

GAZETA.PL GROUP AND TECHNOLOGICAL BRANDS

Internet Segment of Agora Group consists of Gazeta.pl and internet brands: Yieldbird, HRlink (former Online Technologies HR), Hash.fm, Goldenline, Domiporta and ROI Hunter.

GAZETA.PL IS ONE OF POLAND'S MOST POPULAR WEB PORTALS

| 40

diverse web sites


| 9

mobile apps

| over 100

diverse services

Gazeta.pl is one of Poland's largest web portals. With a wide array of content, including articles, original videos, available also via mobile applications, our web services are leaders in their thematic categories. Gazeta.pl Group comprises 40 diverse web sites, 9 mobile apps and over 100 diverse services.




16.3
million

visitors of websites of Gazeta.pl group in December
2019¹



526 million

visits of websites of Gazeta.pl group in December
2019¹



59%

each of Gazeta.pl websites among internet users in
December 2019¹



12,7 million

users of Gazeta.pl websites on mobile devices in
December 2019¹



42 minutes

average time per day spent on by a user on Gazeta.pl
website in December 2019¹

¹ Survey of Gemius/PBI, December 2019. Gemius PBI data covers real users, visits and visit duration, users aged 7+, connecting via servers located in Poland, to domains registered as owned by Agora SA in Gemius SA Register of Service Providers and Provider Groups. Data on websites of Gazeta.pl Group audited by Gemius SA. Mobile platform data cover www, and mobile app traffic (Gazeta.pl LIVE, Sport.PL LIVE, Moje Dziecko, Moja Cięża, Tuba.fm, Gazeta Wyborcza app, Clou).

The websites of Gazeta.pl group are ranked among the top thematic market players. In accordance with the data from Gemius PBI for December 2019, Gazeta.pl ranked second in: Gossip, celebrity life (Plotek.pl), Local and regional news (local sites of Wyborcza.pl and Metrowarszawa.pl) and Family and children (eDziecko.pl).

The websites of Gazeta.pl also rank high in: News and commentary – general (third place of Wyborcza.pl and Wiadomosci. Gazeta.pl), Sport – (also third, e.g. Sport.pl), Websites for women (fourth place: Kobieta. Gazeta.pl and Wysokieobcasy.pl), Fashion and beauty (fourth place: Avanti24.pl), Motoring (sixth place: Moto.pl) and Diets, slimming, fitness (sixth place: Myfitness. Gazeta.pl).

AGORA Report 2019

For advertisers Gazeta.pl has a number of comprehensive and non-standard advertising solutions that provide an effective way to reach internet users. The advertising services offered by Gazeta.pl include high quality content marketing solutions and new content-2-commerce tools. Publishers who wish to optimize their use of advertising spaces in the programmatic advertising model are assisted by the team of Yieldbird.

AGORA Report 2019



BUSINESS AND INFORMATION

- **Wiadomości.Gazeta.pl**
news and information from Poland and abroad
- **Next.Gazeta.pl**
new-style service dedicated to business and technologies
- **Metrowarszawa.Gazeta.pl**
news from Warsaw and its metropolitan area
- **Weekend.Gazeta.pl**
new-style, visually attractive service, presenting interesting, long texts accompanied by high quality large photos and video cycles



ENTERTAINMENT

- **Plotek.pl**
news from the world of stars and celebrities
- **Buzz.Gazeta.pl**
service for people interested in everything new and buzzworthy on the internet



HOME & LIVING

- **Czterykty.pl**
a compendium of expert advice in building and renovation



SPORTS AND CARS

- **Sport.pl**
one of Poland's most popular sports news services
- **PolskaBiega.pl**
Poland's largest and most popular service for runners
- **Moto.pl**
service presenting automotive news, tests and reviews of cars, and advice



TOURISM AND HOBBY

- **Myfitness.pl**
lifestyle trends and exercise programmes for fans of fitness
- **Podroze.Gazeta.pl**
practical tips for planning travels in Poland and abroad



FOOD AND COOKING

- **Haps.pl**
culinary site of Gazeta.pl with videos, and cooking inspirations created with bloggers and chefs
- **Ugotuj.to**
recipes for everybody



FASHION AND BEAUTY

- **Avanti24.pl**
newest fashion trends
- **Kobieta.Gazeta.pl**
service for women curious of the world



PARENTING

- **eDziecko.pl**
service with parenting advice
- **Junior.Gazeta.pl**
service for the parents of older children



VIDEO

- **Gazeta.pl NOW, Poranna rozmowa Gazeta.pl, Studio Biznes, Sekcja piłkarska, Haps, Zwykli niezwykli**
popular video formats

Mobile apps of Gazeta.pl: Gazeta.pl Live, Sport.pl LIVE and Football LIVE, as well as Moja Cięża - eDziecko.pl and Moje Dziecko - eDziecko.pl.


In 2019 Gazeta.pl introduced new solutions for clients: with the security of users and publishers in mind, in June the team of Gazeta.pl launched ABT Shield on all sites.

Developed by Edge NPD, ABT Shield is a cutting-edge AI -based solution, limiting the risks and a negative impact of bots and trolls on readers' experience and advertisers' campaigns efficiency.

TECHNOLOGICAL BRANDS OF AGORA - MARKET LEADERS

New technology companies of Agora Group:

- **Yieldbird** - specializes in optimizing the sales of programmatic advertising. The company continues to expand its scope of operations and develop innovative services, currently finalizing the tests of a new SaaS product to be launched in January 2019. In 2019 Yieldbird continued expanding their global presence, through signing clients in the US, Denmark, Ireland and Serbia, as well as by partnering up with Brazilian and Swedish companies. Yieldbird also joined IAB Europe - a leading organization of European digital advertising industry. Member of Agora Group specializing in optimisation of advertising specializing in optimizing publishers' advertising assets is the second Polish member of the organization.



141,9 mln
zł

przychody spółki Yieldbird



7,9 mln zł

EBIT spółki Yeldbird

| 8,8 mln zł

EBITDA spółki Yeldbird



YELDBIRD

- **HRlink** - is a developer of an online application Applicant Tracking System (ATS) to be offered to employers and recruitment agencies in the SaaS model. HRlink.pl is a tool for effective recruitment, automatic multiposting of recruitment ads and easy management of candidates base.

In September 2019 Agora acquired a majority stake in HRlink Sp. z o.o., thus strengthening our position in recruitment services and B2B industry. Agora has held shares in HRlink sp. z o.o. since 2012.



- **ROI Hunter** - is a supplier of marketing platform for e-commerce companies for promotion and sale of their products via Google and Facebook, with advanced campaign creation and data analyses tools. In June 2019, following an investment agreement, Agora purchased another batch of shares in ROI Hunter and currently holds 23.9 percent stake in the company. ROI Hunter has been expanding their

AGORA Report 2019

services for marketers. The first office responsible for Europe sales was opened in London in 2019. Additionally, the company started a collaboration with one of the largest e-commerce platforms in the United States, and introduced a new instrument - Creative Factory enables users to easily create video ads for publishing on facebook and Instagram.



- **GoldenLine** - is an operator of one of Poland's largest recruitment services. Currently the platform has over three million users and more than 80 thousand employer profiles.



- **Domiporta** - company integrating all segments of the housing market on one digital platform. It connects buyers and owners of real estate, developers, tenants, agency services, banks financing the purchase of a flat and entities providing design and finishing services. In 2019 the company reached a two-digit growth in the number of users, successfully introduced mechanisms to ensure high quality of traffic on the website and launched initiatives towards the integration of the industry community.



AWARDS OF THE BRANDS OF AGORA

Yieldbird was listed among the most dynamically growing technological companies in EMEA for the second time. Member of Agora Group, the brand climbed to the 159th place in the prestigious Deloitte Technology Fast 500 EMEA. Yieldbird has consistently expanded their portfolio of services and range, reaching new groups of clients.

AGORA Report 2019

HRlink, a member of Agora Group, develops innovative digital solutions for online recruitment. It returned to the list of 50 fastest-growing technological businesses in Central Europe according to Deloitte. HRlink is the only operator that offers ATS that offers ATS service the only company among finalists. HRlink continues to develop their products for optimization and automatization of recruitment processes. For over seven years the company has perfected a state-of-the-art online application Applicant Tracking System (ATS) to be offered to employers and recruitment agencies in the SaaS model.