



Dom Maklerski BDM S.A.

**AGORA**

EQUITY RESEARCH

**BUY**

(PREVIOUSLY: BUY)

**PRICE TARGET: PLN 11.30**

10 SEPTEMBER 2025, 16:05 CET/CEST

We are maintaining our Buy recommendation for Agora shares and revising the target price to PLN 11.3 (previously PLN 13.97). According to our latest financial projections, the company is currently trading at an EV/EBITDA multiple of close to 4.1x for 2025 and 3.6x for 2026.

In our view, the short- and medium-term earnings outlook for the radio & film and book segments appears optimistic. In our model, we assume that these two key segments of Agora should show encouraging readings in the coming quarters in year-on-year terms. We would also like to express our appreciation for the efforts made to improve the results of the internet segment. We anticipate that future updates will provide opportunities to adjust our medium-term assumptions for this business division. At the same time, despite the indicated growth factors, we do not expect investment sentiment towards Agora to improve in the short term. The positive value-building impulses coming from the radio and film and book segments (in our opinion) will not be sufficient to offset the potential disappointment that the outdoor advertising segment may bring.

In 2025, we expect Agora's adjusted EBIT to amount to nearly PLN 107 million (+24.4% y/y). Our model indicates that the adjusted EBIT of the film and book segment will generate PLN 71 million (+14.5% y/y). We anticipate that other segments exposed to advertising revenue (radio, outdoor advertising, internet, press, including reconciling items) will generate adjusted EBIT of nearly PLN 36 million (+50% y/y). Our earnings path for 2026-2027 assumes further year-on-year growth in adjusted EBIT of 28% and 22%, respectively. In these two consecutive years, the high-growth rate of earnings will be significantly affected by revenue derived from advertising (excluding the film and book segments). In comparison with the forecasts outlined in the previous analytical report (May 14, 2025), we have made a 1% downward adjustment to our adjusted EBIT assumptions for 2025. For the 2026-2027 period, we have reduced our current projections by almost 12% and 8%.

It is our hope that the turn of 2025/2026 will show the results of the negotiations between publishers and big tech (agreement or referral of the dispute to administrative proceedings). The introduction of a new mechanism to define the distribution of revenue streams due to publishers may be of significant importance for the future financial condition of the media industry in Poland. As we outlined in the current report, no changes are being made by us to the ecosystem of the press and internet segment. At the same time, we are convinced that Agora may be one of the main beneficiaries of the changes.

|                           |        |
|---------------------------|--------|
| Price target [PLN]        | 11,30  |
| DCF valuation [PLN]       | 11,34  |
| Peer valuation [PLN]      | 11,25  |
| Potential upside/downside | +27,5% |

|                         |      |
|-------------------------|------|
| Price [PLN]             | 8,86 |
| Market Cap [PLN mn]     | 413  |
| Shares outstanding [mn] | 46,6 |

|                    |       |       |
|--------------------|-------|-------|
| Rate of return [%] | (1)   | (2)   |
| 3M                 | -6,4  | -10,8 |
| 6M                 | -18,7 | -34,4 |
| YTD                | -7,6  | -41,6 |
| 12M                | -8,8  | -40,1 |

(1) - absolute rate of return

(2) - rate of return relative to WIG

|                           |       |
|---------------------------|-------|
| Shareholders              |       |
| Agora-Holding             | 11,6% |
| PTE PZU                   | 17,7% |
| Media Dev.Investment Fund | 11,5% |
| NN PTE                    | 6,35% |

**Analyst:**

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|                       | 2023  | 2024  | 2025E | 2026E | 2027E | 2028E |
|-----------------------|-------|-------|-------|-------|-------|-------|
| Total revenue [PLN m] | 1 424 | 1 504 | 1 539 | 1 658 | 1 740 | 1 813 |
| EBITDA adj. [PLN m]   | 228   | 257   | 282   | 310   | 332   | 351   |
| EBIT adj. [PLN m]     | 59    | 86    | 107   | 137   | 168   | 187   |
| Net income [PLN m]    | 65    | 15    | 21    | 72    | 99    | 118   |
| P/E                   | 6,3   | 28,2  | 19,5  | 5,8   | 4,2   | 3,5   |
| EV/Sales              | 0,8   | 0,8   | 0,8   | 0,7   | 0,6   | 0,6   |
| EV/EBITDA             | 4,7   | 4,4   | 4,1   | 3,6   | 3,2   | 2,9   |
| EV/EBIT               | 18,3  | 13,3  | 10,9  | 8,2   | 6,4   | 5,5   |
| DPS [PLN]             | 0,00  | 0,00  | 0,25  | 0,40  | 0,55  | 0,70  |
| Dividend yield        | 0,0%  | 0,0%  | 2,8%  | 4,5%  | 6,2%  | 7,9%  |

\*EBITDA and EBIT adjusted calculated by BDM may differ from the readings Agora presents in its reports



## VALUATION AND SUMMARY

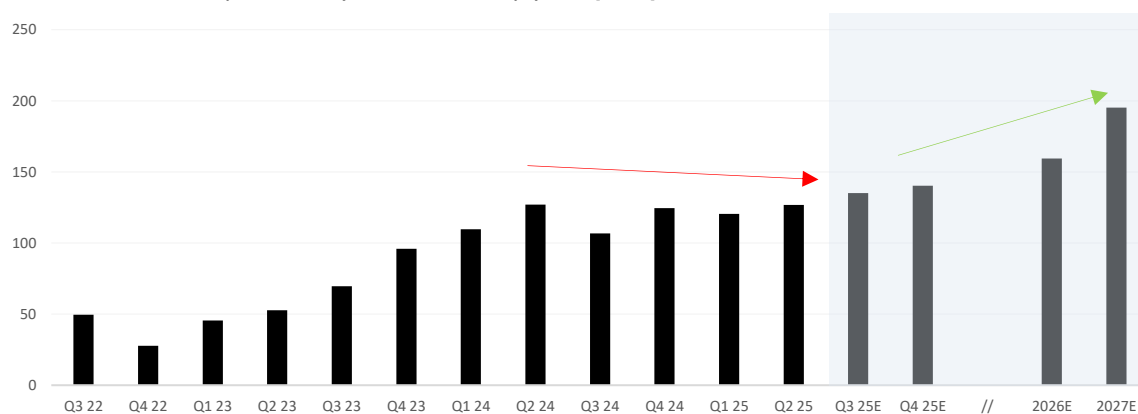
We reiterate our Buy recommendation and set our target price at PLN 11.30 (previously PLN 13.97). Our valuation is based on a DCF model and a multiple analysis. Using the DCF method, we arrived at a value of PLN 11.34/share. In turn, our assumed EV/EBITDA multiple (4.0x) for 2025-2027 implies a price of PLN 11.25/share. The final valuation of PLN 11.30/share is the arithmetic mean of the two methods used. According to our simulation, the company currently trades at an EV/EBITDA multiple of close to 4.1x for 2025.

### Valuation summary

|   |                      |              |
|---|----------------------|--------------|
| A   | DCF valuation [PLN]  | 11,34        |
| B   | Peer valuation [PLN] | 11,25        |
| <b>C = (A*50%+B*50%) Price Target [PLN]</b> |                      | <b>11,30</b> |

Source: Dom Maklerski BDM S.A.

### Historical and assumed future path of LTM adj. EBITDA minus lease payments [PLN m]



Source: Dom Maklerski BDM S.A.

We made our DCF valuation based on a 10-year free cash flow (FCFF) forecast. The cost of equity in our model is based on a modified CAPM model. The risk-free rate assumed in the model is 5.4% (previously 5.4%). The unleveraged beta was set at 1.1 in the valuation and then we apply the leveraged beta in each forecast period based on the model simulation. We set the market risk premium at 6.5%. The final cost of equity takes into account the additional premium of 1.5% required by us in investing in a mid-cap entity like Agora.

After the detailed forecast period, we made an assumption of 2.0% y/y growth in the residual period and used a wacc of 12.85% in the calculation.

In the model, depreciation and amortization was shown according to the treatment the company shows in its interim reports (i.e., after applying IFRS 16). We have also included in the forecast of capital expenditures (Capex) the estimated future cost of lease renewals.

The level of net debt at the end of 2024 takes into account the IFRS 16 treatment. We further reduced the valuation by the value of the put option (for the acquisition of minority assets) and other estimated adjustments.

The final DCF method suggests an equity value of AGO at PLN 11.34/share. The valuation was prepared as of 2025-12-01.

Sensitivity of valuation to assumed parameters in the residual period (after the detailed forecast period)

|      |       | FCFF growth in the residual period |      |      |              |      |      |      |
|------|-------|------------------------------------|------|------|--------------|------|------|------|
|      |       | 0,5%                               | 1,0% | 1,5% | 2,0%         | 2,5% | 3,0% | 3,5% |
| WACC | 8,3%  | 15,8                               | 16,8 | 18,1 | 19,5         | 21,2 | 23,2 | 25,6 |
|      | 9,8%  | 13,2                               | 14,0 | 14,8 | 15,8         | 16,8 | 18,1 | 19,5 |
|      | 11,3% | 11,3                               | 11,9 | 12,5 | 13,2         | 14,0 | 14,8 | 15,8 |
|      | 12,8% | 9,9                                | 10,4 | 10,8 | <b>11,34</b> | 11,9 | 12,5 | 13,2 |
|      | 14,3% | 8,8                                | 9,2  | 9,5  | 9,9          | 10,4 | 10,8 | 11,3 |
|      | 15,8% | 8,0                                | 8,2  | 8,5  | 8,8          | 9,2  | 9,5  | 9,9  |
|      | 17,3% | 7,2                                | 7,5  | 7,7  | 8,0          | 8,2  | 8,5  | 8,8  |

Source: Dom Maklerski BDM S.A.

We have used the EV/EBITDA multiple to value the company using our 2025 to 2027 assumptions. We set the target acceptable average EV/EBITDA level for 2024-2025 at 4.0x (before 5.0x). This approach suggests an equity valuation of PLN 11,25/share.

Agora multiplier valuation (based on EV/EBITDA target)

|                    |  | Sensitivity analysis; average EV/EBITDA for 2025-2027 |      |      |              |      |      |      |
|--------------------|--|---|------|------|--------------|------|------|------|
|                    |  | 3,00  | 3,50 | 3,75 | 4,0          | 4,25 | 4,50 | 5,00 |
| Price Target [PLN] |  | 4,6   | 7,9  | 9,6  | <b>11,25</b> | 12,9 | 14,6 | 17,9 |

Source: Dom Maklerski BDM S.A.

## FINANCIALS

| INCOME STATEMENT [PLN m]                          | 2022          | 2023         | 2024         | 2025E        | 2026E        | 2027E        | 2028E        |
|---|---------------|--------------|--------------|--------------|--------------|--------------|--------------|
| <b>Total revenue</b>                              | 1 113,1       | 1 424,3      | 1 503,6      | 1 539,2      | 1 657,6      | 1 740,4      | 1 812,5      |
| Advertising                                       | 511,9         | 703,7        | 762,8        | 803,9        | 898,8        | 945,3        | 989,3        |
| Cinema tickets                                    | 192,3         | 244,0        | 256,4        | 271,8        | 289,7        | 308,1        | 322,1        |
| Publishing sales                                  | 136,9         | 139,9        | 134,6        | 130,6        | 129,8        | 130,7        | 132,1        |
| Cinema bars                                       | 103,5         | 136,6        | 153,7        | 166,2        | 177,6        | 189,3        | 198,3        |
| Catering sales                                    | 38,3          | 43,0         | 23,1         | 0,0          | 0,0          | 0,0          | 0,0          |
| Movie operations                                  | 31,2          | 29,5         | 48,8         | 46,9         | 46,7         | 47,3         | 48,6         |
| Other sales                                       | 99,0          | 127,5        | 124,2        | 119,9        | 115,0        | 119,7        | 122,1        |
| Operating costs                                   | -1 177,9      | -1 379,8     | -1 398,4     | -1 434,7     | -1 518,5     | -1 568,3     | -1 619,9     |
| <b>EBITDA adj</b>                                 | <b>142,7</b>  | <b>228,3</b> | <b>257,4</b> | <b>281,9</b> | <b>310,0</b> | <b>332,2</b> | <b>350,9</b> |
| <b>EBIT adj</b>                                   | <b>-64,8</b>  | <b>44,6</b>  | <b>82,1</b>  | <b>104,4</b> | <b>136,8</b> | <b>167,6</b> | <b>187,2</b> |
| Net interest and others                           | -47,4         | 61,3         | -55,6        | -54,6        | -47,8        | -44,4        | -41,1        |
| Share in profits under equity accounting method   | 8,5           | -4,3         | 1,1          | -0,5         | 0,0          | 0,0          | 0,0          |
| Profit before income tax                          | -103,7        | 101,6        | 27,6         | 49,3         | 89,0         | 123,2        | 146,0        |
| Net profit  | -105,7        | 85,0         | 26,4         | 25,8         | 72,1         | 99,8         | 118,3        |
| <b>equity holders of the parent company</b>       | <b>-102,7</b> | <b>65,4</b>  | <b>14,7</b>  | <b>21,2</b>  | <b>71,6</b>  | <b>99,4</b>  | <b>117,8</b> |
| <b>EBIT adj by segment</b>                        | <b>2022</b>   | <b>2023</b>  | <b>2024</b>  | <b>2025E</b> | <b>2026E</b> | <b>2027E</b> | <b>2028E</b> |
| Film and book                                     | 14,9          | 50,9         | 62,0         | 71,0         | 76,0         | 84,0         | 92,9         |
| Radio   | 4,9           | 51,2         | 58,2         | 71,2         | 82,2         | 99,7         | 109,8        |
| Press   | -27,9         | -7,5         | -9,3         | -8,1         | 2,0          | 2,7          | 3,1          |
| Outdoor advertising                               | 14,8          | 20,4         | 34,6         | 34,1         | 31,3         | 33,6         | 35,5         |
| Internet  | 12,0          | -6,8         | -5,8         | -2,0         | 3,1          | 3,8          | 4,1          |
| Total segments                                    | 18,6          | 108,2        | 139,8        | 166,3        | 194,5        | 223,8        | 245,4        |
| Reconciliation items                              | -31,7         | -49,2        | -53,9        | -59,4        | -57,7        | -56,3        | -58,2        |
| <b>Agora (together)</b>                           | <b>-13,1</b>  | <b>58,9</b>  | <b>85,9</b>  | <b>106,9</b> | <b>136,8</b> | <b>167,6</b> | <b>187,2</b> |
| <b>BALANCE SHEET [PLN m]</b>                      | <b>2022</b>   | <b>2023</b>  | <b>2024</b>  | <b>2025E</b> | <b>2026E</b> | <b>2027E</b> | <b>2028E</b> |
| PP&E + Goodwill                                   | 722,4         | 1 019,6      | 978,5        | 964,3        | 986,8        | 1 012,1      | 1 063,9      |
| Right of use asset                                | 587,3         | 581,8        | 529,4        | 557,3        | 547,4        | 538,3        | 529,5        |
| Investments accounted for using the equity method | 127,4         | 13,8         | 14,9         | 14,4         | 14,4         | 14,4         | 14,4         |
| Other non-current assets                          | 59,1          | 65,2         | 79,2         | 73,3         | 73,3         | 73,3         | 73,3         |
| Non-current assets                                | 1 496,3       | 1 680,3      | 1 602,0      | 1 609,3      | 1 621,8      | 1 638,1      | 1 681,0      |
| Inventory   | 30,4          | 34,6         | 24,0         | 31,6         | 40,9         | 45,3         | 47,2         |
| Trade receivables and other assets                | 195,2         | 238,3        | 253,2        | 244,6        | 263,4        | 276,5        | 288,0        |
| Other current assets                              | 2,1           | 1,9          | 2,7          | 7,7          | 7,7          | 7,7          | 7,7          |
| Cash and cash equivalents                         | 69,1          | 90,4         | 130,5        | 117,2        | 111,2        | 125,4        | 126,2        |
| Current assets                                    | 296,8         | 365,1        | 410,5        | 401,1        | 423,1        | 454,9        | 469,1        |
| Total assets                                      | 1 793,1       | 2 045,4      | 2 012,5      | 2 010,4      | 2 044,9      | 2 093,0      | 2 150,1      |
| Equity  | 674,0         | 847,6        | 700,4        | 699,7        | 753,1        | 827,3        | 913,0        |
| Long-term liabilities                             | 708,6         | 636,3        | 761,5        | 748,6        | 710,5        | 673,1        | 635,8        |
| Short-term liabilities                            | 410,5         | 561,5        | 550,6        | 562,1        | 581,3        | 592,6        | 601,3        |
| Total liabilities                                 | 1 119,0       | 1 197,8      | 1 312,1      | 1 310,7      | 1 291,8      | 1 265,7      | 1 237,1      |
| Total liabilities & equity                        | 1 793,1       | 2 045,4      | 2 012,5      | 2 010,4      | 2 044,9      | 2 093,0      | 2 150,1      |

\*EBITDA adjusted calculated by BDM may differ from the EBITDA readings Agora presents in its reports

Source: Dom Maklerski BDM S.A.

| CF [PLN m]   | 2022   | 2023   | 2024   | 2025E  | 2026E  | 2027E  | 2028E  |
|--|--------|--------|--------|--------|--------|--------|--------|
| Cash flow from operating activities                | 76,8   | 246,6  | 260,0  | 241,2  | 289,5  | 306,5  | 322,1  |
| Cash flow from investing activities                | -38,6  | -19,5  | -39,4  | -79,2  | -96,4  | -99,7  | -126,9 |
| Cash flow from financing activities                | -104,0 | -205,8 | -180,5 | -175,4 | -199,1 | -192,6 | -194,3 |
| including lease payments                           | -80,9  | -90,9  | -91,8  | -90,1  | -99,2  | -90,2  | -88,6  |
| including dividends                                | 0,0    | 0,0    | 0,0    | -11,6  | -18,6  | -25,6  | -32,6  |
| Cash eop   | 69,1   | 90,4   | 130,5  | 117,2  | 111,2  | 125,4  | 126,2  |
|  |        |        |        |        |        |        |        |
| FINANCIAL DEBT [PLN m]                             | 2022   | 2023   | 2024   | 2025E  | 2026E  | 2027E  | 2028E  |
| Total loan and lease liabilities                   | 796,8  | 733,6  | 817,0  | 828,3  | 788,4  | 749,4  | 710,5  |
| Debt % - without recognition of IFRS 16            | 104,7  | 84,2   | 223,7  | 207,1  | 177,1  | 147,1  | 117,1  |
| Debt % - resulting from the application of IFRS 16 | 692,1  | 649,5  | 593,3  | 621,2  | 611,3  | 602,3  | 593,4  |
| Net debt   | 764,3  | 667,9  | 728,0  | 748,6  | 714,7  | 661,4  | 621,8  |
| Net debt (excluding IFRS 16)                       | 102,1  | 36,6   | 140,8  | 140,7  | 116,7  | 72,4   | 41,6   |
| Net debt / Adj. EBITDA [x]                         | 5,3    | 2,9    | 2,8    | 2,6    | 2,3    | 2,0    | 1,8    |
|  |        |        |        |        |        |        |        |
| Adj net finance costs                              | 117,4  | 135,2  | 139,8  | 143,0  | 150,5  | 136,9  | 131,7  |
| Adj net finance cost excluding lease liabilities   | 12,7   | 13,9   | 16,2   | 21,0   | 18,7   | 14,8   | 11,6   |
| Total lease liability payments                     | 104,7  | 121,3  | 123,6  | 122,0  | 131,7  | 122,2  | 120,1  |
| Fixed charge cover [x]                             | 1,2    | 1,7    | 1,9    | 2,0    | 2,1    | 2,4    | 2,7    |
|  |        |        |        |        |        |        |        |
| VALUATION AND OTHER METRICS                        | 2022   | 2023   | 2024   | 2025E  | 2026E  | 2027E  | 2028E  |
| Price [PLN]  | 8,86   | 8,86   | 8,86   | 8,86   | 8,86   | 8,86   | 8,86   |
| Market Cap [PLN m]                                 | 413    | 413    | 413    | 413    | 413    | 413    | 413    |
| EV [PLN m]   | 1 177  | 1 081  | 1 141  | 1 161  | 1 127  | 1 074  | 1 034  |
| EV (excluding IFRS 16) [PLN m]                     | 515    | 449    | 554    | 553    | 529    | 485    | 454    |
| EPS [PLN]  | -2,2   | 1,4    | 0,3    | 0,5    | 1,5    | 2,1    | 2,5    |
| BVPS [PLN]   | 14,5   | 15,9   | 14,9   | 14,8   | 16,0   | 17,5   | 19,4   |
| P/E (x)  | ---    | 6,3    | 28,2   | 19,5   | 5,8    | 4,2    | 3,5    |
| P/BV (x)   | 0,6    | 0,6    | 0,6    | 0,6    | 0,6    | 0,5    | 0,5    |
| EV/Sales (x)                                       | 1,1    | 0,8    | 0,8    | 0,8    | 0,7    | 0,6    | 0,6    |
| EV/EBITDA (x)                                      | 8,3    | 4,7    | 4,4    | 4,1    | 3,6    | 3,2    | 2,9    |
|  |        |        |        |        |        |        |        |
| Revenue y/y  | 15%    | 28%    | 6%     | 2%     | 8%     | 5%     | 4%     |
| (Adj. EBITDA – lease payments) / Revenue           | 2%     | 7%     | 8%     | 9%     | 10%    | 11%    | 12%    |
| Adj. EBIT / Revenue                                | -1%    | 4%     | 6%     | 7%     | 8%     | 10%    | 10%    |
| NI / Revenue                                       | -9%    | 5%     | 1%     | 1%     | 4%     | 6%     | 6%     |
| ROE  | -14%   | 9%     | 2%     | 3%     | 10%    | 13%    | 14%    |
| ROIC   | -1%    | 4%     | 4%     | 6%     | 7%     | 9%     | 10%    |
| Dividend [PLN m]                                   | 0,0    | 0,0    | 0,0    | 11,6   | 18,6   | 25,6   | 32,6   |
| DPS [PLN]  | 0,0    | 0,0    | 0,0    | 0,25   | 0,40   | 0,55   | 0,70   |
| Dividend yield (%)                                 | 0%     | 0%     | 0%     | 3%     | 5%     | 6%     | 8%     |

Source: Dom Maklerski BDM S.A.

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# **Ratings and price targets history:**

| rating     | price target | previous rating | previous target price | report date       | report date (hour) | price       | WIG            |
|------------|--------------|-----------------|-----------------------|-------------------|--------------------|-------------|----------------|
| <b>buy</b> | <b>11,30</b> | <b>buy</b>      | <b>13,97</b>          | <b>2025-09-10</b> | <b>16:05</b>       | <b>8,86</b> | <b>106 000</b> |
| buy        | 13,97        | buy             | 13,60                 | 2025-05-14        | 15:09              | 9,96        | 104 140        |
| buy        | 13,60        | buy             | 13,59                 | 2025-03-13        | 10:15              | 11,10       | 93 580         |
| buy        | 13,59        | buy             | 14,6                  | 2024-12-13        | 09:25              | 8,73        | 81 725         |
| buy        | 14,6         | buy             | 14,5                  | 2024-07-12        | 13:49              | 10,8        | 88 454         |
| buy        | 14,5         | buy             | 10,46                 | 2024-01-09        | 11:20              | 10,45       | 77 250         |
| buy        | 10,46        | buy             | 10,16                 | 2023-09-13        | 10:10              | 7,60        | 66 609         |
| buy        | 10,16        | resume          | ---                   | 2023-03-28        | 10:05              | 5,7         | 57 132         |
| buy**      | 21,5         | buy             | 14,8                  | 10.06.2021        | 07:00              | 10,0        | 66 115         |
| buy**      | 14,8         | buy             | 16,0                  | 30.09.2019        | 12:00              | 9,8         | 57 380         |
| buy**      | 16,0         | buy             | 20,3                  | 01.07.2019        | 09:12              | 13,2        | 60 917         |
| buy        | 20,3         | buy             | 19,4                  | 26.05.2017        | 10:53              | 14,8        | 61 266         |
| buy        | 19,4         | hold            | 11,8                  | 13.03.2017        | 10:07              | 15,0        | 58 820         |
| hold       | 11,8         | reduce          | 11,2                  | 23.02.2016        |                    | 11,5        | 45 761         |
| reduce     | 11,2         | buy             | 10,8                  | 18.06.2015        |                    | 12,1        | 53 408         |
| buy        | 10,8         | buy             | 10,0                  | 03.02.2015        |                    | 9,0         | 52 078         |
| buy        | 10,0         | buy             | 12,2                  | 06.08.2014        |                    | 7,8         | 50 692         |
| buy        | 12,2         | buy             | 10,2                  | 07.02.2014        |                    | 9,3         | 52 139         |
| buy        | 10,2         | reduce          | 8,1                   | 04.09.2013        |                    | 8,6         | 48 969         |
| reduce     | 8,1          | accumulate      | 8,8                   | 18.03.2013        |                    | 9,0         | 46 500         |
| accumulate | 8,8          | accumulate      | 10,4                  | 06.08.2012        |                    | 7,8         | 40 594         |
| accumulate | 11,4         | buy             | 16,5                  | 18.05.2012        |                    | 10,6        | 37 000         |
| buy        | 16,5         | reduce          | 18,0                  | 26.10.2011        |                    | 13,8        | 40 771         |
| reduce     | 18,0         | reduce          | 24,0                  | 16.06.2011        |                    | 20,2        | 49 077         |
| reduce     | 24,0         | ---             | ---                   | 23.02.2011        |                    | 25,9        | 46 548         |

\*\* the author of the reports was another analyst

#### Explanations of terminology:

EBIT - earnings before interest and tax  
 EBITDA — earnings before interest, taxes, depreciation, and amortization  
 Net debt – interest bearing debt minus cash and equivalents  
 WACC - weighted average cost of capital  
 CAGR - cumulative average annual growth  
 EPS - earnings per share  
 DPS - dividend per share  
 CEPS - net profit plus depreciation per share  
 EV – market capitalization plus interest bearing debt minus cash and equivalents  
 EV/S – market capitalization / sales  
 EV/EBITDA – EV / sales  
 P/EBIT – market capitalization / EBIT  
 MC/S – market capitalization / sales  
 P/E – market capitalization / net profit  
 P/BV – market capitalization / book value  
 P/CE - market capitalization / net profit plus depreciation  
 ROE – net profit / equity  
 ROA - net income / assets  
 Gross margin - gross profit on sales / sales  
 EBITDA margin – EBITDA / sales  
 EBIT margin – EBIT / sales  
 Net margin – net profit / sales

#### The strengths and weaknesses of the valuation methods used in the report:

DCF – the most popular and the most effective of the valuation methods - it is based on the discounting of future cash flows generated by the company. The disadvantage is the high sensitivity to changes in the basic financial parameters forecast in the model (interest rates, exchange rates, profits, residual value).

DDM – the method is based on discounting future cash flows from dividends. The advantage of the valuation is the inclusion of future financial results and cash flows from dividends. The main disadvantages are the high sensitivity to changes in the basic financial parameters forecasted in the model (capital cost, profits, residual value) and the risk of changing the dividend payment policy.

Comparative – the method is based on current and forecasted market multipliers of companies from the industry or related industries, which better than DCF shows the current market situation. The main disadvantages are the difficulty in choosing the right companies for comparison, the risk of ineffective valuation of companies compared at a given moment, as well as high volatility (along with price fluctuations).

#### Explanation of ratings:

Buy – we believe that the security will reach the target price in the recommended period, which significantly exceeds the current market price (at least + 15%);

Accumulate – we believe that the security will reach the target price in the recommended period, which exceeds the current market price (in the range of +5 to + 14.99%);

Hold – we believe that a security in the recommended period will fluctuate around the target price, which is close to the current market price (in the range from -4.99% to + 4.99%);

Reduce – we believe that the security will reach the target price in the recommended period, which is lower than the market price (range of decline from 5% to 14.99%);

Sell – we believe that a security in the recommended period will reach the target price, which is significantly lower than the market price (suggested erosion of the value exceeds 15%).

Target price – the theoretical price which, in our opinion, should reach a security in the recommended period; This price is the result of the company's value (eg based on DCF, comparative and other valuations), market conditions and the industry as well as other factors subjectively considered by the analyst.

Recommendations made by BDM are binding for 12 months from the issue date or until the target level is reached, unless they are updated during this period of time.

| Distribution of BDM's recommendations in Q3 2025*: |         |     | , distribution of BDM's recommendations for the companies which BDM has supplied with investment banking services within the last 12 months |    |
|--|---------|-----|---|----|
|  | numbers | %   | numbers   | %  |
| Buy  | 3       | 30% | 0   | 0% |
| Accumulate   | 4       | 40% | 0   | 0% |
| Hold   | 1       | 10% | 0   | 0% |
| Reduce   | 2       | 20% | 0   | 0% |
| Sell   | 0       | 0%  | 0   | 0% |

\* detailed list of all analytical reports (recommendations) published by BDM during the last 12 months is included at <https://www.bdm.pl/analizy-i-informacje/analizy/historia-rekomendacji>

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The report constitutes an investment research within the meaning of art. 36 §1 of Commission Delegated Regulation (EU) 2017/565.

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