

WSE Research Coverage Support Program (PWPA 4.0)

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AGORA Q4 2024E results preview [PLN m]

	Q4 23	Q4 24E	y/y	2023	2024E	y/y
Total revenue	438,1	430,7	-2%	1 424,3	1 488,6	5%
Advertising	229,9	234,0	2%	703,7	761,5	8%
Cinema tickets	68,3	79,2	16%	244,0	253,7	4%
Publishing sales	39,4	35,1	-11%	139,9	133,2	-5%
Cinema bars	37,8	44,8	19%	136,6	151,1	11%
Catering sales	11,8	---	---	43,0	23,1	-46%
Movie operations	16,6	9,0	-46%	29,5	44,9	52%
Other sales	34,3	28,6	-17%	127,5	121,1	-5%
adj. EBITDA	84,9	97,0	14%	224,6	252,2	12%
adj. EBIT	43,8	53,3	22%	58,9	77,6	32%
Film and book	21,7	25,6	18%	50,9	58,5	15%
Press	27,8	28,4	2%	51,2	58,0	13%
Outdoor advertising	-0,1	0,6		-7,5	-10,8	
Internet	3,9	9,9	154%	20,4	28,8	41%
Radio	2,6	2,0	-23%	-6,8	-8,4	
Total segments	55,8	66,5	19%	108,2	126,2	17%
Reconciliation items	-12,1	-13,2		-49,2	-48,5	
Net interest and others	32,1	-14,7		61,3	-44,4	
EBT	66,2	47,6	-28%	101,6	41,2	-59%
Net profit	50,9	38,5	-24%	85,0	22,8	-73%
equity holders of the parent company	40,1	36,7	-9%	65,4	12,3	-81%

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

Source: Dom Maklerski BDM S.A.

We are preparing for the possibility that Q4 2024 will show a slowdown in the growth dynamics of the advertising market compared to the previous quarters of 2024. At the same time, we believe that the company was in the process of gradually rebuilding its market share.

Based on our estimates, cinema attendance in the last quarter of 2024 is likely to have increased by more than 11.5% compared to the previous year. Therefore, we predict that total cinema attendance for 2024 will be higher than in 2023.

We expect Agora's adjusted EBIT in Q4 2024 to be close to PLN 53.3m (+22% year-on-year; excluding the PLN 8.8m gain on the sale of Step Inside). Our model indicates that the adjusted EBIT of the film and book segment may amount to PLN 25.6m (+18% year-on-year). Conversely, the other segments with exposure to advertising revenues (radio, outdoor, internet, press), in conjunction with reconciling items, are projected to generate adjusted EBIT of nearly PLN 27.7m.

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Ratings and price targets history:

rating	price target	previous rating	previous target price	report date	report date (hour)	price	WIG
buy	13,59	buy	14,6	2024-12-13	09:25 CET	8,73	81 725
buy	14,6	buy	14,5	2024-07-12	13:49 CET	10,8	88 454
buy	14,5	buy	10,46	2024-01-09	11:20 CET	10,45	77 250
buy	10,46	buy	10,16	2023-09-13	10:10 CEST	7,60	66 609
buy	10,16	resume	---	2023-03-28	10:05 CEST	5,7	57 132
buy**	21,5	buy	14,8	10.06.2021	07:00 CEST	10,0	66 115
buy**	14,8	buy	16,0	30.09.2019	12:00 CEST	9,8	57 380
buy**	16,0	buy	20,3	01.07.2019	09:12 CEST	13,2	60 917
buy	20,3	buy	19,4	26.05.2017	10:53 CEST	14,8	61 266
buy	19,4	hold	11,8	13.03.2017	10:07 CEST	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).

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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 Q1 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	1	25%	0	0%
Accumulate	2	75%	0	0%
Hold	0	0%	0	0%
Reduce	0	0%	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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