

GRUPA KINO POLSKA

FINANCIAL RESULTS FY 2025

Warsaw, 23 April 2026



AGENDA

01 Market overview

02 Key facts FY 2025

03 Financial results



PRESENTERS



KATARZYNA WOŹNICKA

Board Member, Chief Executive Officer



PATRYCJA GAŁĄZKA-STRUZIK

Board Member, Chief Operating Officer

01

MARKET OVERVIEW

MEDIA AND AD MARKET LANDSCAPE 2025

TV advertising market

According to a report by the Publicis group, advertising spending in linear TV in FY 2025 increased by 1.2% year-on-year in (in 2024+5.9% y/y), reaching just over 5 bln PLN.

The highest growth rate in the video segment, however, was recorded in streaming platforms (SVOD), at +45% year-on-year. It should be noted that streaming platforms still account for a very small share of the video advertising market, which stood at 2.3% in 2025 (up from 1.7%).

Challenging environment for entertainment channels

Political developments and events related to the war in Ukraine draw audience to informational channels (+17% AMR%, all 16-59) rather than to entertainment.

In addition, for entertainment channels, y/y comparables are affected by 2024 high base, caused by UEFA European Championship as well as the Olympic Games.

The beginning of 2026 shows that the political climate remains unfavorable for entertainment channels

More visible competitive pressure

The share of „big four“ viewership continued downward trend in 2025. However not all „big four“ channels are shrinking.

Increased investment by the ‘big four’, combined with the high level of activity among certain other channels, is creating increased competitive pressure, including on our own channels.

SVOD as a complement to linear services

Despite wide reach of SVOD, the share of television viewers (AMR%, all 16-59) in 2025 remained at a similar level year on year.

However, we are also seeing a growing trend in the popularity of digital platforms, particularly among younger viewers.

We are constantly developing our digital segment – we are expanding FilmBox+ internationally and intensifying talks on integrating the platform with cable operators – impact on revenues remains limited.

02

KEY FACTS FY 2025

KEY FIGURES IN FY 2025

+5.8% y/y

revenue
241.5 mln zł

+4.4% y/y

revenue from
international markets
98 mln zł

+17.2% y/y

EBITDA
176,4 mln zł

+19.1% y/y

net profit
79.4 mln zł

46.3%

broadcasting
revenue

46.2%

advertisement
revenue

23.8%

net
profitability

2.4%

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

03

FINANCIAL RESULTS

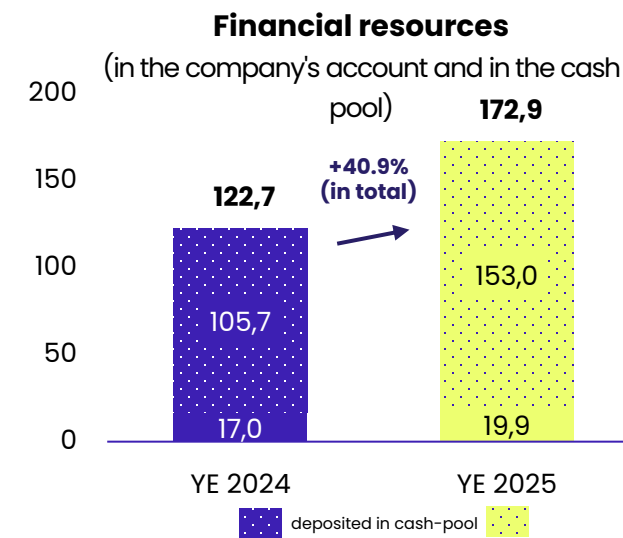
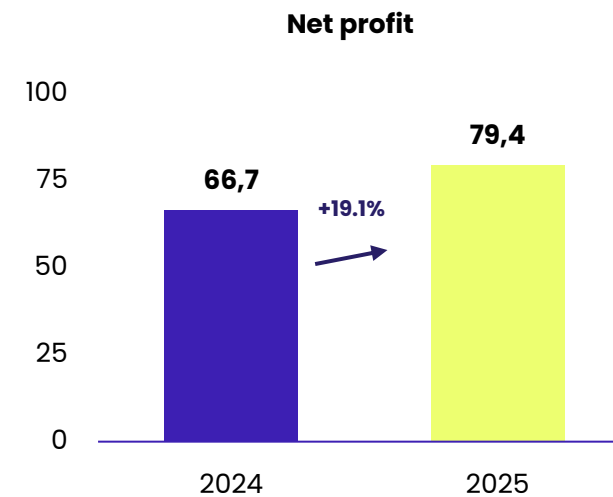
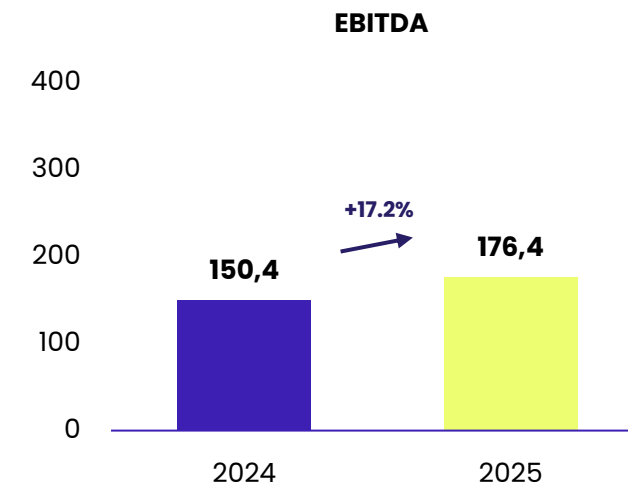
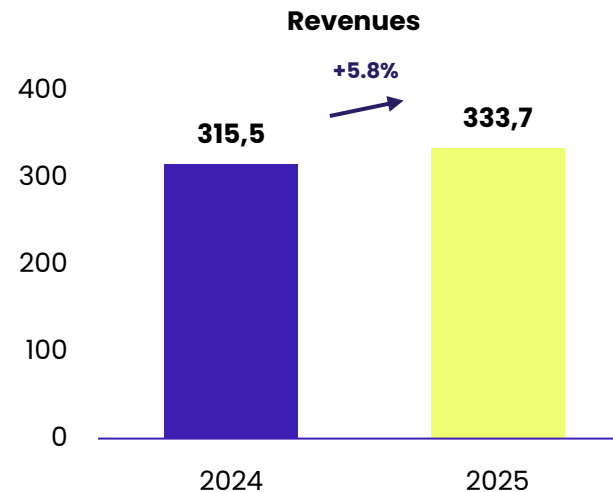
KEY FINANCIAL DATA

PLN M

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

Revenues increased by PLN 18.2 million (+5.8% y/y). The increase of revenue was recorded in all segments, except for the sales of licencing rights.

The Group's EBITDA rose by PLN 26 million PLN (+17.2% y/y).



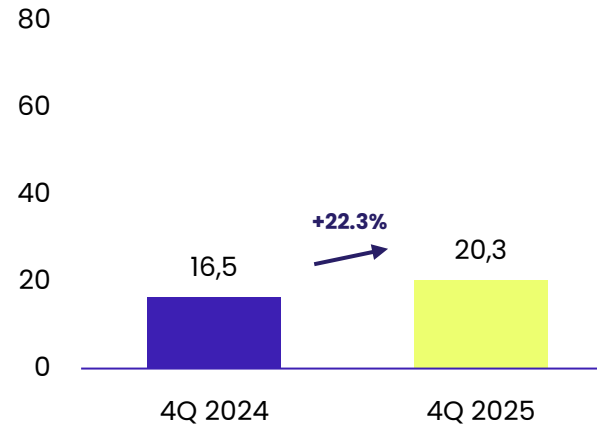
STOPKLATKA

PLN M

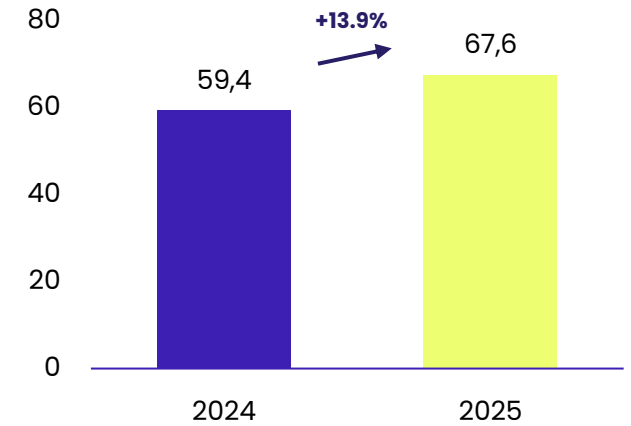
In 2025, Stopklatka recorded revenue increase of PLN 8.2 million (+13.9% r/r) compared to the same period year earlier. This was the result of, among other things, the continuation of favourable advertisement brokerage agreement.

Stopklatka segment maintained net profitability in 2025, achieving a margin of 23.5% and a net result of PLN 15.9 million.

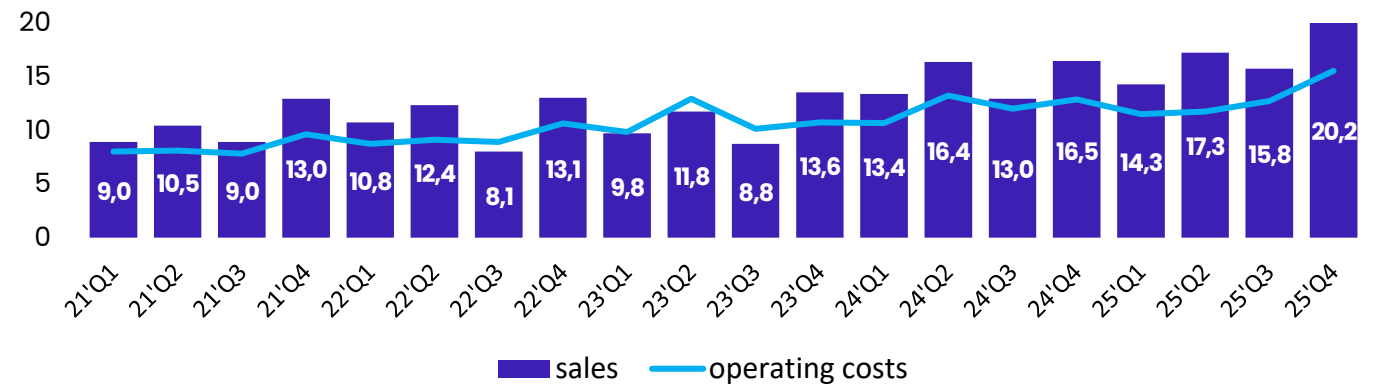
Sales revenues
4Q 2025 vs 4Q 2024



Sales revenues
2024 vs. 2025



Sales and operating costs 1Q'21 – 4Q'25



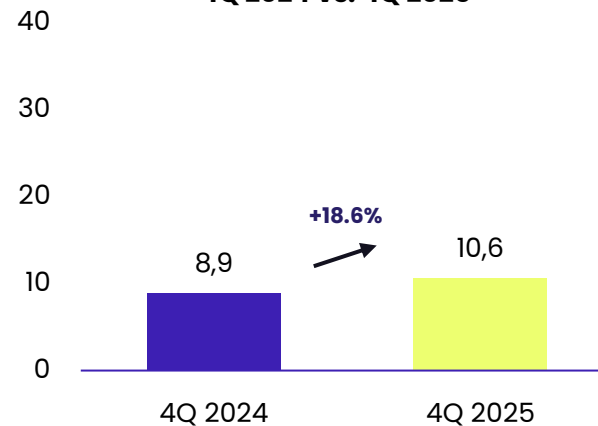
ZOOM TV

PLN M

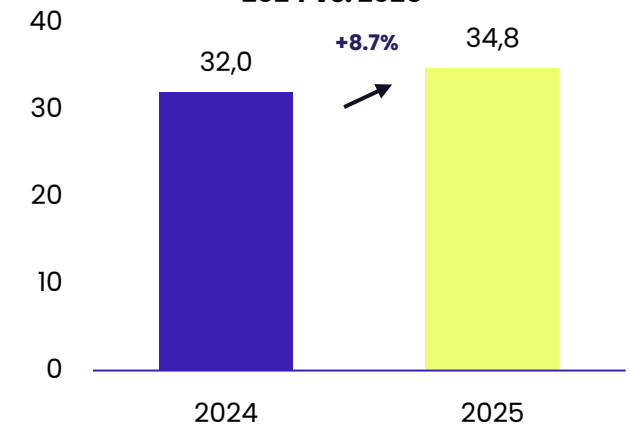
The Group continues to pursue its programming strategy for the Zoom TV channel. In the fourth quarter this segment recorded a dynamic increase in revenues (+18.6% y/y), which translated into positive revenue growth for the segment in 2025 (+8.7% y/y).

The segment's negative net result (-0,4 PLN mln) is related to higher marketing expenses incurred to promote key programming positions, higher spending on new content, and terrestrial broadcasting costs. It is worth noting the significant increase in the channel's profitability in the final quarter of the year. From 2026, the margins of the Zoom TV channel will be further supported by the absence of transmission costs within the MUX-8 infrastructure.

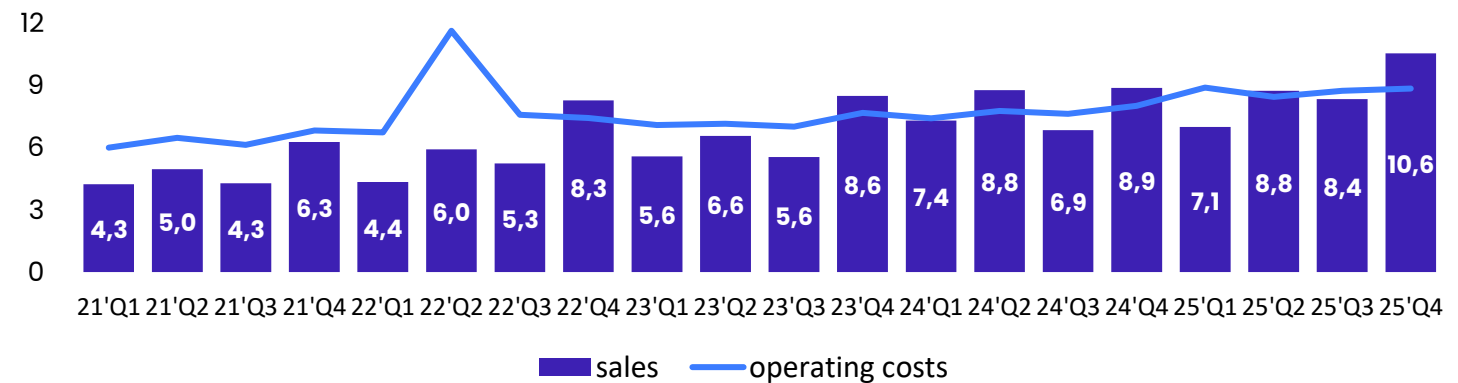
Sales revenues
4Q 2024 vs. 4Q 2025



Sales revenues
2024 vs. 2025



Sales and operating costs 1Q'21 – 4Q'25



FILMBOX BRANDED MOVIE AND THEMATIC CHANNELS

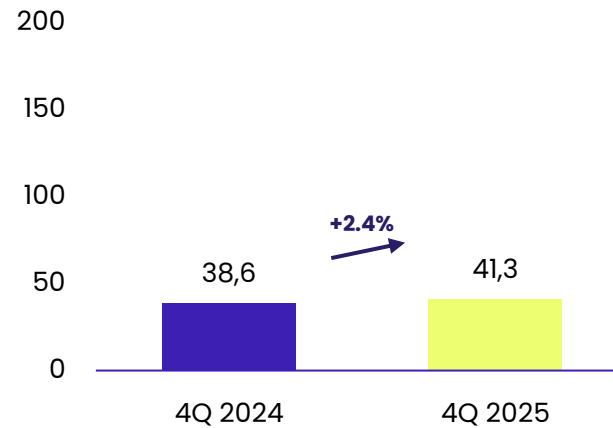
PLN M

2025 saw a continuation of the upward trend in revenues from the FilmBox brand movie channels and thematic channels, with a cumulative increase of PLN 7.2 million in FY 2025 (+4.4% y/y).

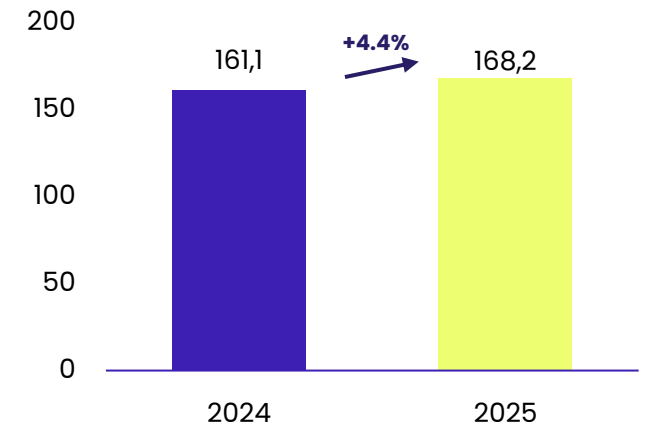
Higher revenues were recorded from both broadcasting (+PLN 4.1 million) and advertising (+PLN 3.4 million).

The segment's total revenues reached PLN 168.2 million, and its margin increased to 36.9%.

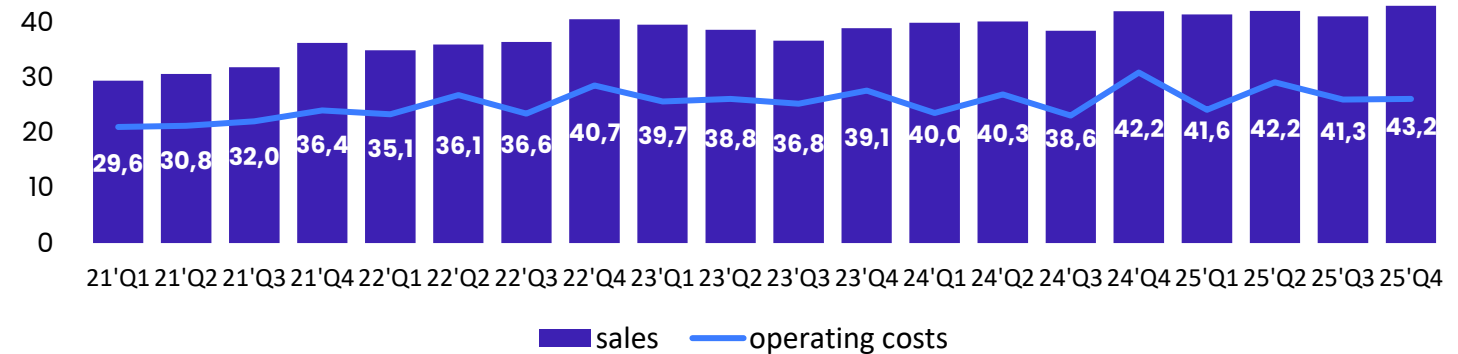
Sales revenues 4Q 2024 vs. 4Q 2025



Sales revenues 2024 vs. 2025



Sales and operating costs Q1'21 – 4Q'25



KINO POLSKA BRANDED CHANNELS

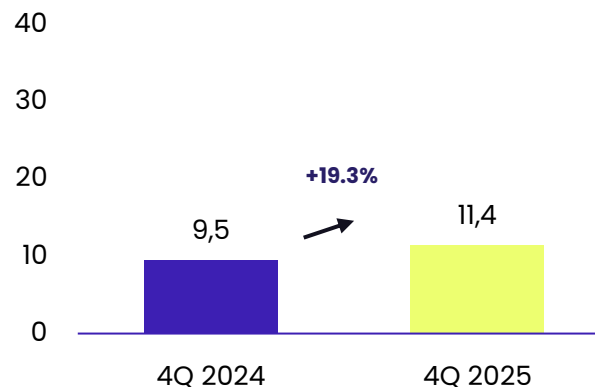
PLN M

In 2025, revenues from Kino Polska-branded channels grew 7.1% y/y.

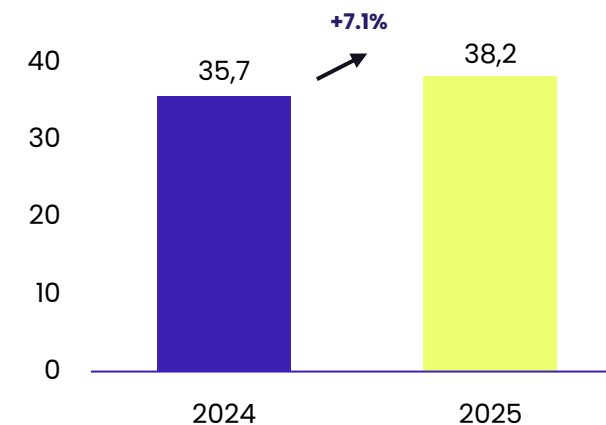
It is worth noting the significant increase in the segment's revenues in the fourth quarter alone, which stood at 19.3% y/y and made a positive impact on the results for the whole of 2025. Growth was driven by the expansion of a new content library featuring Polish films and series. Sustaining revenue momentum will require continued investment.

The Kino Polska-branded channels segment kept costs under control and generated a net profit of PLN 16.3 million and increased its margin to 42.6%.

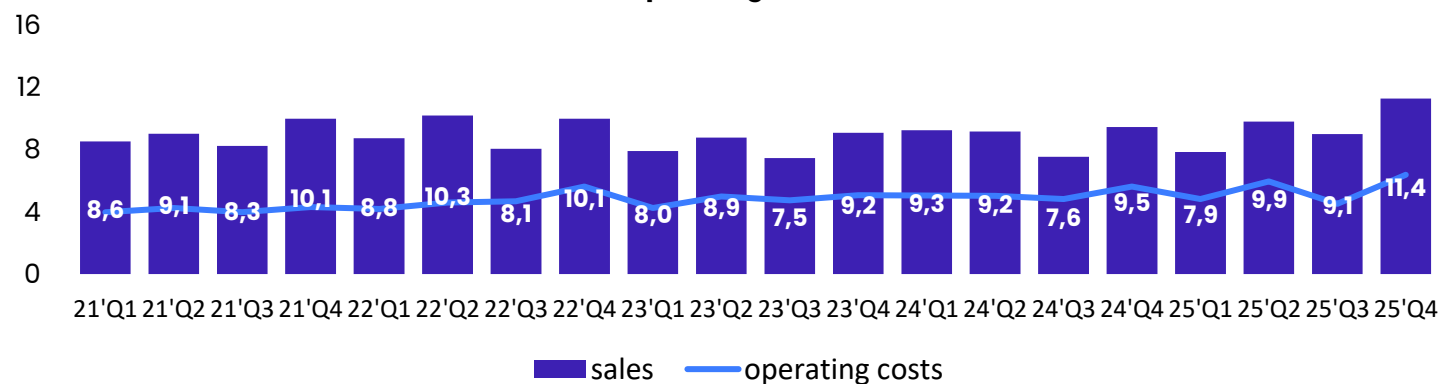
Sales revenues 4Q 2024 vs. 4Q 2025



Sales revenues 2024 vs. 2025



Sales and operating costs Q1'21 – 4Q'25



REVENUES IN FY 2025

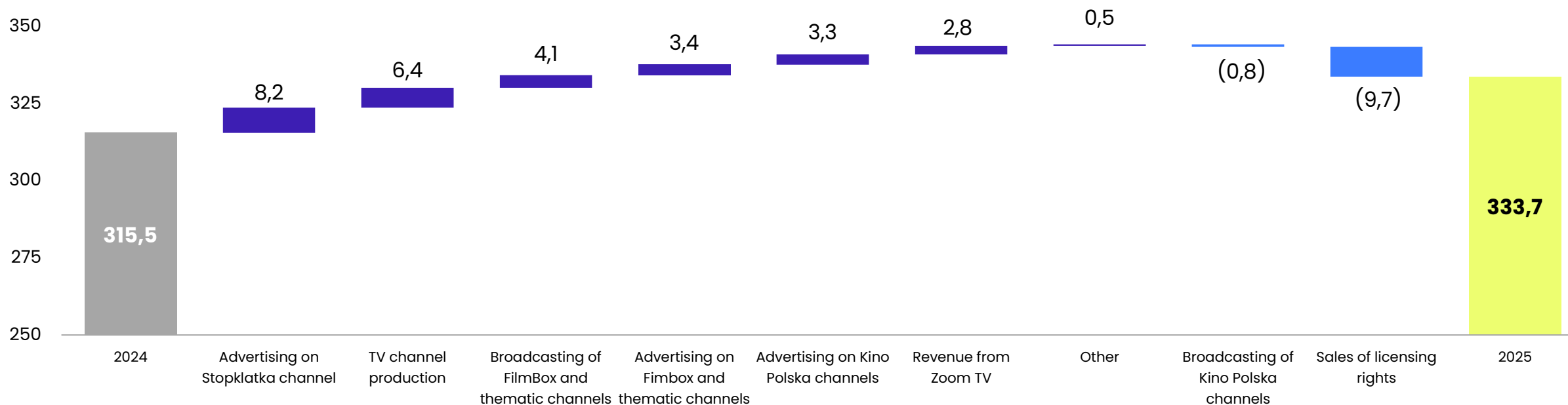
PLN M

The Group's sales revenue in 2025 **increased by PLN 18.2 million y/y reaching PLN 333.7 million.**

The largest increases were **recorded in the TV channel production segment (+PLN 6.4 million, +66.8%).** The largest nominal increase we recorded in **Stopklatka Segment (PLN 8.2 million, +13.9%).** In terms of advertising revenue, **increases were recorded across all Kino Polska Group segments.**

The increase in revenues from TV channel production and advertising revenues offset the decline in revenues from Kino Polska channel broadcasting and the sale of licensing rights.

Change: PLN +18.2M; +5.8% y/y



TOTAL REVENUE BY TERRITORY

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

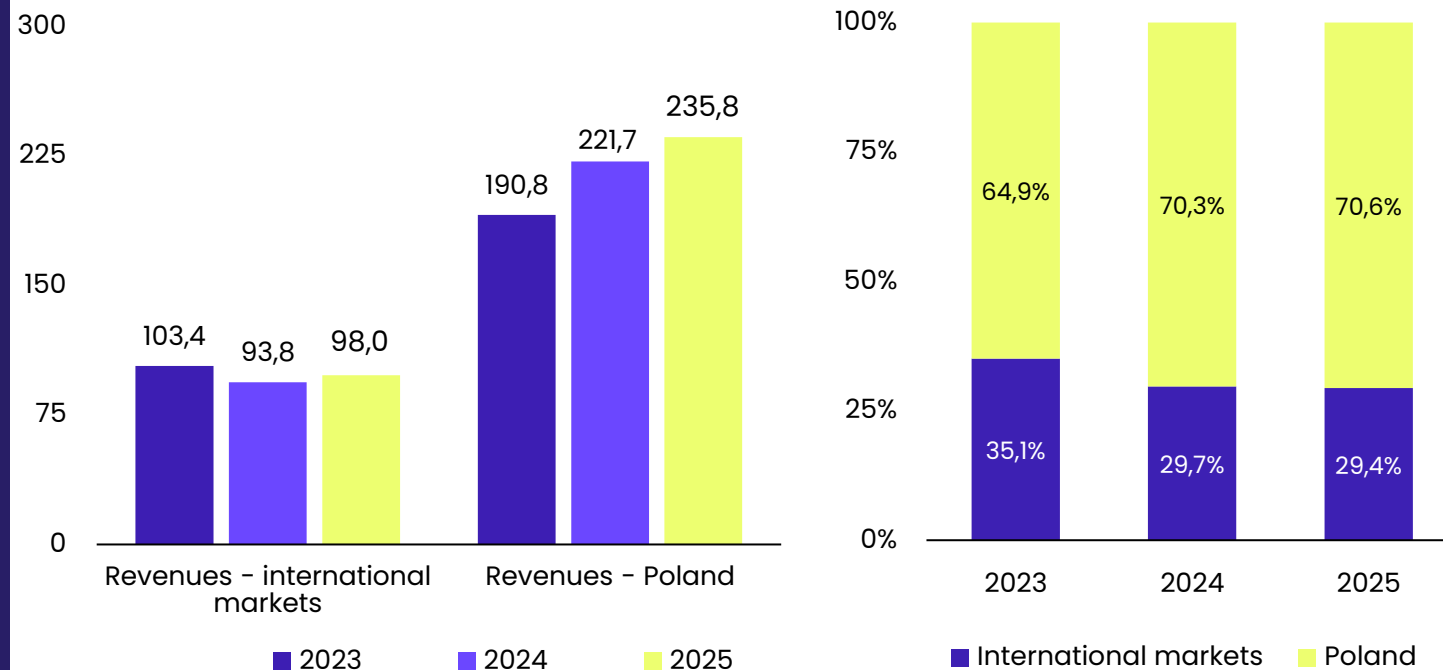
PLN M

Revenues on international markets increased by 4.4% y/y (+PLN 4.1 million), mainly due to growth in the TV channel production segment and revenues from advertising and broadcasting of FilmBox channels and thematic channels outside Poland.

Revenues on the Polish market increased by 6.4% (PLN 14.1 million) compared to 2024, mainly due to higher revenues from advertising sales.

The share of revenues on international markets decreased by 0.3 pp compared to 2024.

Revenue by territory



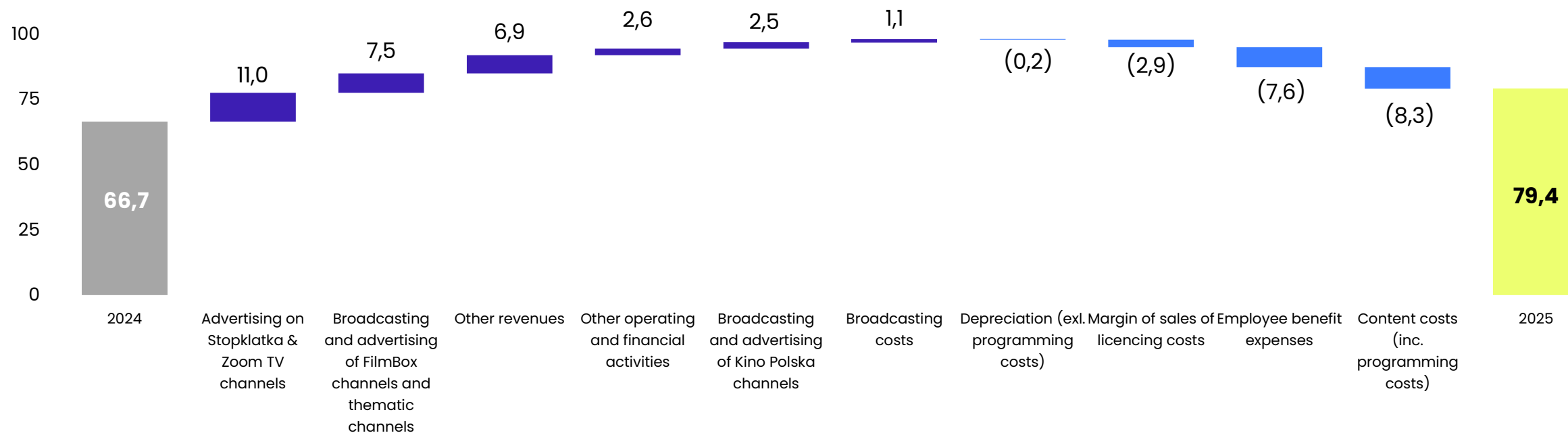
NET PROFIT FY 2025

PLN M

Kino Polska Group net profit in 2025 amounted to PLN 79.4 million (+19.1% y/y). The increase in net profit was primarily driven by higher revenue from advertising on the Stopklatka, Zoom TV, FilmBox and thematic channels, as well as Kino Polska. Other revenue, other operating and financial activities, and lower broadcasting costs also contributed to the net result. The increase in other revenue is linked to the Kino Polska Group's continued production of channels for the Canal+ Group and SPI.

The above categories offset the increase in content costs and payroll costs, which is linked to the rise in the Group's workforce (year-on-year), as well as the decline in the margin on the sale of licence rights and higher depreciation.

Change: PLN +12.7 mln; +19.1% 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).

zoom TV

MAGIA NAGOŚCI
POLSKA

KINO POLSKA

OPOWIEŚCI, KTÓRE ŁĄCZĄ POKOLENIA
OGLĄDAJ W GRUDNIU

BOŻE CIAŁO MŁODE KOPKI SEKSMISJA



ZABÓJCZE POTRAWY

zoom TV
HUMOR • SKANDAL • TAJEMNICA

HITY POLSKIEGO KABARETU
nowy sezon

OGLĄDAJ
piątki 20:00



STOPKLATKA

FILMOWY MARATON
Z CHUCKIEM NORRISEM

ŚRODA OD 20:00
SAMOTNY WILK MCQUADE
ODDZIAŁ DELTA 2



zoom TV
HUMOR • SKANDAL • TAJEMNICA

TO LECI W SIECI
NOWY SEZON

OGLĄDAJ NIEDZIELE 8:40

GRUPA KINO POLSKA

CONTACT:

KINO POLSKA TV S.A.
Puławska St. 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