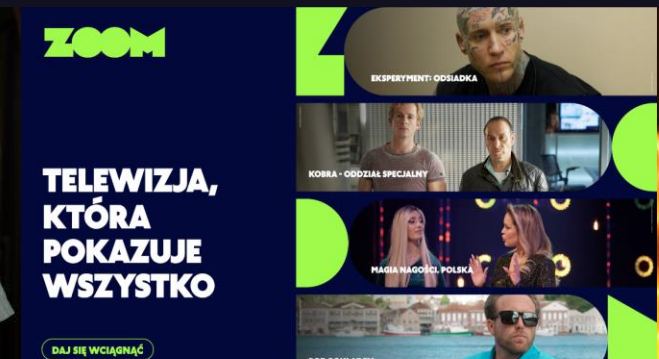


# GRUPA KINO POLSKA

# FINANCIAL RESULTS Q1 2026

Warsaw, 2 June 2026



# AGENDA

**01** Market overview

**02** Key facts Q1 2026

**03** Financial results



# PRESENTERS



**KATARZYNA WOŹNICKA**

Board Member, Chief Executive Officer



**PATRYCJA GAŁZKA-STRUZIK**

Board Member, Chief Operating Officer

# 01

## MARKET OVERVIEW

# TV ADVERTISING MARKET IN Q1 2026

**-0,7%**

linear tv SHR%  
in Q1 2026

tv ad market in Poland:

**+1,5%**

early estimates in Q1  
2026

**-2,4%**

tv consumption in  
Q1 2026 (Total TV)

Source: Nielsen Audience Measurement, Polsat Media

# LINEAR CHANNELS FACING MAJOR CHALLENGES Q1 2026 VS Q4 2025

**195**  
**Polish**  
**channels**

high  
competition: 159  
pay TV and 36  
free-to-air (DTT  
& FTA) channels

monitored by Nielsen

**+0.7%**  
**BIG4**

growth for the  
first time in  
several years,  
following a  
period of  
continuous  
decline

**+13%**  
**YoY**

news channels  
viewership

**+0.5%**  
**YoY**

streaming  
viewership

**-6% r/r**  
**General**  
**entertainment**  
**channels**

decline in the  
segment

Source: Nielsen Audience Measurement

# LEVERAGING TRENDS TO ADDRESS MARKET CHALLENGES

## 1 NOSTALGIA REMAINS STRONG

Well-known titles continue to attract audiences

## 3 TV AUDIENCES IN POLAND ARE AGEING

Viewers aged 40+ dominate, with the 60+ segment becoming increasingly important

## 2 ZAPPING

The most popular way of discovering TV content – investment in channel branding and familiar, popular productions is key

## 4 RELAXATION & ENTERTAINMENT

Research shows that TV viewers primarily seek relaxing, “low-effort” content

Source: Nielsen Audience Measurement, Brand tracker, Kantarr, CAWI

# 02

## KEY FACTS Q1 2026

# KEY FIGURES IN Q1 2026

**+3.0% y/y**

revenue  
PLN 78.9 m

**+5.7% y/y**

revenue from  
international markets  
PLN 24.4 m

**+3.9% y/y**

EBITDA  
PLN 43.9m

**+5.5% y/y**

net profit  
PLN 20.1m

**48.5%**

broadcasting  
revenue

**43.8%**

advertisement  
revenue

**25.5%**

net  
profitability

**2.2%**

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

# 03

## FINANCIAL RESULTS

# KEY FINANCIAL DATA

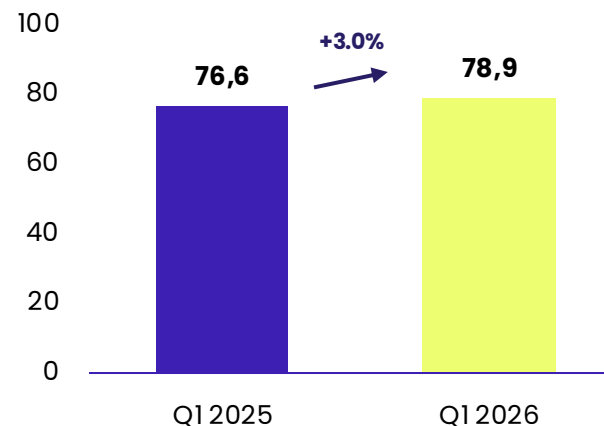
PLN M

In Q1 2026, Kino Polska Group continued its upward trend.

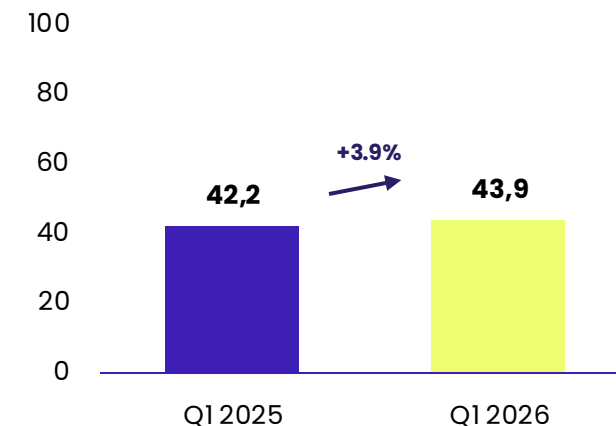
Sales revenue increased by PLN 2.3 million (+3.0% y/y), with EBITDA up by PLN 1.7 million (+3.9% y/y). The Group's EBITDA reached PLN 43.9 million. At the same time, net profit rose by PLN 1.0 million (+5.5% y/y), and net margin improved to 25.5%

During the discussed period, the Group recorded an increase in operating profit in the following segments: Zoom TV, Kino Polska channels, FilmBox film channels and thematic channels.

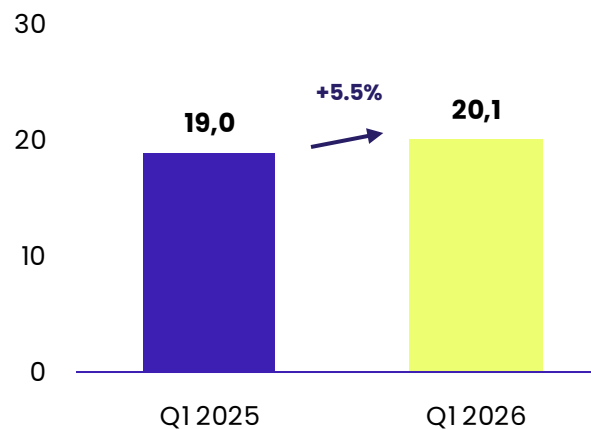
Revenues



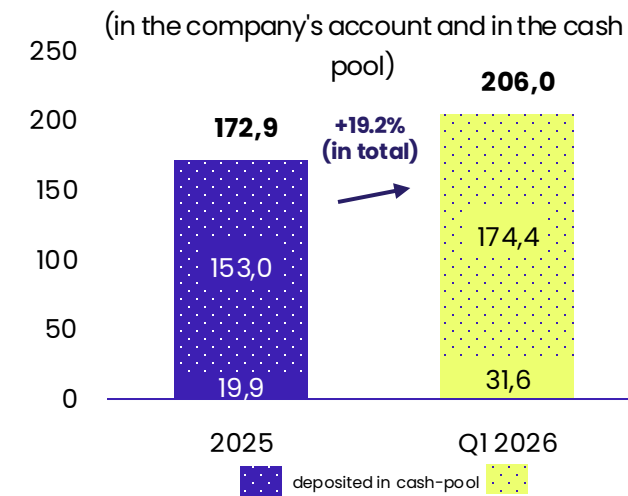
EBITDA



Net profit



Financial resources



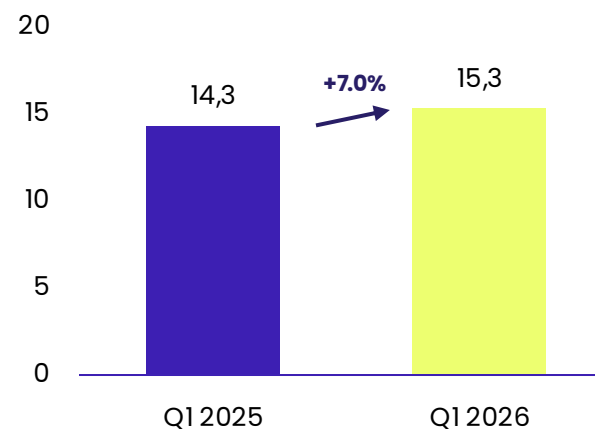
# STOPKLATKA

## PLN M

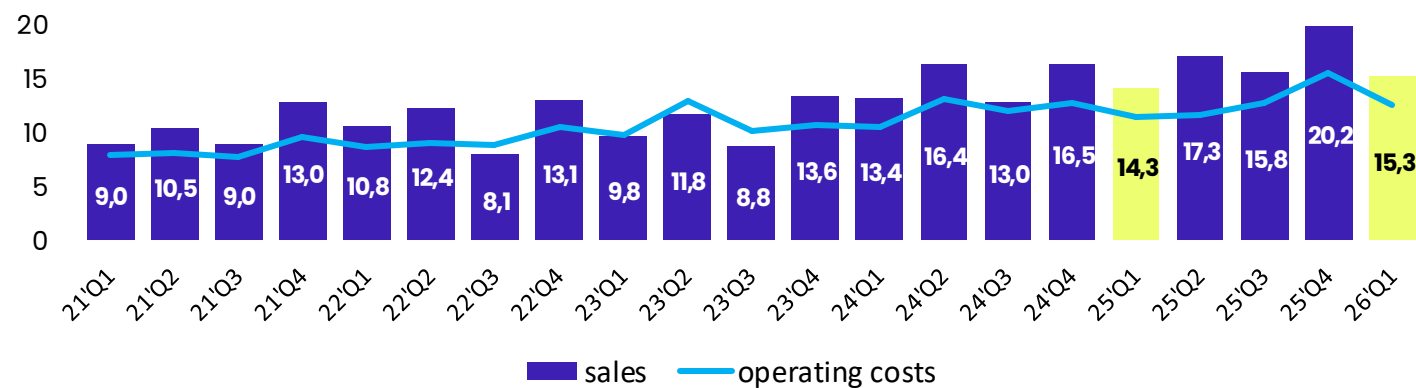
In Q1 2026, Stopklatka recorded a revenue increase of PLN 1 million (+7.0%) compared to the same period in 2025, reaching PLN 15.3 million compared to PLN 14.3 million a year earlier. This was the result of favourable continuation of collaboration with an advertising broker.

Stopklatka segment maintained positive net profitability in 2026, achieving a margin of 17.6% and a net result of PLN 2.7 million

Sales revenues  
1Q 2025 vs 1Q 2026



Sales and operating costs 1Q'21 – 1Q'26



# ZOOM TV

## PLN M

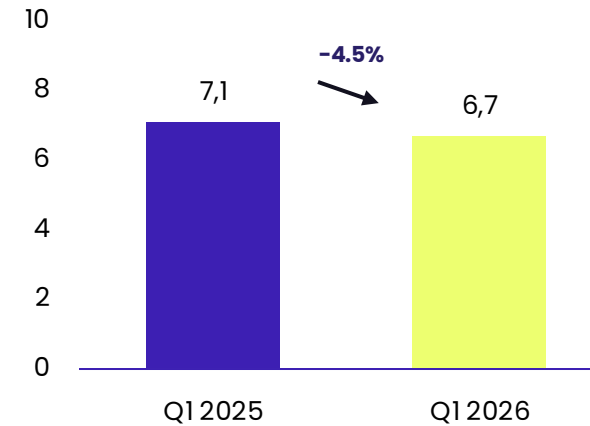
The segment's result improved by PLN 3.4 million compared to Q1 2025, reaching PLN 1.4 million.

The relatively small decline in revenue and the significant improvement in the segment's profit confirm that we made the right decision to leave the MUX 8 multiplex.

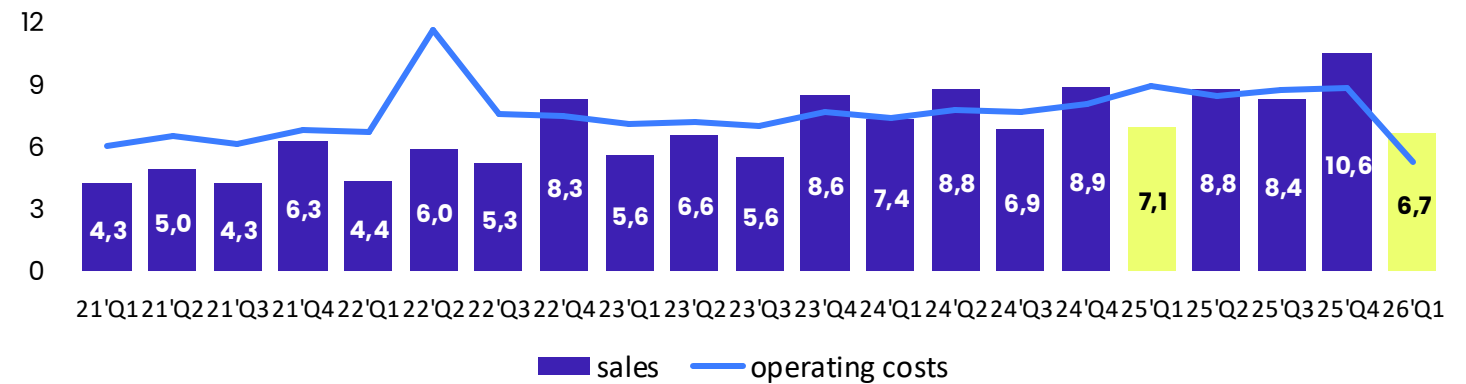
The Group continues its strategy for the Zoom TV channel. During the the first three months of 2026, the Group saw a decrease in revenue in the ZOOM TV segment of PLN 0.3 million (-4.5% y/y) compared to 2025.

The significantly lower costs in this segment are linked to the switch from terrestrial television to satellite and cable television.

Sales revenues  
1Q 2025 vs 1Q 2026



Sales and operating costs 1Q'21 – 1Q'26



# FILMBOX BRANDED MOVIE AND THEMATIC CHANNELS

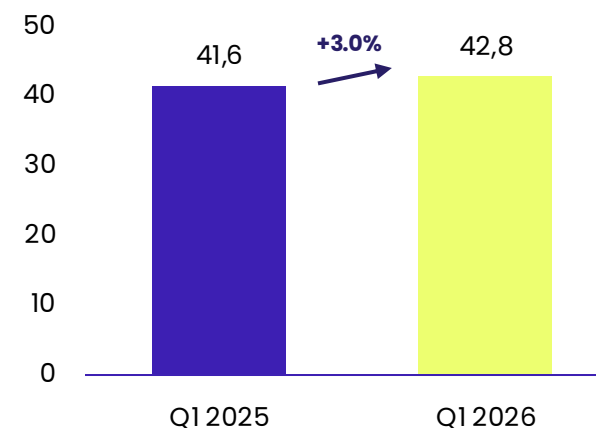
PLN M

In Q1 2026, the upward trend in revenue for the FilmBox brand movie channels and thematic channels continued, with an increase of PLN 1.2 million (+3.0% y/y).

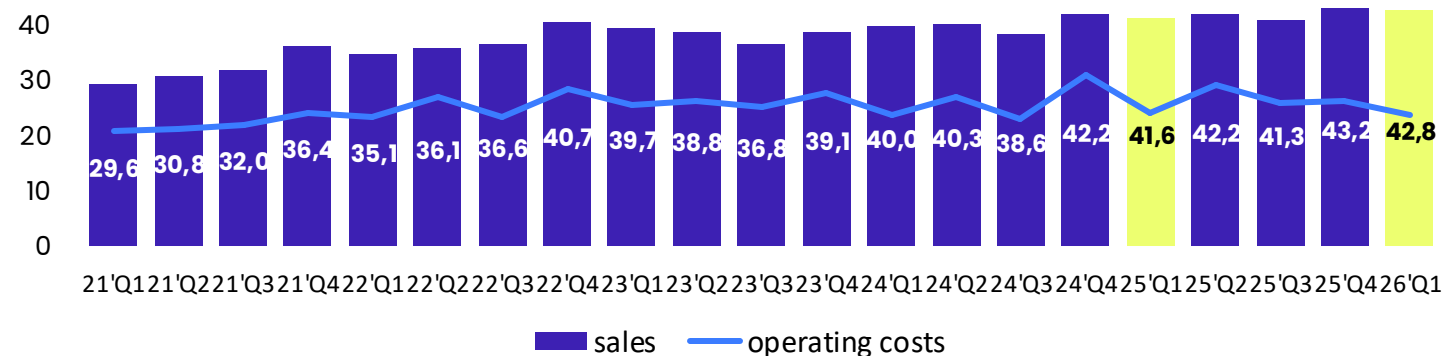
Advertising revenue increased (+PLN 1.1 million) as did broadcasting revenue (+PLN 0.1 million), whilst other sales recorded a slight decrease (-PLN 0.1 million).

This enabled the segment to achieve a result of PLN 18.8 million, with a high margin of 43.8%.

Sales revenues  
1Q 2025 vs 1Q 2026



Sales and operating costs 1Q'21 – 1Q'26



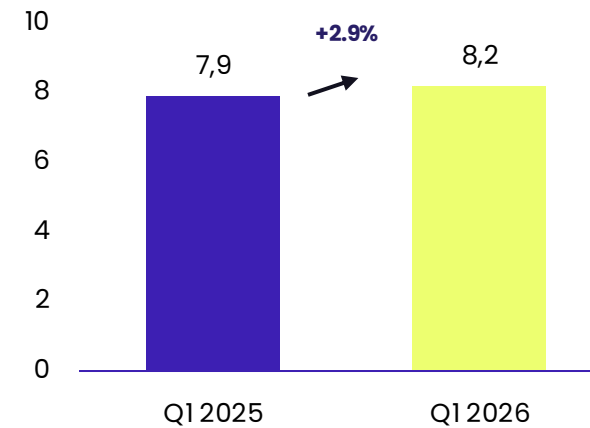
# KINO POLSKA BRANDED CHANNELS

PLN M

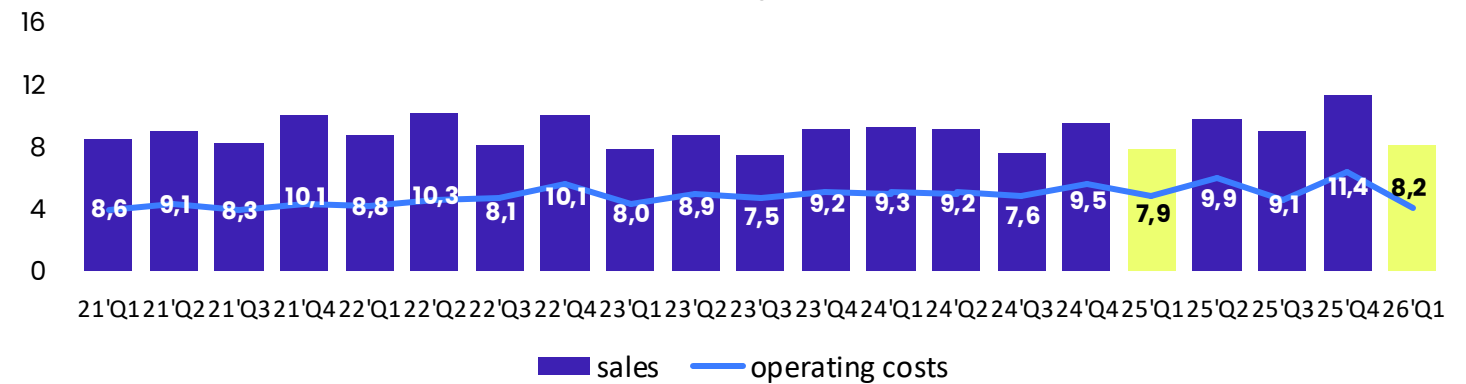
Revenue from the Kino Polska-branded channels grew by 2.9% year on year in Q1 2026.

Kino Polska-branded channels segment generated a net profit of PLN 4.1 million, achieving an impressive profit margin of 49.9%. This is due to an increase in advertising revenue and a reduction in operating costs.

Sales revenues  
1Q 2025 vs 1Q 2026



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



# REVENUES Q1 2026

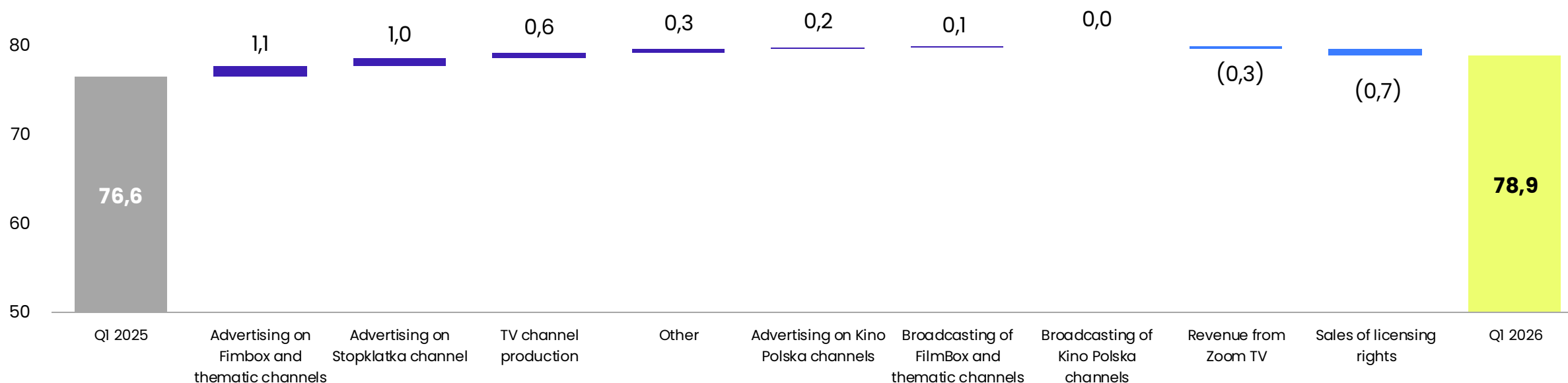
PLN M

The Group's sales revenue in Q1 2026 **increased by PLN 2.3 million y/y reaching PLN 78.9 million.**

**The largest increase was recorded in advertising revenue on the FilmBox channels (+PLN 1.1 m, +14.9%) and Stopklatka (+PLN 1.0 m, +7.0%).** There was also a **significant increase in TV channel production (+PLN 0.6 m, +17.2%) and other revenue (+PLN 0.3 m, +43.3%). Revenue from FilmBox and thematic channels broadcasting also rose (+PLN 0.1 m, +0.4%).**

The increase in revenue from TV channel production and advertising revenue offset the decline in sales from Zoom and lower sales of licensing rights.

**Change: PLN +2.3M; +3% y/y**



# TOTAL REVENUE BY TERRITORY

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

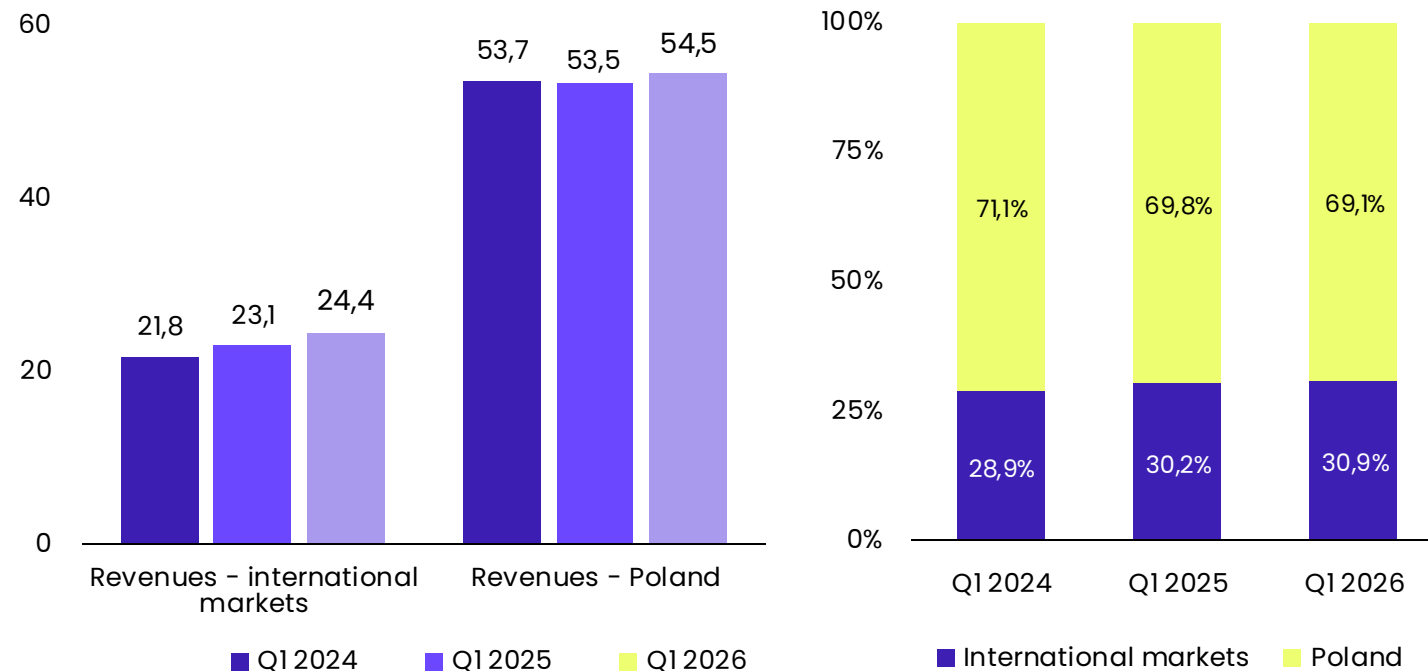
PLN M

Revenues on international markets increased by 5.7% y/y (+PLN 1.3 million), mainly due to growth in broadcasting of FilmBox channels and thematic channels outside Poland.

Revenues on the Polish market declined by 0.3% (- PLN 1 million) compared to Q1 2025, mainly due to lower sales of licencing rights

The share of revenues on international markets increased by 0.7 pp compared to Q1 2025.

Revenue by territory



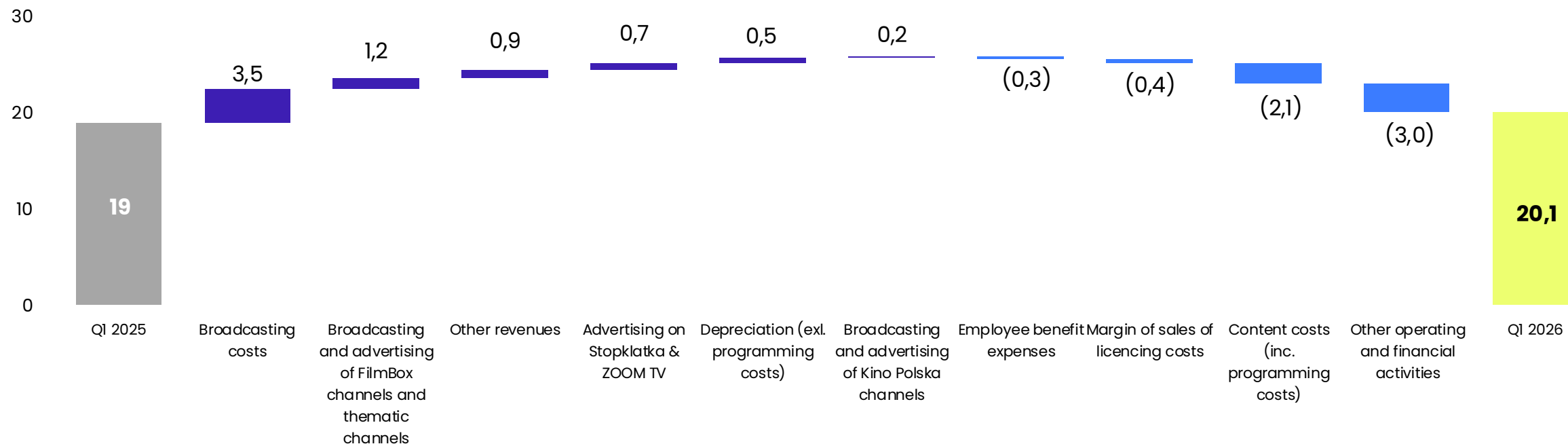
# NET PROFIT Q1 2026

PLN M

**Kino Polska Group net profit for the first quarter of 2026 amounted to PLN 20.1 million (+5.5% y/y).** The increase in net profit was primarily driven by lower broadcasting costs (+PLN 3.5 million), higher revenues from broadcasting and advertising on FilmBox and thematic channels (+PLN 1.2 million), an increase in advertising revenue on Stopklatka and Zoom channels (+PLN 0.7 million), and an increase in other revenue (+PLN 0.9 million). The increase in other revenue is related to the continued production of channels for Group companies.

These positive effects were partially offset by an increase in content costs (including programme amortisation) (PLN -2.1 million), a decrease in the result on other operating and financial activities (PLN -3.0 million), an increase in employee benefit costs (PLN -0.3 million), a decrease in the margin on the sale of licence rights (PLN -0.4 million) and higher depreciation and amortisation (PLN +0.5 million).

**Change: PLN +1.05 m; +5.5% 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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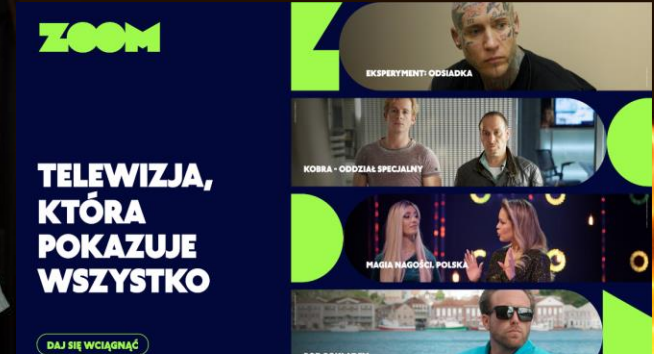
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The viewership data contained in the Presentation has been provided by Nielsen Audience Measurement (live data).



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