

## **DIALOGUE WITH STAKEHOLDERS**

Stakeholders of the Agora Group are all parties with interest in the company's operations that are in any way affected by them. In the process of mapping stakeholders, Agora identified key groups and optimal forms of engagement and dialogue for each group. Agora Group makes every effort to regularly reach out to all stakeholders through addressing queries, opinions, doubts, etc. Continued interaction allows the company to learn about the expectations of the stakeholders and builds lasting relations with the environment. A major challenge in the dialogue process is to ensure its continuity and develop formal instruments such as regular customer surveys.

The principles of dialogue adopted by the Agora Group are: cyclicity, directness and two-sidedness.

### **Forms of dialogue with stakeholders**



Stakeholder groups	Forms of dialogue with stakeholders
 <p>EMPLOYEES COLLABORATORS TRAINEES, INTERNS</p>	<ul style="list-style-type: none"> <li>regular meetings with the Management Board (Q&amp;A sessions, streamed on-line)</li> <li>employee survey (for example on reporting, code of ethics)</li> <li>training and sessions for employees (including Welcome to Agora)</li> <li>whistleblowing system</li> <li>intranet, internal e-mailing</li> <li>annual assessment process</li> <li>employee council, trade unions, employee representatives</li> <li>social media</li> </ul>
 <p>SHAREHOLDERS CAPITAL MARKET ENVIRONMENT WARSAW STOCK EXCHANGE BROKERAGE HOUSES</p>	<ul style="list-style-type: none"> <li>current and periodic reports</li> <li>corporate website</li> <li>newsletters</li> <li>regular meetings and conferences for investors, Investor Day for analysts</li> <li>investor feedback – surveys among investors</li> <li>participation in external conferences, individual meetings</li> <li>contact channels – website, dedicated e-mail address, telephone number</li> <li>social media</li> </ul>
 <p>CLIENTS AND USERS (READERS, LISTENERS, INTERNET USERS) BUSINESS AND INSTITUTIONAL CLIENTS BUSINESS PARTNERS - SUPPLIERS</p>	<ul style="list-style-type: none"> <li>contact information for comments and suggestions</li> <li>regular surveys among the users of Agora Group websites (Gazeta.pl, etc.)</li> <li>tests of new products and services</li> <li>meetings for clients and business partners (industry brunches)</li> <li>e-mail and telephone contact channels, including customer service line (BOK)</li> <li>'contact a reporter' time slots (in the media)</li> <li>social media</li> </ul>
 <p>COMPETITORS BUSINESS ENVIRONMENT INDUSTRY MEDIA</p>	<ul style="list-style-type: none"> <li>Membership of associations</li> <li>Industry meetings and projects</li> <li>involvement in external projects and initiatives</li> <li>participation in conferences and other events</li> <li>public consultations</li> <li>press releases</li> <li>newsletters</li> <li>statements, opinions, comments in the media</li> <li>corporate website</li> <li>social media</li> </ul>
 <p>PUBLIC ADMINISTRATION REGULATORS AND LAW-MAKERS</p>	<ul style="list-style-type: none"> <li>meetings for customers and business partners (industry brunches)</li> <li>industry projects</li> <li>involvement in external projects</li> <li>participation in conferences and other events</li> <li>public consultations</li> </ul>
 <p>CIVIL SOCIETY AND LOCAL COMMUNITIES NON-GOVERNMENTAL ORGANIZATIONS</p>	<ul style="list-style-type: none"> <li>projects and initiatives conducted in partnerships</li> <li>meetings and conferences</li> <li>participation in external initiatives</li> <li>activities of foundation</li> <li>social media</li> </ul>