

GRUPA KINO POLSKA

FINANCIAL RESULTS Q3 2024

Warsaw, November 22, 2024



AGENDA

01 Market overview

02 Key facts Q3 2024

03 Kino Polska Group channels

04 Financial results



PRESENTERS



KATARZYNA WOŹNICKA

Board Member



ERWAN LUHERNE

Board Member

01

MARKET OVERVIEW

MEDIA AND AD MARKET LANDSCAPE IN 1-3Q 2024

TV advertising market

TV Ad market has shown a noticeably positive trend by the end of Q3 2024. Spending TV advertising by the end of the year may be slightly higher than previously anticipated.

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

Olympics had no impact on growth of the Group's channels

Despite the popularity of live sports events broadcast on other channels (Olympic Games in Paris), Zoom TV and Stopklatka maintained a positive dynamic of their viewership.

Sports events and other live broadcasts attract viewers to linear TV, with some of them increasing the audience for channels other than sports and news.

The „BIG -4“ decline

The share in viewership of the "big four" decreased by 1.93 pp. to 24.90% in 1-3Q 2024 (SHR%, All 16-59, Consolidated Live +2d. +OOH) vs. 26.83% a year earlier.

Slightly longer viewing time

Average TV viewing time for the entire market has increased slightly by 0.1% y/y (ATS, All 16-59, Consolidated Live +2d. +OOH), while the average audience for the entire market increased by 4.6% y/y (AMR, All 16-59, Consolidated Live +2d. +OOH).

02

KEY FACTS 1-3Q 2024

KEY FIGURES IN 1-3Q 2024

+6.7% y/y

revenue
PLN 229.2 m

-12.7% y/y

revenue from
international markets
PLN 64.6 m

+28.2% y/y

EBITDA
PLN 112.4 m

+58.9% y/y

net profit
PLN 51.6 m

49.5%

broadcasting revenue

42.5%

advertisement
revenue

22.5%

net profitability

2.64%

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

03

KINO POLSKA GROUP CHANNELS

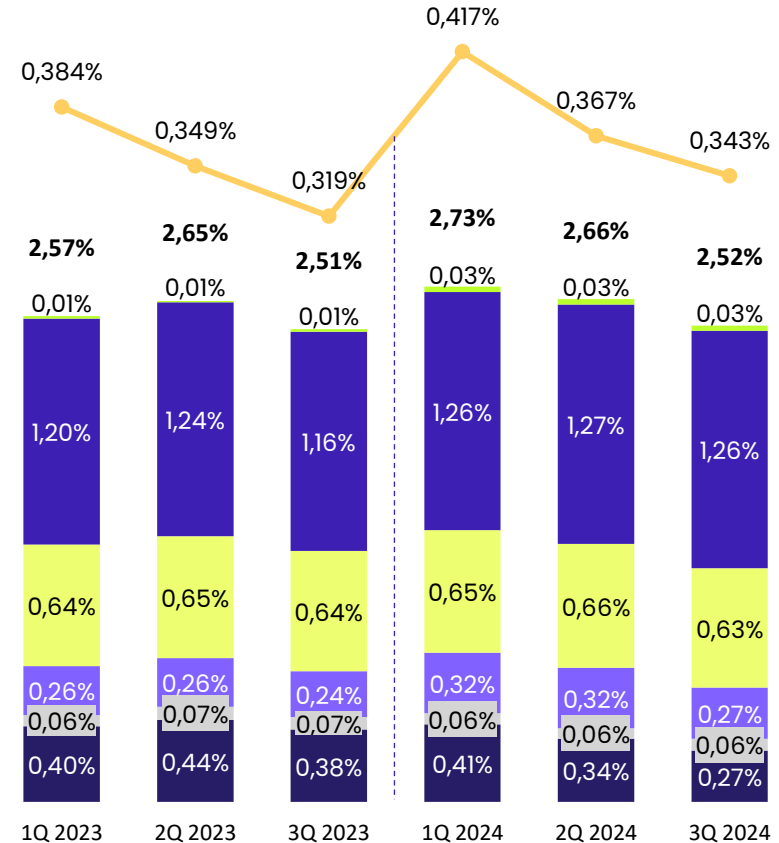
GROUP'S TV CHANNELS MARKET SHARE

The average share of Kino Polska Group in the commercial audience in 1-3Q 2024 increased by 2.5% y/y to 2.64% (SHR All 16-59, Consolidated Live +2d. + OOH).

In Q3 2024 alone, the share of the Kino Polska Group's channels in the commercial audience was 2.52% (SHR All 16-59, Consolidated Live +2d. + OOH), an increase of 0.7% y/y.

The increase in the share of commercial audience in the entire 1-3Q 2024 was mainly driven by modification of the programme strategies of the Stopklatka and Zoom TV channels.

Kino Polska Group – average share in the commercial group (SHR, All 16-59, Consolidated Live +2d. + OOH)



Kino Polska
 Kino Polska Muzyka
 Kino TV
 ZOOM TV
 Stopklatka
 Other
 AMR %

GROUP'S CHANNEL VIEWERSHIP IN 1-3Q 2024



	1-3Q 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%
KINO POLSKA	0,37%	-11,9%	28:03	+11,4%
KINO TV	0,32%	+23,1%	32:49	+13,9%
KINO POLSKA MUZYKA	0,06%	0%	14:21	-1,5%
Czechia* FILM BOX	0,47%	-11,3%	50:52	-4,8%
Czechia* FILM BOX STARS	0,19%	+36,9%	51:48	+13,9%
Hungary* FILM BOX	0,11%	+262,5	27:00	+237,5%

*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

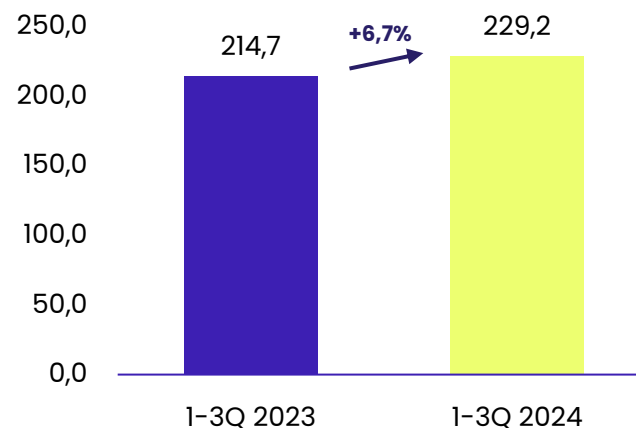
In 1-3Q 2024 period, Kino Polska Group improved y/y all key financial data.

The revenue increased by PLN 14.4 m (+6.7% y/y). Increases of revenue were recorded mainly in the advertising sales.

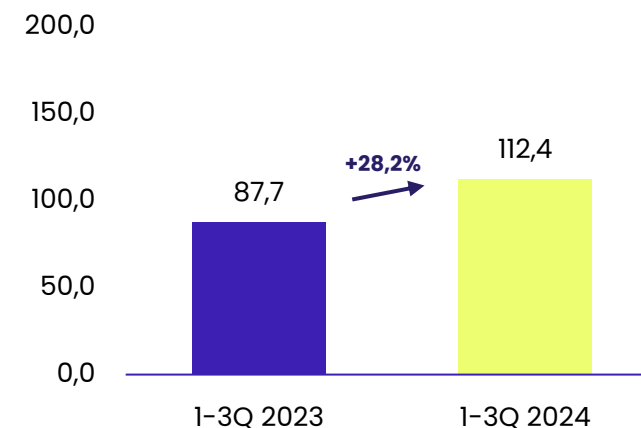
The Group's EBITDA increased by PLN 24.7 (+28.2%) y/y.

As of the end of 3Q 2024, the Kino Polska Group had cash resources amounting to PLN 19.6 million, deposited in the company's accounts. The total cash resources, including the resources deposited within Group's cash pool, were PLN 104.6 m.

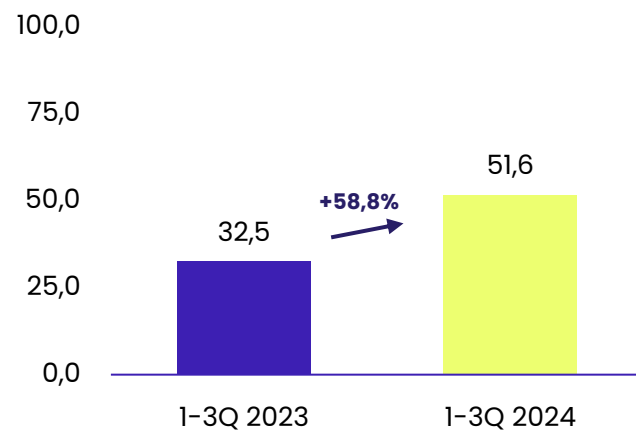
Revenue



EBITDA

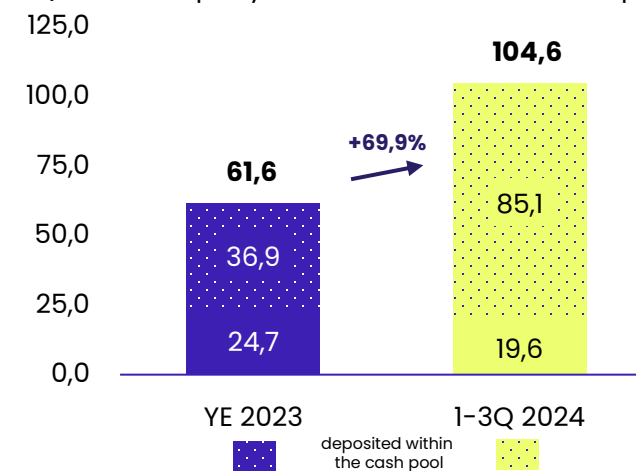


Net profit



Financial resources

(in the company's account and in the cash pool)



STOPKLATKA

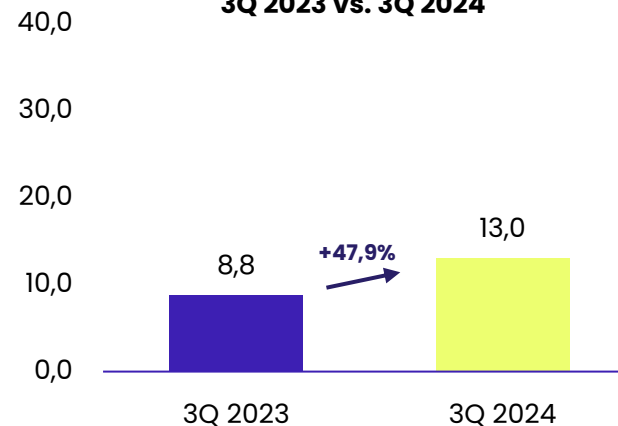
PLN M

In 1-3Q 2024, Stopklatka reached commercial audience share of 1.3%, an increase of +5.1% y/y (SHR%, All 16-59, Consolidated Live +2d. + OOH).

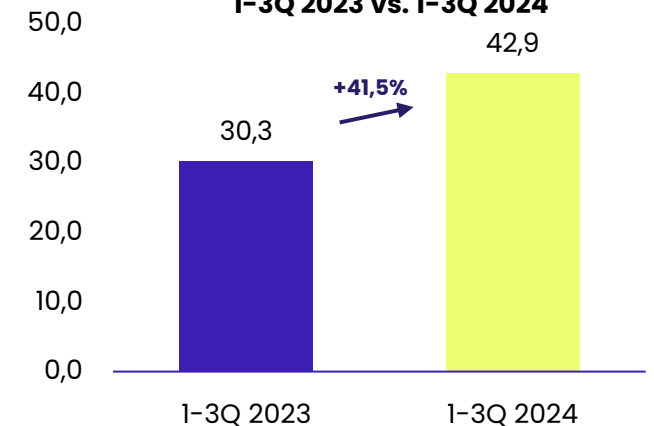
Stopklatka saw an increase in advertising revenues by PLN 12.6 m (+41.5%) y/y. This increase results from negotiating new terms with an advertising broker and an improved programming strategy, resulting in an improvement in viewership.

Stopklatka segment maintained positive net profitability in 1-3Q 2024, achieving a result of 15.9% and a net result of PLN 6.8 m versus PLN 2.7 m loss a year ago.

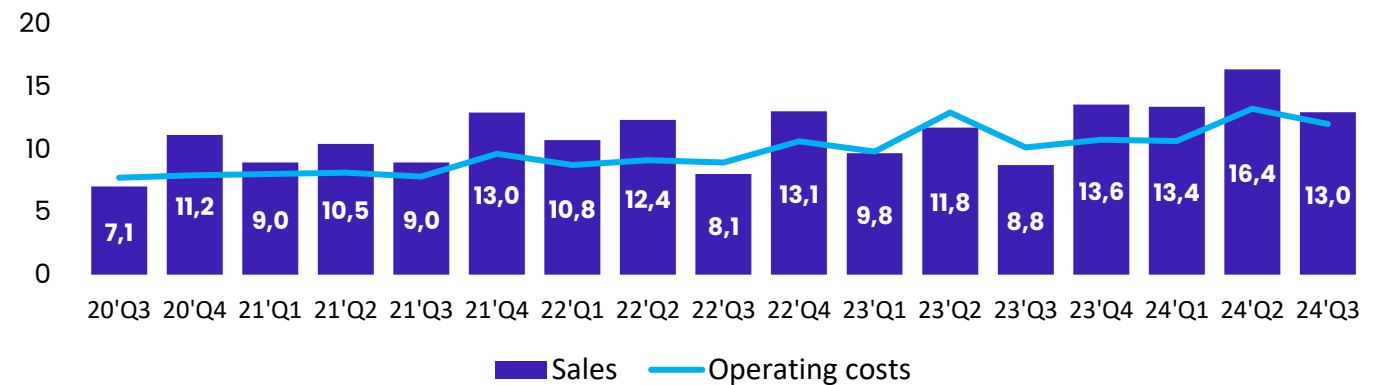
Advertising revenues
3Q 2023 vs. 3Q 2024



Advertising revenues
1-3Q 2023 vs. 1-3Q 2024



Sales and operating costs 3Q'20 – 3Q'24



ZOOM TV

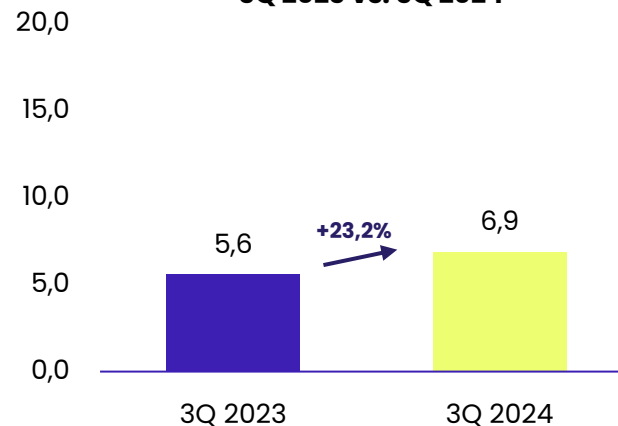
PLN M

In 1-3Q 2024 Zoom TV increased its average commercial audience share by 0.65% y/y (SHR%, All 16-59, Consolidated Live +2d. + OOH). The channel also improved in satellite distribution thanks to the repositioning.

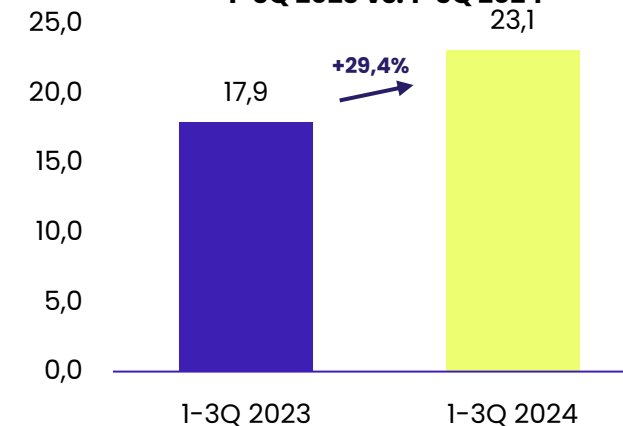
The continued changes to the programme strategy and the new terms of cooperation with the advertising broker (based on deal memo) had a positive impact on Zoom TV's revenues.

In 1-3Q 2024, the segment reported an increase in revenues by PLN 5.2 m (+29.4%) y/y. Overall, the segment remains profitable in the 1-3Q 2024 period.

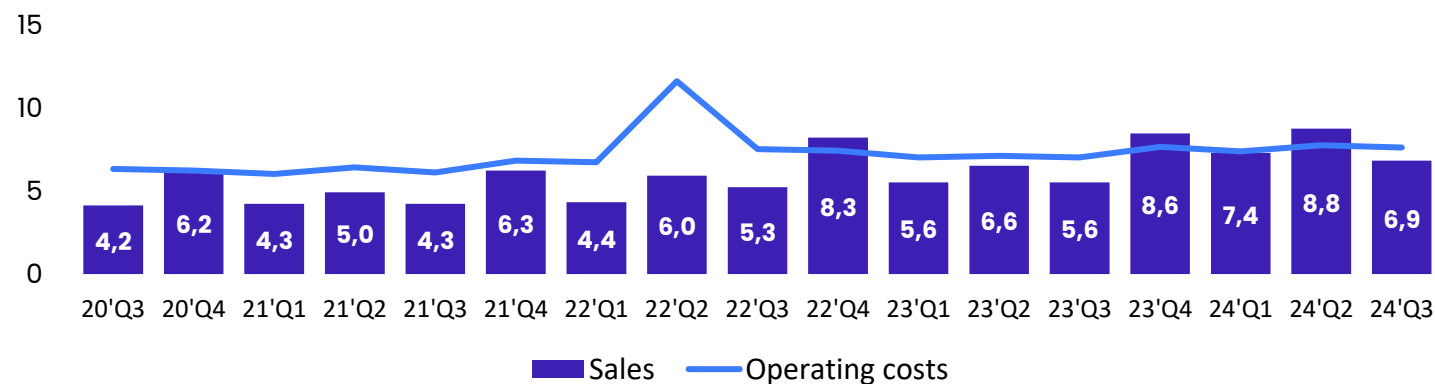
Advertising revenues
3Q 2023 vs. 3Q 2024



Advertising revenues
1-3Q 2023 vs. 1-3Q 2024



Sales and operating costs 3Q'20 – 3Q'24



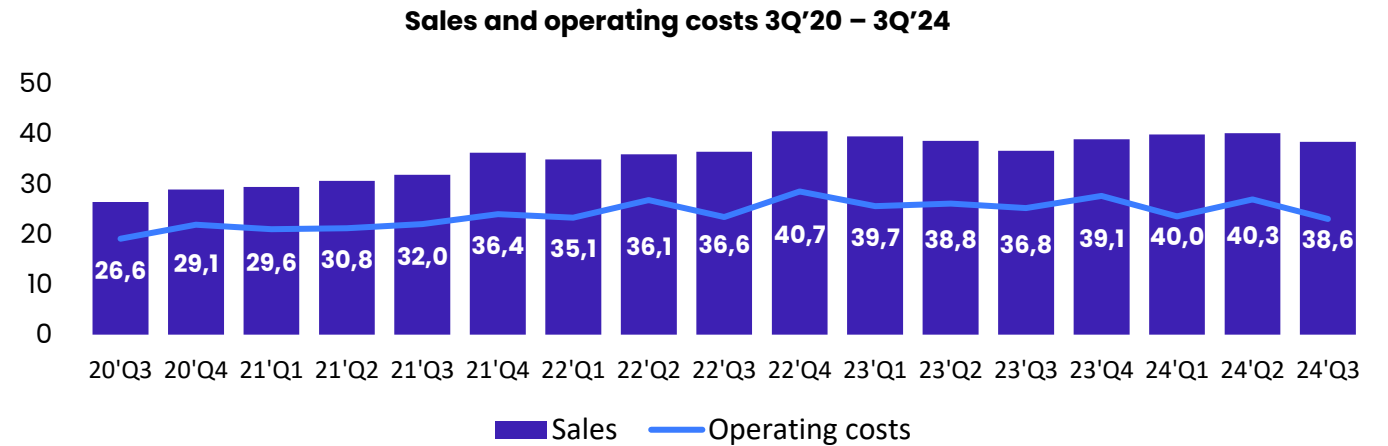
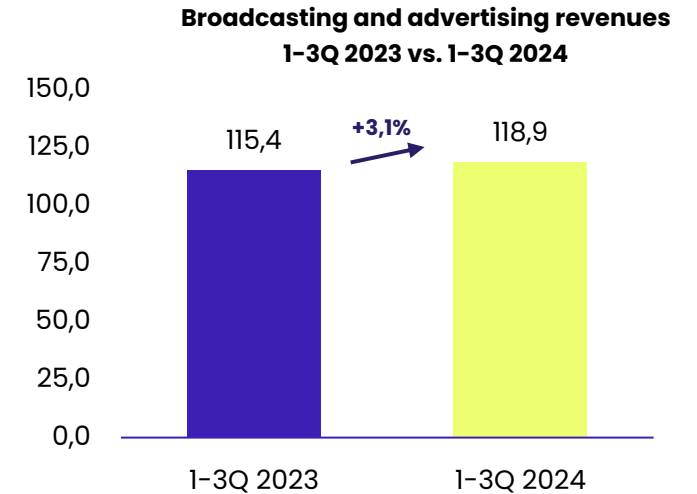
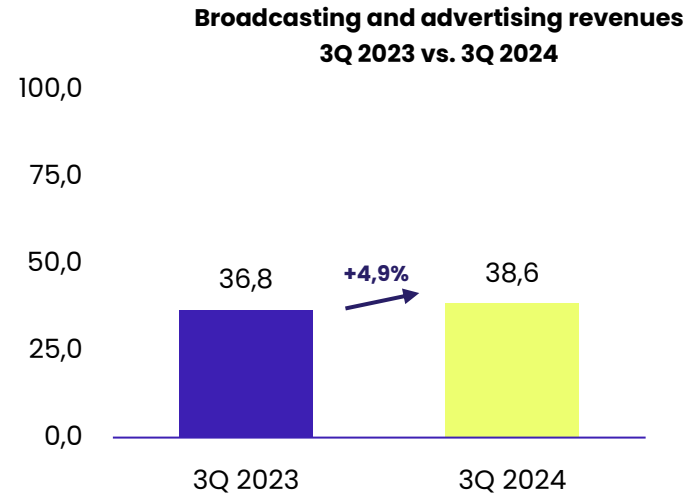
FILMBOX BRANDED MOVIE AND THEMATIC CHANNELS

PLN m

The Group maintained a positive momentum in revenues of FilmBox-branded movie and thematic channels, growing by PLN 3.6 m (+3.1%) y/y in 1-3Q 2024.

The segment also saw improved advertising revenues (launch of ad sales in the Hungarian market and increased revenues from the Czech Republic, as well as growing broadcasting revenues).

The profitability of the segment was 34.3%, partly due to lower operating costs.

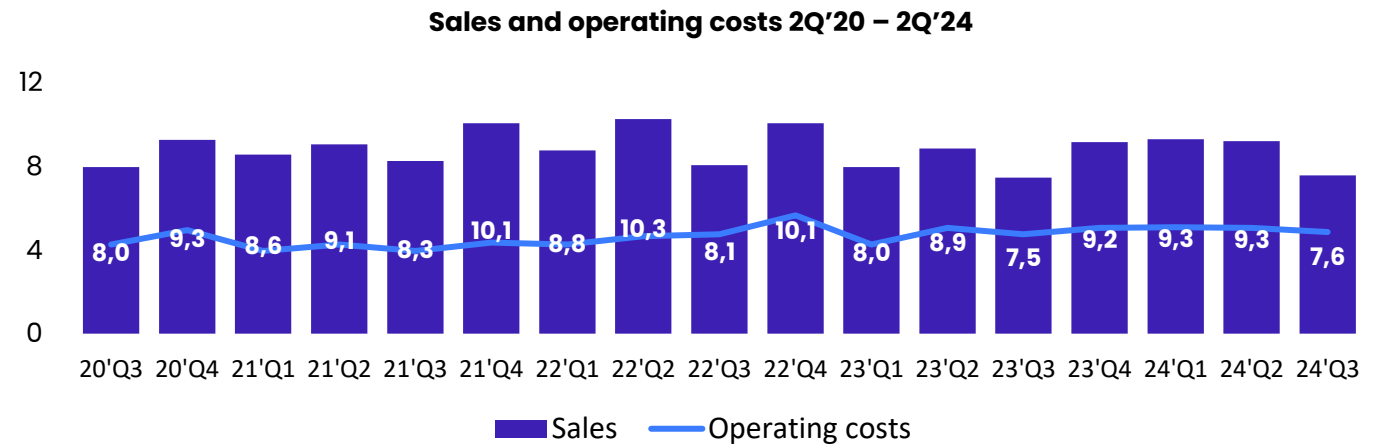
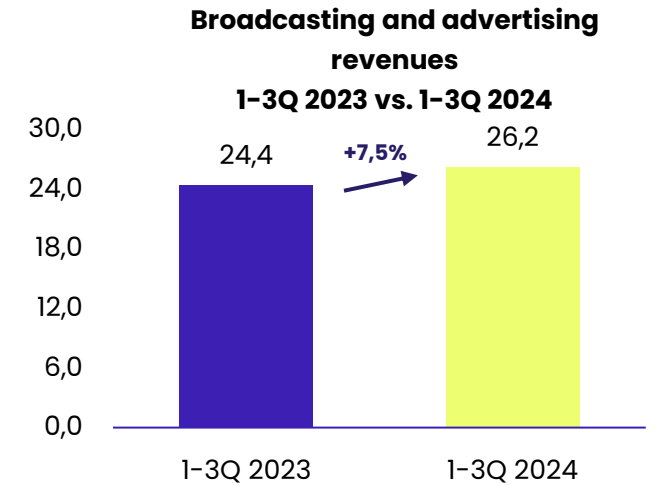
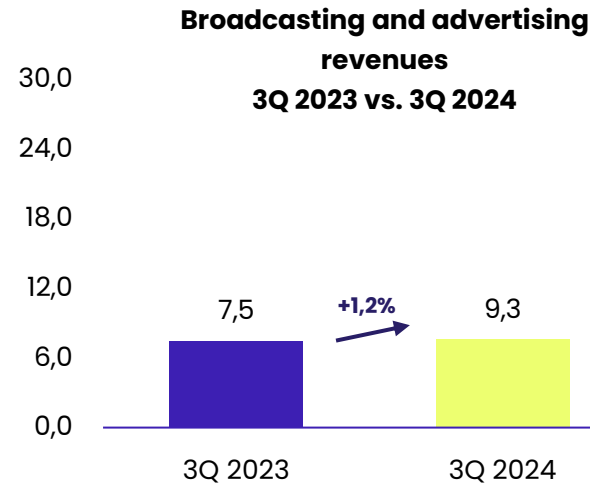


KINO POLSKA BRANDED CHANNELS

PLN m

Revenues of Kino Polska brand channels increased by 7.5% y/y in 1-3Q 2024, despite challenging audience numbers.

Advertising sales from the segment improved compared to the same period last year whereas broadcasting revenues remained on similar levels.



REVENUES 1-3Q 2024

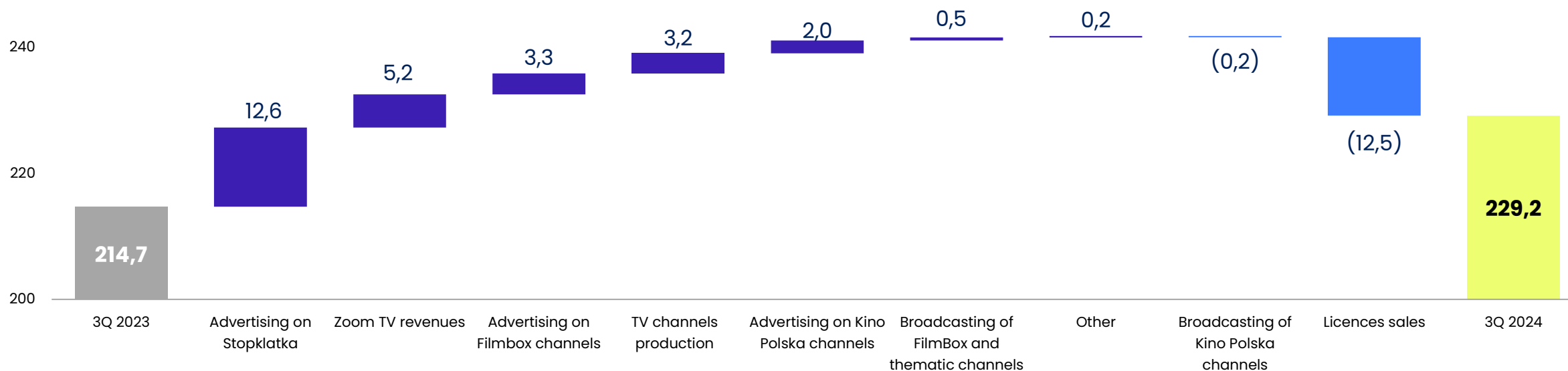
PLN M

In 1-3Q 2024, the Group's revenues **increased by PLN 14.4 m y/y to PLN 229.2 m.**

Biggest increases were in **advertising revenues: Stopklatka (+PLN 12.6 m, +41.5% y/y), Zoom TV (+PLN 5.2 m, +29.4% y/y), Filmbox channels (+PLN 3.3 m, +24.7% y/y), Kino Polska thematic channels (+PLN 2 m, +16.3% y/y).** Revenue growth was also recorded in **the TV channels production segment (+PLN 3.2 m).**

Dynamic increases in advertising revenues helped offset declines in licensing rights sales (related to the Polish market and results from a smaller scale of resale of license rights to a related company outside the Group) and broadcast revenues.

Change: **+PLN 14.4 m; +6,7% y/y**



TOTAL REVENUE BY TERRITORY

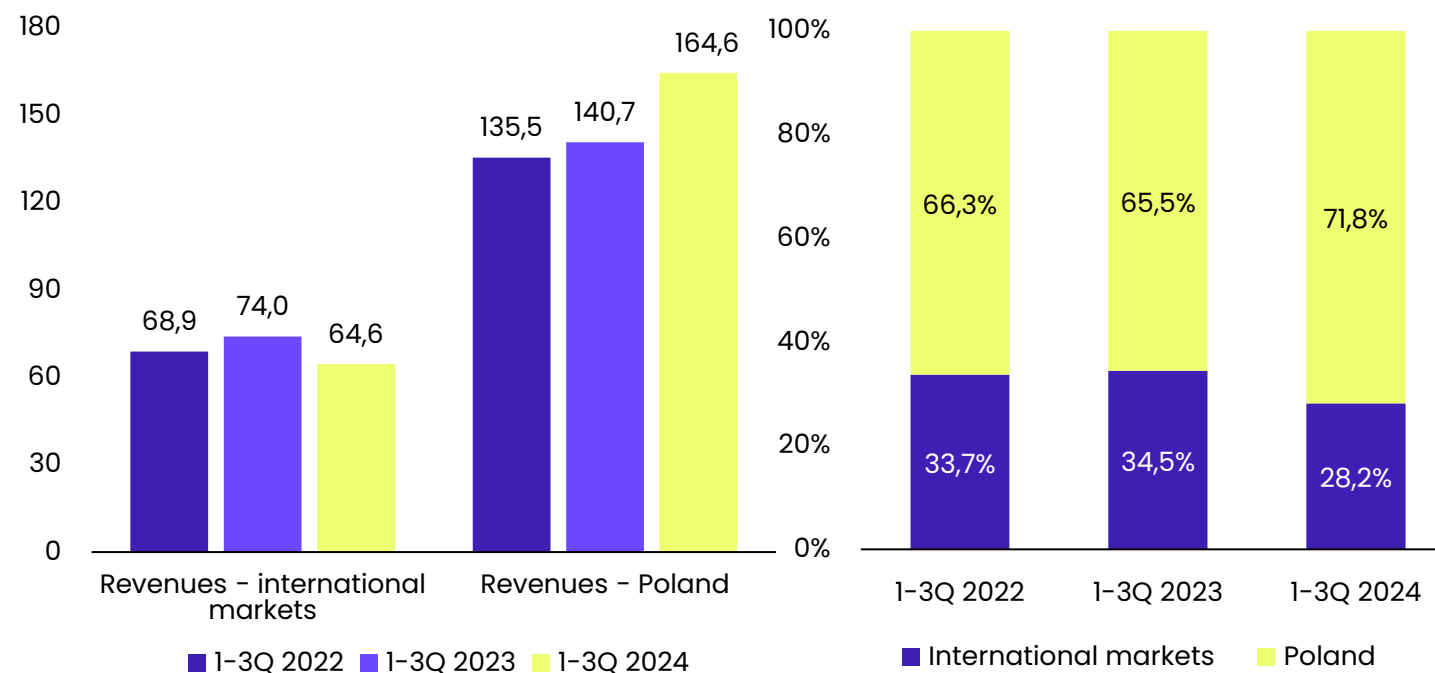
REVENUES INCLUDE BROADCASTING, ADVERTISING, PRODUCTION, LICENSE SALES AND OTHERS

PLN M

Revenues in the Polish market increased by 16.9% y/y (PLN 23.9 m), mainly due to advertising revenues growing by 35.8% y/y.

Revenues in international markets declined by 12.7% y/y to PLN 64.6 m. An increase in advertising revenues offset decreases in licensing revenues (due to a lower volume of such sales to a related party outside the Group) and theme channel broadcasting revenues.

Total revenue by territory

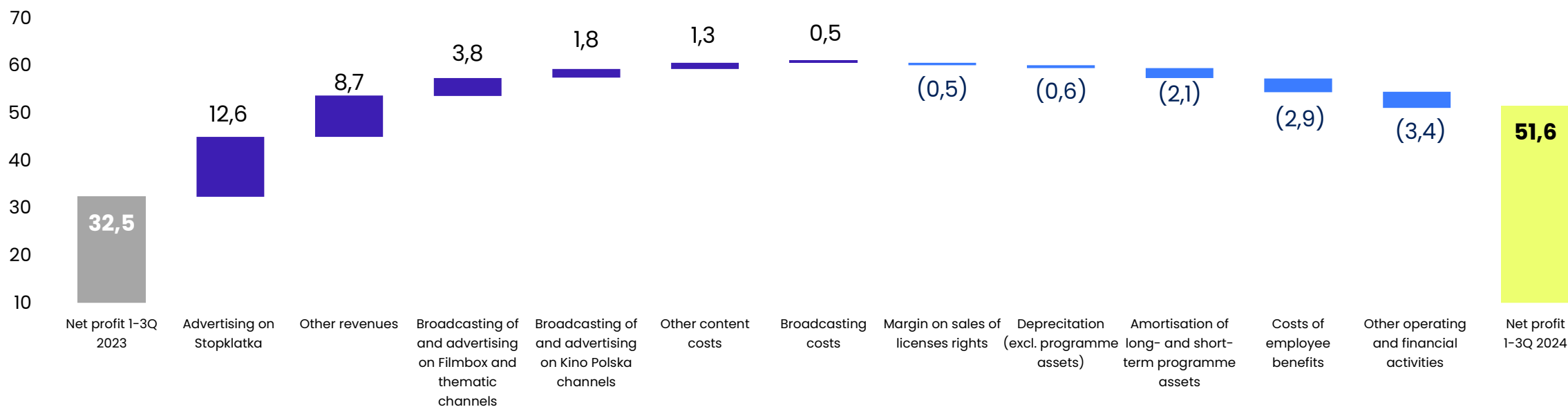


NET PROFIT 1-3Q 2024

PLN M

Kino Polska Group's net profit in 1-3Q 2024 was PLN 51.6 m (+58.9% y/y). Kino Polska Group's net profit in 1-3Q 2024 was PLN 51.6 m (+58.9% y/y). The largest contributors to the increase in net profit were higher advertising revenues in Poland, lower costs of purchasing content and lower broadcasting costs. The increase in other revenues stems from the continued channels production for CANAL+ Group by Kino Polska Group. Increases in these categories helped offset higher payroll costs due to the increase in the Group's workforce. The increase in profit from other services is mainly due to higher marketing activity partly offset by lower royalty costs.

Change: +PLN 19.1 m; +58.9% y/y



| 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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