AMS – OUTDOOR

Outdoor Segment consists of AMS S.A. and Adpol Sp. z o.o, Optimizers Sp. z o.o. (since 30 June 2019) and Piano Group Sp. z o.o. (since 1 July 2019), holder of 100 percent shares of Benefit Multimedia Sp. z o.o. SKA.

AMS – POLAND'S LARGEST OOH BRAND WITH THE LARGEST PORTFOLIO OF ADVERTISING DISPLAYS

23.5 thousand

advertising displays*

536

cities with AMS OOH advertising infrastructure

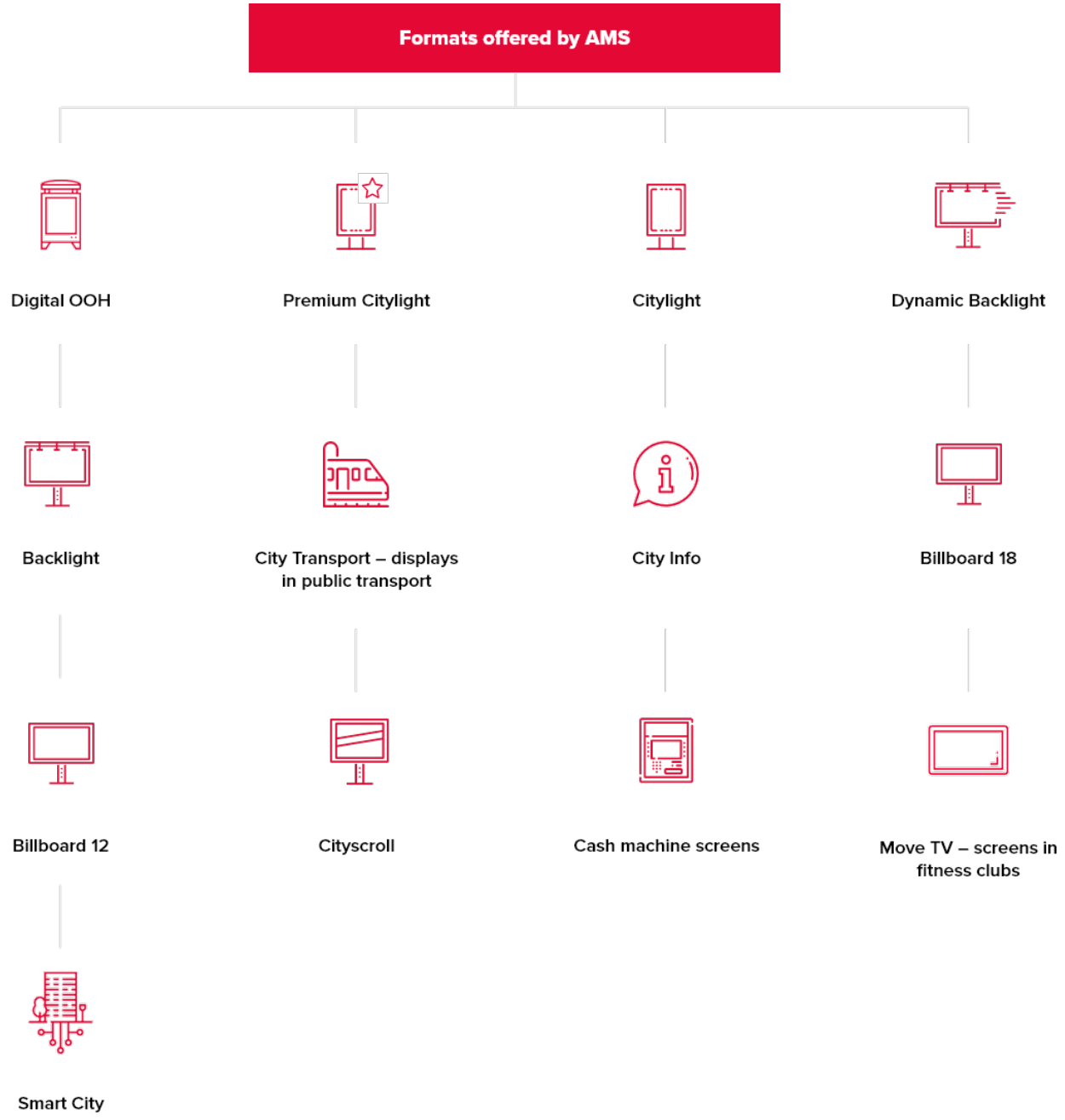
970

MoveTV displays in over 240 largest fitness clubs in 30 cities in Poland, Czech Rep. and Bulgaria

1580

state-of-the-art public transport shelters in Warsaw

***Consolidated Financial Statements of Agora Group according to IFRS 4Q2019, not including advertising displays on buses and trams and cash machine screes, Cityinfo and MoveTV.**



AMS became a majority shareholder (60 percent) in Piano Group, digital out of home (DOOH) operator, owner of MoveTV platform with screens with Poland's largest fitness clubs and original premium content for watching during workout. Following the purchase, AMS, leader in the Polish OOH market, expanded their portfolio by a new type of displays and strengthened their position in DOOH segment, in line with the growth strategy of Agora Group. Move TV platform, owned by Piano Group, has over 970 displays located in over 240 largest fitness clubs in 30 cities in Poland, Czech Rep. and Bulgaria. MoveTV joined the digital channels portfolio of AMS that includes also cash machine screens, displays in public transport and shopping centres as well as Digital Citylight, Digital Cityscreen and Dynamic Backlight.

In 2019 AMS delivered more campaigns, primarily employing the potential of premium displays. The potential for instant response provided by DOOH technology was demonstrated on Olga Tokarczuk's win of Nobel Prize in Literature. On the very same day

AMS congratulated the writer on Cityscreens in Wrocław and informed the inhabitants of Wrocław about the win. Film:

https://www.facebook.com/watch/?v=955565651487116

Since December 2019, AMS Cityinfo system displays economic notes. TEPiszki is a series of educational notes developed with Polish Economic Society (TEP) to increase public awareness and economic literacy. Cityinfo is city information and advertising system managed by a dedicated team of professionals and updated on a continuous basis. It presents information in categories such as travel, fashion and beauty, interiors, 'what, where, when', and since December, economics.
AMS has been systematically increasing the number of Premium Citylight displays. In March, the operator signed a long-term contract with MPK Łódź for the modernisation of over 250 public transport shelters. After modernisation, each shelter will have at least three Premium Citylight advertising displays. The changes will not be limited to installing new advertising panels. They will include modernisation of benches and timetables and energy-saving LED lighting of the spaces inside the shelter as well as the platform area.
In June 2019 AMS signed a contract with International Poznań Fairs, for managing advertising displays on public transport shelters in Poznań for the next 10 years. Under the contract, in three years Poznań citylights will be modernized and brought to the premium standard. Currently, cooperation between AMS and MTP applies to 1153 advertising displays and will be further expanded by new shelters.