

## **RESPONSIBILITY TOWARDS CUSTOMERS AND CLIENTS**

Agora S.A. adopted a number of documents regulating relations with customers / clients:

- Code of Best Practices in Customer Service
- Internal codes, general rules for publishing advertising
- Customer service procedures
- Complaint processing procedures

Another source of guidelines for relations business environment, including clients, customers and users is Agora Code of Ethics introduced in October 2018.

The document lists principles relating to upholding high ethical standards, responsibility for products and services, their quality as well as transparent and clear terms of use and transparent marketing communication, etc.

## **TRANSPARENT RULES OF THE USE OF PRODUCTS AND SERVICES**

We accept responsibility for the services and products we offer. Agora has transparent marketing communications and a set of rules regulating the use of our services, products and applications by the buyer/ user, including the purchase, return and complaints.

Channels of communication with customers in Agora services:

- Help for the subscribers of Gazeta Wyborcza: [pomoc@wyborcza.pl](mailto:pomoc@wyborcza.pl)
- Help Centre for the users of Gazeta.pl: [pomoc@agora.pl](mailto:pomoc@agora.pl)
- Website <https://www.agora.pl/kontakt> provides contact details for specific companies and brands of Agora
- Helios cinema chain has Customer Communications Team: [opinie@helios.pl](mailto:opinie@helios.pl)

## **COMPLAINT PROCESSING SYSTEM IN**

# AGORA S.A.

Complaint regulations, including complaint procedure and an obligation to process a complaint within 24 hours (applies to working days) are specified in: *Zasady ogólne zamieszczania reklam and ogłoszeń w wydawnictwach Agory S.A.* (General Rules for Publishing Advertising in Publications of Agora SA) and *Zasady ogólne zamieszczania reklam serwisach internetowych Agory S.A.* (General Rules for Publishing Advertising in Web Services of Agora SA) as well as in *Ogólne zasady zamieszczania reklam w portalu Gazeta.pl* (General Rules for Publishing Advertising in Gazeta.pl).

Sales and customer service departments of Agora S.A. have protocols for handling complaints with attachments. Register of complaints is kept and used to deliver regular reports. Conclusions from the reports are analysed and serve to introduce improvements in products and services as well as in customer service system.

## CODE OF GOOD PRACTICES IN CUSTOMER SERVICE

In communicating with business clients and customers, readers, users, listeners and viewers, Agora observes *Code of Best Practices in Customer Service* and internal codes and procedures, including a complaint handling protocol. The main standard of relations with the users of products and services is *Code of Good Practices in Services for Customers, Readers and Users*.

The main idea behind the code is to regulate contacts between the employees of Agora Group and customers, readers and users as well as standardize and optimize the mechanisms. Annexed to the document is a detailed specification of each rule, including guidelines for e-mail exchange, telephone communications and contacts through the social media.

### BUILDING RELATIONS WITH CUSTOMERS

Agora is committed to building good relations with clients, users and readers. In 2019 we initiated a number of projects to cater to the needs of our clients and users.



## ACCESS TO PRODUCTS AND SERVICES FOR DIVERSE GROUPS

Entities of Agora Group search for solutions for providing access to their products to the broadest population of potential consumers – particularly sensitive, disadvantaged and socially excluded groups. This is in line with the market trend of expanding the availability to top quality products and services.

Among the beneficiaries are people with disabilities, foreigners and veterans.

### HELIOS BEZ BARIER! HELIOS WITHOUT BARRIERS - CAPTIONED SCREENINGS OF POLISH FILMS WITH FOR PEOPLE WITH HEARING DISABILITY

| 4

captioned films for people with hearing disability in

49 Helios cinemas



With 49 multiplexes located in medium and large cities across Poland, Helios is Poland's largest cinema chain. To meet the needs of diverse groups of viewers, Helios holds special screenings, including for people with hearing impairments who need captions to enjoy a film.

In 2019 Helios cinema chain organized special screenings to address the needs of people with hearing disability and in response to the requests from cinemagoers. Every Helios cinema offered several screenings of Polish titles with captions for people with hearing impairment, including: Underdog, Miszmasz czyli Kogel Mogel 3, Całe szczęście and Piłsudski.

With captions for people with hearing impairment, the screenings offer this group an opportunity to share the experience with the rest of the audiences in Helios cinemas.

Screenings for people with hearing disability is another project of Helios chain addressed to marginalized and excluded groups, as well as a way to reach out to new users. Helios also offers screenings with Ukrainian dubbing and special educational events for children who are beginning their cinema adventure. Under Veteran-Friendly Place programme, Helios offers cinema tickets at reduced prices for veterans.

## **SCREENINGS IN UKRAINIAN IN HELIOS CINEMAS**

| 15

global blockbusters dubbed in Ukrainian in Helios cinemas



Since 2018, Helios, Poland's largest cinema chain has offered special screenings for Ukrainian speakers with Ukrainian dubbing. In selected locations countrywide Ukrainian viewers, including children, could enjoy global cinema hits.. The project made waves among cinemagoers, distributors and competitors, the latter started screening films in Ukrainian. Through this project, the group of Agora's customers was expanded by new users who gained access to more cultural opportunities and can watch latest cinema releases in theatres. The project covered 15 worldwide hits in w 2019, including: X-Men: Dark Phoenix, Ad Astra, Toy Story 4, Joker, Aladdin, Avengers Endgame and Captain Marvel.

## **PRYVIT - THE FIRST FREE NEWSPAPER FOR UKRAINIANS IN WROCLAW**



6 thousand

circulation of *Pryvit*



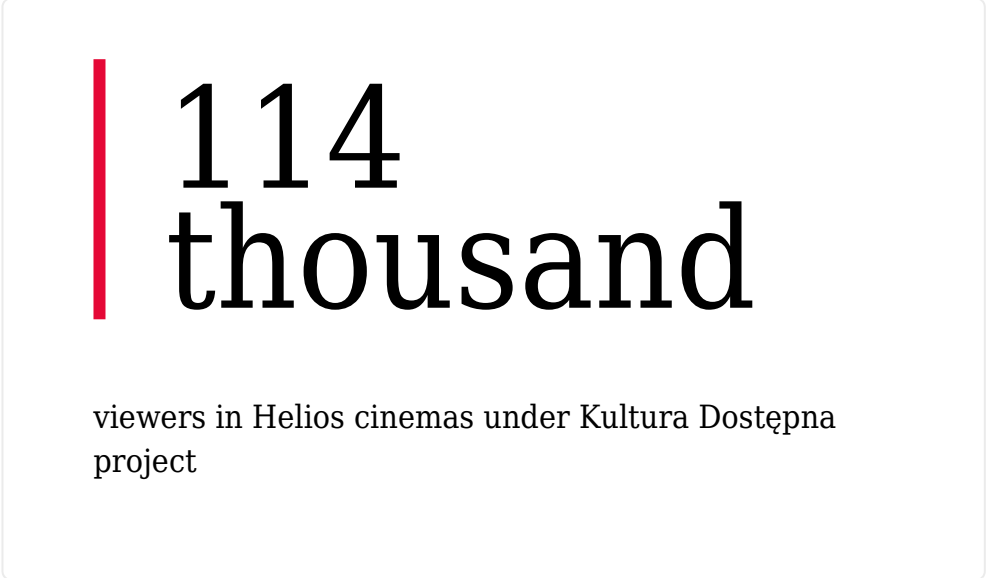
Pryvit is the first newspaper addressed to Ukrainians living in Poland. It is a joint project of Wrocław Gazeta Wyborcza and Fundacja Ukraina. The idea behind Pryvit Wrocław is to help Ukrainians learn more about Wrocław, find out how to benefit from the projects and events organized there and see what brings Poles and Ukrainians closer.

Free copies of Pryvit Wrocław are available in locations frequented by Ukrainians, the office of Ukraina Foundation, orthodox church, offices, schools and restaurants managed by Ukrainians List of locations offering copies Pryvit,: <http://wroclaw.wyborcza.pl>. The title is issued in six thousand copies.

## HELIOS JOINS A PROGRAMME FOR VETERANS

Recognizing the great service rendered by Polish soldiers, Helios joined the programme of Stratpoints Foundation *Weterani są wśród nas - Miejsce Przyjazne Weteranom* (Veterans Among Us - Veteran-Friendly Places). Under the programme, any individual with the status of veteran is eligible to purchase reduced price tickets to any Helios cinema upon presenting their veteran card. The programme is modelled on the American example of looking after veterans after their time in service. The opportunities offered to veterans and their families are intended to help them find a new profession, access to entertainment, medical care and recreational sports. The initiative was received favourably by the target group who often use the opportunity to purchase cinema tickets at reduced price.

## KULTURA DOSTĘPNA (ACCESSIBLE CULTURE) IN HELIOS CINEMAS



114  
thousand

viewers in Helios cinemas under Kultura Dostępna project



Kultura Dostępna w Kinach (Accessible Culture in Helios Cinemas) is a programme developed to bring Polish film to a broad range of viewers and to promote Polish cinema through offering affordable ticket prices. In 2019 all Helios cinemas around Poland presented nearly 37 Polish titles at screenings held every Thursday, reaching over 114 thousand cinemagoers.

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Viewers could watch critically acclaimed and internationally awarded films produced in Poland such as.: *Zimna Wojna* (Cold War), *Twój Vincent* (Loving Vincent), *Jeszcze dzień życia* (Another Day in Life), *Underdog*, *Zabawa, zabawa* (Playing Hard), *53 wojny* (53 Wars), *Słodki koniec dnia* (Dolce Fine Giornata), *Miszmasz czyli Kogel Mogel 3*, *Fuga* (Fugue), *Kurier* (The Messenger), *Kamerdyner* (The Butler), *Ja teraz kłamię*. *Kultura Dostępna w Kinach* is a part of the *Kultura Dostępna* nationwide programme delivered by the National Centre for Culture and the Ministry of Culture and National Heritage.

## **AUTOMATIC TRANSCRIPTS OF RADIO TOK FM BROADCASTS**



Individuals with hearing impairments have limited access to high value broadcasts and podcasts produced by Radio TOK FM. To cater for their needs Radio TOK FM has been developing the system of automatic transcripts generated by speech recognition software that translates spoken word into text.

Full automatic transcripts or their sections are published online to give users a quick look into the content of audio materials as well to enable finding them through external web search machines. The solution is in its testing phase, only transcripts of selected broadcasts are published and the feature is not a standard element of the online portfolio of Radio TOK FM.

Production and publishing automatic transcripts of TOK FM programmes is an element of Search the radio project of Grupa Radiowa Agora and Google DNI Fund, under Round 4 of Digital News Initiative supporting innovative technologies in the media. The technological partner of the project is NEWTON Technologies, operating on 11 European markets.

## **CAUSE-RELATED MARKETING**

Cause-related marketing involves inviting readers to support specific causes.

## DIGITAL SUBSCRIBERS OF GAZETA WYBORCZA SUPPORT SOCIAL CAUSES



In 2019 *Gazeta Wyborcza* invited the readers again to support a worthy cause by purchasing digital subscriptions of the daily. In 2019 total revenue from the campaign, 200 thousand zł, collected under supportteachers hashtag (#WspieramyNauczycieli) was donated to striking teachers, to form a special fund to offset the striking teachers' diminished salary. The daily also supported teachers throughout the strike by publishing special free issues of *Gazeta Wyborcza* for teachers, students and parents, and by media coverage of the protests and regular newsletters. On 26 April 2019 a special charity concert was organized in the head office of *Gazeta*. Total revenue from the sale of tickets to the concert of Waldemar Malicki and his group was donated to the teachers on strike.

## SERVICE QUALITY AND SECURITY

Committed to the highest standards in online traffic and providing users with access to content and discussion forums created to cater for their genuine interests and needs, online services of Agora introduced anti-bot and anti-troll solutions.

### SERVICES OF AGORA WITH ABT SHIELD AND ANTI-BOT AND ANTI-TROLLING PROTECTION



In mid-2019 the teams of *Gazeta.pl* and *Wyborcza.pl* deployed ABT Shield on their sites. ABT Shield is an innovative solution developed by Edge NPD, an AI-based firewall, limiting the risks and negative impact of bots and trolls on readers' experience and efficiency of advertising campaigns.

Ever-increasing activity of fake users, bots and trolls or scanning and copying sites, copying content in real time, are threats that publishers face with increasing intensity. Deploying ABT Shield by the services of Agora addresses these problems.

ABT Shield is a solution that learns the patterns and behaviours of bots and trolls from

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analyses large volumes of online traffic. Key publishers and online brands join forces to analyse online traffic to exchange data and every new user of the solution helps to build a more impenetrable and better shield against bots and trolls, by providing traces of their activity anonymously.

ABT Shield was developed with the funding from Google DAYS Fund and in close collaboration with publishers, advertisers, academic community and think tanks. Gazeta.pl is a trusted partner of Edge NPD who developed the solution. The team of Gazeta.pl contributed to the development of ABT Shield and tested its effectiveness on selected services, to then implement it on all sites.

The new tool enables the teams Gazeta.pl and Wyborcza.pl to identify and eliminate artificial amplification generated by bots and fake internet users. It is also a welcome solution for users, since it helps to improve the content they read, and advertisers, who pay for genuine traffic on the sites presenting their products.

ABT Shield is implemented on the online sites of Agora in agreement with SAR Association of Marketing Communication (Stowarzyszenie Komunikacji Marketingowej).

## WYBORCZA.PL FOR ONLINE BRAND SAFETY



Gazeta Wyborcza is actively represented in Brand Safety IAB working group, educating the market about online brand safety. Gazeta Wyborcza wants to be a trusted source for its users - free from fabricated news, hate speech, trolls, bots or advertising fraud. In 2020 brand safety will be among our priorities. New instruments for monitoring and fine-tuning advertising content will be developed.

The joint initiative of Wyborcza.pl and SAR Association of Marketing Communication was developed to protect advertisers against bots and trolls and to prevent disinformation in the internet. It is also an invitation to the representatives of the advertising market to engage in an industry-wide discussion and initiate common efforts towards a qualitative change to prevent disinformation. The project is part of the European Commission strategy against disinformation (<https://ec.europa.eu/digital-single-market/en/fake-news-disinformation>).

## **ADVERTISING FORMATS COMPLIANT WITH COALITION FOR BETTER ADS RECOMMENDATIONS OFFERED BY GAZETA.PL**



Coalition for Better Ads is an international initiative aiming to standardize advertising formats on the internet, including eliminating advertising perceived as obtrusive and irritating to consumers. So far Coalition introduced standards of static formats in PC and mobile environments. In 2020 they implemented regulations for video size (up to eight minutes).

Formats introduced by the Advertising Office of Gazeta.pl comply with these standards. Gazeta.pl does not display advertising in blocks and allows for only one spot under the editorial content. Additionally, the portal has for a long time now used only spots up to 30 seconds in duration. If a client wishes to order a longer spot, the only acceptable variant is one with 'skip ad' option. In such cases also Gazeta.pl complies with relevant regulations and does not use spots that cover the player.

The latest solutions offered by Gazeta.pl advertising office offer an alternative to advertisements which, according to Coalition for Better Ads, are the most irritating and encourage Internet users to install programs blocking advertisements. New advertising formats offered by Gazeta.pl - Prestitial, Small Sticky Ads and Halfpage Mobi - are effective and simple, as well as non-invasive and user-friendly.

Prestitial is a dedicated desktop format that appears all over the screen before the page content is displayed. It is possible to immediately skip an advertisement, so the user decides how to view it. It is a highly eye-catching solution, ideal for branding and outreach activities.

Small Sticky Ads is an advertisement that appears for 15 seconds at the bottom of the screen. It is not considered a nuisance because it covers only a small part of the page and adapts to the screen while attracting the user's attention by following them while they browse the website.

Halfpage Mobi is a dedicated format for mobile devices, which scrolls smoothly with the content of the page. It does not annoy users, but draws their attention because it is displayed in the text.

More information about the new advertising formats: [Reklama.Gazeta.pl](https://www.gazeta.pl/reklama)

## **YELDBIRD RECEIVES A NATIONAL CENTRE FOR RESEARCH AND DEVELOPMENT GRANT FOR AN INNOVATIVE PRODUCT ADXo**

3,6 million  
zł

grant from the National Centre for Research and Development for ADXo project - developing and implementation of an innovative system for real-time management of advertising inventory by the digital publisher



The team of Yieldbird, member of Agora Group, is working on a solution to help digital publishers to improve the effectiveness of managing advertising inventory. For the execution of the project, Yieldbird received a 3.6 million zł grant from the National Centre for Research and Development, under Intelligent Development Operational Program.

ADXo - a pioneering solution developed by Yieldbird, will allow for automating price management on the basis of historical data analysis and buyer behaviour. Through the use of machine learning technology, the tool will give internet publishers full control over their pricing policy and better use of revenue data.

The product will also allow internet publishers to form a unified reporting system, reduce work effort required to service programmatic advertising revenues pertaining to automation and reporting harmonisation, improve the speed of response to technical errors that prevent the emission of paid advertising content. Compatible Google Ad Manager, the product developed by Yieldbird will be suitable for implementation by any publisher around the world.

More about the project: [Yieldbird.com/ncbr-project](https://yieldbird.com/ncbr-project)

## SURVEYS AMONG READERS AND USERS

Agora's media conducts regular surveys among its users, asks for their opinions and suggestions. Key conclusions serve to improve the service. The service also delivers user

tests and specific surveys, e.g. a survey on activity in the social media among the users.

## **FRIENDLY PANEL, GAZETA.PL SURVEYS READERS SYSTEMICALLY**



In 2019 Gazeta.pl launched a regular survey project as a part of qualitative and quantitative research of Gazeta.pl usership. Conclusions and recommendations from the panel serve as ground for introducing new content formats that address users' needs. Gazeta.pl tests new formats on introduction, as well as functionality and UX (user experience) changes. Respondents are also asked about important social issues that the portal should address. The most frequently addressed questions in survey, in 2019 taken by a record 11 thousand users, are integrity in public discourse and ecology.

Three waves of friendly panel and workshops with users were delivered, and their results are used in the delivery of the strategy of Gazeta.pl.

## **DIALOGUE WITH USERS VIA A NEW SITE OF THE ADVERTISING OFFICE OF GAZETA.PL**



In November 2018 a new version of Reklama.Gazeta.pl was presented, a site that publishes key information about the advertising services and products of the portal and

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the most interesting examples from the portfolio of the advertising office of Gazeta.pl from recent months. As it allows for collecting feedback from clients of the advertising office through a survey questionnaire, the site is a form of dialogue with stakeholders.

# AWARDS AND DISTINCTIONS

The efforts of Agora Group are recognized and appreciated which is expressed in awards and distinction.

## **10TH WIN OF AMS IN THE RANKING OF ADVERTISING BROKERS OF MEDIA&MARKETING POLSKA; SPECIAL MENTIONS FOR GAZETA WYBORCZA AND TANDEM MEDIA**



10th

win of AMS in the ranking of sales offices in OOH advertising



Like in earlier years, the teams of Agora Group were ranked high by advertising clients in the report *Biura Reklamy 2019*, developed by the advertising industry magazine *Media&Marketing Polska*. Sales team of AMS topped OOH category and sales staff *Gazeta Wyborcza* and *Tandem Media* received special mentions. 2019 award was the AMS team's 10th win.

'We appreciate in particular the growth of premium offer and business performance', said the authors of the ranking.

Clients considered AMS a standout for offering attractive formats and technological solutions. AMS sales team members are flexible and efficient in responding to changes

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and appreciated by clients for offering good advice and interesting solutions, and for quick and exhaustive response to briefs, as well as transparent pricing policy. While Media Marketing Polska” did not select a winner in the *press advertising category*, of the two special mentions, *one was granted to the sales team of Wyborcza and Wyborcza.pl*.

*‘Advertising office of Gazeta Wyborcza can boast the highest revenue from advertising among dailies and, what seems more important yet, immense trust from their clients’,* states the report. Advertisers who cooperate with the daily appreciate in particular the advice from the team’s sales specialists and their ability to offer interesting solutions, as well as flexibility and efficiency, and transparent pricing policy.

Tandem Media, a cinema advertising broker of Agora, was appreciated in the cinema category.

*‘We recognize the office of Tandem Media for impressive sales performance and maintaining a leading position on an extremely demanding cinema advertising market’,* was the reasoning of Media Marketing Polska” behind the verdict. Cinema clients of Tandem Media appreciated the team for the sense of security it offers.

Positive opinions were also recorded for: advertising office of Gazeta.pl, in particular for the ability to offer interesting solutions by the team handling advertising in the magazines of Agora (part of the advertising office of Wyborcza and Wyborcza.pl).

Media&Marketing Polska magazine publishes an annual report Biura Reklamy. Media sales teams are evaluated by a panel of specialists, employees of media houses. Rating criteria include: overall rating of the advertising office, flexibility and effective response to changes in course of the campaign, openness to price negotiations, offering attractive formats and solutions. The survey was delivered with the use of a CATI method on 15-25 October 2019 by Kantar Millward Brown.

## GAZETA WYBORCZA LEADS AMONG POLAND’S STRONGEST BRANDS IN TOP MARKA 2019 RANKING



| 900

| thousand

mentions of *Gazeta Wyborcza* in the media



In the latest *Top Marka* (Top Brand) survey *Gazeta Wyborcza* ranked fifth among Poland's 500 strongest brands. *Gazeta Wyborcza* is also a leading brand in Press category - the news published by GW are the most frequently quoted by other press titles. Top Brand is the largest survey of brands in the Polish media. The 12th ranking included 500 brands from 50 industries.

*Gazeta Wyborcza* was the winner in category Press, both in terms of number as well as reach of media coverage. In the analysed period the brand was mentioned over 900 thousand times. The most mentions about *Gazeta* appeared in the social media - 90.1 percent.

Also other brands of Agora Group ranked high in 2019 *Top Marka*. *Gazeta.pl* ranked third among internet portals and 101st in the general ranking of 500 top brands. Other Agora Group brands ranked: Radio TOK FM (272th total place, 6th among radio brands) and Agora Publishing (292nd in general ranking, 7th among book publishers)

*Top Marka* is a joint project of *Press* magazine (original idea) and the author of ranking methodology - Press-Service Monitoring Mediów. It has been conducted annually since 2007 and was initially based on the analysis of printed press. In 2013 sources were expanded by the internet materials and two years later by coverage in the social media.

Results of *Top Marka* 2019, delivered by Press-Service Monitoring Mediów, were presented in November-December issue of *Press* and included analysis of materials published in printed press, online and the social media, published between 1 July 2018 and 30 June 2019, 73 million hits in total.

## QUALITY MANAGEMENT SYSTEM IN

## AGORA PRINTING PLANTS

On 24 July 2018 Print Segment of Agora S.A. and Agora Poligrafia Sp. z.o.o. introduced Quality Management System based on ISO 9001:2015 standard. The new system replaced its earlier version based on ISO 9001:2008 standard. The main goal of the new management system introduced on 24 July 2018 continue quality improvement through meeting the requirements and expectations of clients, while maintaining profitability increase and financial security of Agora.

In June 2019 Management Board of Agora announced the decision to terminate the operations of Tychy and Piła printing plants. Main goals were re-defined and currently consist of transferring commissioned printing jobs to the Warsaw printing plant, disassembly and relocation of part of the equipment of the closed printing plants. The move also involves in-house training of staff to operate the machinery and instruments transferred to Warsaw and communications addressed to clients. These operations allowed for maintaining continuity in the production of newspapers and magazines after closing down two of Agora's three printing plants.