

GRUPA KINO POLSKA

FINANCIAL RESULTS Q1 2025

Warsaw, May 29, 2025



AGENDA

01

Market overview

02

Key facts Q1 2025

03

Financial results



PRESENTERS



KATARZYNA WOŹNICKA

Board Member



ERWAN LUHERNE

Board Member

01

MARKET OVERVIEW

MEDIA AND AD MARKET LANDSCAPE - Q1 2025

TV advertising market

The advertising experiences a slowdown compared to the 2024 average, in line with the trend observed in the last quarter of 2024.

The linear Cab/Sat segment is declining compared to 2024, in favor of growing SVOD consumption, which is negatively affecting the viewership of certain Kino Polska Group channels.

Late Easter – shifted advertising budgets

One of the factors impacting the performance of the TV advertising market was Easter falling in April.

Many companies – particularly from the FMCG sector – shifted their advertising budgets from March to April 2025.

The „BIG -4” decline

The share in viewership of the "big four" decreased by 2.5 pp. to 24.42% in Q1 2025 (SHR%, All 16-59, Consolidated Live +2d. +OOH) vs. 25.05% a year earlier.

Slightly longer TV viewing time

In Poland, in Q1 2025, the average television viewing time was 225 minutes, which is 1.8% more than the previous year (NAM, ATV, Q1 2024 vs Q1 2025, 02:00-25:59; TG: All 16-59, Total TV; In-Home Consolidated +2d plus OOH Live).

The AMR% for the entire market in Q1 2025 was 15.59% vs. 15.32% in the previous year (NAM, AMR%, Q1 2024 vs. Q1 2025, 02:00-25:59; TG: All 16-59, Total TV; In-Home Consolidated +2d plus OOH Live).

02

KEY FACTS Q1 2025

KEY FIGURES IN Q1 2025

+1.4% r/r

revenue
76.6 mln zł

+5.9% r/r

revenue from
international markets
23.1 mln zł

+9.0% r/r

EBITDA
42.2 mln zł

+1.7% r/r

net profit
19.0 mln zł

49.8%

broadcasting
revenue

42.6%

advertisement
revenue

24.9%

net
profitability

2.41%

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

03

FINANCIAL RESULTS

KEY FINANCIAL DATA

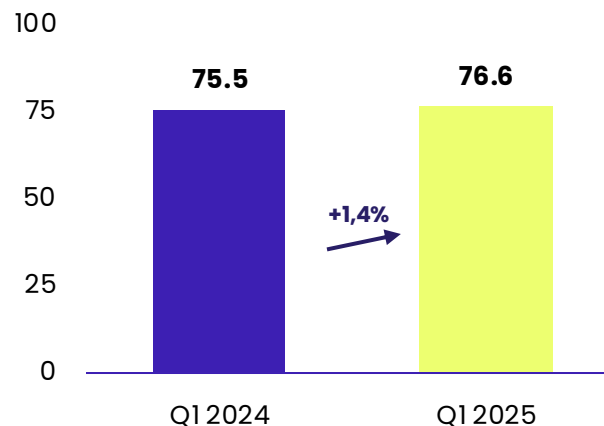
PLN M

In Q1 2025, Kino Polska Group continued its upward trend.

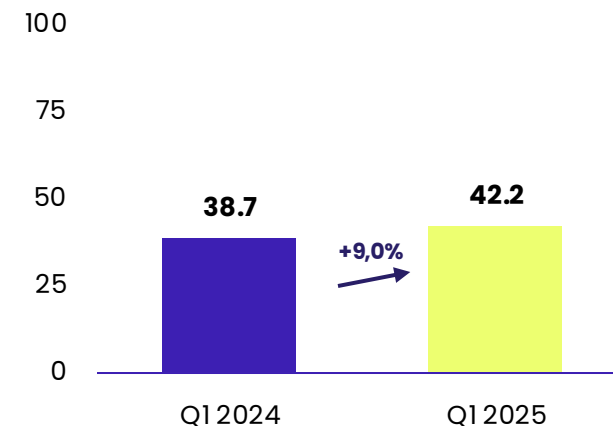
Revenues increased by PLN 1.1 million (+1.4% y/y), driven primarily by growth in the channel production segment. The Group's EBITDA rose by PLN 3.5 million y/y.

At the end of Q1 2025, the Group held a financial surplus of PLN 22.6 million (a 32.7% increase compared to the end of 2024).

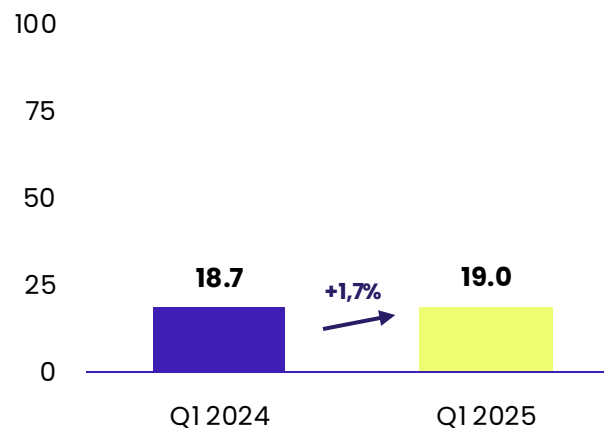
Revenue



EBITDA

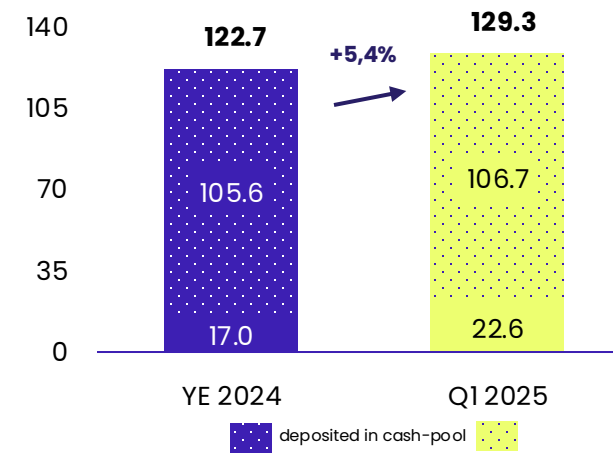


Net profit



Financial resources

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



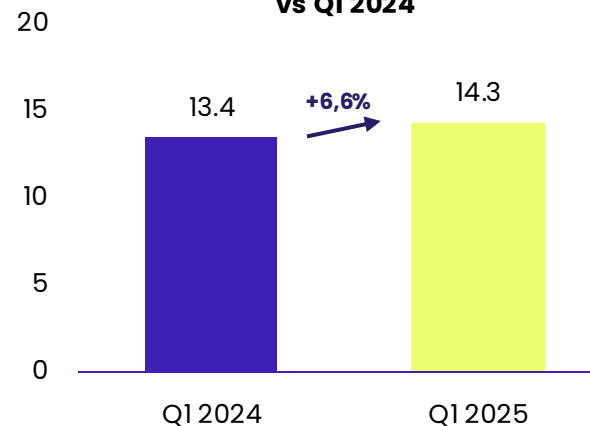
STOPKLATKA

PLN M

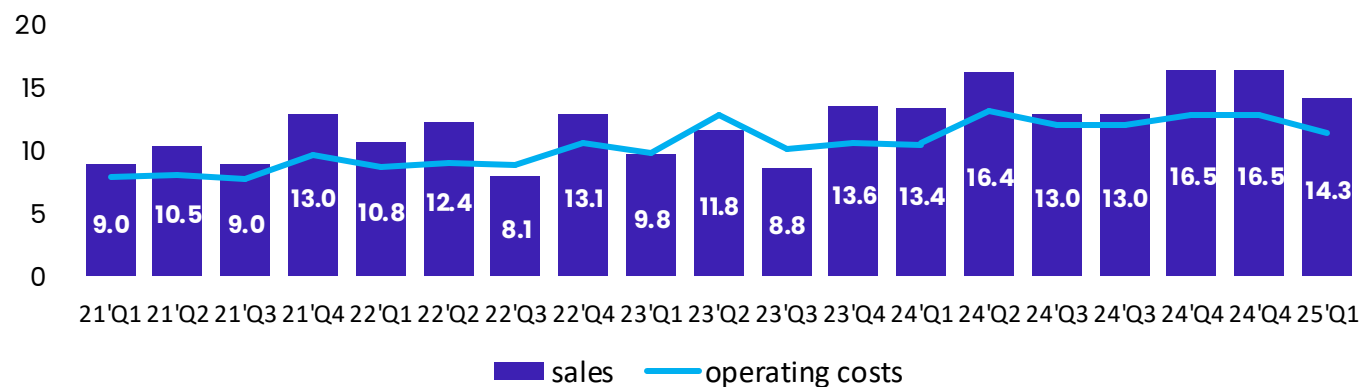
Stopklatka recorded an increase of PLN 0.9 million (+6.6% y/y) compared to the same period in 2024. This was the result of a favorable advertising broker agreement signed last year, as well as an improved programming strategy.

Thanks to continued cost control, the Stopklatka segment generated a margin of 19.3%, and its net profit reached PLN 2.8 million, leading to further improvement in its profitability.

Advertising revenues Q1 2025
vs Q1 2024



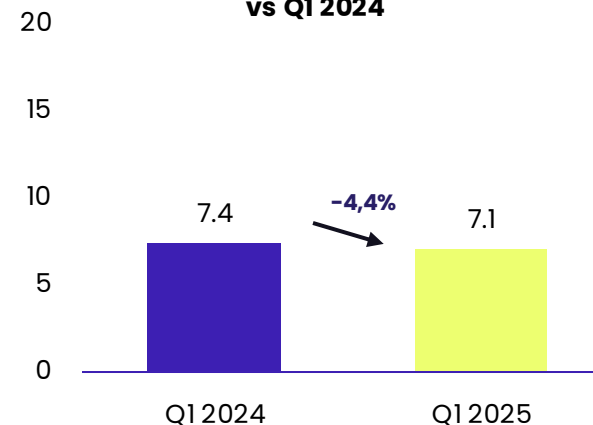
Sales and operating costs Q1'21 – Q1'25



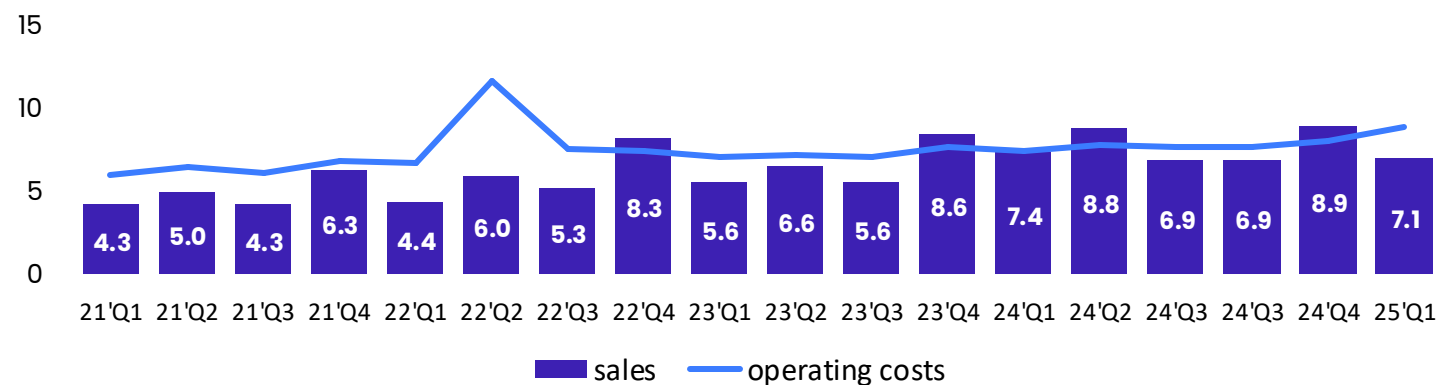
The Group continues to pursue its programming strategy for the Zoom TV channel. The revenue decline recorded in this segment during the first three months of 2025 (PLN -0.3 million, -4.4% y/y) reflects a broader trend of shorter viewing times and a more selective approach by audiences toward broadcasters' programming offers.

Lower revenues combined with higher marketing expenses resulted in a year-over-year decrease of PLN 1.9 million in the Zoom TV segment's result.

**Advertising revues Q1 2025
vs Q1 2024**



Sales and operating costs Q1'21 – Q1'25



FILMBOX BRANDED MOVIE AND THEMATIC CHANNELS

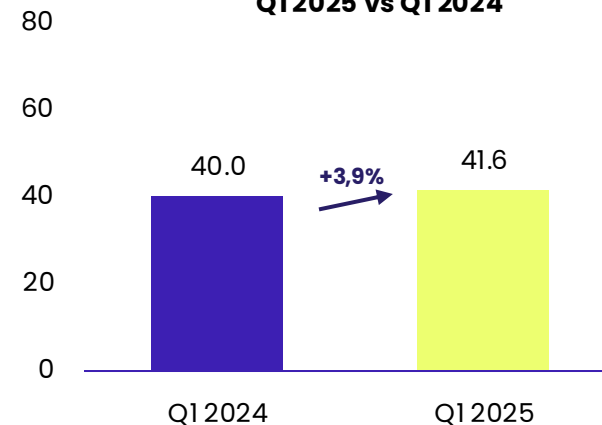
PLN M

In Q1 2025, the upward trend in revenue continued in the segment of FilmBox-branded movie channels and thematic channels, with an increase of PLN 1.5 million (+3.9% y/y).

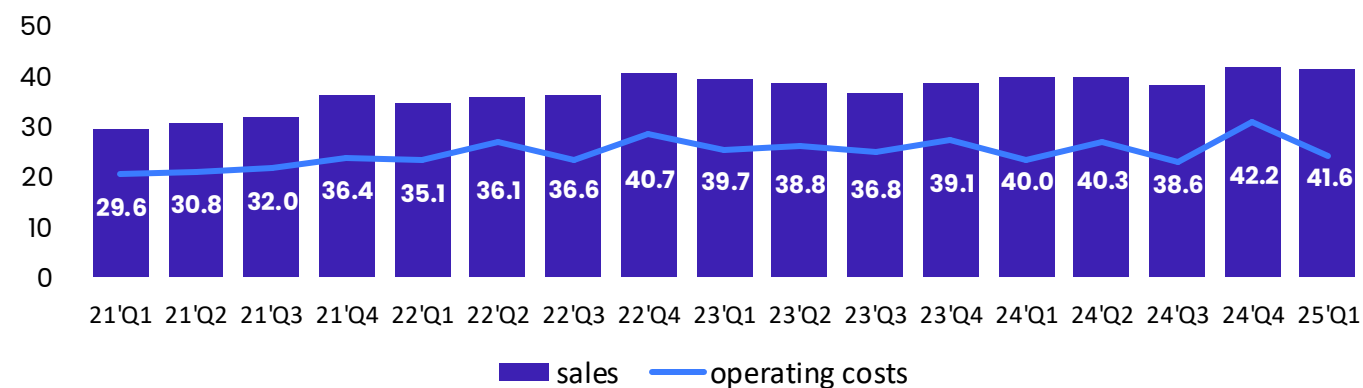
Thanks to higher broadcasting revenues (+PLN 0.5 million) and advertising revenues (+PLN 1 million), the segment's result reached PLN 41.6 million, with a profitability margin of 41.5%.

Broadcasting and advertising

Q1 2025 vs Q1 2024



Sales and operating costs Q1'21 – Q1'25



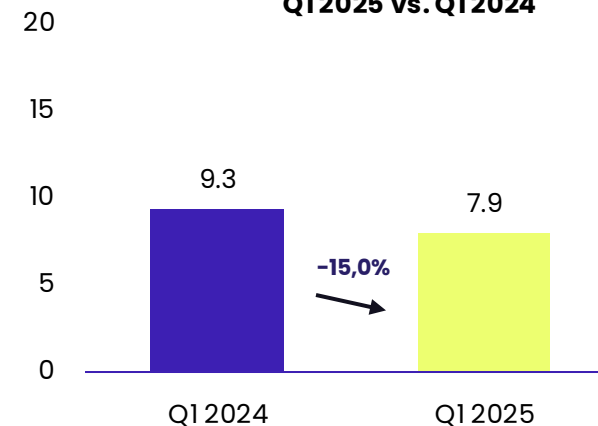
KINO POLSKA BRANDED CHANNELS

PLN M

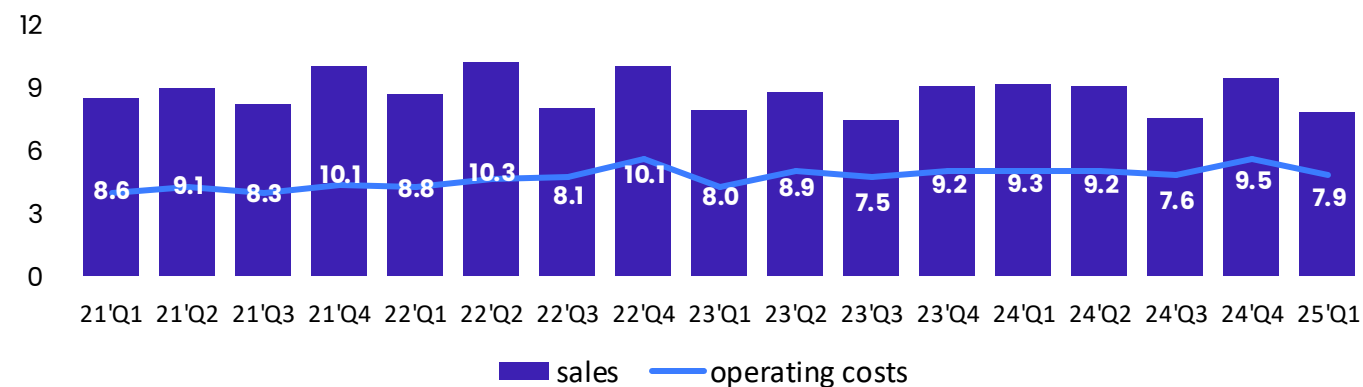
Revenues from Kino Polska-branded channels were 15% lower y/y compared to the previous year. This decline is linked to the overall trend of decreasing TV viewership time and audiences' increasingly selective approach to broadcasters' content offerings.

The Kino Polska segment kept costs under control and achieved a net profit of PLN 3 million, with a profitability margin of 38.2%.

**Broadcasting and advertising revenues
Q1 2025 vs. Q1 2024**



Sales and operating costs Q1'21 – Q1'25



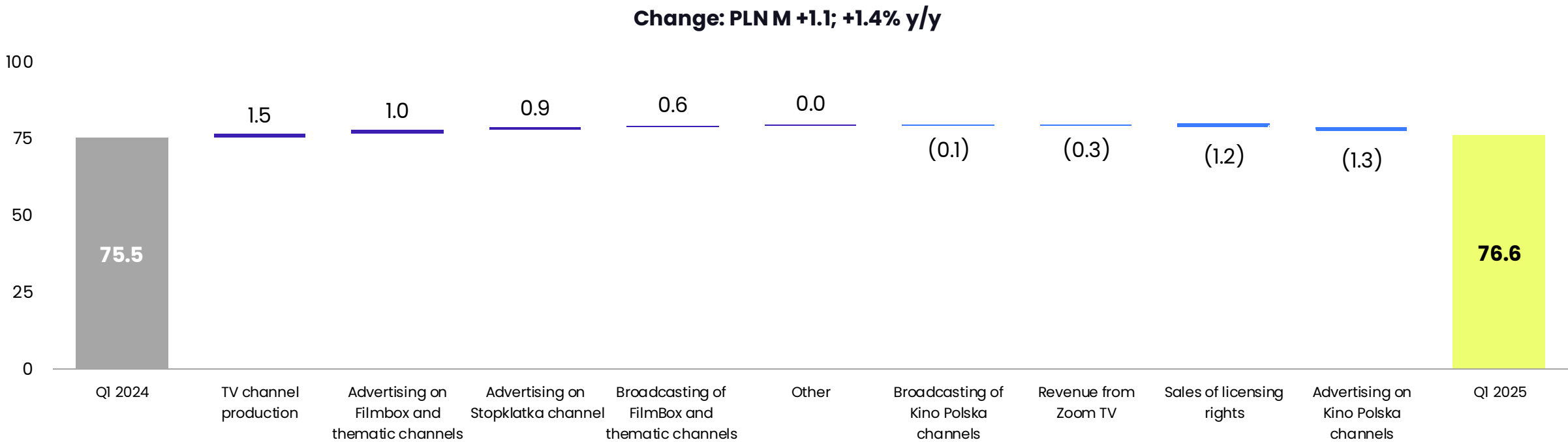
REVENUES Q1 2025

PLN M

The Group's sales revenue in Q1 2025 increased by PLN 1.1 million y/y, **reaching PLN 76.6 million.**

The largest increases were **recorded in the TV channel production segment (+PLN 1.5 million).** In terms of advertising revenue, **growth was seen on the FilmBox channels (+PLN 1 million, +16% y/y)** and **Stopklatka (+PLN 0.9 million, +6.6% y/y).**

The increase in revenue from TV channel production helped offset the declines in broadcasting and advertising revenues from Kino Polska and Zoom TV channels, as well as from the sale of licensing rights.



TOTAL REVENUE BY TERRITORY

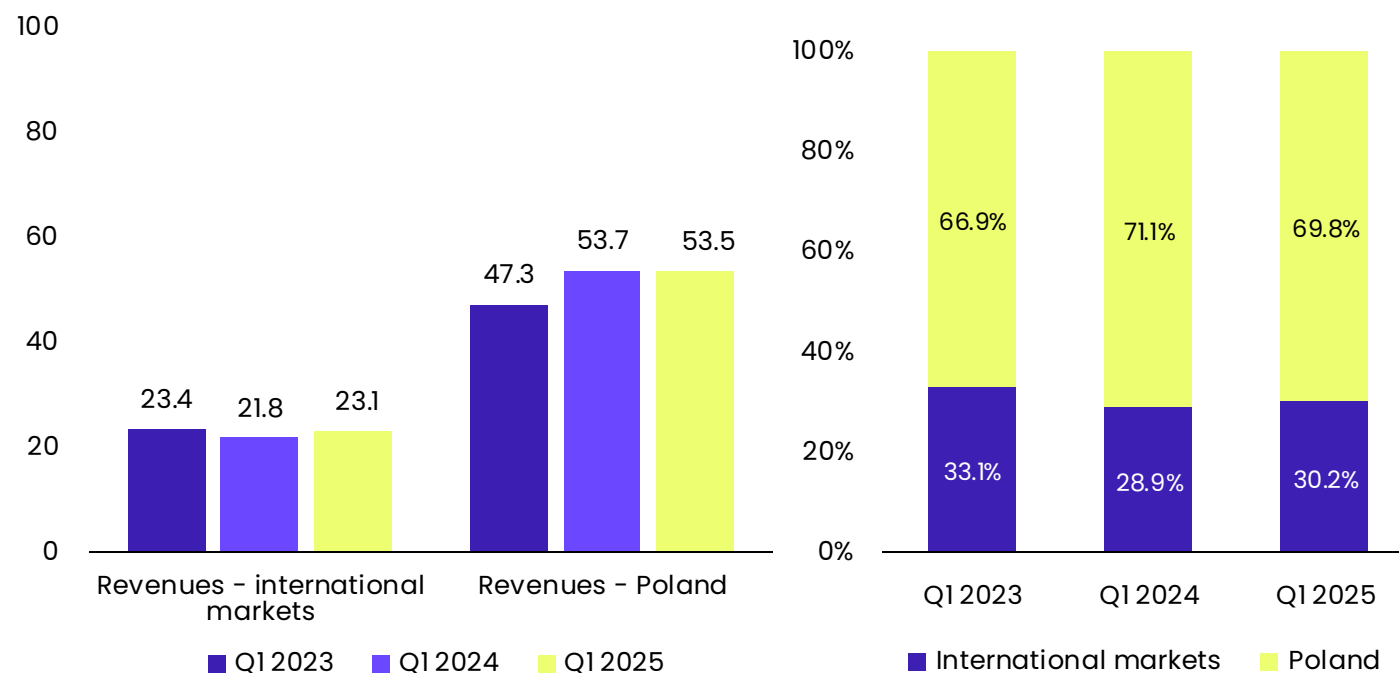
REVENUES INCLUDES BROADCASTING, ADVERTISING, PRODUCTION, LICENSE SALES AND OTHERS

PLN M

Revenues in international markets increased by 5.9% y/y (+PLN 1.3 million), mainly driven by broadcasting revenues from FilmBox and thematic channels.

Revenues in the Polish market saw a slight decline of 0.4% (PLN 0.2 million) compared to the same period in 2024, primarily due to reduced sales of licensing rights and lower advertising sales in the Kino Polska-branded channel segment.

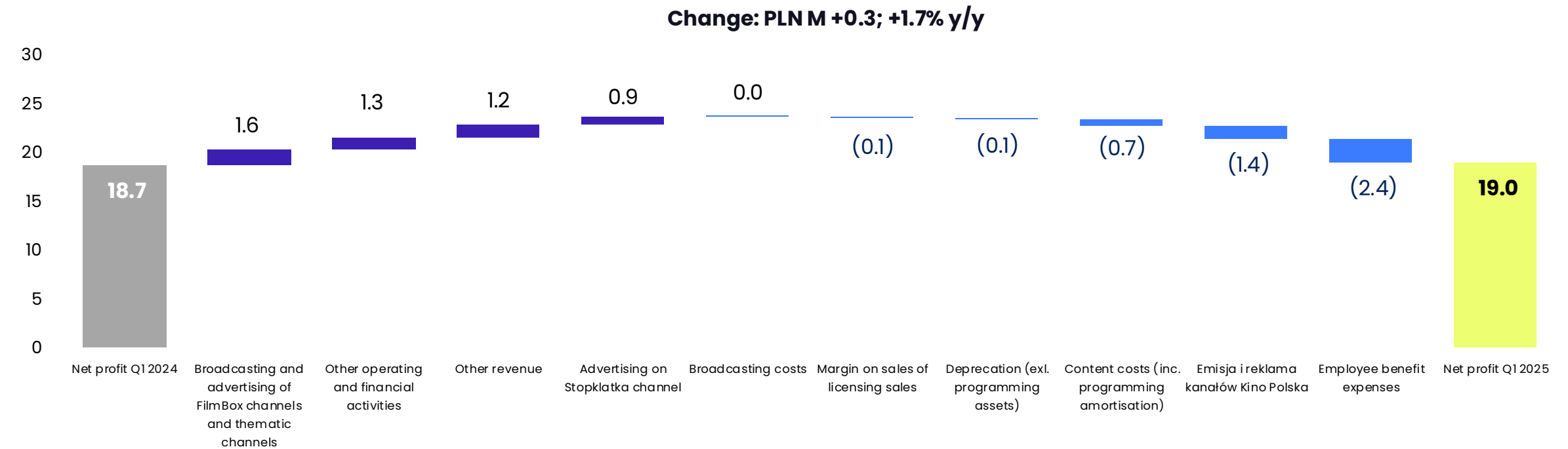
Revenue by territory



NET PROFIT Q1 2025

PLN M

The Group's net profit in Q1 2025 amounted to PLN 19 million (+1.7% y/y).
The main contributors to the increase in net profit were higher broadcasting and advertising revenues in the FilmBox-branded and thematic channels segment, results from other operating and financial activities, and increased advertising sales on the Stopklatka channel.
The rise in other income was related to Kino Polska Group's continued production of channels for the Canal+ Group and SPI. These factors helped offset higher personnel costs, including related expenses, due to increased employment year over year, as well as the decline in broadcasting and advertising revenues from Kino Polska-branded channels.



| 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).



KINO POLSKA

FILMOWA POWTÓRKA
PRZED EGZAMINEM

OGLĄDAJ EKRYNIZACJE LEKTUR
W KAŻDĄ SOBOTĘ I NIEDZIELĘ KWIEŹNIA



OGLĄDAJ PO POŁUDNIU

STOPKLATKA

PONIEDZIAŁEK - PIĄTEK
OD 16:00 DO 20:00

KOJAK

HUDSON I REX



GRUPA KINO POLSKA

CONTACT:

KINO POLSKA TV S.A.
Ul. Puławska 435a
02-801 warszawa
Tel: +48 22 356 74 00
Fax: +48 22 356 74 01
Email: inwestorzy@kinopolska.PL

Marta Kruk-Bogusz
Investor Relations Manager
Email: mbogusz@kinopolska.pl