcza.pl. More on: Wyborcza.pl/newsletter.

THEMATIC SUPPLEMENTS OF GAZETA WYBORCZA


Gazeta Wyborcza is released with thematic supplements: *Duży Format*, *Ale Historia*, *Mój biznes*, *Ludzie, praca, innowacje*, *Wyborcza TV*, *Tylko Zdrowie*, *Co Jest Grane 24* and *Wysokie Obcasy*.

October 2019 saw the launch of Klub Przyjaciół Wyborczej (Wyborcza Friends Club). Digital subscribers of the daily who purchase a special subscription and support *Gazeta Wyborcza*, get free admission to events, discussions and interactions with the editorial team of the daily. They also receive invitations to events organized around Poland, such as the regular meetings in Czerska 8/10 Premiere Centre, Women Know and Wyborcza Live, and an array

AGORA Report 2019


of attractive discounts with partners such as Wydawnictwo Agora (Agora's Publishing House).

The portfolio of *Gazeta Wyborcza* includes also the *Wysokie Obcasy Extra* monthly and *Książki. Magazyn do czytania* bi-monthly and *Wysokie Obcasy. Praca* - a bi-monthly launched in 2017.



76.3
thousand

of copies of *Wysokie Obcasy Extra* sold in December
2019³



22.6
thousand

copies of *Książki. Magazyn do czytania* bimonthly sold
in December 2019⁴


³ December 2019, ZKDP (National Circulation Audit Office) Total paid distribution equals number of printed copies and digital issues sold, printed and digital subscriptions and other paid forms of distribution of content, printed and digital.

⁴ Publisher's data. Average volume of sales in 2019 reached 18.1 thousand copies.

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Instytut Dobrego Życia (Institute of Good Life) is a special website launched in 2019 by *Wysokie Obcasy*. It offers articles on psychological themes, commentaries, interviews, reports, how-to content and video materials as well as e-learning content. It is available online at: Instytutdobregozycia.pl and Wysokieobcasy.pl/Instytut. Users of the service can get tips on how to build good atmosphere in the workplace, make employees feel good, self-awareness advice and instruction in stress management and reasonable parenting. They can join e-learning programmes and new on the Polish market high quality video productions such as: *Mindfulness* Zuzi Ziomecka, *Kreatywne pisanie* z Barłogiem Literackim (Creative Writing with Barłóg Literacki) by Sylwia Chutnik and Karolina Sulej, *Ekspresowy kurs dbania o siebie* (Express Course in Self-Care) by Aga Kozak, *Jak mówić, żeby nas słuchano* (How to Make People Listen) by Kamila Kalińczak. The institute organizes also workshops for companies and managers.

MAGAZINES AND INTERNET SITES



60.7
thousand

number of copies of Avanti sold in October 2019⁵



18
thousand

number of copies of Logo sold in October 2019⁵

⁵ October 2019, ZKDP (National Circulation Audit Office). Total paid distribution equals number of printed copies and digital issues sold, printed and digital subscriptions and other paid forms of distribution of content, printed and digital.

Agora publishes magazines and manages the websites of a number of titles covering a wide range of subjects, including lifestyle and shopping. Attractive editorial content, high quality photos and multimedia materials available online enjoy high popularity among readers and internet users. In 2019 press operations of Agora were conducted under the umbrella of *Gazeta Wyborcza*. Its team publishes also the magazines of Agora: *Avanti* - Poland's first shopping magazine) and *Logo* - Poland's only shopping and lifestyle monthly for men.

AVANTI is not only a colour magazine for lovers of fashion and shopping, for spending fun time and finding out about latest trends. It is also a stylist, a friend, who will help, advice and inspire. *Avanti* offers latest shopping reviews, reports from fashion shows, prices and tests - anything that helps you to make the best choices and feel special. *Avanti* is second most popular magazine for women.

LOGO has always been a reader's friend, one that will show things as they are instead of painting an idealized, unreal picture of luxury. It offers commentary on the life around us in a variety of journalistic formats. New elements are - expanded and intriguing articles, 'let's talk about food' column, more commentary and reflection, expanded automotive column and revised fashion section, as well as distinctive cover photo sessions.

In 2019 Agora decided to discontinue releasing printed magazines: *Opiekun* - quarterly magazine for people who are long-term caregivers and *Kuchnia* - exclusive magazine on the art of cooking and good eating. Meanwhile, Agora is developing digital versions of the titles.

MUSIC FESTIVALS AND CULTURAL EVENTS

Agora organizes a number of entertaining music, entertainment and educational events, in 2019: Cojestgrane24 Festival Warszawa, Olsztyn Green Festival, Białystok NewPop Festival, *Kobiety Wiedzą* (Women Know), *Wysokie Obcasy Extra Live*, *Kino Letnie* (Summer Cinema).

OLSZTYN GREEN FESTIVAL

| 6th

Olsztyn Green Festival

Sixth Olsztyn Green Festival was held in 15-17 August 2019. Organized annually, the three-day event attracts fans of Poland's best popular music and ecology on the municipal beach in Olsztyn, in the picturesque setting of Ukiel lake.

Performers included Ørganek, Paulina Przybysz, Łąki Łan, Wojtek Mazolewski Quintet, Nosowska and The Dumplings. Besides the concerts, participants could enjoy a host of other attractions promoting ecology and healthy lifestyle.

In the eco zone they could take part in recycling workshops during which they created new objects from reclaimed materials. Educational programme for children included learning how to use plastic bags for games and how to be more eco.

Accompanying programme included cinema programmes *Co jest Grane 24* and *Against Gravity*, with 13 films on musical and ecological themes.

CO JEST GRANE FESTIVAL

| 16

Polish artists and bands on two stages of Co Jest Grane Festival 2019

The team of *Co Jest Grane 24* organized the fourth summer city festival in Ujazdowski Centre for Modern Art in Warsaw. Held on 14 and 15 June 2019, the festival included performances of the best Polish artists, screenings in Festival Cinema, workshops for children and food-truck zone.

Two stages hosted 16 Polish soloists and bands: Lao Che, Daria Zawiałow, Waglewski Fisz

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Emade, O.S.T.R., Tęskno, Baranowski, Rasmentalism, Paweł Domagała, EABS, Mela Koteluk, Ralph Kaminski, Łąki Łan, Mery Spolsky, Novika, Mazolewski/Porter and Smolik/Kev Fox.

The two-day event opened with the finals of The Grand Test of Rock Classics organized by Rock Radio, with actors, musicians, athletes and journalists, as well as listeners of Rock Radio, competing for a main prize to be donated to a selected charity. Co Jest Grane 24 Stage hosted Roma Musical Theatre with a performance of the most popular tunes from musical theatre.

Participants of the event could also attend meet-and-greets with artists who signed their albums, watch music films in Festival Cinema, enjoy attractions for teens and children.

BIAŁYSTOK NEW POP FESTIVAL

Ørganek, Daria Zawiałow, Kortez, Fisz Emade Tworzywo, Łąki Łan, Mery Spolsky, Miouch, Rasmentalism, Sonbird, Otsochodzi and Anita Lipnicka - these are performers in the second edition of Białystok New Pop Festival, urban festival of culture organized by Agora. The two-day event was held over the weekend 13-14 July 2019 on the courtyard of Branicki Palace in Białystok.

The programme of Białystok Festival included concerts of Poland's top alternative scene artists, meet-and-greets, workshops, active chillout zones and attractions for children - board and dexterity games, creative crafts and thinking workshops, *Misja Robotyka* (Mission Robotics) and group reading. Adults could visit the fashion zone with original products and fashion brands.

GOŁDAP FESTIVAL NA ZDROWIE KULTURA

On 1 June 2019, graduation towers spa in Gołdap hosted Gołdap Festival. Na zdrowie kultura. The main theme of the event was health and admission the family picnic style one-day event was free. The musical star of the festival was Izabela Trojanowska. Audience could also hear concerts by Reni Jusis and Bovska.

For the time of the event, organizers offered the youngest participants a host of attractions from ALE Foundation of Alternative Education as well as *Pawujciowy EKO-Teatrzyk*, mini theatre performances on the themes of ecology, environmental protection and healthy lifestyle. Short interactive eco-themed stories with participants acting both as performers and eco costume and prop designers. Other attractions included puppet theatre and pupped and set building with the use of various techniques and materials, as well as dance games.

Active zone offered yoga and fit dance for healthy spine. Meanwhile, in the health zone participants could talk to doctors and physical therapists, and in the food area taste regional dishes, meats and cheeses, local produce and festival dishes served by food trucks. More information: www.goldapfestival.pl.

WARSAW KONESER FESTIVAL

| 1000

plastic bottles saved during Koneser Festival

In 2019 Koneser Centre in Warsaw Praga hosted the second Warsaw Koneser Festival. Admission to the events was free and concerts were organized by Koneser Centre. The lineup included: Ørganek, Nosowska, Skubas, Sabiny and Wojtek Mazolewski Quintet Komeda, L.U.C & Rebel Babel Ensemble, The Dumplings, Fisz Emade Tworzywo.

The event had an ecological dimension. AMS donated filtering water bottles to all artists and members of technical crew, thus encouraging them to drink filtered tap water throughout the two-day, which resulted in saving 1000 plastic bottles.

#BĘDZIECZYTANE EŁK FESTIWAL

#będzieczytane Ełk Festiwal is an event promoting literature, readership and music. The second event hosted by Ełk Culture Centre featured Polish artists on Women's Voices concert tour and writers Szymon Hołownia, Krzysztof Wielicki and Marcin Popkiewicz.

Music performances by Edyta Bartosiewicz, Paulina Przybysz, Mela Koteluk, Ania Rusowicz and Julia Pietrucha were a part of Women's Voices concert tour organized by Wysokie Obcasy, featuring women singers. In Ełk the theme of the concert was Women for the Planet - highlighting ecological, social, political and economic challenges of the contemporary world.

Festival audiences could also meet writers, guests of Michał Olszewski - Szymon Hołownia - journalist, commentator and author of books on theological themes, Krzysztof Wielicki - Polish mountaineer, author of *Korona Himalajów 14 x 8000*, co-author of *Mount Everest biznesu* and *Rozmowy o Evereście*; and Marcin Popkiewicz - scientist, journalist focusing on ecological issues, author of articles on energy revolution, climate: *Rewolucja energetyczna. Ale po co?* and co-author of *Świat na rozdrożu*, *Nauka o klimacie* and *Polski węgiel*. Organizers also prepared attractions for children.

PRINT

In 2019 a pivotal change took place in the print operations of Agora Group. In the light of negative market trends and in response to the shrinking volume of orders from clients, in particular for coldest print jobs, Agora Group decided to reduce this business by closing down two of the group's three printing plants, and to reduce employment in the segment through collective redundancies. From the third quarter of 2019 optimized printing operations of Agora Group, conducted in Warsaw printing plant, has been part of Agora Group's Newspapers business segment.