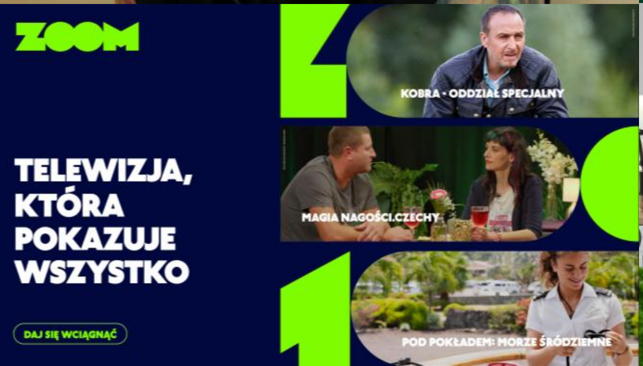
GRUPA KINO POLSKA

FINANCIAL RESULTS H1 2026

Warsaw, 22 September 2026







AGENDA

PRESENTERS

KATARZYNA WOŹNICKA

Board Member, Chief Executive Officer

PATRYCJA GAŁĄZKA-STRUZIK

Board Member, Chief Operating Officer

01

MARKET OVERVIEW

TV ADVERTISING MARKET IN H1 2026

-4p.p.
decline in the share of linear television in video advertising

tv ad market in Poland:
-2.4%

-2%
tv consumption (AMR; Total TV; 16-59)

Source: Nielsen Audience Measurement; Publicis Groupe

COMPETITION IMPACTED MARKET IN H1 2026

SPORT

The Football World Cup attracted 81 per cent of viewers (16–59; Reach).

BIG 4

A 3.2% y/y increase in viewership (16–59; AMR) for the Big 4 channels in H1 2026. This was mainly due to a larger audience for TVP.

STREAMING

10.7% share of streaming in TV viewing time (4+; in H1 2026) unchanged year-on-year. Streaming remains resilient to audience shifts towards sporting events.

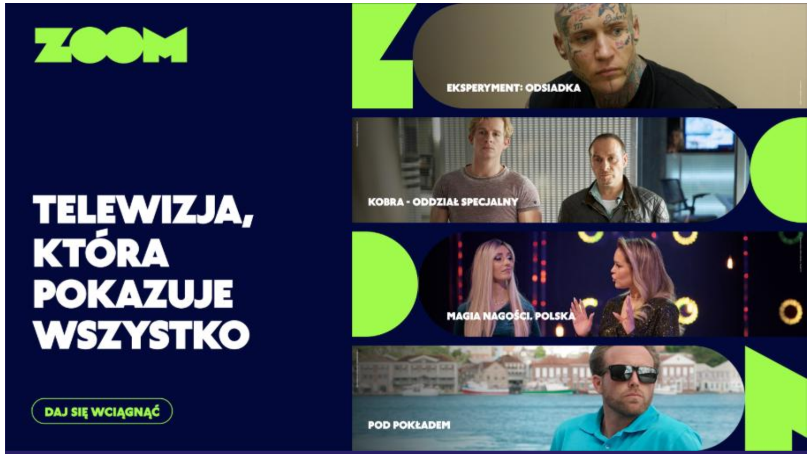
-5% GENERAL ENTERTAINMENT

Year-on-year decline in viewership (16–59; AMR) for the segment in H1 2026.

Źródło: Nielsen Audience Measurement

KEY EVENTS AT GRUPA KINO POLSKA

STOPKLATKA'S NEW POSITIONING



NEW, BOLD CHARACTER OF ZOOM

NEW VALUE PROPOSITION OF FILMBOX+

02

KEY FACTS H1 2026

KEY FIGURES IN H1 2026

-0.7% y/y
revenue
PLN 160.4 m

+1.9% y/y
revenue from international markets
PLN 47.5 m

+3.4% y/y
operating profit
PLN 50.2m

+4.3% y/y
net profit
PLN 40.7m

48.5%
broadcasting revenue

45.6%
advertisement revenue

25.4%
net profitability

2.2%
Group's channels' share
in TV market in Poland
(SHR%, All 16-59, Consolidated Live +2d. + OOH)

03

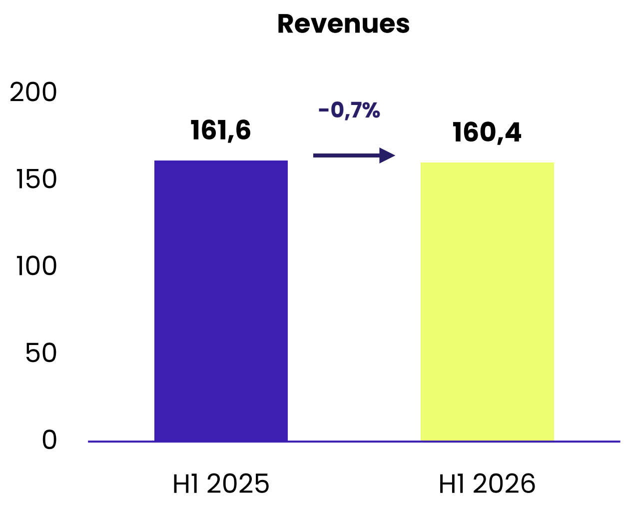
FINANCIAL RESULTS

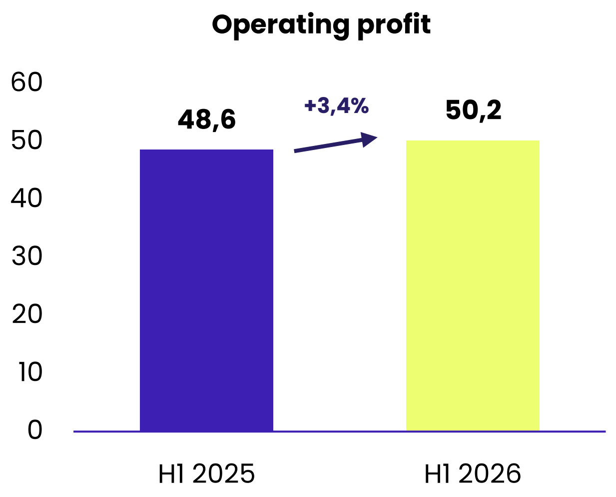
KEY FINANCIAL DATA
PLN M

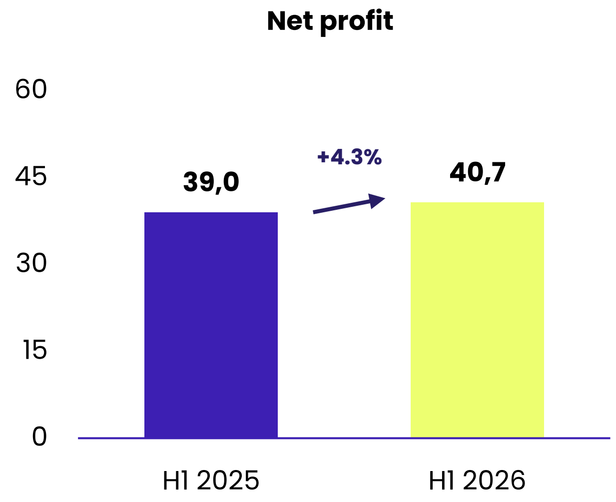
In the first half of 2026, the Group's results remained stable, with a further improvement in net profitability.

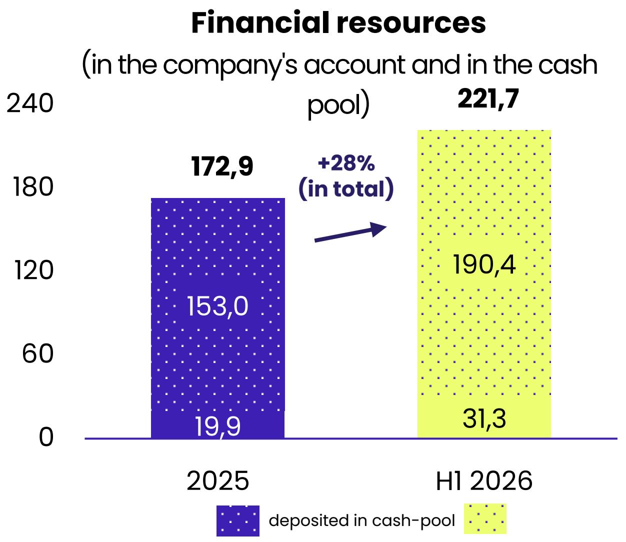
There was a slight decline in sales revenue (-0.7%) to PLN 160.4 million. Operating profit amounted to PLN 50.2 million (+3.4% y/y). Net profit rose by PLN 1.7 million (+4.3%) to PLN 40.7 million, raising the net profit margin to 25.4%.

The ZOOM TV segment recorded the largest increase in profit during the period under review. The Group also generated higher results in the FilmBox and thematic channels segment, and the Kino Polska channels segment.







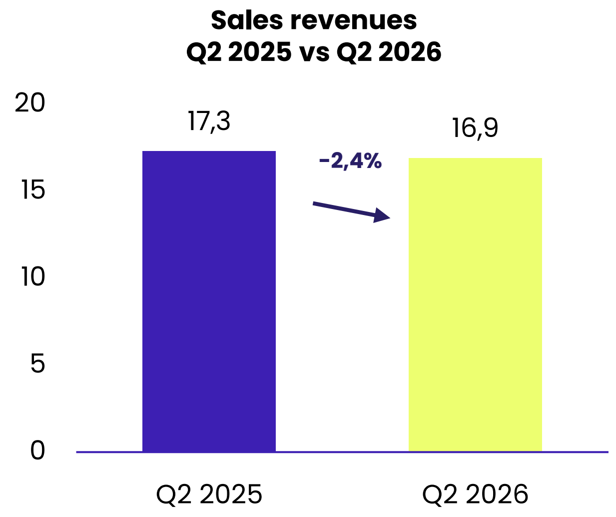


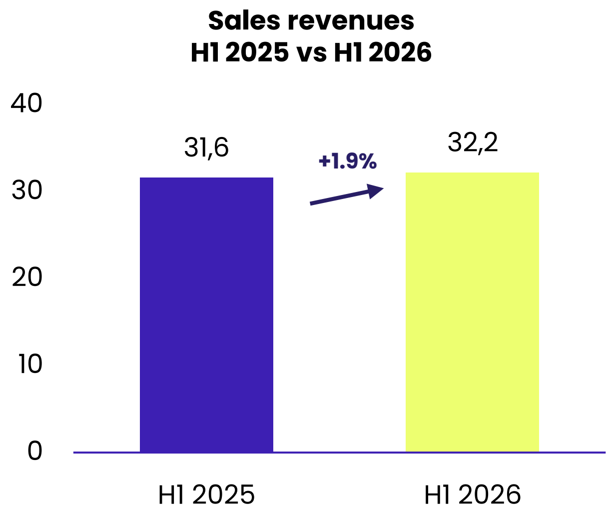
STOPKLATKA

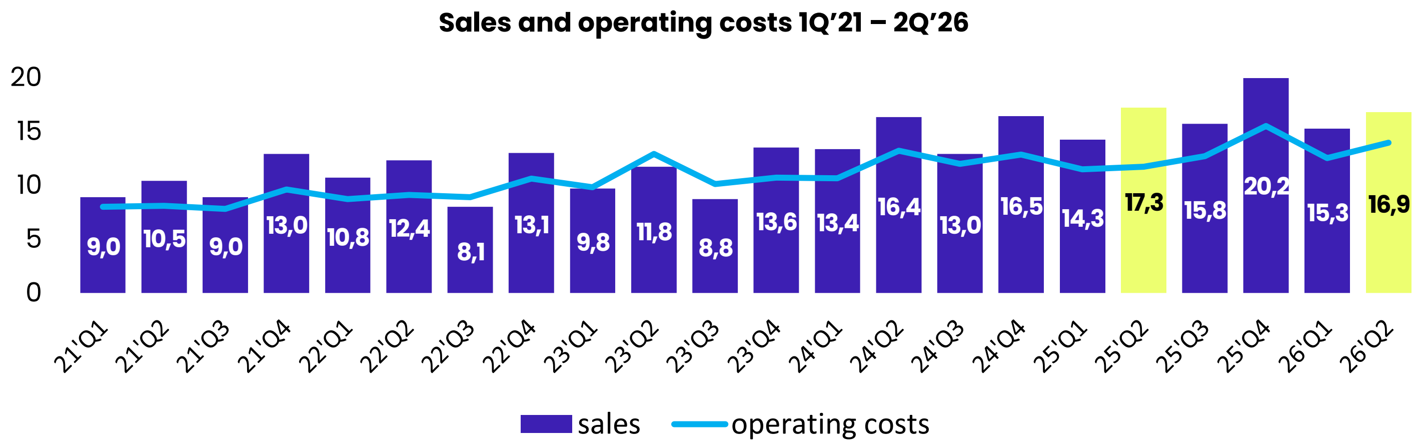
PLN M

Stopklatka recorded a rise in revenue of PLN 0.6 million (+1.9%) compared with the same period in 2025, reaching PLN 32.2 million compared with PLN 31.6 million a year earlier. This increase was due to the continuation of a favourable partnership with an advertising broker.

Stopklatka segment maintained positive net profitability in the first half of 2026, achieving a profit margin of 17.2 per cent and a net profit of PLN 5.6 million.







ZOOM TV

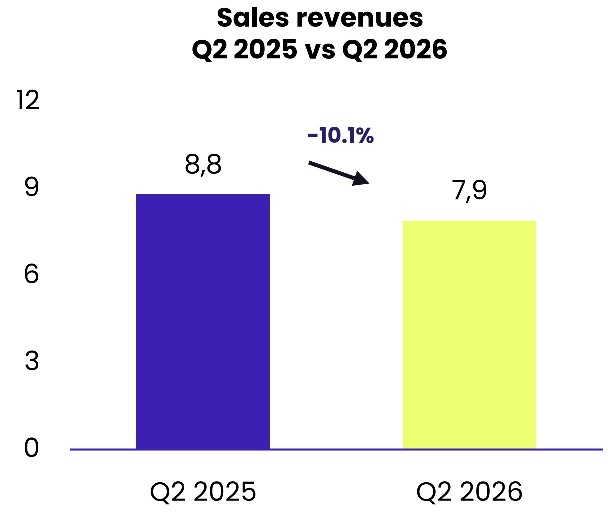
PLN M

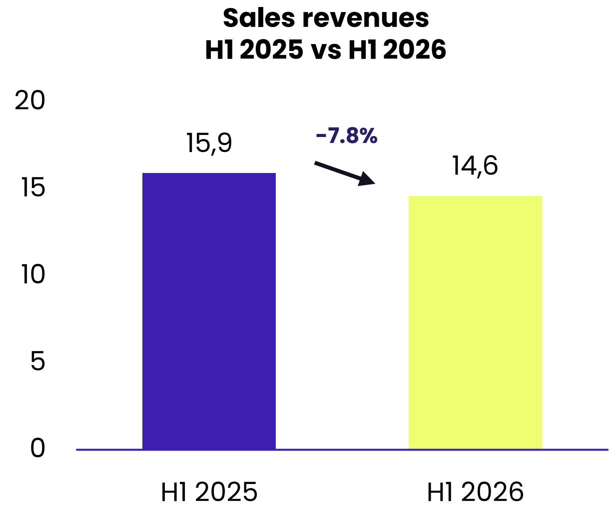
The segment's result improved by PLN 4.8 million compared with H1 2025, amounting to PLN 3.1 million

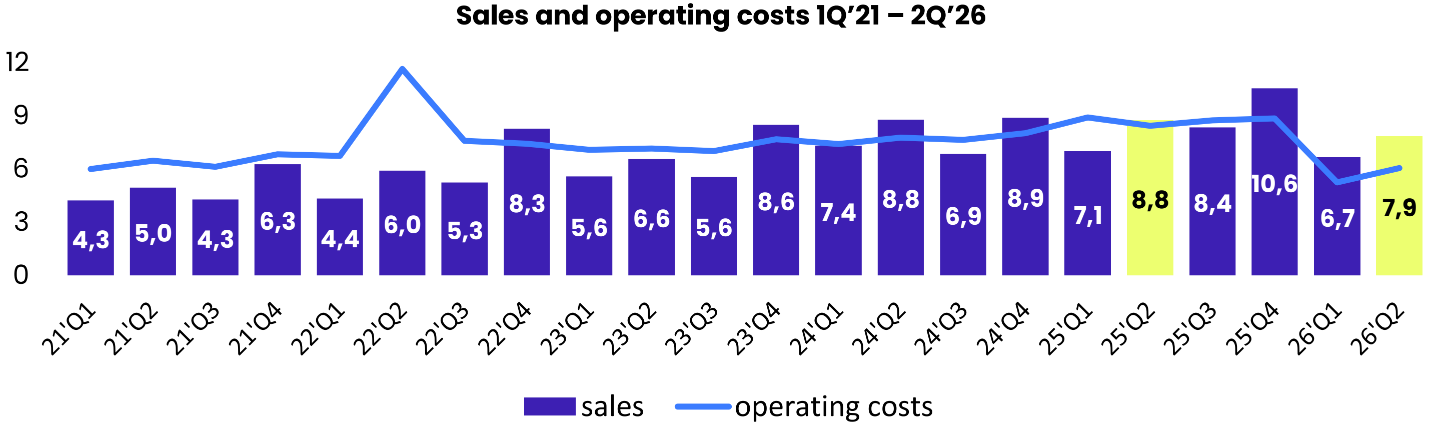
A relatively small decline in revenue and a significant improvement in the segment's profit confirm the wisdom of the decision to leave the MUX 8 multiplex.

The Group is continuing to implement its strategy for the ZOOM TV channel, focusing on increasing the segment's profitability. During the first six months of 2026, the Group recorded a fall in revenue in the ZOOM TV segment of PLN 1.2 million (-7.8%) compared with the first half of 2025. At the same time, operating costs fell by PLN 6.1 million (-34.9%) in H1 2026 compared with the same period a year earlier, which contributed to a significant increase in the profitability of the ZOOM TV segment.

The significantly lower costs in this segment are linked to the discontinuation of terrestrial broadcasting in favour of satellite and cable television.







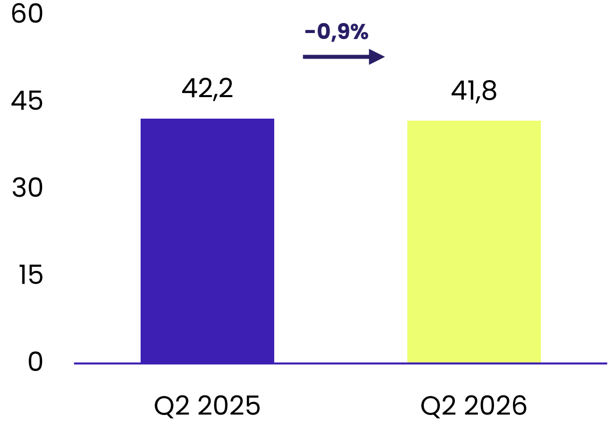
FILMBOX BRANDED MOVIE AND THEMATIC CHANNELS

PLN M

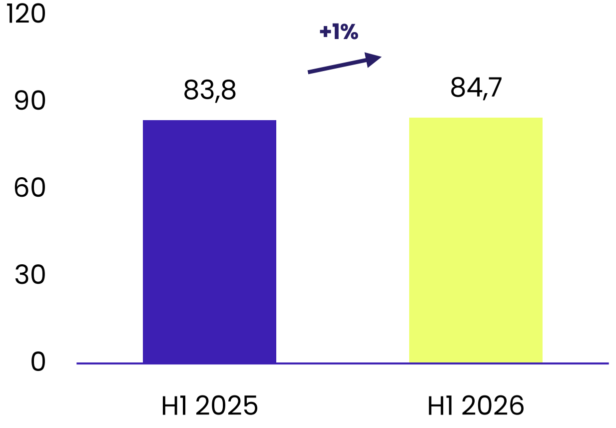
The results for the first half of the year were driven by an increase in advertising revenue (+PLN 2.1 million), against a backdrop of lower broadcasting revenue (-PLN 1.1 million) and other sales (-PLN 0.1 million).

A significant reduction in operating costs enabled the segment to achieve a profit of PLN 18.2 million in Q2 2026 (profit margin of 43.6%), bringing the total segment profit for the first half of 2026 to PLN 37.0 million (profit margin of 43.7%).

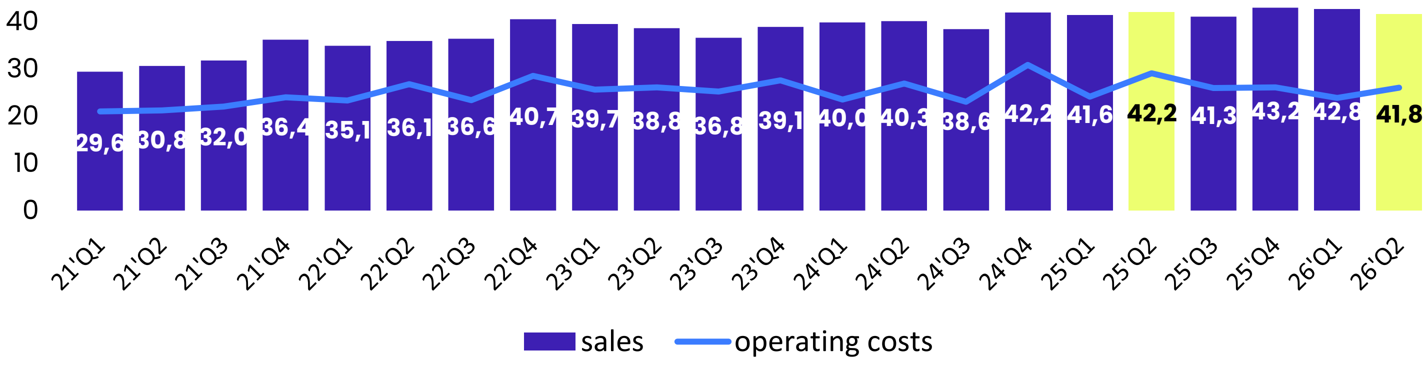
Sales revenues Q2 2025 vs Q2 2026



Sales revenues H1 2025 vs H1 2026



Sales and operating costs 1Q'21 – 2Q'26

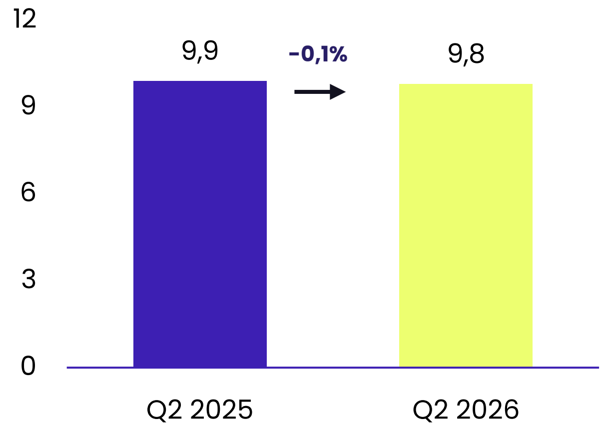


KINO POLSKA BRANDED CHANNELS
PLN M

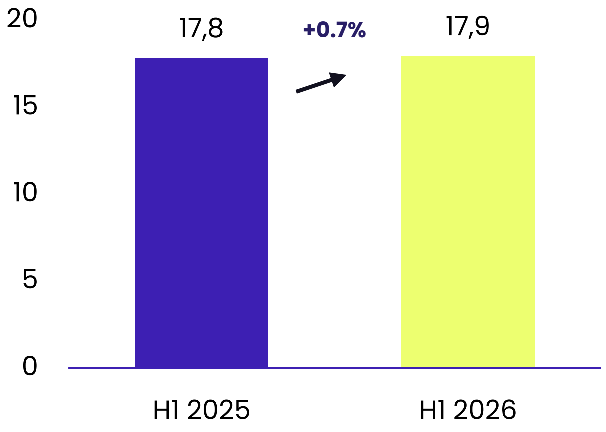
Revenue from the Kino Polska branded channels in the first half of 2026 rose by 0.7% (+PLN 0.1 million) year-on-year, reaching PLN 17.9 million (in Q2 2026 alone, it amounted to PLN 9.8 million, marking a 1.1% year-on-year decrease from PLN 9.9 million).

This segment generated a profit of PLN 9.7 million in H1 2026, achieving an impressive profit margin of 54%, thanks to strict control over operating costs.

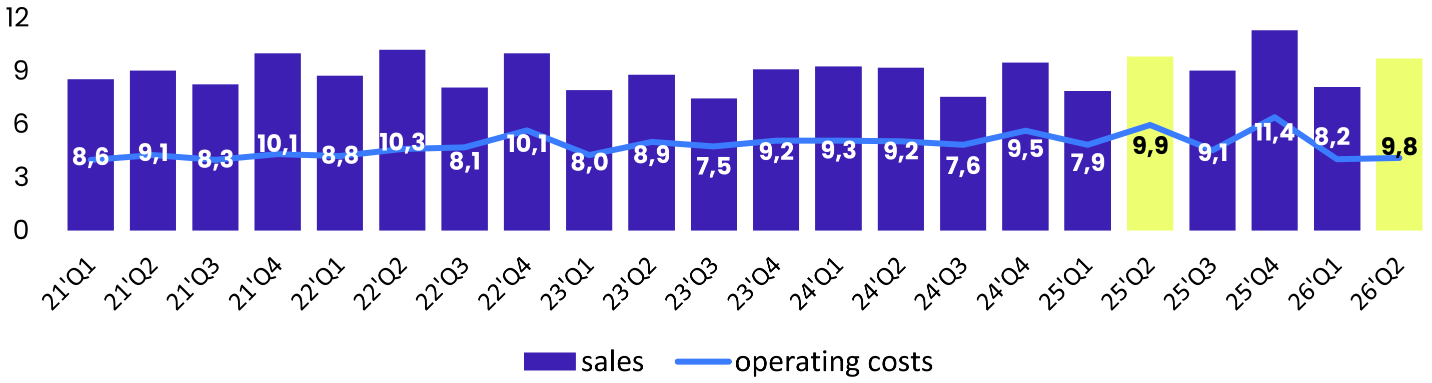
Sales revenues Q2 2025 vs Q2 2026



Sales revenues H1 2025 vs H1 2026



Sales and operating costs Q1'21 – 2Q'26



REVENUES H1 2026

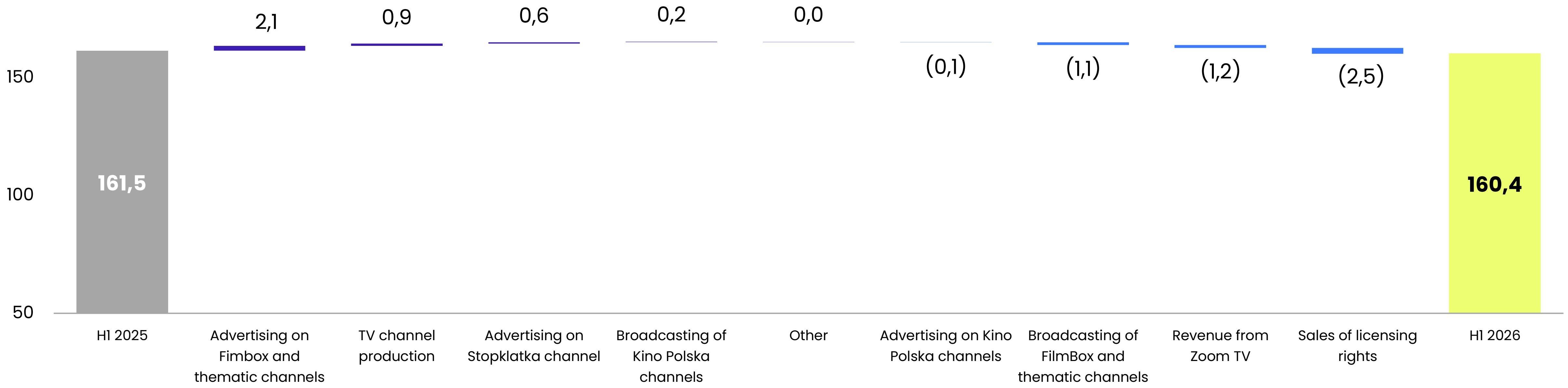
PLN M

The Group's sales revenue in H1 2026 **decreased by PLN 1.1 million y/y reaching PLN 160.4 million.**

The largest increase was recorded in advertising on the FilmBox channels (+2.1 million PLN, +15.2%), **TV channel production** (+0.9 million PLN, +12.3%) **and advertising on the Stopklatka channel** (+0.6 million PLN, +1.9%). Revenue from the broadcasting of **Kino Polska channels also rose** (+PLN 0.2 million, +3.0%).

These increases were entirely offset by lower revenue from the sale of licence rights (PLN -2.5 million, -65.8%), a decline in the ZOOM TV segment (PLN -1.2 million, -7.8%) and lower broadcasting revenue from Filmbox and thematic channels (PLN -1.1 million, -1.6%).

Change: PLN -1.1M; -0.7% y/y



TOTAL REVENUE BY TERRITORY

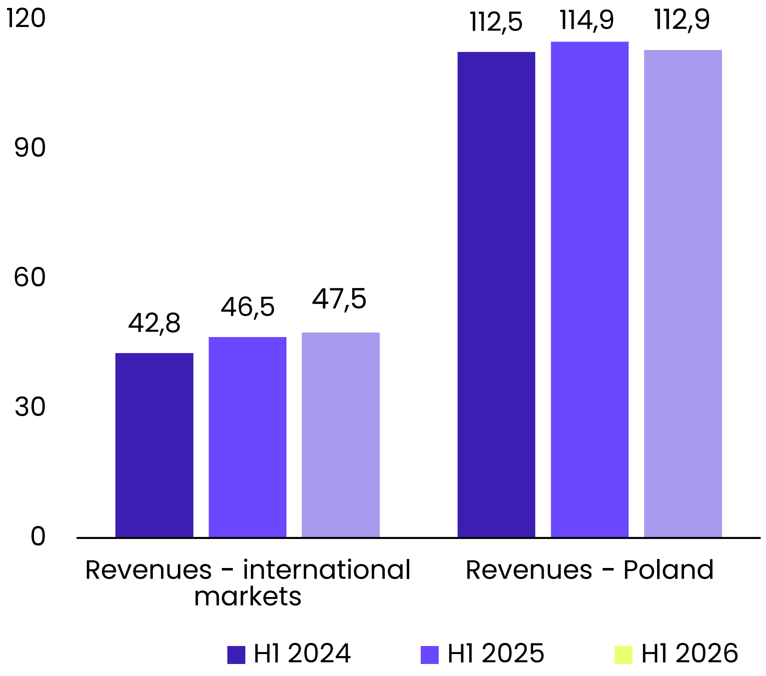
REVENUES INCLUDES BROADCASTING, ADVERTISING, PRODUCTION, LICENSE SALES AND OTHERS
PLN M

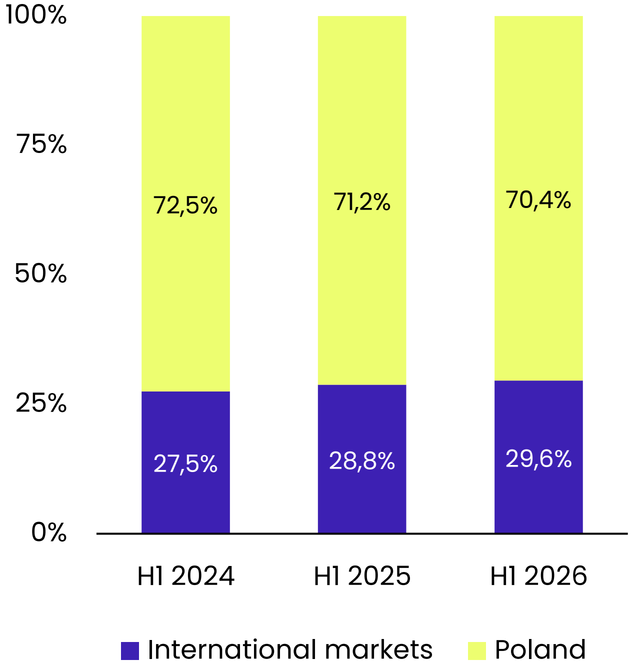
Revenues on international markets increased by 1.9% y/y (+PLN 0.9 million), mainly due to growth in broadcasting of FilmBox channels and TV channel production.

Revenues on the Polish market declined by 1.8% (-PLN 2 million) compared to H1 2025, mainly due to lower sales of licencing rights

The share of revenues on international markets increased by 0.8 pp compared to H1 2025.

Revenue by territory





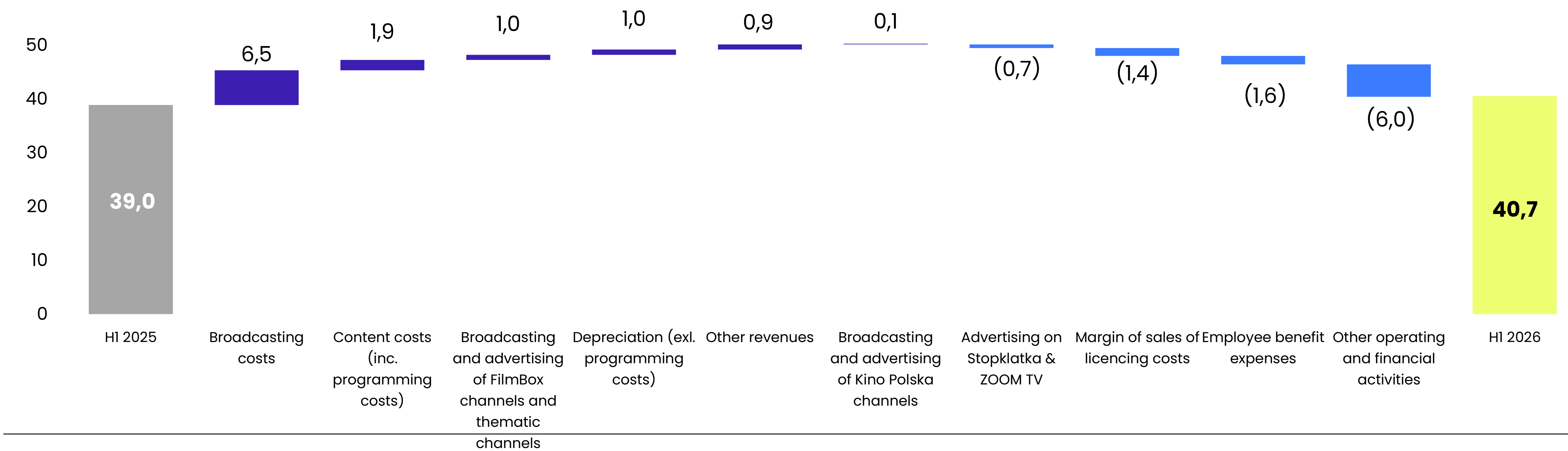
NET PROFIT H1 2026

PLN M

Kino Polska Group net profit for the H1 2026 amounted to PLN 40.7 million (+4.3% y/y). The increase in profit was largely driven by the optimisation of operating costs, including lower broadcasting costs (PLN +6.5 million) and a reduction in content costs, including programme amortisation (PLN +1.9 million). Other factors contributing positively included depreciation of non-programme assets (+PLN 1.0 million), an increase in broadcasting and advertising revenue from Filmbox and thematic channels (+PLN 1.0 million), and higher other revenue (+PLN 0.9 million).

These positive elements more than offset the burden arising from other operating and financial activities (PLN -6.0 million), the rise in employee benefit costs (PLN -1.6 million), the decline in the margin on the sale of licensing rights (PLN -1.4 million) and lower advertising revenue on the Stopklatka and ZOOM channels (PLN -0.7 million).

Change: PLN +1,67m; +4,3% 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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