

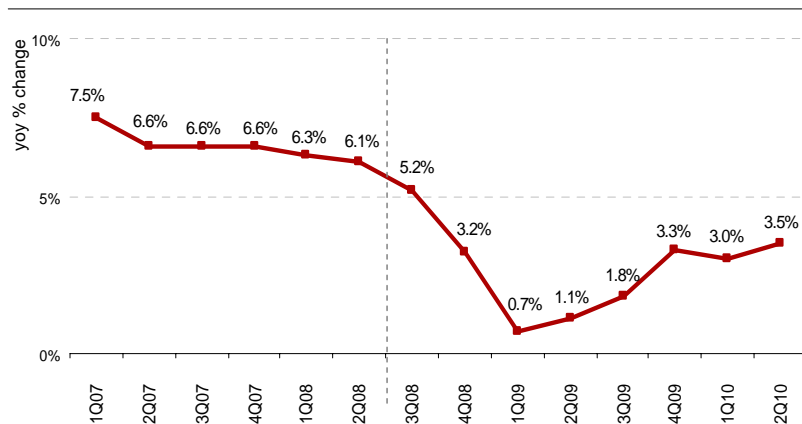


Investor presentation

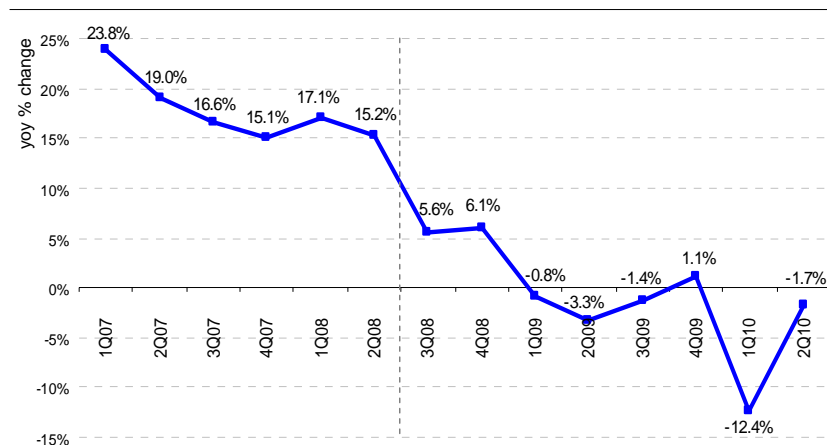
September 2010

First signs of stabilization

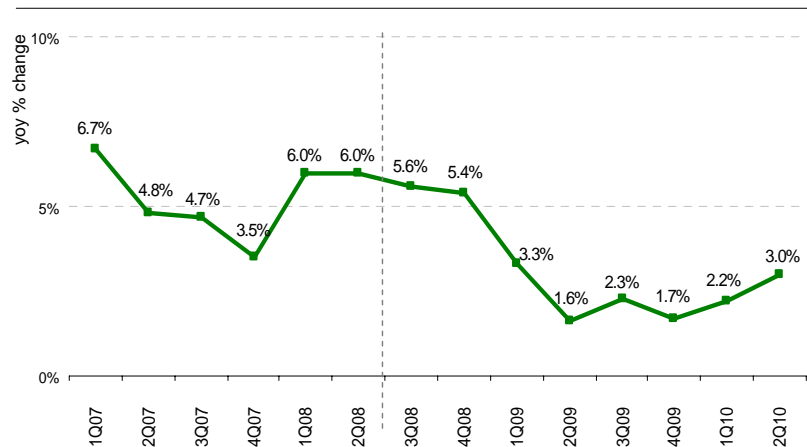
GDP



Investments



Consumption



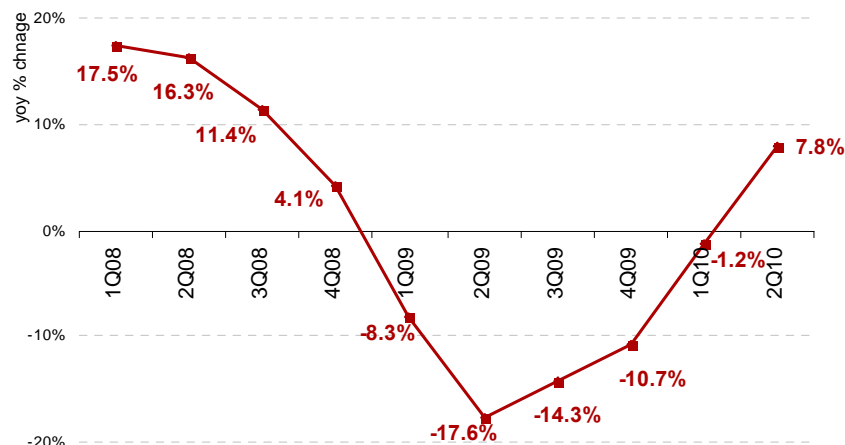
Change in no. of recruitment and real estate ads in dailies



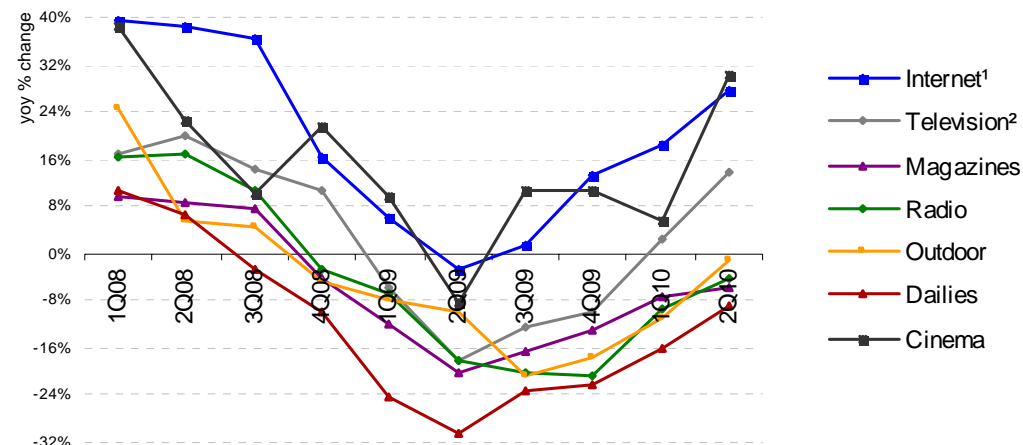
Source: macro: Central Statistical Office; change in number of recruitment and real estate ads in dailies: monitoring by Agora SA, display ads.

Advertising market performance

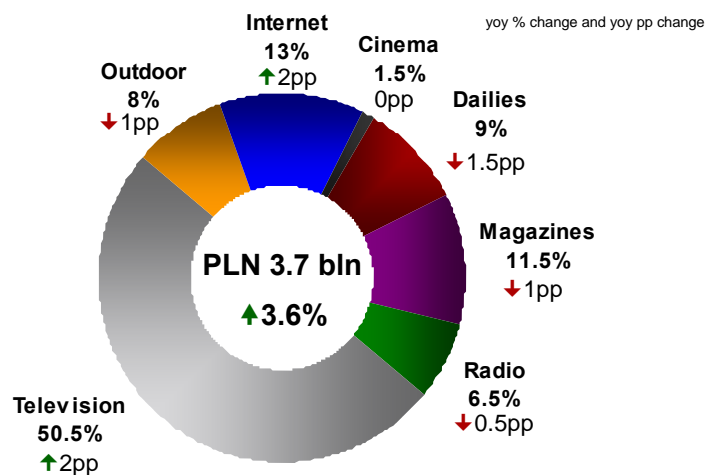
Advertising market performance



Performance of selected segments of advertising market



Advertising market structure in 1H 2010



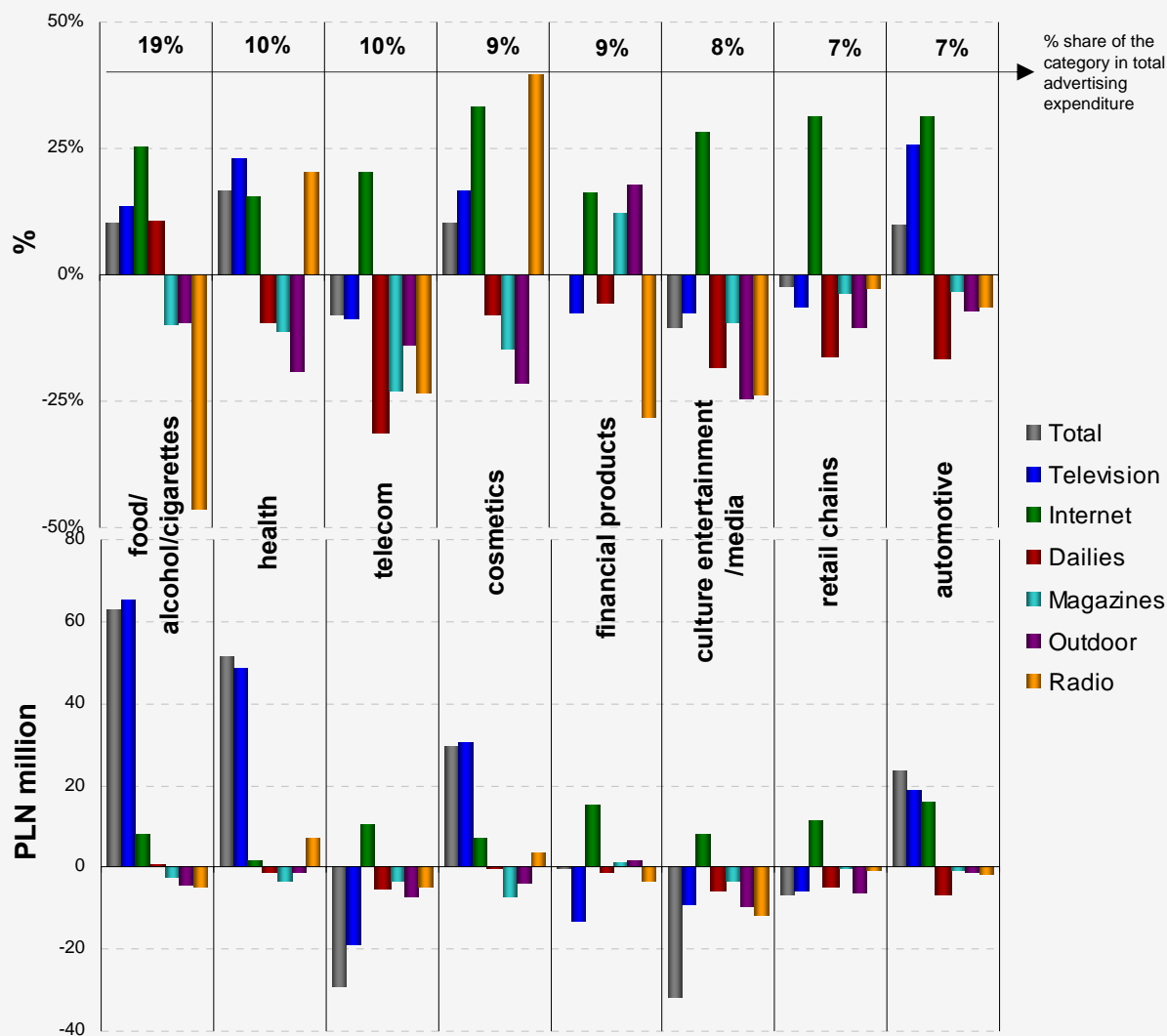
Source: ad spend estimates by: Agora (press based on Expert Monitor and Agora's monitoring, radio based on Expert Monitor), Starlink (TV, cinema, Internet – comprise revenues from e-mail marketing, display, search engine marketing and affiliate marketing), IGRZ (outdoor);

¹ Data since 2008, after the change of methodology by Starlink, include revenues from e-mail marketing, display, SEO/SEM and affiliate marketing. In the preceding periods the data includes: e-mail marketing, display, SEO/SEM and internet listings. The historical data for previous accounting periods was not recalculated in that respect therefore the % changes for years 2008 – 2007 are not fully comparable.

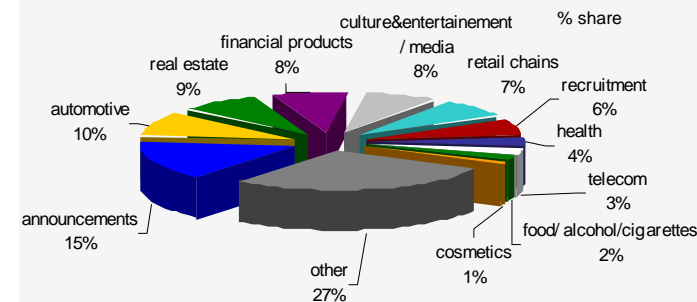
² Data, for 1-2Q09 and 1-2Q10, according to new methodology of TV ad market measurement (by media house Starlink), comprise standard TV advertising and sponsoring revenues. The estimates for previous reporting periods have not been adjusted adequately therefore they are not fully comparable.

Advertising categories

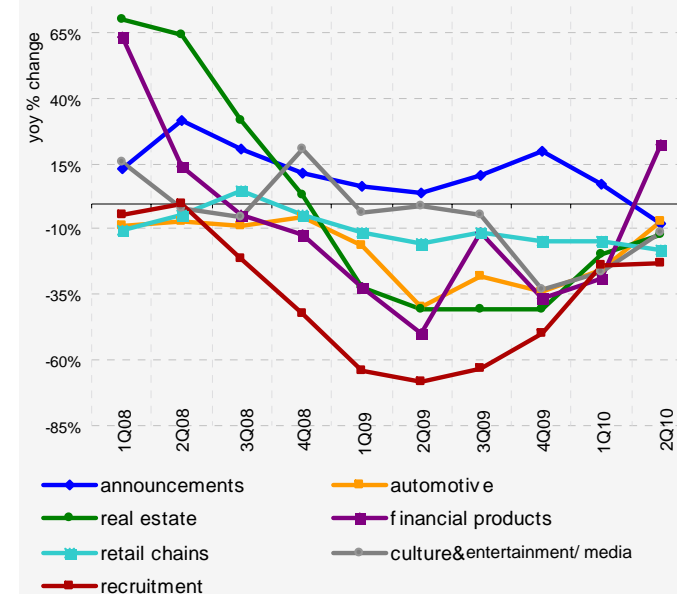
Changes in the largest advertising categories in 1H 2010



Advertising categories in dailies



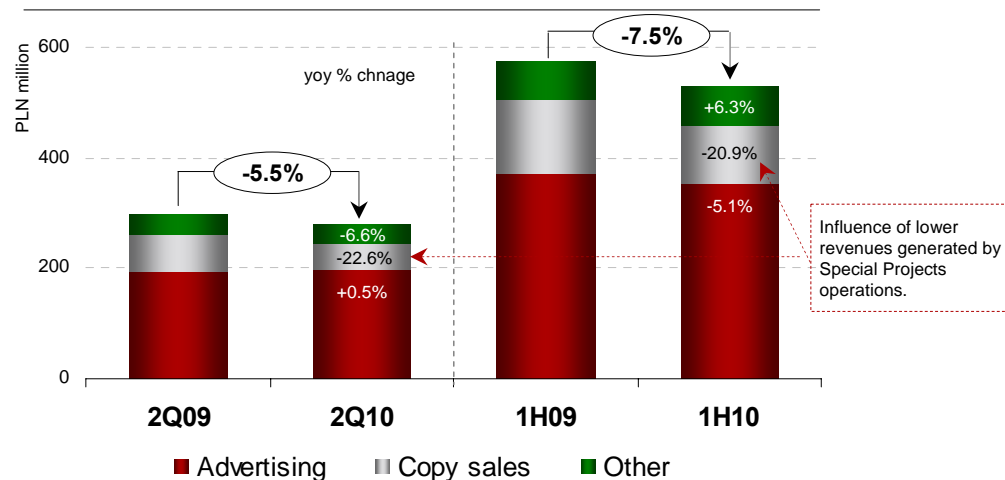
Changes in top ad categories in dailies



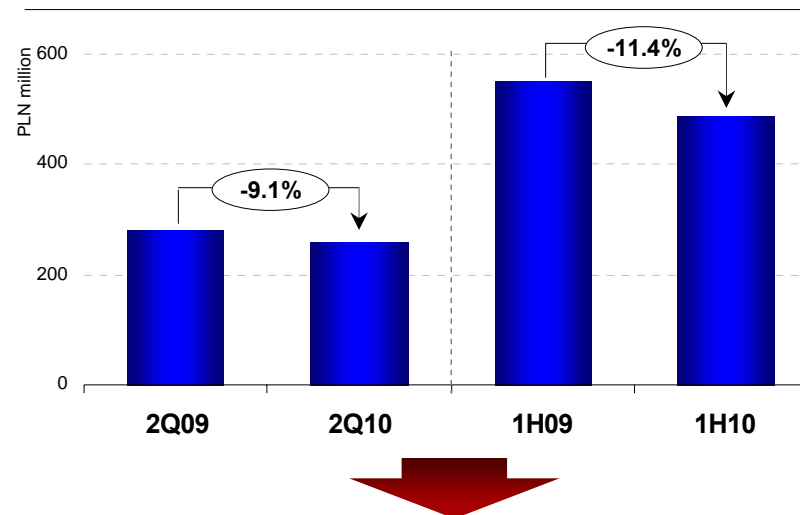
Source: ad spend estimates by: Agora (press based on Expert Monitor and Agora's monitoring, radio based on Expert Monitor, TV based on Starlink estimates), Starlink (Internet – comprise revenues from e-mail marketing, display, search engine marketing and affiliate marketing), IGRZ (outdoor).

Agora improves results

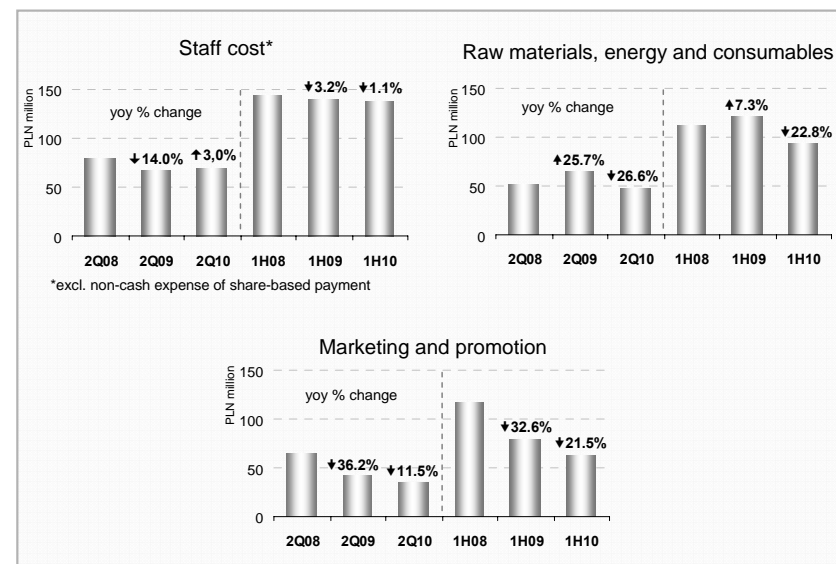
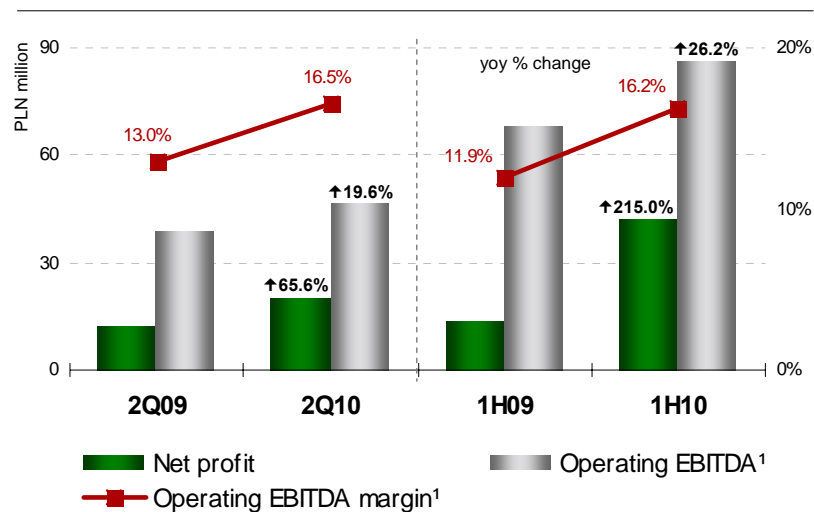
Revenues



Operating cost



EBITDA/ net profit



Source: consolidated financial statements according to IFRS, 2Q09, 2Q10;
¹ excluding non-cash cost of share-based payments;

Financial performance of the Group

<i>PLN million</i>	1Q 2010	yoy change	2Q 2010	yoy change	1H 2010	yoy change
Revenues, incl.:	248.1	(9.6%)	281.3	(5.5%)	529.4	(7.5%)
- advertising	159.3	(11.2%)	195.7	0.5%	355.0	(5.1%)
- copy sales	53.3	(19.2%)	51.6	(22.6%)	104.9	(20.9%)
- other	35.5	22.4%	34.0	(6.6%)	69.5	6.3%
Operating cost, incl.:	231.4	(13.9%)	257.2	(9.1%)	488.6	(11.4%)
- raw materials, energy and consumables	45.2	(18.4%)	47.8	(26.6%)	93.0	(22.8%)
- staff cost ¹	68.6	(4.9%)	69.7	3.0%	138.3	(1.1%)
- non-cash expense relating to share-based payments	3.1	(13.9%)	2.8	(20.0%)	5.9	(16.9%)
- marketing & promotion	25.9	(32.2%)	36.1	(11.5%)	62.0	(21.5%)
- D&A	19.8	(1.5%)	19.4	(5.4%)	39.2	(3.4%)
EBIT	16.7	193.0%	24.1	61.7%	40.8	98.1%
EBIT margin	6.7%	4.6 pp	8.6%	3.6 pp	7.7%	4.1 pp
Operating EBITDA¹	39.5	34.8%	46.3	19.6%	85.8	26.2%
Operating EBITDA margin ¹	15.9%	5.2 pp	16.5%	3.5 pp	16.2%	4.3 pp
Net profit	21.7	1 872.7%	20.2	65.6%	41.9	215.0%

Large increase in revenues in Internet segment and lower decrease dynamics of revenues in Newspapers segment contributed to the increase of the Group's advertising revenues.

- Influence of the decreased copy sales revenues of book series published by Special Projects;
- If influence of the Special Projects was excluded, the copy sales revenues would be lower by 3.4%.

Decrease in revenues due to lower prices of printing services.

Result of the positive EUR/PLN exchange rate, lower production volume and production cost of book series published within Special Projects.

Slight increase in staff cost results from higher achievement rates of budgetary objectives.

- Lower prices of media purchase;
- Limited scope and number of advertising campaigns i.a. due to national mourning.

Source: consolidated financial statements according to IFRS, 1Q10, 2Q10;
¹ excluding non-cash cost of share-based payments;

Segment performance: Newspapers

(*Gazeta, Metro, Special Projects, Printing Division*)

Financial performance¹

PLN million	2Q 2010	yoy change	1H 2010	yoy change	
Revenues, incl.:	170.5	(8.6%)	326.8	(9.8%)	
- advertising in <i>Gazeta</i>	85.6	(3.5%)	158.8	(9.2%)	Lower than market decrease in ad revenues.
- advertising in <i>Metro</i>	8.7	10.1%	16.0	(1.8%)	
- copy sales of <i>Gazeta</i>	36.2	(2.4%)	73.5	(2.5%)	Increase of the average copy price of <i>Gazeta</i> limits the decrease of copy sales revenues.
Operating cost, incl.:	127.7	(16.4%)	244.9	(17.5%)	
- raw materials, energy, consumables and printing services	49.4	(28.0%)	96.8	(24.3%)	Lower production volume, favorable EUR/PLN exchange rate and lower production cost of book series published within Special Projects.
- staff cost excl. non-cash cost of share-based payments	33.3	1.5%	65.0	(1.8%)	
- marketing & promotion	20.9	(19.9%)	37.4	(28.8%)	- Lower cost of media purchase; - Limited number of advertising campaigns i.a. due to national mourning.
EBIT ²	42.8	26.6%	81.9	24.7%	
EBIT margin ²	25.1%	7.0 pp	25.1%	7.0 pp	
Operating EBITDA³	50.8	20.1%	98.0	18.5%	
Operating EBITDA margin ³	29.8%	7.1 pp	30.0%	7.2 pp	

Source: financials: consolidated financial statements according to IFRS, 2Q10; ad spend in dailies: Agora's estimates, display advertising, 2Q10;

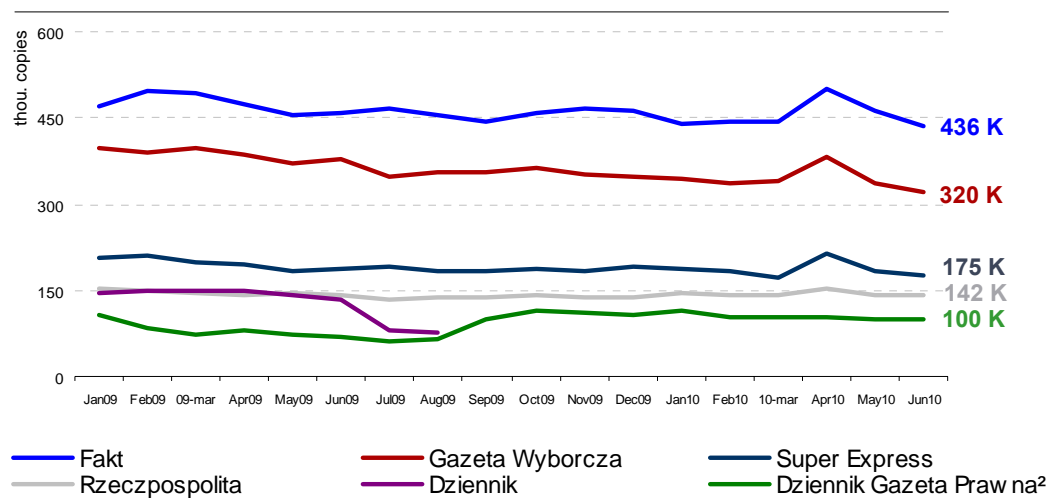
¹ incl. *Gazeta, Metro, Special Projects, Printing Division*;

² excluding allocations of general overhead cost of Agora SA;

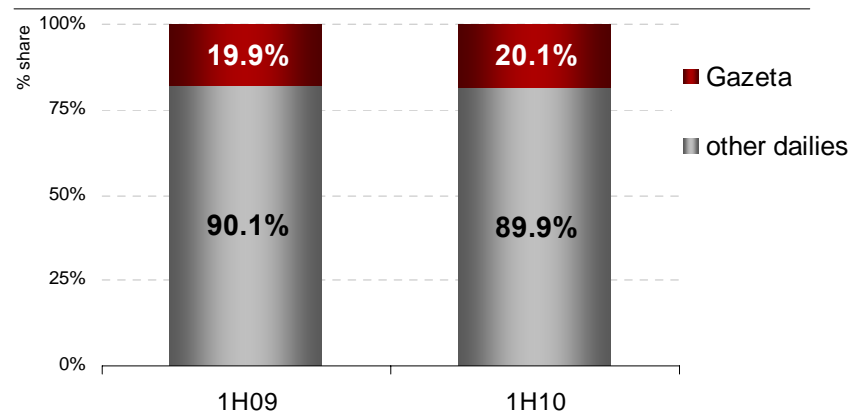
³ excluding non-cash cost of share-based payments and allocations of general overhead cost of Agora SA.

Segment performance: Gazeta Wyborcza

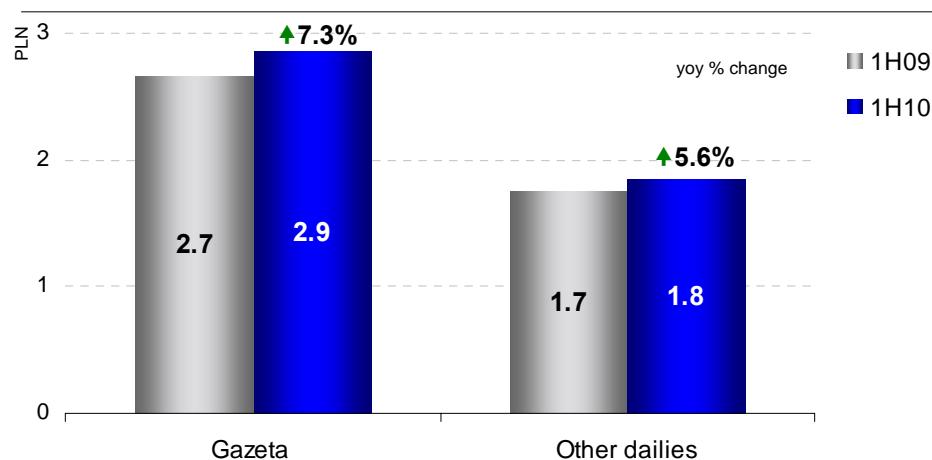
Copy sales of dailies¹



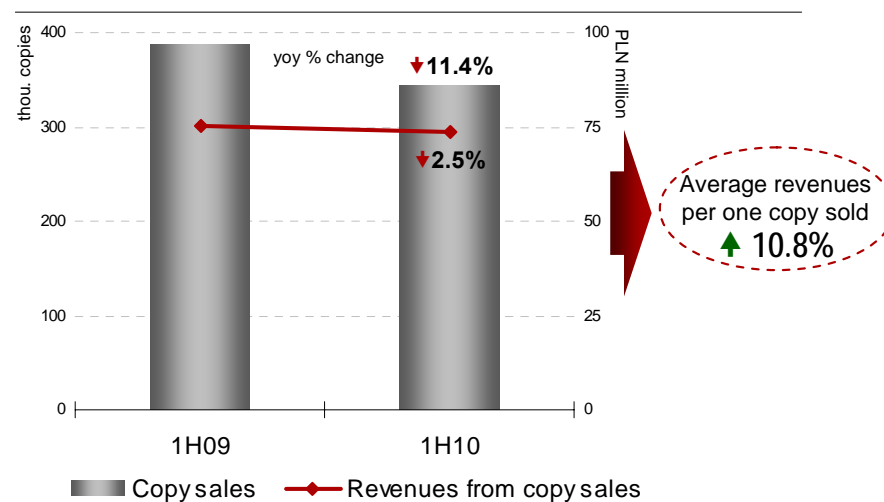
% share in revenues from dailies' copy sales in Poland³



Average retail price in points of sales⁴



Revenues vs copy sales of Gazeta¹



¹ copy sales: ZKDP, total paid circulation, Jan09-Jun10, 1H09, 1H10, comparison; financials: consolidated financial statements according to IFRS, 2Q10;

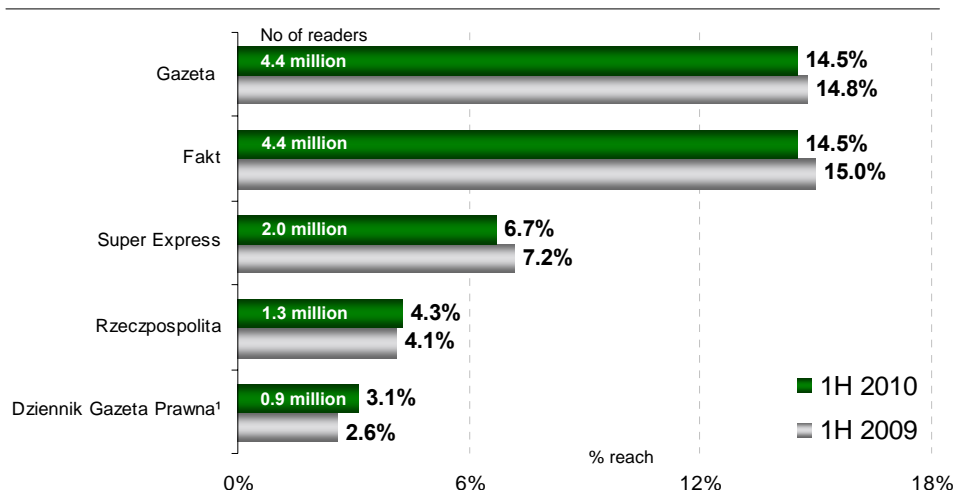
² the title appeared on the market on September 14, 2009 from the merger of *Gazeta Prawna* and *Dziennik*;

³ ZKDP, revenues from copy sales in retail prices (excl. dailies with listings: *Anonse* – newspaper with free listings, *Oferta*) in 1H09 vs 1H10, comparison;

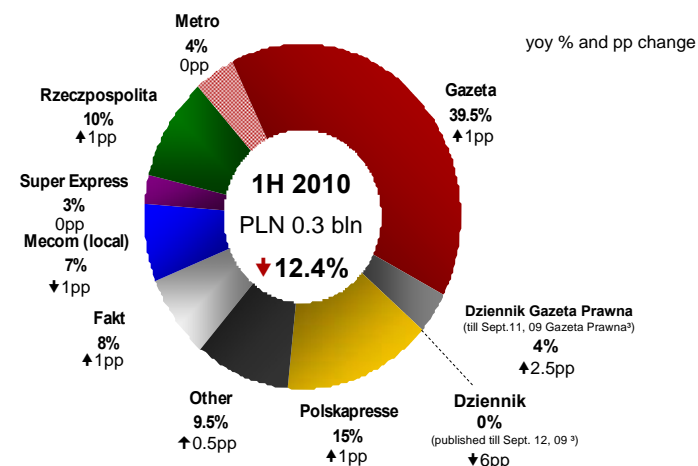
⁴ copy sales according to declarations submitted to ZKDP; Source: ZKDP average retail price in dailies copy sales (excl. dailies with listings: *Anonse Gazeta Bezpłatnych Ogłoszeń*, *Oferta*); 1H09 vs 1H10, comparison;

Segment performance: Gazeta Wyborcza, cont.

Weekly readership reach of selected paid dailies

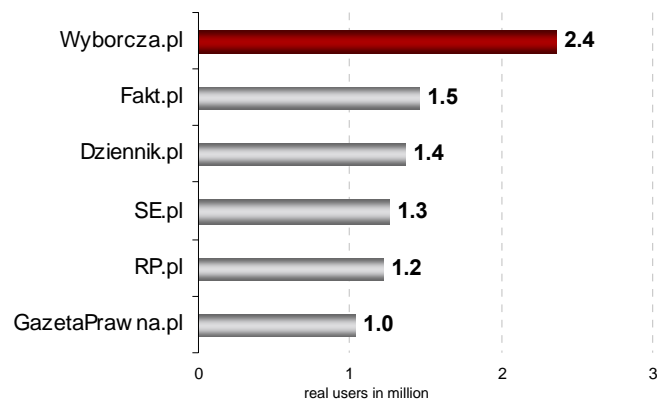


Dailies ad spend structure²

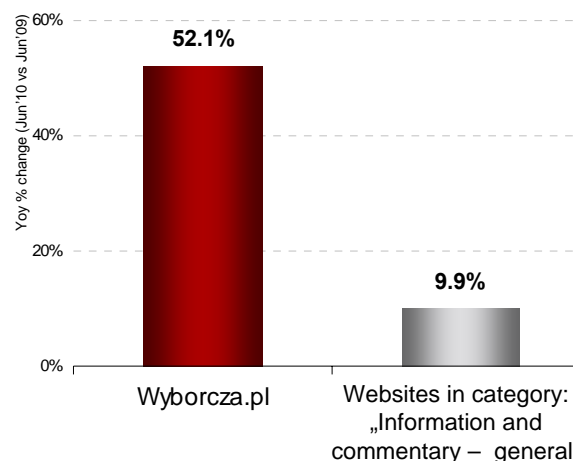


Position of Wyborcza.pl among newspaper websites

No. real users of selected Internet services



% change in no. of real users



Source: readership: Polskie Badania Czytelnictwa, execution MillwardBrown SMG/KRC, Jan-Jun 09, N=24 701, Jan-Jun 10, N=24 176, CCS indicator (weekly readership), elaboration Agora SA; ad spend in dailies: Agora, estimates, display advertising; Internet statistics: Megapanel PBI/Gemius, real users, June 09, June 10.

¹ the title appeared on the market on September 14, 2009 from the merger of *Gazeta Prawna* and *Dziennik*. Previous data covers the readership of *Gazeta Prawna*;

² comparison of major dailies only;

³ the title appeared on the market on September 14, 2009 from the merger of *Gazeta Prawna* and *Dziennik*. The ad revenue of 1H09 relates to the ad revenue of *Gazeta Prawna*.

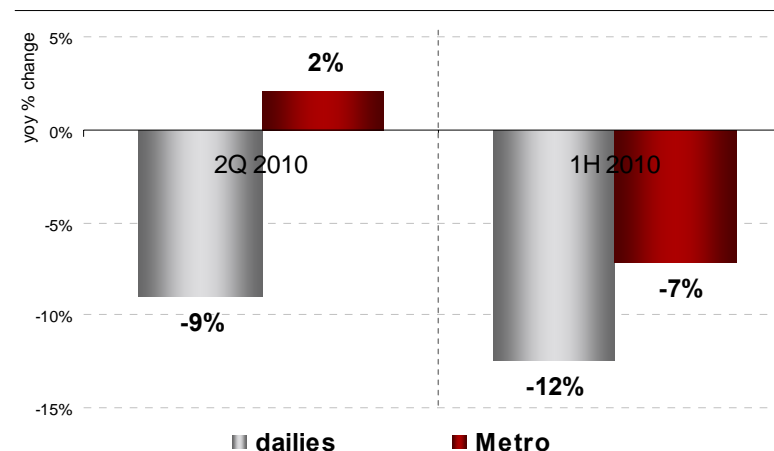
Segment performance: Metro

Financial results

PLN million	2Q 2010	2Q 2009	yoy change	1H 2010	1H 2009	yoy % change
Ad revenues	8.7	7.9	10.1%	16.0	16.3	(1.8%)
Operating EBITDA ¹	1.3	(0.7)	-	2.0	(0.9)	-

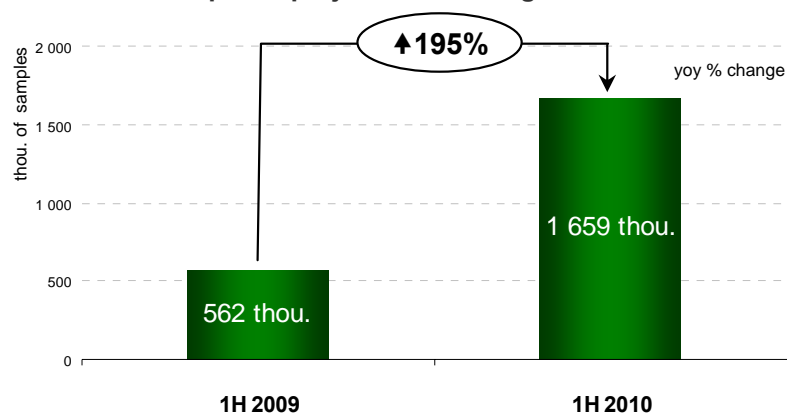
#3 among most daily read newspapers in Poland²

Display ad revenue dynamics in dailies vs Metro

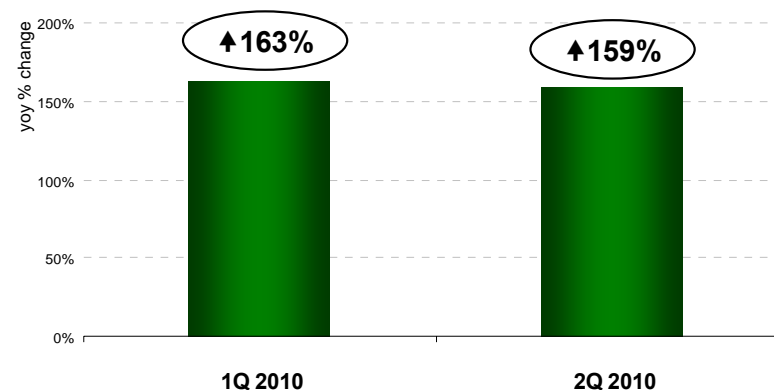


Growth of revenues caused by diversification of revenue sources

% change in no. of samples distributed within additional activities:
Metro's special projects and mTarget's activities



% change in revenues from additional activities: Metro's special projects and mTarget



Source: financials: consolidated financial statements according to IFRS, 2Q10; ad expenditure on dailies: Agora's estimates, display advertising;

¹ excluding non-cash cost of share-based payments and allocations of general overhead cost of Agora SA;

² Polskie Badania Czytelnictwa, execution MillwardBrown SMG/KRC, Jan-Jun 10, N=24 176, CPW (average issue readership), elaboration of Agora SA

Segment performance: Special projects (incl. collections)

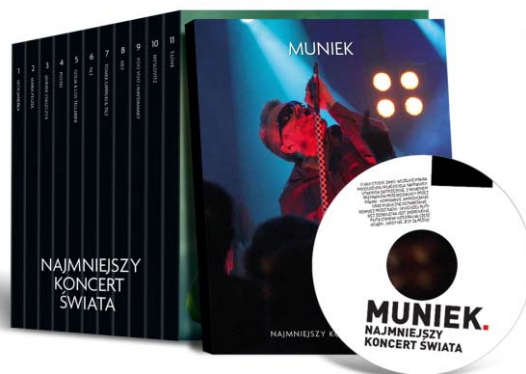
Financial results

PLN million	2Q 2010	2Q 2009	yoy % change	1H 2010	1H 2009	yoy % change
Revenues	15.9	29.4	(45.9%)	30.0	52.3	(42.6%)
EBIT¹	(0.3)	7.9	-	1.7	11.6	-

Statistics

	2Q 2010	1H 2010
Series	6	9
One-offs	13	22
Total:	19	31
Copies sold (million) ²	0.7	1.4

Strengthening synergies within the Group



NOKIA
Connecting People



- sponsor
- sale of digital audio recording on Ovi Music website

- Development of production competencies
- Building the library of copyrights
- Increasing the number of distribution channels

Source: financials; consolidated financial statements according to IFRS, 2Q10;

² excluding allocations of general overhead cost of Agora SA;

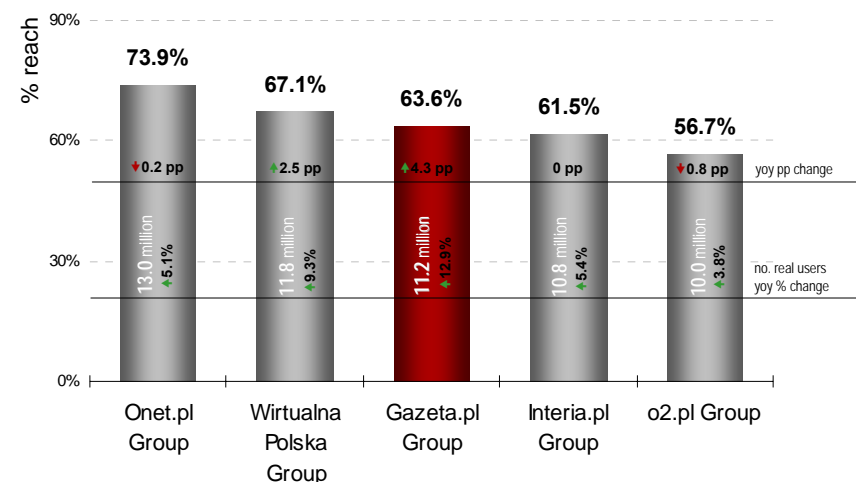
² books and books with DVDs and CDs.

Segment performance: Internet

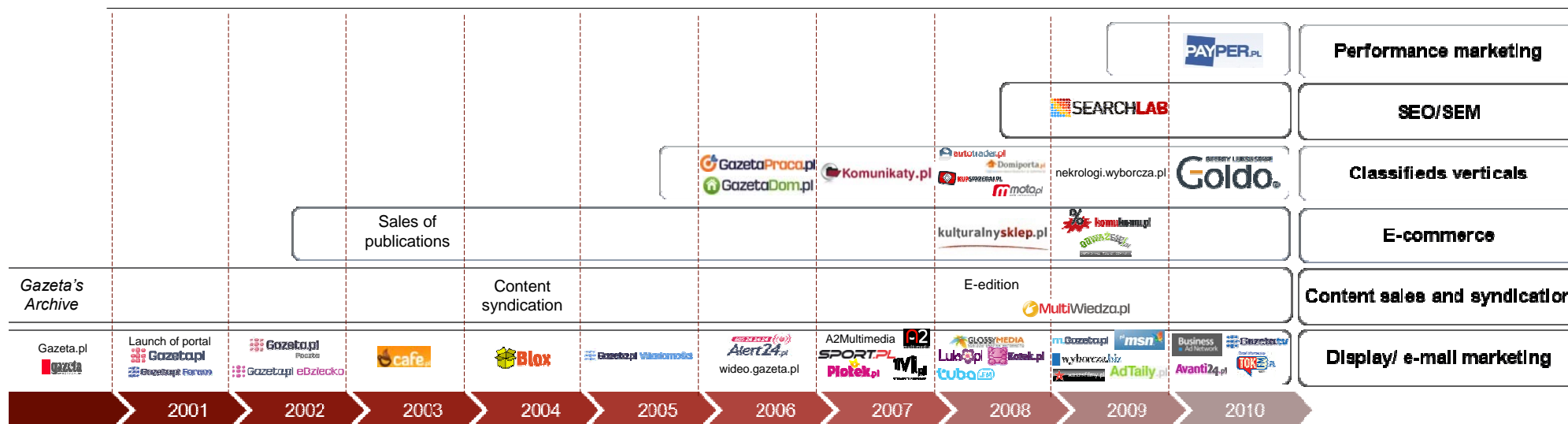
Financial results

PLN million	2Q10	2Q09	yoy change	1H10	1H09	yoy change
Revenues, incl.:	25.9	19.1	35.6%	47.1	38.6	22.0%
- display ads	18.0	11.0	63.6%	31.3	21.4	46.3%
- incl. Trader.com (Polska)	1.3	0.5	160.0%	2.0	1.0	100.0%
- vortal ad sales	5.8	5.4	7.4%	11.4	11.3	0.9%
- incl. Trader.com (Polska)	2.8	2.3	21.7%	5.4	4.7	14.9%
Operating cost, incl.:	24.4	22.2	9.9%	45.7	43.9	4.1%
- staff cost excl. non-cash cost of share-based payments	10.7	10.8	(0.9%)	21.3	21.8	(2.3%)
- marketing & promotion	4.8	4.5	6.7%	8.3	8.8	(5.7%)
EBIT²	1.5	(3.1)	-	1.4	(5.3)	-
EBIT margin ²	5.8%	(16.2%)	22.0pp	3.0%	(13.7%)	16.7pp
Operating EBITDA³	3.4	(1.4)	-	5.2	(2.0)	-
Operating EBITDA margin ³	13.1%	(7.3%)	20.4pp	11.0%	(5.2%)	16.2pp

Reach of websites of selected Internet publishers (June '10)



Consistent development of sales offer



Source: financials: consolidated financial statements according to IFRS, 2Q10; Internet statistics: Megapanel PBI/Gemius, reach, real users, Jun09, Jun10;
 (1) Internet division, Agora Ukraine, AdTaily, Trader.com (Polska) including print revenues;
 (2) excluding allocations of general overhead cost of Agora SA;
 (3) excluding non-cash cost of share-based payments and allocations of general overhead cost of Agora SA.

Segment performance: Outdoor

Financial results

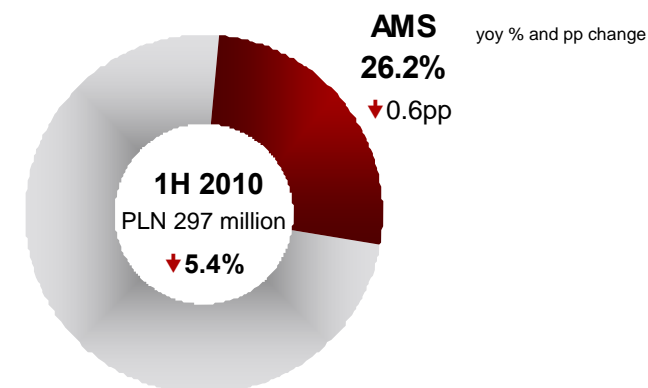
PLN million	2Q 2010	yoy change	1H 2010	yoy change
Revenues, incl.:	44.9	(6.4%)	79.9	(7.5%)
- advertising	44.3	(5.5%)	78.8	(7.0%)
Operating cost, incl.:	40.1	(13.0%)	80.1	(8.6%)
- execution of campaigns	6.9	(25.0%)	12.9	(22.8%)
- maintenance cost	18.1	(9.5%)	36.8	(7.5%)
- staff cost (excl. non-cash cost of share-based payments)	4.8	0.0%	9.4	(2.1%)
- D&A	5.4	(9.8%)	11.0	(8.3%)
- marketing & promotion	2.1	162.5%	3.1	93.8%
EBIT	4.8	158.1%	(0.2)	83.3%
EBIT margin	10.7%	6.8 pp	(0.3%)	1.1 pp
Operating EBITDA¹	10.5	31.3%	11.3	1.8%
Operating EBITDA margin ¹	23.4%	6.7 pp	14.1%	1.3 pp

Purchase of smaller number of ad panels on public buses, fewer number of poster changes and orders for printing services from external clients.

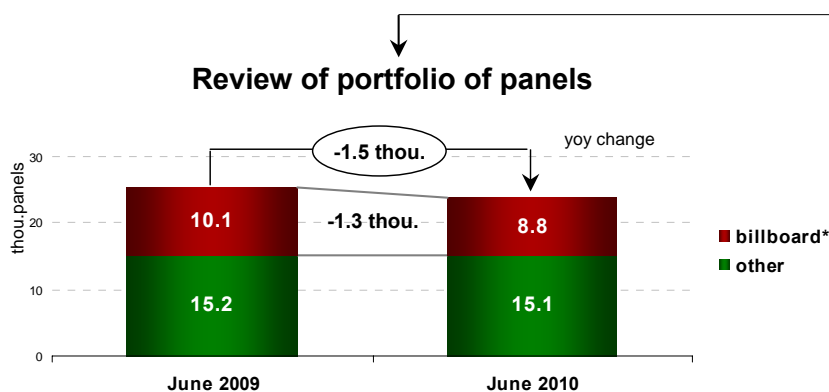
Consistent reduction of system maintenance cost.

More social communication campaigns and joint non-profit & commercial campaigns.

AMS ad market share

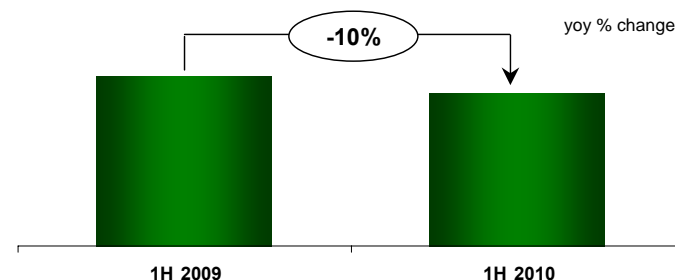


Reduction of system maintenance costs



* Decrease in revenues generated by billboards (BB) in out-of-home advertising market amounted to 18% in 1H 2010

Reduction of rental cost



Source: financials: consolidated financial statements according to IFRS, 2Q10; ad expenditure in outdoor: IGRZ, 1H10, excluding cross-promotion of Agora's other media on AMS panels if such promotion was executed without prior reservation; no. of panels: IGRZ; BB revenues: rate card data, Expert Monitor;
¹ excluding non-cash cost of share-based payments.

Segment performance: Magazines

Financial results

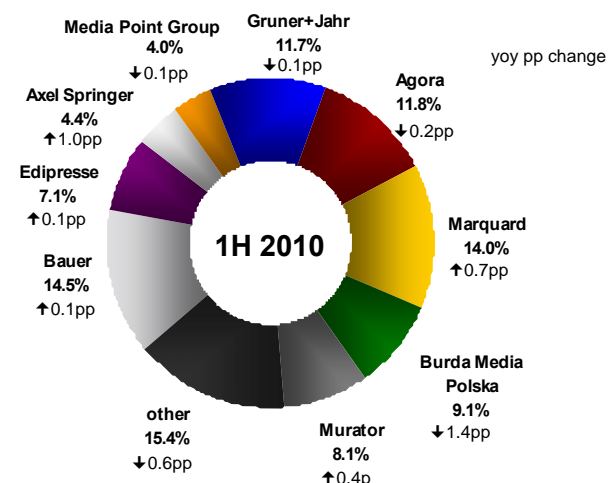
PLN million	2Q 2010	yoy change	1H 2010	yoy change
Revenues, incl.:	22.8	(5.8%)	43.3	(9.0%)
- copy sales	9.2	(6.1%)	19.0	(7.3%)
- advertising	13.5	(5.6%)	24.1	(10.1%)
Operating cost, incl.:	18.3	(1.6%)	35.2	(10.2%)
- raw materials, energy and consumables	6.4	(22.9%)	13.0	(21.2%)
- staff cost excl. non-cash cost of share-based payments	4.4	(2.2%)	8.5	(7.6%)
- marketing & promotion	4.7	20.5%	9.3	(4.1%)
EBIT¹	4.5	(19.6%)	8.1	(3.6%)
EBIT margin ¹	19.7%	(3.4pp)	18.7%	1.1pp
Operating EBITDA²	4.7	(19.0%)	8.5	(4.5%)
Operating EBITDA margin ²	20.6%	(3.4 pp)	19.6%	0.9pp

Decrease in ad revenues similar to ad expenditure contraction in magazines (5.9%yoy).

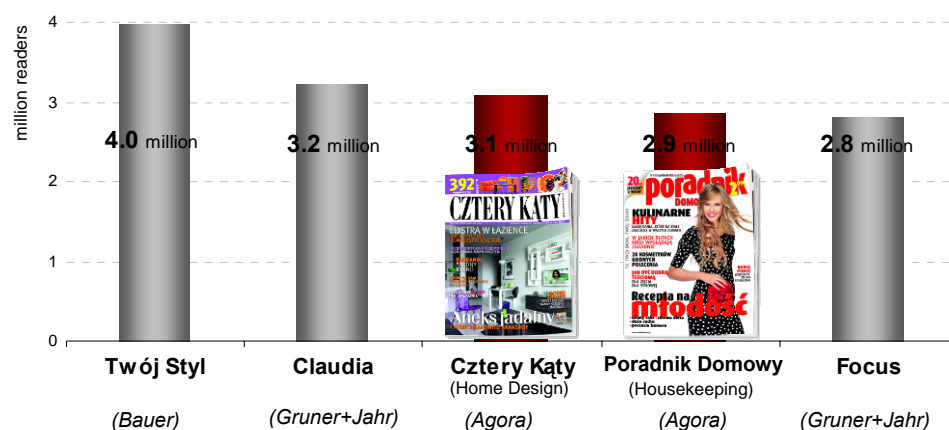
Lower price of paper purchase (price, favorable EUR/PLN exchange rate), lower production volume, change of paper mix.

Result of time shift in campaign execution between 1Q10 and 2Q10.

Ad spend structure in monthlies



Readership position on Polish monthlies market (all categories)



Further development of readership offer

Change of layout and logo



New website
LadnyDom.pl



Source: financials: consolidated financial statements according to IFRS, 2Q10; monthlies ad market: monitoring of Expert Monitor based on rate card data, 124 titles in 1H09 and 125 in 1H10, excl. specialist titles; readership: Polskie Badania Czytelnictwa, execution MillwardBrown SMG/KRC, Jan-Jun 10, N=24 176, CCS indicator, 15+, elaboration of Agora SA;

¹ excluding allocations of general overhead cost of Agora SA;

² excluding non-cash cost of share-based payments and allocations of general overhead cost of Agora SA.

AGORA SA

Segment performance: Radio

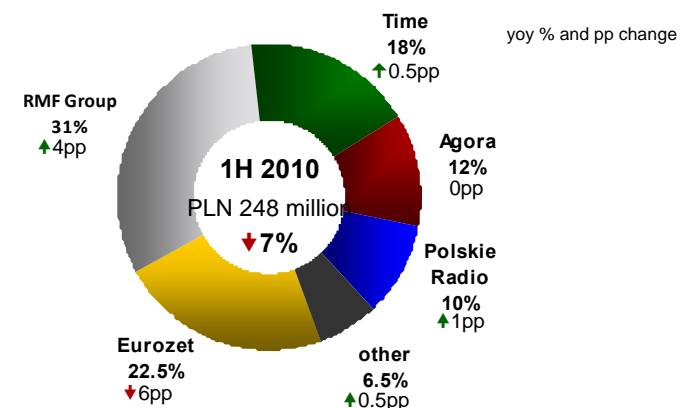
Financial results¹

PLN million	2Q10	2Q09	yoy change	1H10	1H09	yoy change
Revenues, incl.:	20.2	21.8	(7.3%)	36.2	40.4	(10.4%)
- advertising	19.8	21.2	(6.6%)	35.6	39.3	(9.4%)
Operating cost, incl.:	20.6	23.0	(10.4%)	35.6	40.9	(13.0%)
- staff cost excl. non-cash cost of share-based payments	6.0	6.5	(7.7%)	12.2	13.2	(7.6%)
- marketing & promotion	7.1	8.6	(17.4%)	8.9	11.2	(20.5%)
EBIT	(0.4)	(1.2)	66.7%	0.6	(0.5)	-
EBIT margin	(2.0%)	(5.5%)	3.5pp	1.7%	(1.2%)	2.9pp
EBITDA operacyjna²	0.4	(0.2)	-	2.3	1.4	64.3%
Operating EBITDA margin ²	2.0%	(0.9%)	2.9pp	6.4%	3.5%	2.9pp

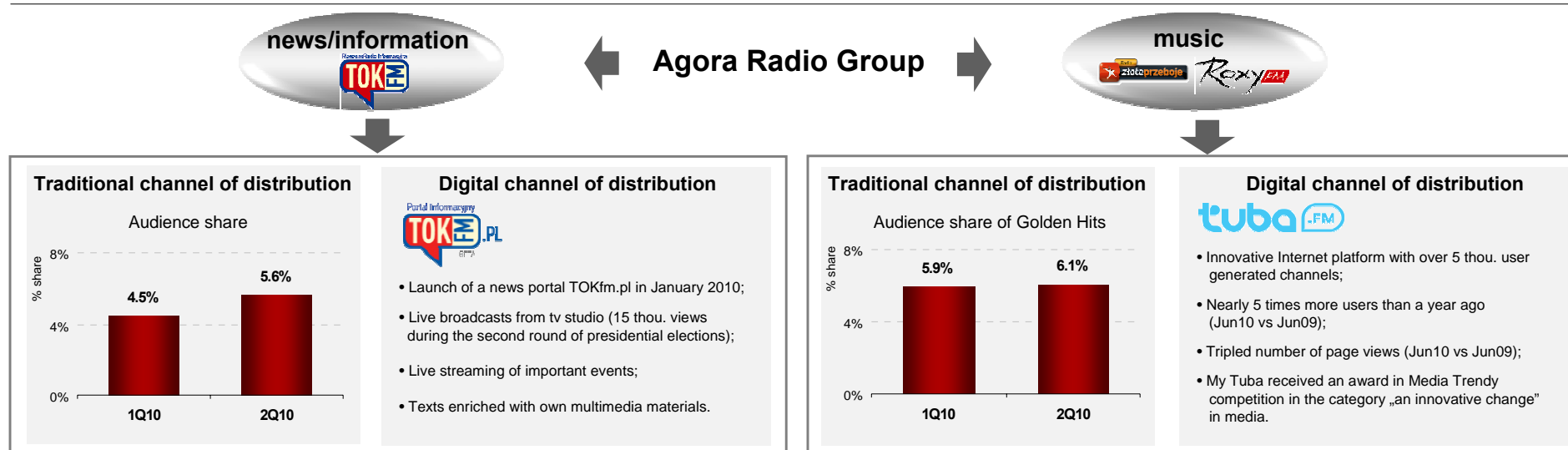
Result of efficiency improvement plan entailing, i.a., staff reduction.

Limited number of advertising campaigns i.a. due to national mourning.

Radio ad market structure



Development of main competencies in new media



Source: financials: consolidated financial statements according to IFRS, 2Q10; ad market: Agora based on Expert Monitor, Agora's share incl. TOK FM, excl. brokerage, incl. cross-promotion of Agora's other media in GRA's radio stations if such promotion was executed without prior reservation; audience share: Radio Track, MillwardBrown SMG/KRC, cities of broadcasting, 15+, TOK FM – Jan-Mar 2010: N=7 747, Apr-Jun 2010: N=7 765; Golden Hits – Jan-Mar 2010: N=10 435, Apr-Jun 2010: N=10 445; Internet statistics: page views, real users - Megapanel PBI/Gemius, Jun09, Jun10, live broadcast of the election evening – own data, no. of emissions, July 4th, from 8 p.m. to 10 p.m.;

¹ local radio stations (incl. TOK FM);

² excluding non-cash cost of share-based payments.

The Group's main objectives






Acquisition of CF Helios S.A.

Summary of the transaction

AGREEMENT

Company	Centrum Filmowe Helios S.A. („CFH”)
Sellers	<ul style="list-style-type: none"> ▶ Nova Polonia Private Equity Fund LLC (American fund) ▶ Nederlandse Financierings-Maatschappij voor Ontwikkelingslanden N.V. (Dutch fund) ▶ individual <i>Krokus PE provides advisory services to the Sellers (investment funds).</i>
Shares	84.44% ¹ 
Price	EUR 26,200,128
Signing date (final agreement)	August 31, 2010

Value implied by the definitive sales agreement¹

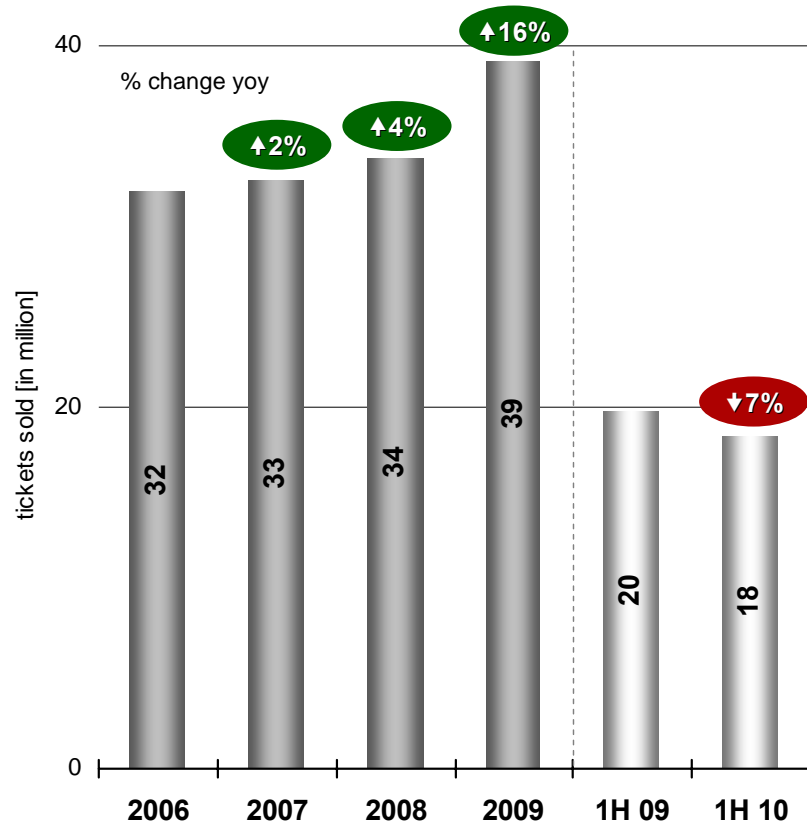
- ▶ Implied value of 100% of the equity of Helios without taking into account the dilution caused by the issue of shares to the top executive management of CFH amounts to EUR 31.0 million, and to EUR 31.7 million with the dilution taken into account, which at PLN/EUR 4.0 exchange rate equals to PLN 124.1 million and PLN 126.6 million respectively;
- ▶ Provided that the net debt amounts to PLN 86.3 million as of the end of July 2010, the firm value of Helios amounts to PLN 210.4 million without taking into account the dilution and PLN 212.9 million with dilution taken into account;
- ▶ Transaction multiples on the basis of the financial statements of the Helios Group for 2009:

Without dilution		With dilution	
FV/ EBITDA	6.3	FV/ EBITDA	6.3
FV/ EBIT	10.9	FV/ EBIT	11.1
P/ E	12.0	P/ E	12.2

¹In relation to taking control over CFH the issue of 2% (at issue price equal to the nominal value) of the total number of shares existing on the date of executing the Agreement, i.e. 200,264 shares addressed to top executive managers of CFH, who are not being at present Helios' shareholders will take place. As a result of this share issue Agora's stake in CFH shall drop to 82.78%. Additionally, Agora has signed agreements with the minority shareholders holding 12.36% of shares of Helios which, inter alia, grant for those shares a conditional put option to the minority shareholders and a conditional call option to Agora.

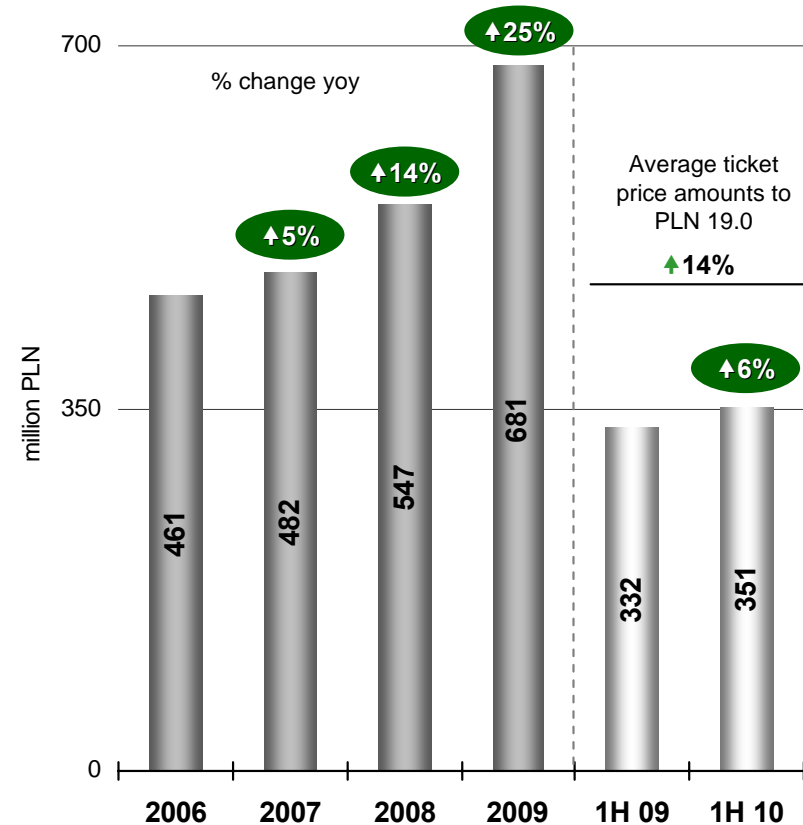
Cinema ticket sales in Poland

The number of cinema tickets sold in Poland
2006 – 1H 2010



Source: CFH on the basis of Boxoffice.pl

Revenues from ticket sales in Poland
2006 – 1H 2010



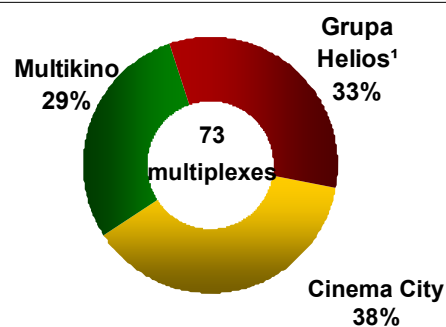
Source: CFH on the basis of Boxoffice.pl

Cinema infrastructure in Poland

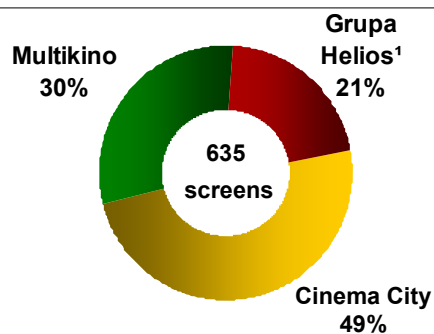
Comparison of cinema infrastructure (multiplexes) in Poland

	Number of multiplexes	Number of screens	Number of seats	Number of cities
Cinema City	28	311	64 397	17
Multikino	21	188	42 427	15
Helios Group ¹	24 + 2 traditional	136 + 4 traditional	29 991 + 1 184 traditional	22 + 2 traditional

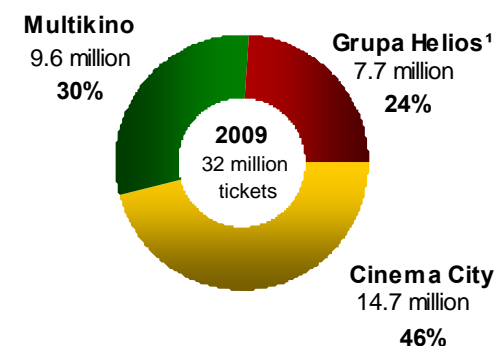
Share in the number of multiplexes



Share in the number of screens in multiplexes



Structure of ticket sales in Polish multiplexes in 2009²



¹ Helios Group defined as CFH and Kinoplex Sp. z o. o.
Source: CFH; as of August 31, 2010.

² representing 97% of total ticket sales in all Polish multiplexes;
Source: Helios on the basis of Boxoffice.pl data.

Potential effect of planned investments

Hypothetical cinema network of Helios Group as of the end of 2013¹

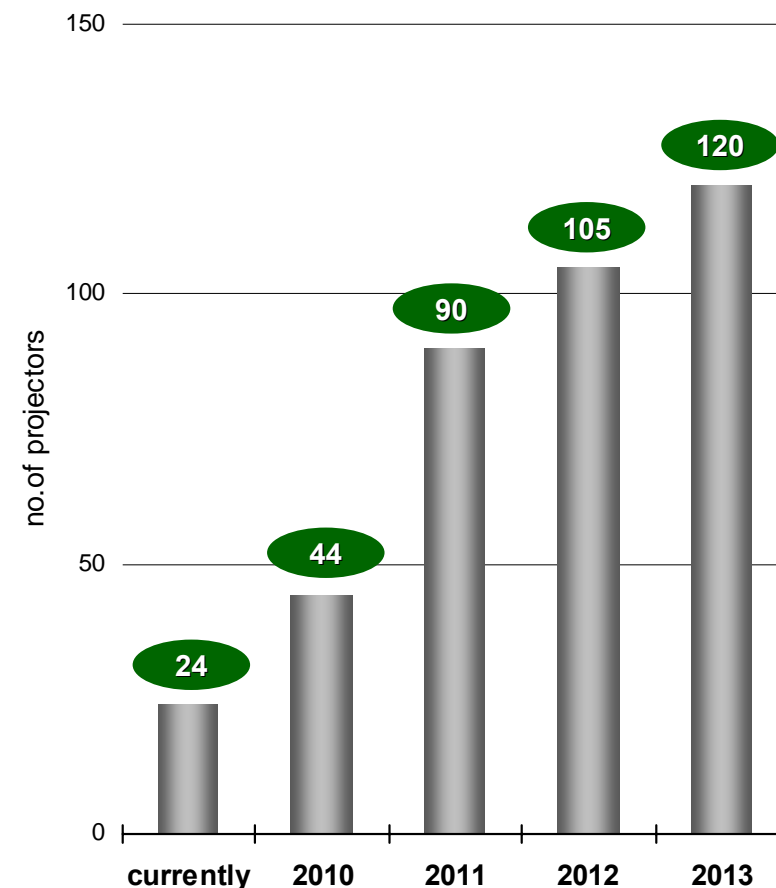
	Multiplexes	screens	seats
Currently operating	24	136	29 991
Planned till 2013	7	42	8 923
Total	31	178	38 914

	Traditional cinemas	screens	seats
Currently operating	2	4	1 184

¹ provided that the shopping centres in which the multiplexes are to be located are built.

- On the basis of contracts or letters of intent signed to date, by the end of 2013, Helios plans to open 7 modern multi-screen theatres located in shopping centres. Provided that all shopping centres are built, the number of screens owned by Helios Group shall increase by 42 and the number of seats by nearly 9 thousand.
- Additionally, Helios Group works on successive investment projects discussing locations of possible multiplexes with building contractors planning to build new shopping centres.

Planned schedule of deploying new digital projectors in currently operating cinemas¹



¹ for 2010-2013 as of the end of the year.

Financial performance of the Helios Group

Financial results of the Helios Group 2007 - 1H 2010

<i>PLN million</i>	2007	2008	<i>% change 08 vs 07</i>	2009	<i>% change 09 vs 08</i>	1H 2010	1H 2009	<i>yoy % change</i>
Revenues, incl.:	94.7	135.8	43.4%	185.8	36.8%	93.2	86.0	8.4%
- tickets	70.7	100.0	41.4%	136.6	36.6%	68.6	63.3	8.4%
- food & beverages	19.0	27.8	46.3%	39.6	42.4%	19.6	18.6	5.4%
- advertising	3.1	6.3	103.2%	7.7	22.2%	4.5	3.2	40.6%
Operating cost, incl:	85.5	122.1	42.8%	166.7	36.5%	84.1	77.4	8.7%
- raw materials, energy and consumables	43.3	62.0	43.2%	85.9	38.5%	41.5	39.8	4.3%
- staff cost	12.4	17.3	39.5%	22.3	28.9%	11.5	10.4	10.6%
- D&A	7.1	11.4	60.6%	14.4	26.3%	7.9	7.0	12.9%
- other	22.7	31.4	38.3%	44.1	40.4%	23.2	20.2	14.9%
EBIT	12.9	16.3	26.4%	19.2	17.8%	9.3	9.1	2.2%
EBITDA	20.0	27.7	38.5%	33.6	21.3%	17.2	16.2	6.2%
Net profit	7.0	7.3	4.3%	10.4	42.5%	4.6	5.6	(17.9%)

Source: CFH, consolidated financial results according to IFRS.

► The results of 1H 2010 were negatively affected by the definitely weaker results of 2Q 2010. The decrease in number of tickets sold results from extraordinary events (national mourning, flood) and one-off events (2010 FIFA World Cup in South Africa, presidential elections).

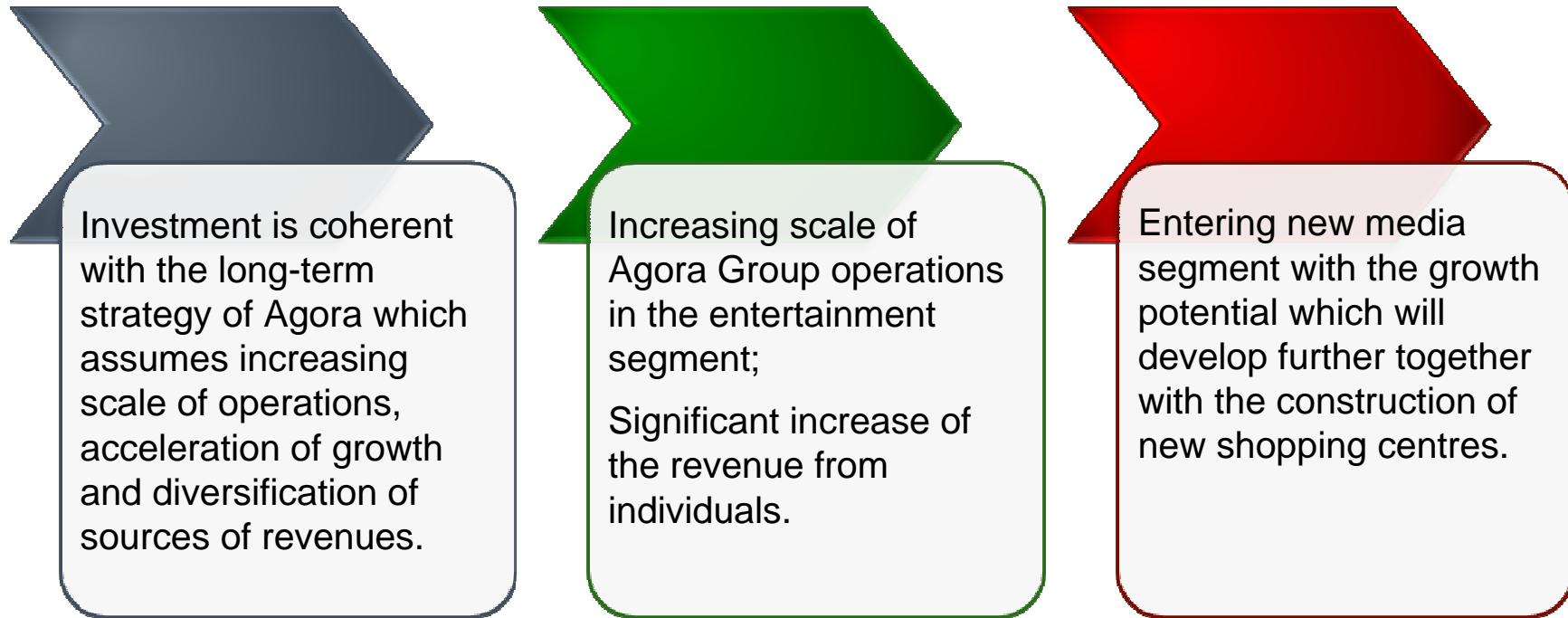


► July 2010 (yoy) results are promising:
 - increase of Helios Group revenues by 16.7%
 - increase in audience number by 11.8%,
 - increase of EBITDA by 16.1%,
 - increase of EBIT by 18.4%,
 - increase of net profit by 17.2%.



► July's good results caused that in total after 7 months of 2010 (yoy):
 - revenues of Helios Group increased by 9.9%,
 - number of tickets sold was lower only by 1.9%,
 - EBITDA increased by 8.5%,
 - EBIT increased by 6.2%,
 - and net profit was lower only by 6.9%.

Transaction objectives



- Growing revenues from ticket sales and advertising;
- Strengthening of the position of Agora Group in local markets;
- Diversification of the client base;
- New possibilities of development and expansion.

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