

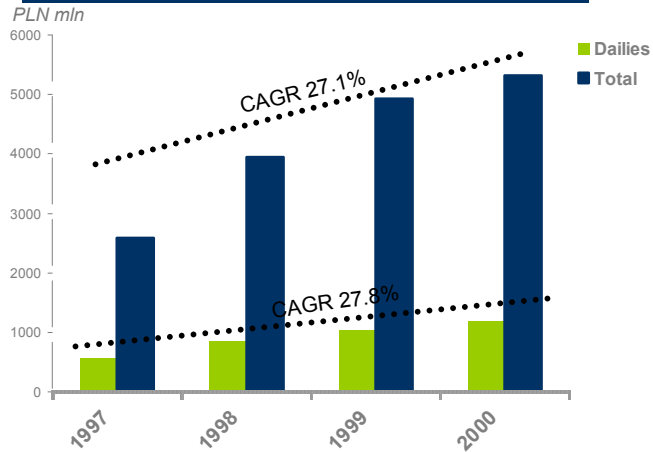
AGORA_{SA}

Investor Presentation

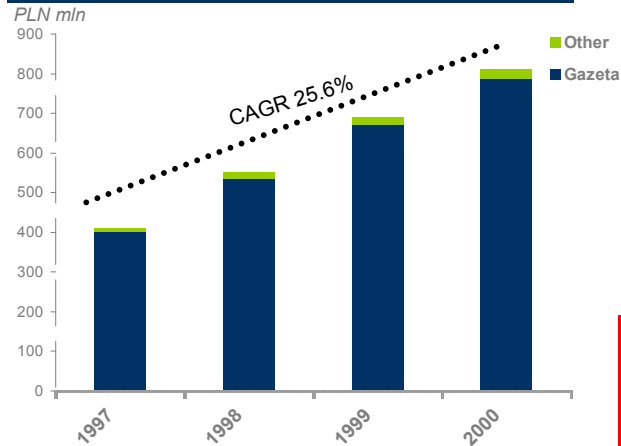
September 2003

2000 status: market & company

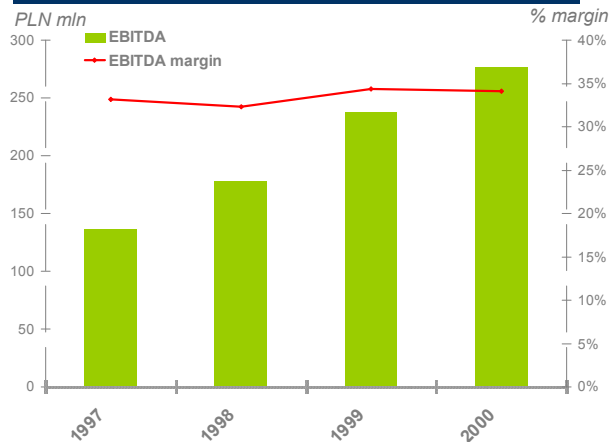
Advertising market growth



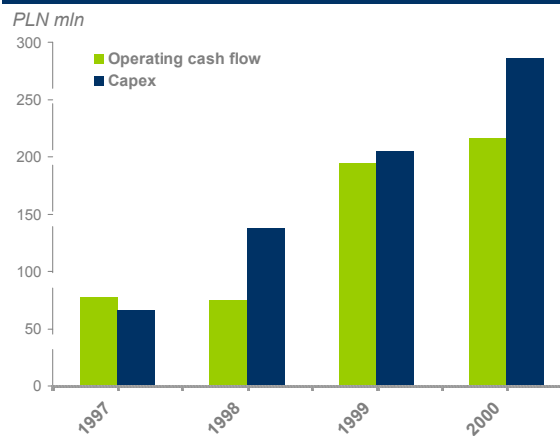
Agora's revenue growth



Profitability



Operating cash flow

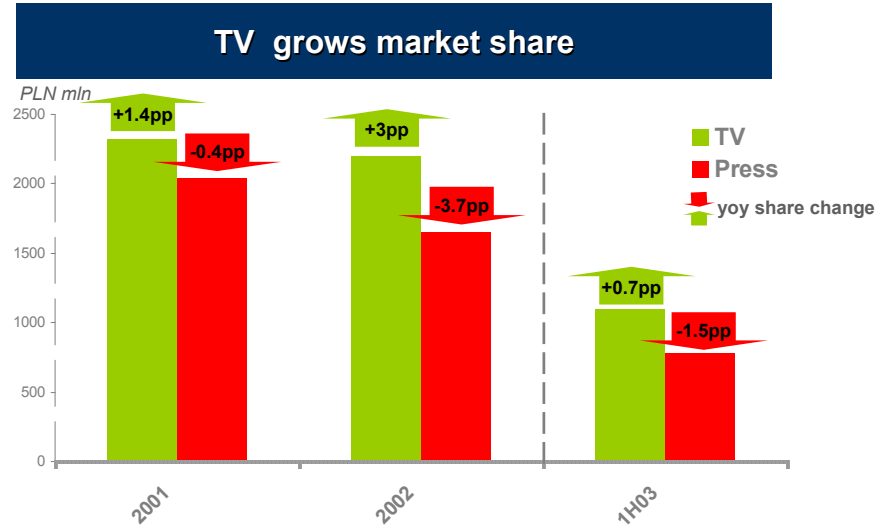
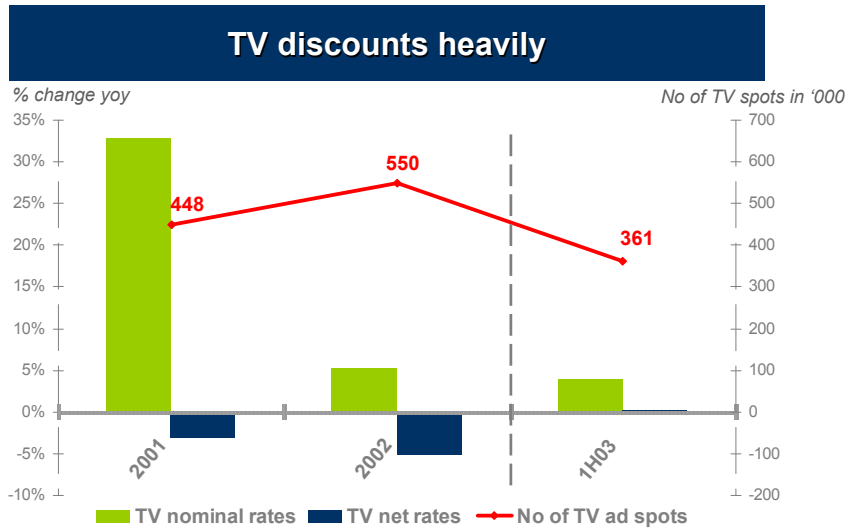
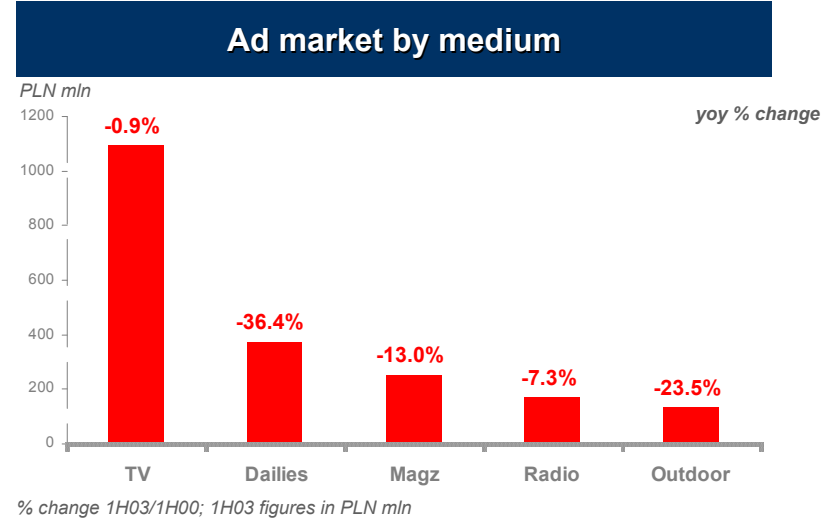
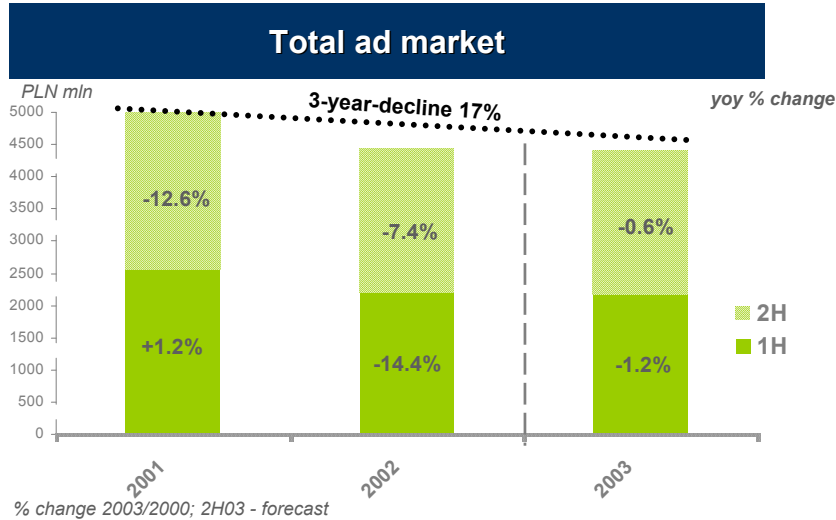


Accelerated capex plan

Further growth in media

Advertising market data are based on Agora's estimates adjusted for average discount rate and are stated in current prices. The estimates refer to advertising expenditures in four media (TV, print, radio and outdoor), which in case of print do not include classifieds, inserts and obituaries. The estimates are based on rate card data of AGB Polska, CR Media monitoring, Agora Monitoring, AMS according to Media Watch monitoring.

Advertising market in 3 year recession



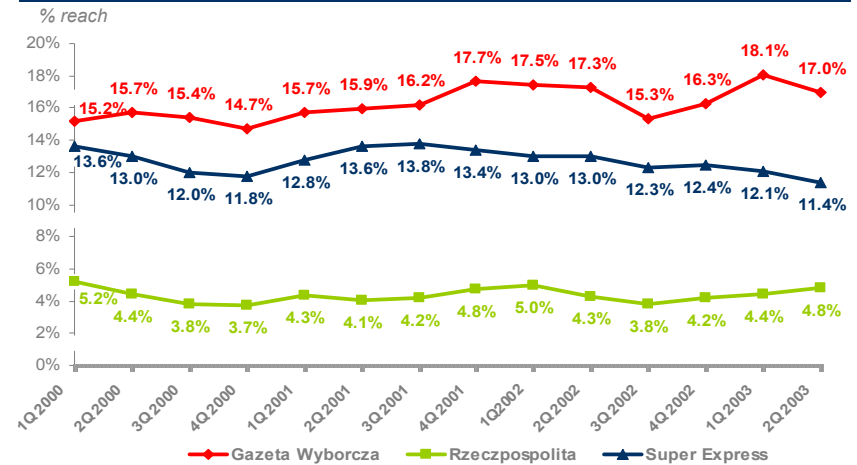
Source: Agora's estimates adjusted for average discount rate (data in current prices). The estimates refer to advertising expenditures in four media (TV, print, radio and outdoor), which in case of print do not include classifieds, inserts and obituaries. The estimates are based on rate card data of AGB Polska, CR Media monitoring, Agora Monitoring and AMS according to Media Watch monitoring. TV nominal rates: rate card data (current prices); TV net rates: rate card data (current prices) corrected for average discount

Gazeta maintains circulation & advertising share

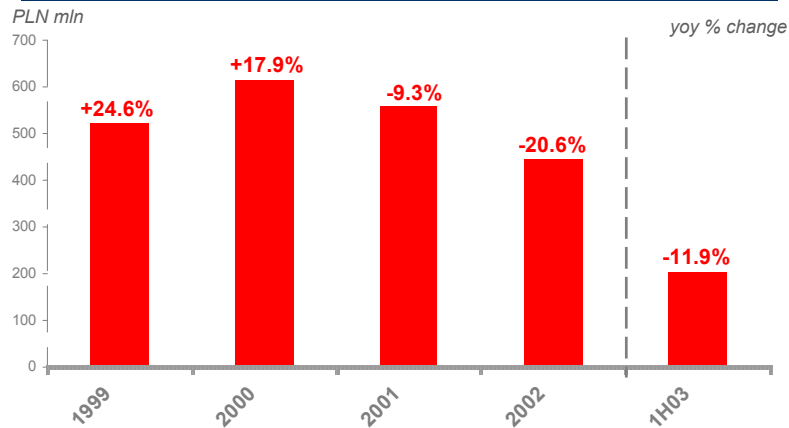
Copy sales



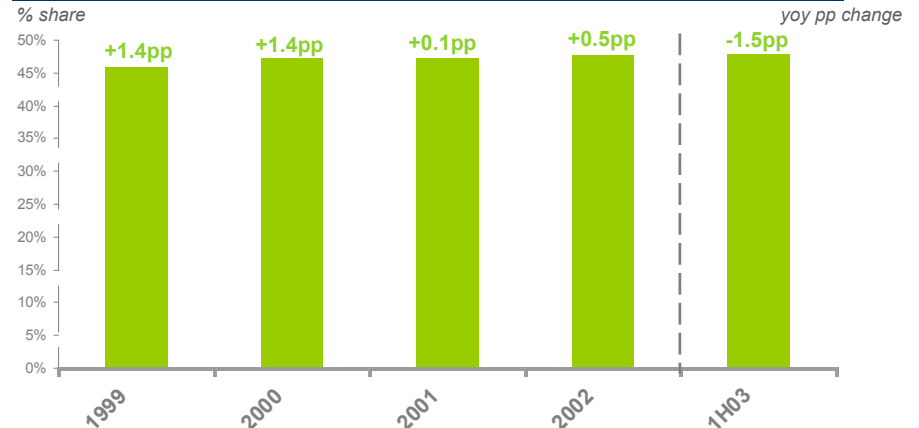
Readership



Advertising revenue



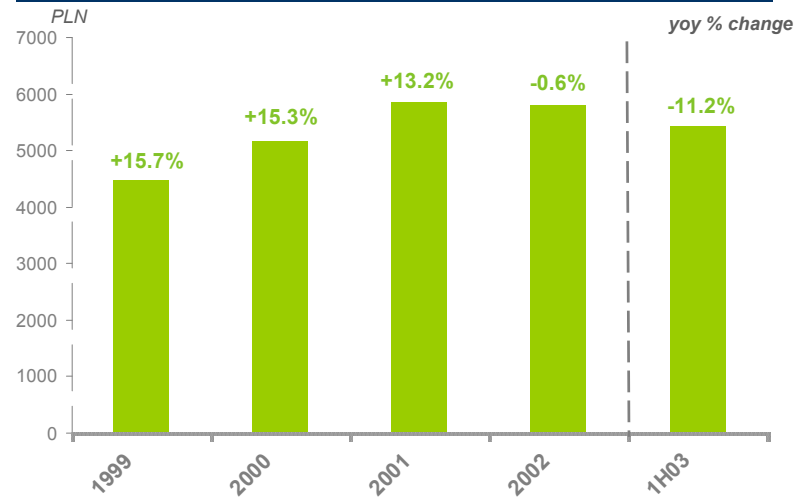
Share in dailies ad revenue



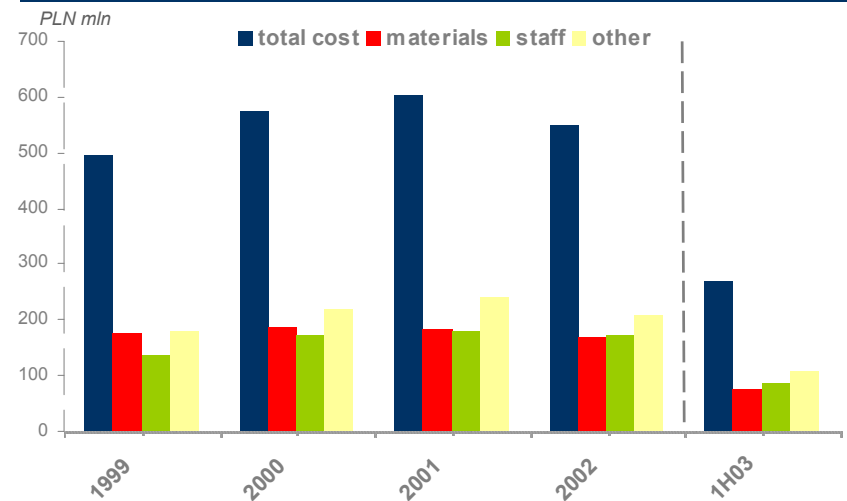
Source: circulation: National Circulation Audit Office (ZKDP), 1H03 data does not include Zycie which ceased publication in 2002; readership: Polish Readership Research (PBC) Daily, weekly readership, population 15+; advertising market data according to Agora's estimates adjusted for average discount rate and stated in current prices. The estimates are based on rate card data of Agora Monitoring and they do not include classifieds, inserts and obituaries.

Gazeta maintains rates & margins

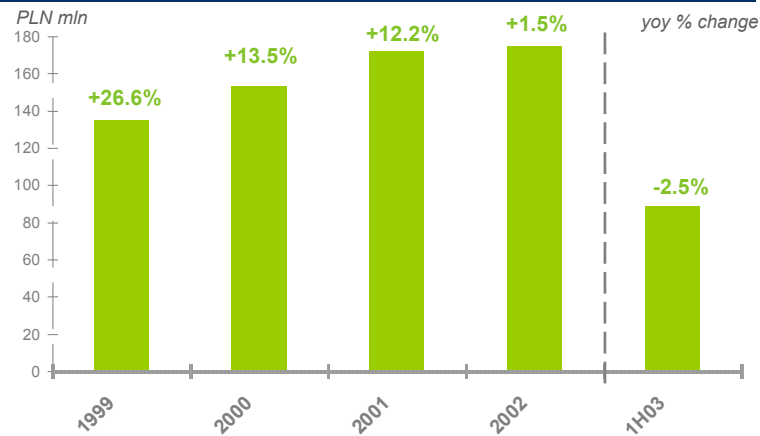
Revenue per ad page



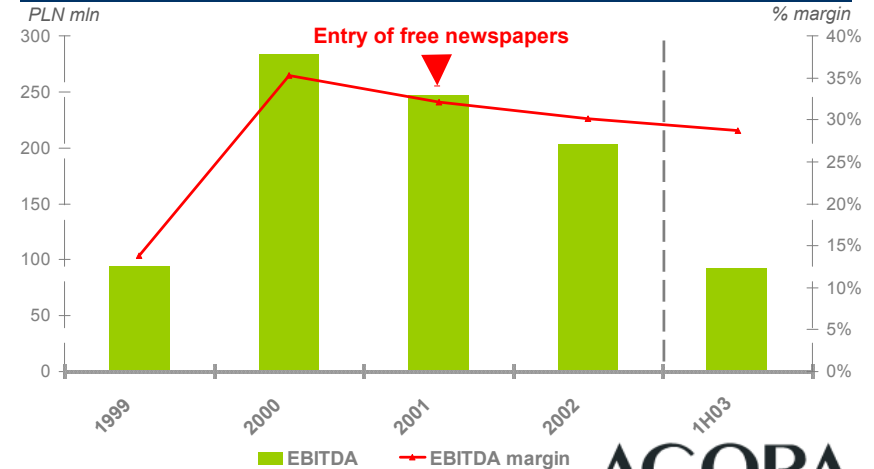
Operating cost



Revenue from copy sales

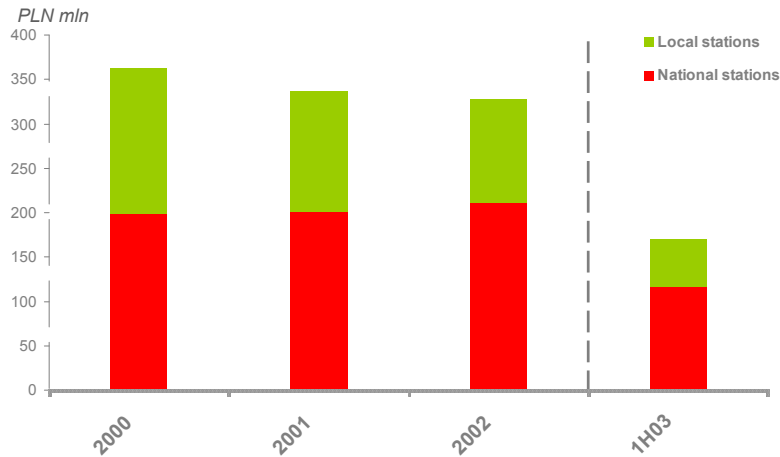


Profitability

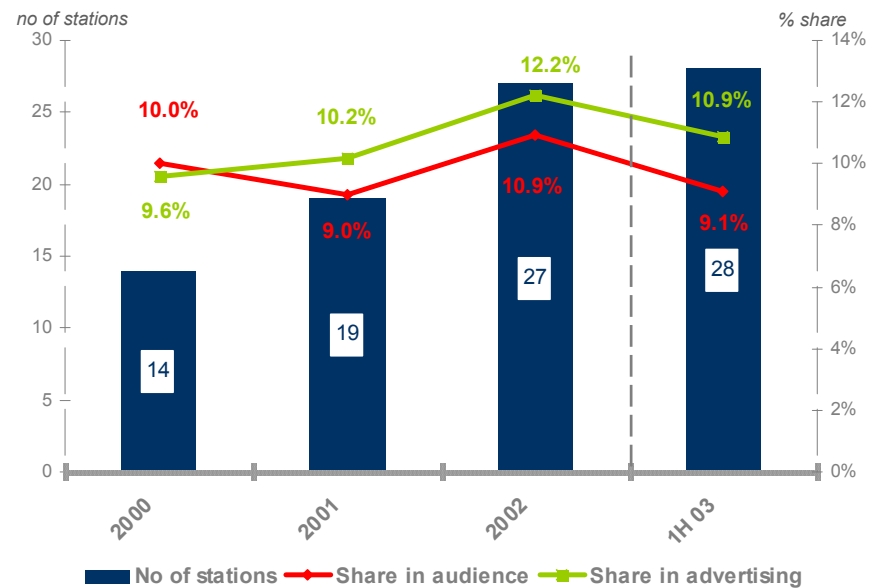


Radio adds new stations & builds audience share

Radio ad market



Agora's group market performance



Revenue & EBITDA performance



Impact on Agora's consolidated financials

in PLN mln	2002	1H 2003
Revenue	30.3	13.6
EBIT	-2.5	-3.4
EBITDA	0.8	-1.8
Net earnings	-9.7	-7.7

Source: advertising market data based on Agora's estimates adjusted for average discount rate and stated in current prices. The estimates are based on rate card data of CR Media monitoring. Audience: SMG/KRC, Radio Track, target audience: aged 25-45 (cities over 100 thousand).

Magazine acquisition enhances revenues

Magazines

- ▶ Acquired in mid-April 2002
- ▶ Investment of PLN 73.8 million*
- ▶ 4.4% share in the magazine ad market, 21% readership reach in 2002

*Excludes portfolio enhancement of PLN 4.2 million and payment of liabilities of PLN 12.6 million

Magazines financials

<i>in PLN mln</i>	2-4Q 2002	1H 2003
Revenue	46.1	37.8
- advertising	19.6	15.9
- copy sales	26.1	21.9
Operating profit before marketing cost	3.4	5.4
Marketing cost	4.8	15.0
EBIT	-1.2	-9.6
EBITDA	3.0	-6.2

Impact on Agora's consolidated financials

<i>in PLN mln</i>	2002	1H 2003
Revenue	46.1	37.8
EBIT	-1.4	-9.6
EBITDA	3.0	-6.2
Net earnings	-1.2	-7.0

Source: advertising market data according to Agora's estimates adjusted for average discount rate and stated in current prices. The estimates are based on rate card data of Agora-Monitoring, readership: Polish Readership Research (PBC General)

We acquire & restructure AMS

AMS

- ▶ Acquired in September 2002
- ▶ Investment of PLN 168.4 million*
- ▶ 25% share in the outdoor ad market in 2002

*Excludes further financing of the company

<i>in PLN mln</i>	2002**	1H 2003	% change
Revenue	102.8	55.7	8.6%
Ex Agora's group	-	46.4	-9.4%
Operating cost	139.9	53.7	-31.1%
Staff cost	19.7	7.4	-18.7%
Rental fees	50.0	22.0	-9.7%
EBITDA	-17.2	10.7	-

**according to AMS public data

Impact on Agora's consolidated financials		
<i>in PLN mln</i>	2002	1H 2003
Revenue	27.4	46.4
EBIT	-5.2	-1.8
EBITDA	2.3	10.7
Net earnings	-5.4	-3.4

Source: advertising market data based on AMS's estimates adjusted for average discount rate and stated in current prices. The estimates are based on rate card data of Media Watch monitoring outdoor market: 12 largest agglomerations in Poland

We encounter regulatory & political upheavals

Media bill

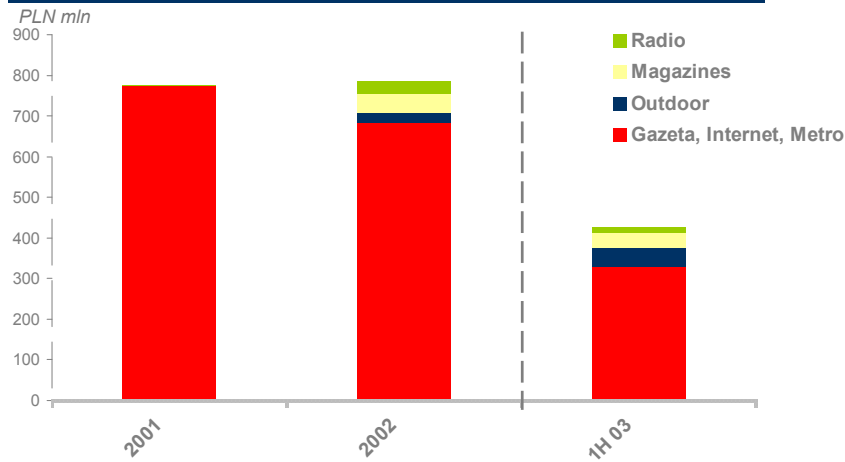
- ▶ TV investment on hold
- ▶ Private media win the first round, uncertainty continues
- ▶ Broadcast Council hostile to Agora, negative impact on radio

Rywingate

- ▶ After publicizing the extortion attempt, Agora under political attack
- ▶ The battle engages management time & attention
- ▶ Positive balance for Poland, improved for Agora

Key financials

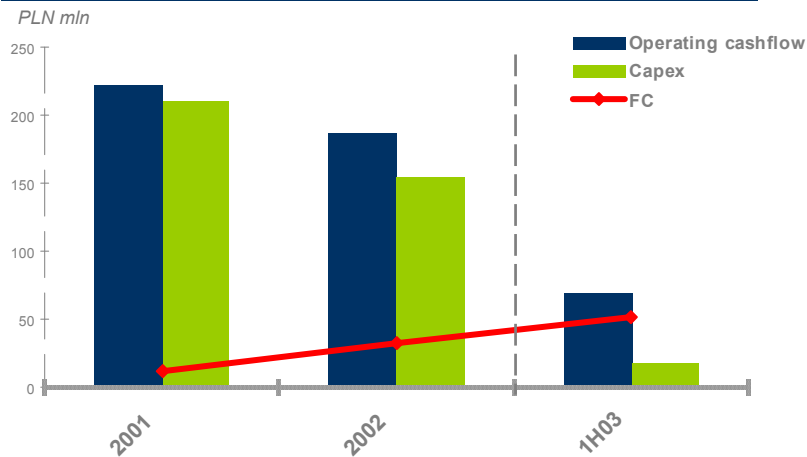
Revenue structure



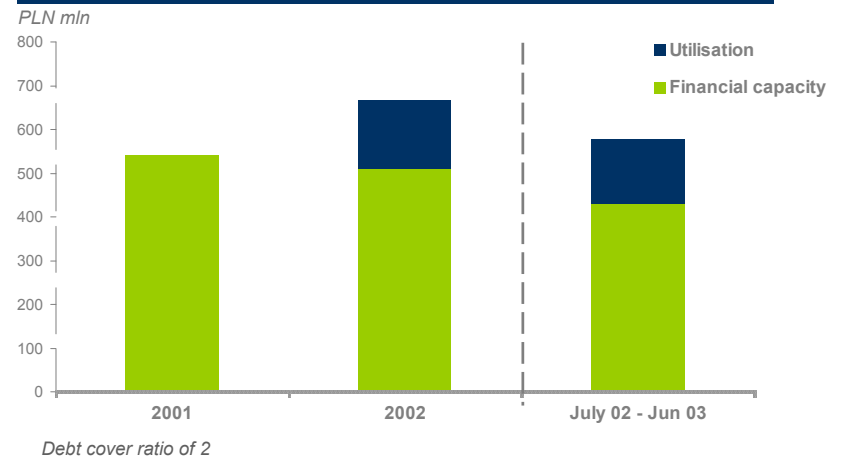
EBITDA contribution

PLN mln	2001	2002	1H 2003
Gazeta, Internet, Metro	229.8	182	89.2
Outdoor	N/A	2.3	10.7
Magazines	N/A	3.0	-6.2
Radio	-1.4	0.8	-1.8

Free cashflow

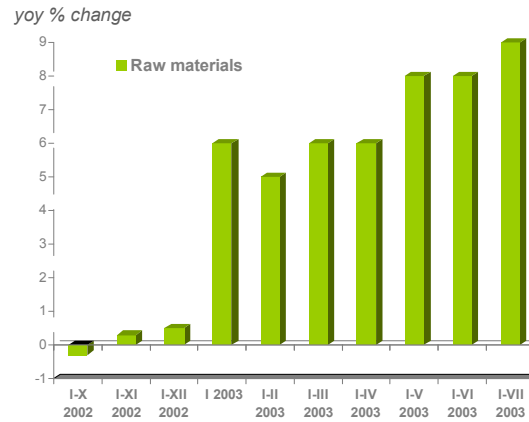
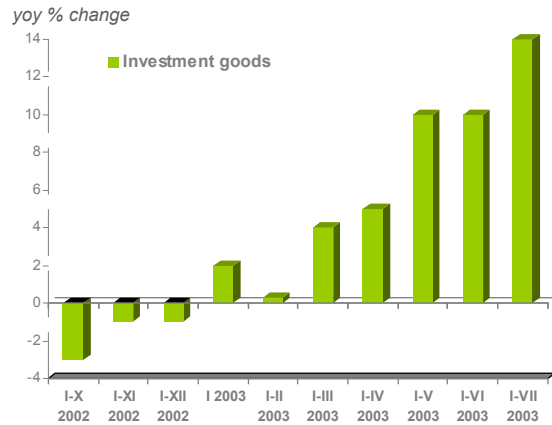


Financial capacity

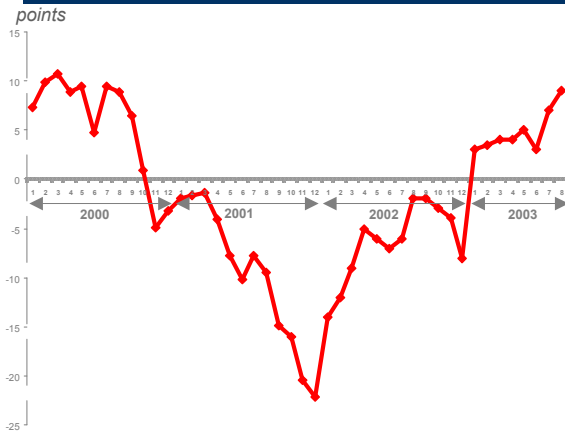


The economy begins to recover

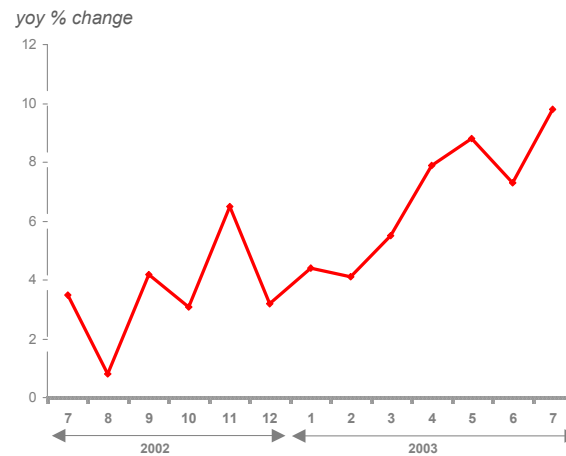
Industrial processing



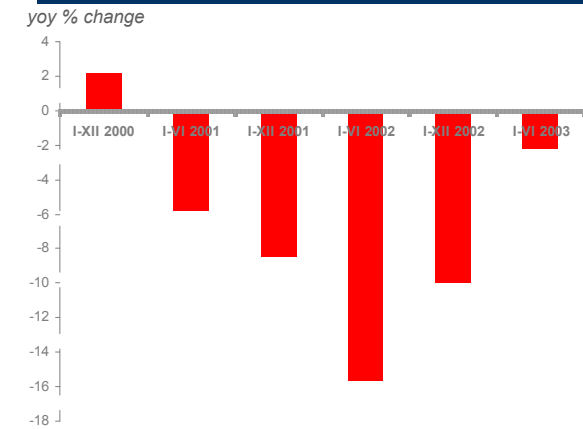
Industrial climate



Industrial output (ex seasonality)



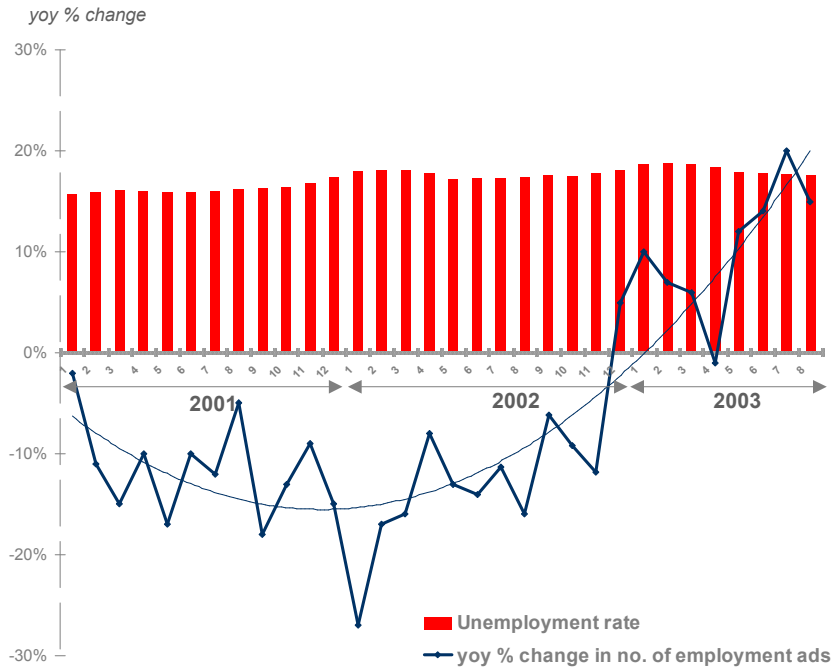
Company investments



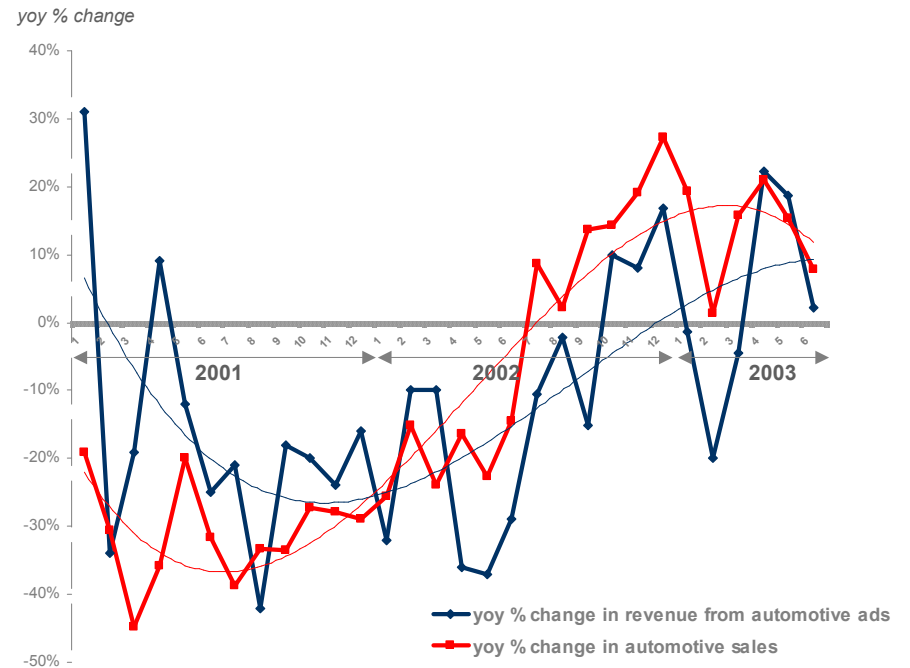
Source: Main Statistical Office; company investments: firms over 50 employees.

Advertising market might turn positive soon (4Q)

Employment ads vs. unemployment rate



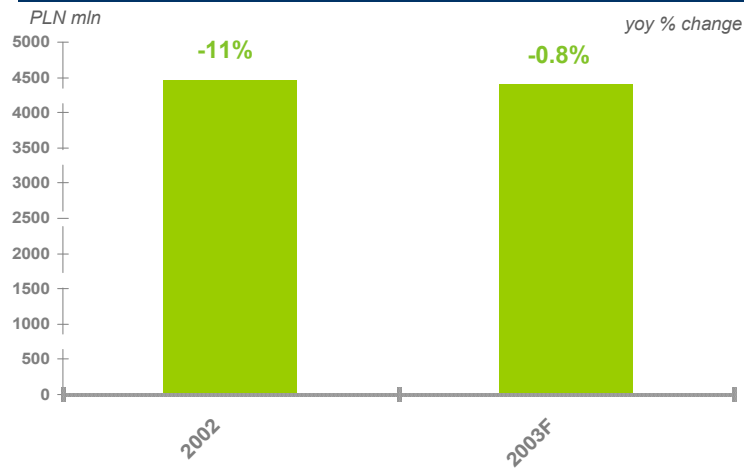
Automotive ads vs. sales of new passenger cars



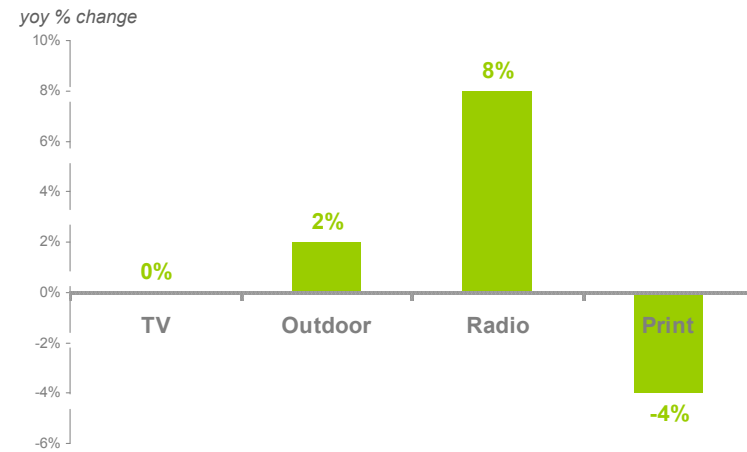
Source: ad market: Agora, estimated figures corrected for average discount rate; unemployment: Main Statistical Office; new car sales: Samar, Poland's automotive monitoring firm

Dailies will still be negative yoy

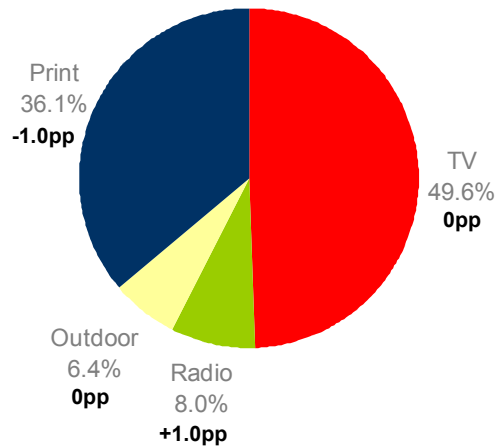
Ad market in 2003



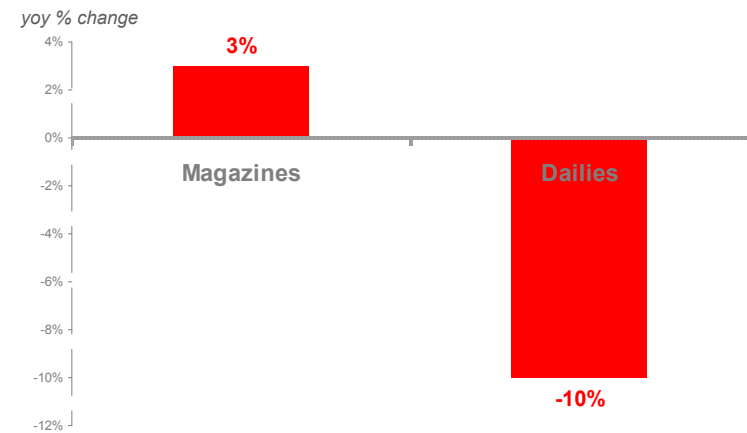
Ad market performance by medium in 2003



Ad market structure in 2003



Print segment performance in 2003



Source: advertising market data based on Agora's estimates adjusted for average discount rate, stated in current prices. The estimates refer to advertising expenditures in four media (TV, print, radio and outdoor), which in case of print do not include classifieds, inserts and obituaries. The estimates are based on rate card data of AGB Polska, CR Media monitoring, Agora Monitoring and AMS according to Media Watch monitoring.

Gazeta faces a significant competitive threat

Current players

Gazeta Wyborcza



- ▶ Quality daily
- ▶ Paid circulation of 422 thousand
- ▶ Ad market share 47.9%
- ▶ Copy price 2.30 PLN
- ▶ Target readers:
 - education: secondary & higher
 - income: average & above average

Rzeczpospolita



- ▶ Quality daily
- ▶ Paid circulation of 188 thousand
- ▶ Ad market share 7.3%
- ▶ Copy price 2.50 PLN
- ▶ Target readers:
 - education: secondary & higher
 - income: above average

Super Express



- ▶ Tabloid
- ▶ Paid circulation of 271 thousand
- ▶ Ad market share 4.7%
- ▶ Copy price 1.60 PLN
- ▶ Target readers:
 - education: vocational & secondary
 - income: average

New competitor

Axel Springer

- ▶ 20 magazines in Poland, including *Newsweek*
- ▶ Present in 15 European countries
- ▶ Publisher of *Bild* (4 m copies)

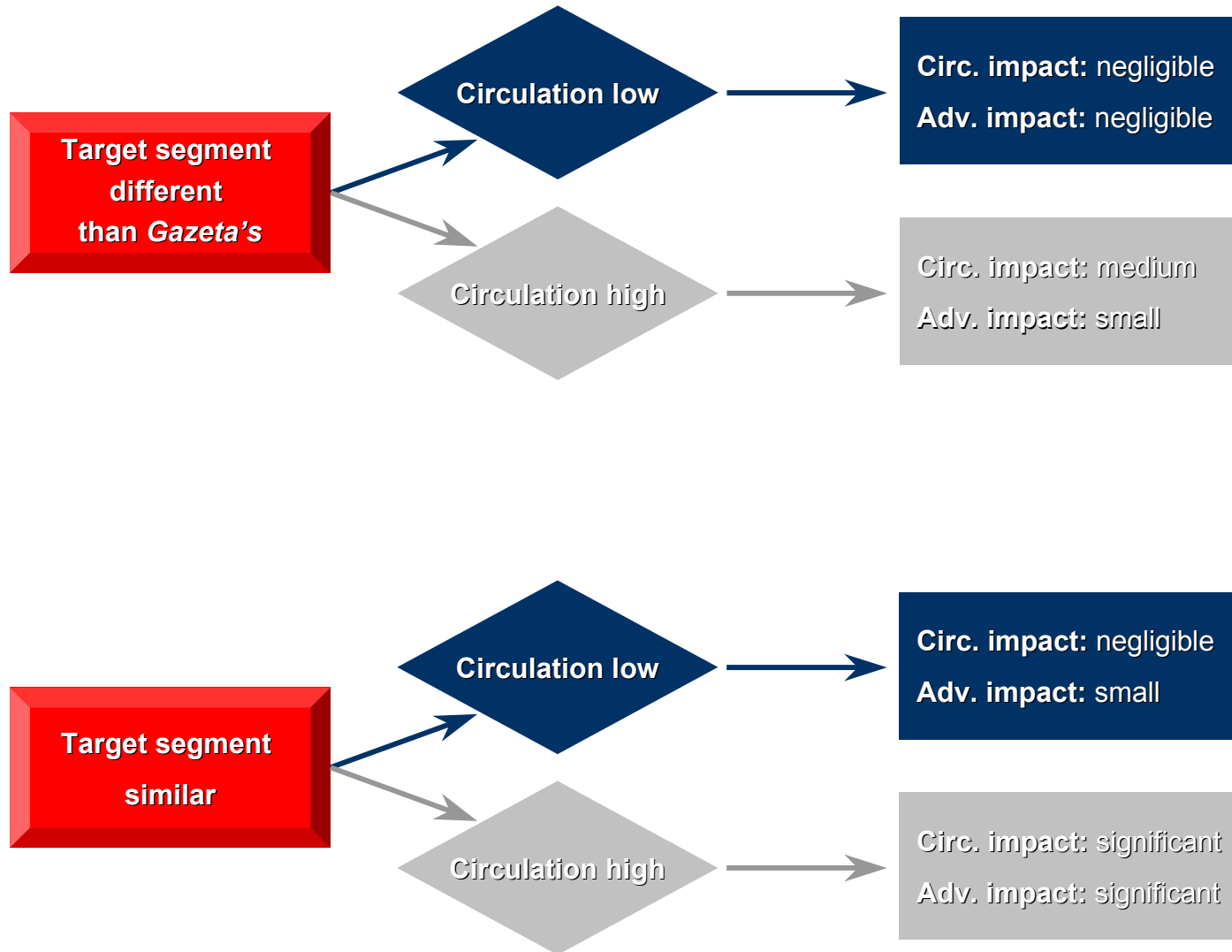
Start in
September?



- ▶ Target audience?
- ▶ Circulation?
- ▶ Copy price?
- ▶ Ad rates?

Long-term impact scenarios

Legend		
impact (%)	Circulation	Ad revenue
Negligible	0 - 2	1 - 4
Small	3 - 6	5 - 8
Medium	7 - 10	9 - 12
Significant	11 - 18	13 - 16



Key challenges

Challenges	Impact	Actions taken/planned	Outlook
Advertising market	<ul style="list-style-type: none"> Revenue decline 	<ul style="list-style-type: none"> Significant cost cuts Rate strategy 	<ul style="list-style-type: none"> Fairer weather ahead; timing & scale?
Regulatory/political pressures			
<ul style="list-style-type: none"> media law 	<ul style="list-style-type: none"> TV investment on hold Absorbs management 	<ul style="list-style-type: none"> Active involvement in the regulatory process 	TBC
<ul style="list-style-type: none"> KRRiTV 	<ul style="list-style-type: none"> Negative decision on radio licenses 	<ul style="list-style-type: none"> Radio portfolio under restructuring Legal steps? 	TBC
Competitive newspaper	<ul style="list-style-type: none"> Significant resources for war 	<ul style="list-style-type: none"> Competitive strategy to block entry 	<ul style="list-style-type: none"> Depends on duration and outcome of battle
Growth/expansion	<ul style="list-style-type: none"> Revenue enhanced Depressed EBITDA FCF decline 	<ul style="list-style-type: none"> Acquired business, restructured & promoted 	<ul style="list-style-type: none"> On track to profitability Lower financial capacity for significant acquisitions