

GRUPA KINO POLSKA

FINANCIAL RESULTS H1 2024

Warsaw, September 6, 2024



AGENDA

01 Market overview

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04 Financial results



PRESENTERS



KATARZYNA WOŹNICKA

Board Member



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Board Member

01

MARKET OVERVIEW

MEDIA AND AD MARKET LANDSCAPE IN 1H 2024

Advertising market

Visible strengthening of the positive trend in the television advertising market suggests that the market value by the end of the year may be higher than the earlier assumptions.

The method of measuring viewership +2d. +OOH benefits the Group's channels, which translates into increased advertising revenues, especially for Stopklatka

Euro 2024 – no impact on growth of the Group's channels

Despite the popularity of live sports events broadcast on other programs, the Group's channels maintained an increase in viewership.

Sports events and other live broadcasts attract viewers to linear television, with some of them increasing the audience for other channels, such as Stopklatka and Zoom TV.

The „BIG -4“ down

The share in viewership of the "big four" decreased by 8.4% to 25.27% in 1H 2024 (SHR%, All 16-59, Consolidated Live +2d. +OOH) vs. 27.59% a year earlier.

Slightly longer viewing time

Average TV viewing time for the entire market has increased slightly by 0.3% y/y (ATS, All 16-59, Consolidated Live +2d. +OOH), while the average audience for the entire market decreased by 1.4% y/y (AMR, All 16-59, Consolidated Live +2d. +OOH).

02

KEY FACTS 1H 2024

KEY FIGURES IN 1H 2024

+7.3% y/y

revenue
PLN 155.3 m

-10.1% y/y

revenue from
international markets
PLN 42.8 m

+26.9% y/y

EBITDA
PLN 76.7 m

+52.8% y/y

net profit
PLN 36.3 m

48.8%

broadcasting revenue

44.4%

advertisement
revenue

23.4%

net profitability

2.67%

Group's channels' share
in TV market
(SHR%, All 16-59, Consolidated Live
+2d. + OOH)

GROUP'S CHANNEL VIEWERSHIP IN 1H 2024



	1H 2024			
	SHR (All 16-59, Consolidated Live +2d. + OOH)	CHANGE SHR Y/Y	ATS (MIN)	CHANGE ATS Y/Y
STOPKLATKA	1,26%	+3,3%	41:44	+17,6%
zoom tv	0,65%	+1,6%	28:41	+8,6%
PL KINOPOLSKA	0,37%	-11,9%	28:03	+11,4%
KINO TV	0,32%	+23,1%	32:49	+13,9%
KINOPOLSKA MUZYKA	0,06%	0%	14:21	-1,5%
Czechia* FILM BOX	0,44%	-17%	49:43	-6,2%
Czechia* FILM BOX STARS	0,19%	+46,2%	51:10	+8,9%
Hungary* FILM BOX	0,11%	n/a	26:00	n/a

*In Czechia and Hungary, the commercial group measured in the 18-69 age range; without +2d. + OOH

04

FINANCIAL RESULTS

KEY FINANCIAL DATA

PLN M

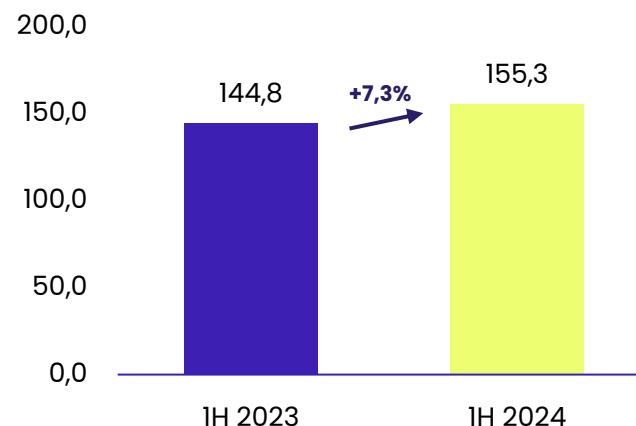
In 1H 2024, Kino Polska Group improved y/y all key financial data.

The revenue increased by PLN 10.5 m (+7.3% y/y). Increases of revenue were recorded mainly in the advertising sales (+32.3% y/y). The Group's EBITDA increased by 26.9% y/y, while net profit rose by 52.8% y/y.

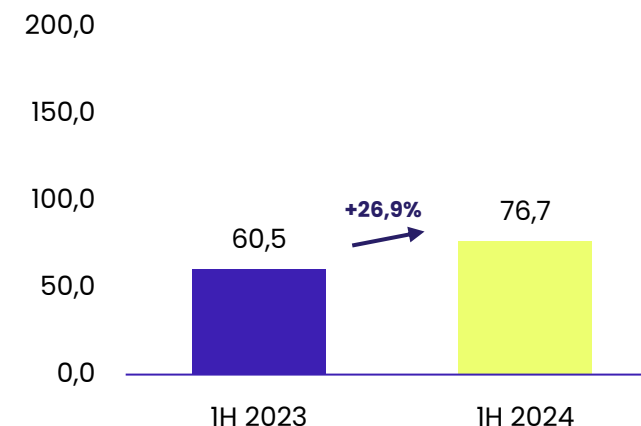
As of the end of 1H 2024, the Group had cash resources amounting to PLN 79.6 million, of which PLN 21.1 million was deposited in the company's accounts, while PLN 58.5 million was within the SPI International Group's cash pool.

By the end of August 2024, the Company had paid out a dividend of PLN 12.5 million

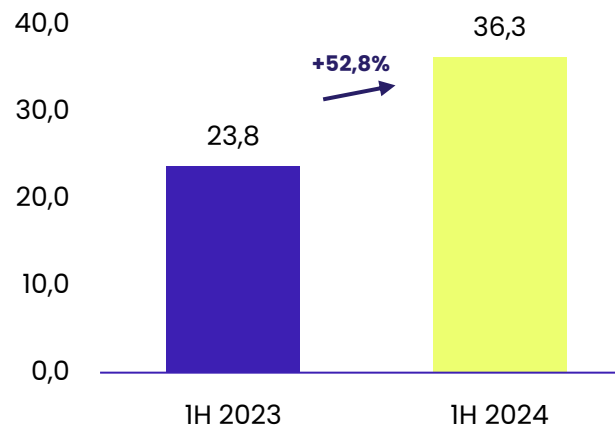
Revenue



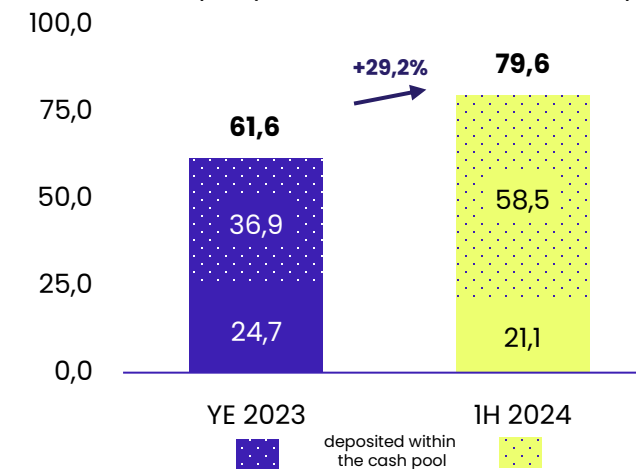
EBITDA



Net profit



Financial resources available to the company (in the company's account and in the cash pool)



ZOOM TV

PLN M

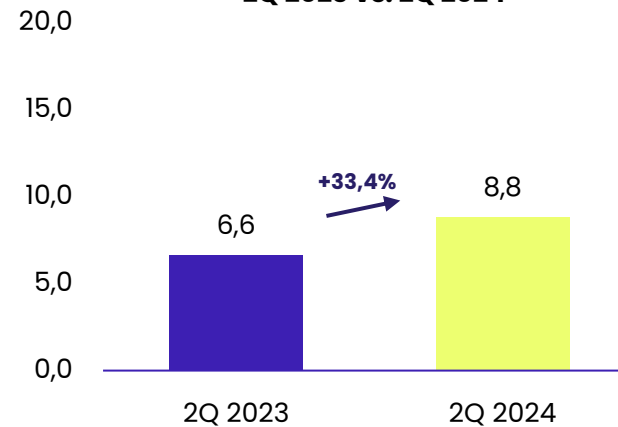
In 1H 2024, Zoom TV increased its commercial audience share by 1.6% y/y.

Changes to the programme strategy continued in 1H 2024. New terms of cooperation with the advertising broker were introduced, which positively impacted revenues in the period.

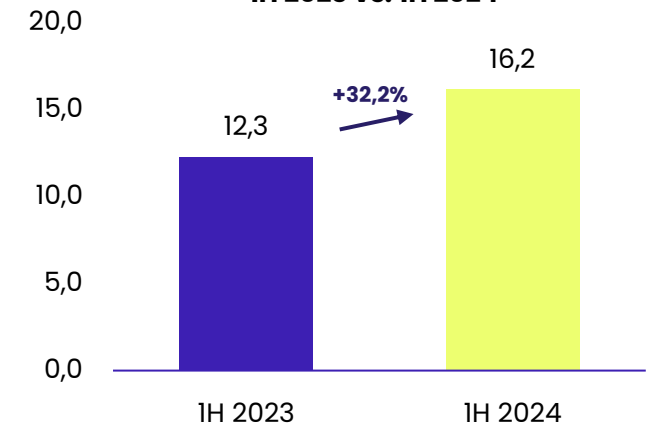
In 1H 2024, the segment reported a rise in revenues by PLN 3.9 m (+32.2%) y/y.

The channel also gained in satellite distribution through repositioning on the digital platform.

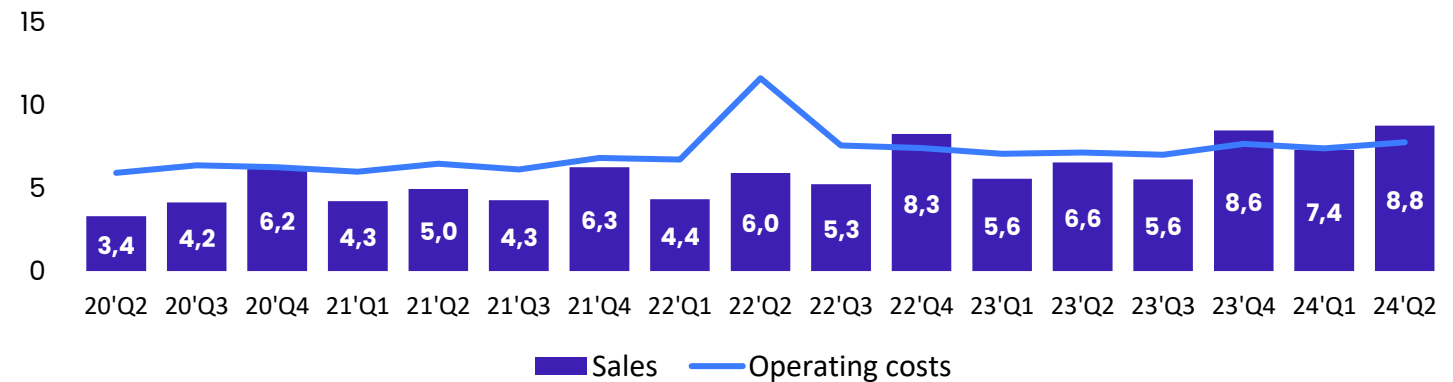
Advertising revenues
2Q 2023 vs. 2Q 2024



Advertising revenues
1H 2023 vs. 1H 2024



Sales and operating costs 2Q'20 – 2Q'24



TOTAL REVENUE BY TERRITORITY

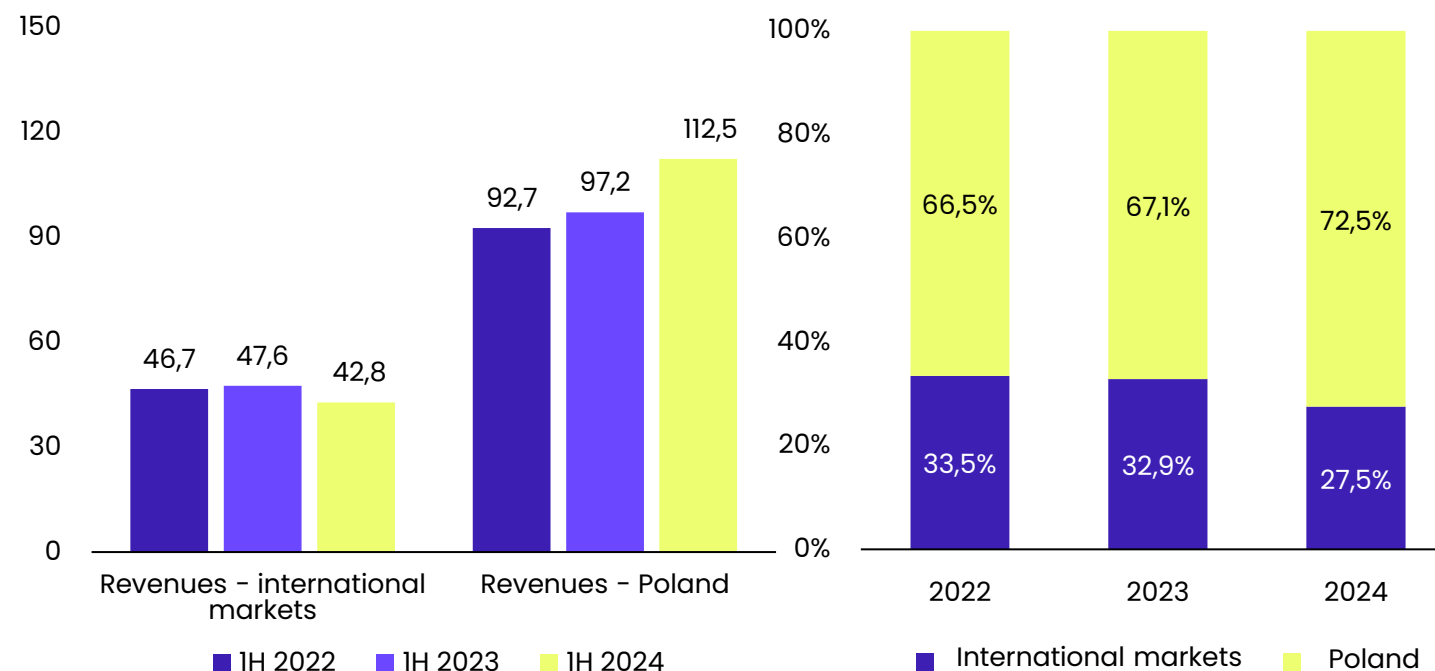
REVENUES INCLUDE BROADCASTING, ADVERTISING, PRODUCTION, LICENSE SALES AND OTHERS

PLN M

In 1H 2014, revenues in the Polish market increased by 15.7% y/y (PLN 15.3 m), mainly due to higher advertising revenues.

Revenues in international markets declined by 10.1% y/y (-PLN 4.8 m), among others due to lower advertising revenues in the Czech market, as well as the discontinuation of purchases and sales of licenses for a non-Group affiliate for which the Group received little remuneration.

Total revenue by territory



| Q&A

APPENDICES

KEY DEFINITIONS

TG: target group. A social group defined by its demographic features (e.g. age, gender, way of receiving television signal), which is being analysed. The most common constraint is age (the commercial group is defined as the 16 to 49 age group).

AMR: average minute rating. The average number of viewers in a minute. The number of viewers expressed as a percentage of the analysed demographic group (TG).

SHR%: share of a TV channel. The share of the average number of viewers of a TV programme or channel in the total number of persons watching TV at a given time.

RCH: audience reach. The reach is the total number of viewers who watched TV for at least one minute in a specific period of time. Formula: $\sum AMR$. A certain percentage of the population of the analysed demographic group (like AMR).

ATV: average time viewed. The average time of watching TV by a population. Expressed in hours and minutes. Formula: $\frac{AMR}{TG\ population}$

ATS: average time spent. The average time of watching TV by all persons who switched their TV sets on. Expressed in hours and minutes. Formula: $\frac{AMR}{RCH}$

GRP: gross reach point. The total amount of viewers of single broadcasts of advertising spots. Expressed as a percentage only; the sum of AMR% of the individual advertising spots. Formula: $\sum AMR\%$.

CPP: cost per point – the cost of purchase of 1 GRP.

Consolidated Live +2d. – refers to aggregate data that includes live viewing and viewing within two days of the programme's broadcast. This means that the data includes the number of people who watched the programme live and those who watched it live or within two days of broadcast.

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The viewership data contained in the Presentation has been provided by Nielsen Audience Measurement (live data).



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