

MARKET ENVIRONMENT AND COMPETITORS

Through its entities and brands, Agora Group operates in the advertising, press, cinema, internet radio and catering markets. In our operations, we regularly monitor market environment and competitors data. Below, we present information about the advertising, cinema, press, outdoor, internet and radio markets organized in industry sections.

ADVERTISING MARKET



PLN 9.6
million

total advertising expenditure in Poland in 2019



↑ 3%

growth of advertising expenditure YOY

Consolidated Financial Statements of Agora Group according to MSSF 4Q2019

With the total of 9.6 billion zł spent on advertising in 2019, advertising spending in Poland grew by 3.0 percent. Advertisers reduced their spending on press, television and radio advertising while increasing outlays in online and OOH segments. Estimations for the changes in the value of advertising expenditure and their distribution between media

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segments are presented in the table below:

Advertising expenditure in 2019

Advertising expenditure in 2019

	Television	Internet	Radio	Outdoor	Magazines	Dailies	Cinema	TOTAL
Advertising expenditure change	(0.5%)	10.0%	(0.5%)	5.0%	(7.0%)	(11.5%)	7.0%	3.0%
Share in total advertising expenditure	44.5%	36.0%	6.5%	6.0%	4.0%	1.5%	1.5%	100%

Source: Consolidated Financial Statements of Agora Group according to MSSF 4Q2019

CINEMA MARKET

61.7
million

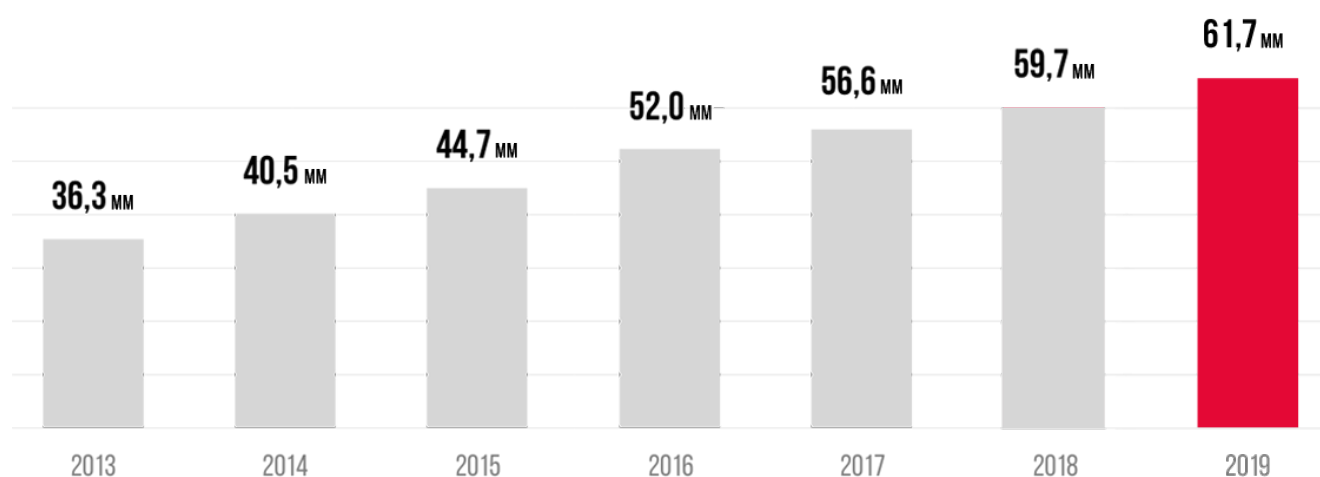
tickets sold in 2019

↑ 3,3%

increase in number of tickets sold in Poland YOY

Consolidated Financial Statements of Agora Group according to MSSF 4Q2019

In 2019 total number of tickets sold according to Boxoffice.pl reached 61.7 million, which represents a 3.3 percent growth from 2018. The upward trend on the cinema market has not been interrupted since 2013 when cinemas sold 36.3 million tickets. In the following years the figure reached 40.5 million (2014), 44.7 million (2015), 52.0 million (2016), 56.6 million (2017) and 59.7 million in 2018. With 1.4 billion cinemagoers, the same tendency is observed throughout Europe. In the European Union alone, cinema viewership reached over 1 billion. Compared to 2018 audiences grew by 0.45 percent. Source: [The International Union of Cinemas \(UNIC\)](#).



PRINTED MEDIA MARKET

↓ 10.3%

decrease in the distribution of paid dailies in Poland
YOY

In 2019 distribution of paid dailies decreased on average by 10.3 percent. The largest drops

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were recorded in the segment of regional dailies.

Average monthly distribution of paid national dailies in 2019:

Average monthly distribution of paid national dailies in 2019

	2019	2018	change
Fakt Gazeta Codzienna	215,508	237,700	↓9.3%
Super Express	113,652	118,369	↓4.0%
Gazeta Wyborcza	96,719	106,227	↓9.0%
Rzeczpospolita	42,105	45,108	↓6.7%
Dziennik Gazeta Prawna	35,856	41,353	↓13.3%
Przegląd Sportowy	20,875	23,832	↓12.4%
Gazeta Polska Codziennie	13,312	15,388	↓13.5%
Puls Biznesu	10 9,2	11,473	↓4.8%
Parkiet Gazeta Giełdy	4,323	4,150	↓0.4%

Source: ZKDP (National Circulation Audit Office). Distribution of paid national dailies – total sales of printed, digital, subscription, digital subscription and other paid forms of printed or digital formats of the titles.

OUTDOOR ADVERTISING MARKET



PLN 574.5
million

total estimated sales of OOH in 2019



↑ 5.1%

increase in sales of OOH in Poland YOY

Total sales in the three outdoor advertising segments (traditional OOH, transit and DOOH) was estimated at 574.5 million zł and was higher by 5.1 percent than in 2018 (data from Polish Outdoor Advertising Chamber of Commerce and STARCOM (Publicis Media)).

INTERNET




27.7
million

number of internet users in Poland in December 2019



23.4
million

number of internet users on mobile devices in Poland
in December 2019



56.8
million

site visits by internet users made in December 2019



1 hour 37
min.

average daily time spent online by an internet user in
December 2019

Total number of internet users in Poland in December 2019 stood at 27.7 million, with 22.9 million users of personal computers and laptops (at home and at work) and 23.4 million of mobile devices users (smartphones and tablets). In total, they made 56.8 billion site visits, and an average length of time spent in the web reached nearly 1 hour 37 min. per day.

Top 10 publishers - owners of internet websites and programmes the most popular among internet users - all devices

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lp.	Publishers	Number of users	Views	Reach	Average daily reach	Average daily views	Average viewing time
1	Google Group	26,271,772	8,728,785,165	94.92%	14,574,408	258,856,743	00:27:12
2	Wirtualna Polska Group	21,521,886	2,811,447,494	77.76%	6,799,793	90,470,068	00:26:34
3	Facebook.com	21,344,198	3,774,891,752	77.12%	7,209,654	82,373,011	00:23:50
4	RAS Polska Group	21,036,067	2,006,108,539	76.01%	5,618,745	64,759,032	00:18:06
5	YouTube.com	19,541,733	983,469,030	70.61%	5,771,462	30,979,992	00:14:32
6	Interia.pl Group	18,986,240	1,366,564,856	68.60%	3,915,340	43,496,722	00:21:57
7	Allegro Group	18,525,520	2,353,143,340	66.94%	4,403,369	75,854,293	00:14:03
8	Polska Press Group	18,030,011	734,502,087	65.15%	3,005,658	23,478,154	00:03:02
9	Gazeta.pl Group	16,322,640	525,855,214	58.98%	3,115,413	16,776,470	00:07:01
10	OLX Group	16,265,144	4,189,358,625	58.77%	3,869,643	135,608,511	00:21:32

Source: Results of Gemius/PBI survey for December 2019. Sample size: N= 204618. Respondents aged 7-75. Internet users structure data from surveys NetTrack Kantar MillwardBrown 3Q2019, and Maluchy 2018

RADIO MARKET

21.7
million

people listened to the radio every day in 2019

72%

inhabitants of Poland listened to the radio every day
in 2019

12 million

people listened to the radio in the car in 2019 and it
was the most popular radio listening context

6 hour 32
min.

average radio listening time at work in 2019

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72 percent of the inhabitants of Poland, the population of roughly 21.7 million listened daily to the radio in 2019. The size of audience on weekdays reached 22.3 million (74 percent). Compared to the previous year, the audience remained roughly the same. We listen to the radio the most at work - 6 hours 32 min, which is longer by 8 minutes than a year earlier. For the first time in history, inside of a car emerged as the place where Poles are the most likely to listen to the radio (12.5 million listeners, on average two times more than in 2003).

Source: Radio Track, KANTAR, wave: I-XII 2019; I-XII 2018, all quarters