JOJ Media House, a. s.

Independent Auditor’s report
on the Consolidated Financial Statements and Annual report
and
Annual report 2023

Translation note:

This version of the accompanying financial statements and annual report is a translation from the original, which was prepared in Slovak. All possible care has been taken to ensure that the translation is an accurate representation of the original. However, in all matters of interpretation of information, views or opinions, the original language version takes precedence over this translation.

Contents

KPMG Slovensko spol. s r. o.
Dvořákovo nábrežie 10
811 02 Bratislava
Slovakia

Tel +421 (0)2 59 98 41 11
Web www.kpmg.sk

Translation of the Independent Auditors' Report originally prepared in Slovak language

Independent Auditors' Report

To the Shareholders, Supervisory Board and Board of Directors of JOJ Media House, a. s.

Report on the Audit of the Consolidated Financial Statements

Opinion

We have audited the consolidated financial statements of JOJ Media House, a. s. (the "Company") and its subsidiaries (together, the "Group"), which comprise:

- the consolidated statement of financial position as at 31 December 2023;

and, for the period then ended:

- the consolidated statement of profit or loss and other comprehensive income;
- the consolidated statement of changes in equity;
- the consolidated statement of cash flows;

and

- notes, comprising material accounting policies and other explanatory information.

In our opinion, the accompanying consolidated financial statements give a true and fair view of the consolidated financial position of the Group as at 31 December 2023, and of its consolidated financial performance and its consolidated cash flows for the period then ended in accordance with International Financial Reporting Standards as adopted by the European Union.

Basis for Opinion

We conducted our audit in accordance with International Standards on Auditing ("ISAs") and Regulation (EU) No. 537/2014 of the European Parliament and of the Council of 16 April 2014 on specific requirements regarding statutory audit of public-interest entities. Our responsibilities under those standards are further described in the Auditors' Responsibilities for the Audit of the Consolidated Financial Statements section of our report. We are independent of the Group in accordance with the ethical requirements of the Act No. 423/2015 Coll. on statutory audit and on amendments to Act No. 431/2002 Coll. on accounting as amended ("the Act on Statutory Audit") including the Code of Ethics for an Auditor that are relevant to our audit of the consolidated financial statements, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Key Audit Matters

Key audit matters are those matters that, in our professional judgment, were of most significance in our audit of the consolidated financial statements of the current period. These matters were addressed in the context of our audit of the consolidated financial statements as a whole, and in forming our opinion thereon, and we do not provide a separate opinion on these matters.

We have determined the following key audit matter:

Impairment of long-lived assets

As at 31 December 2023:

Goodwill and other intangible assets: EUR 61,808 thousand (EUR 82,273 thousand as at 31 December 2022); related impairment loss: EUR 8,740 thousand (31 December 2022: EUR 9,681 thousand).

Property, plant and equipment: EUR 24,656 thousand (EUR 78,378 thousand as at 31 December 2022); related impairment loss: EUR 225 thousand (31 December 2022: EUR 253 thousand).

Right-of-use assets: EUR 23,822 thousand (EUR 100,894 thousand as at 31 December 2022); no impairment recognized (none at 31 December 2022).

Refer to Notes 2b), 2e), 2f) and 2r) (Summary of material accounting policies) and Note 14 (Impairment testing of assets) of the consolidated financial statements.

Key audit matter	Our response
Pursuant to the relevant provisions of the financial reporting standards, annual impairment testing is required for intangible assets with an indefinite useful life or not yet available for use, and for the cash-generating units ("CGUs") to which goodwill has been allocated. In addition, as discussed in Note 14, the Group identified impairment indicators in respect of its intangible assets with finite useful lives, property, plant and equipment and right-of-use assets, mainly related to weaker performance during the year. In view of the above factors, as at 31 December 2023, the Group tested intangible assets, property, plant and equipment and right-of use assets for impairment as part of its testing for all significant CGUs. The Group determined the	Our procedures in the area included, among others: - Evaluating the Group's accounting policy for identification of impairment, and measurement and recognition of any impairment losses in respect of long-lived assets. As part of this, we assessed the Group's discounted cash flow model against the relevant financial reporting standards, market practice and for internal consistency; - Evaluating the design and implementation of selected internal controls relating to the identification of impairment indicators and to the process of impairment testing;

recoverable amounts for the CGUs based on their value-in-use estimated under the discounted cash flow method. Determination of the recoverable amount requires making a number of assumptions and judgments, in particular those relating to grouping of assets into CGUs, discount rates used and future cash flows, with key assumptions made about expected future EBITDA and capital expenditures. Due to the above factors, coupled with the higher estimation uncertainty stemming from the effects of the current macroeconomic volatility and higher interest rates, assessment of the long-lived assets for impairment required our significant judgment and increased attention in the course of our audit. As a consequence, we consider the area to be a key audit matter.	- Assessing the continued appropriateness of asset grouping into CGUs, based on our understanding of the Group's operations and business units; - Evaluating the quality of the Group's forecasting by comparing historical projections with current year's actual outcomes; - Assisted by our own valuation specialists, challenging the key assumptions and data used in the impairment tests. This included, among other things: o Assessing reasonableness of the assumptions relating to future EBITDA (including, among other things, the underlying revenue and cost of sales projections) and capital expenditures. We performed the procedure by reference to the Group's approved budgets, its historical performance and the publicly available industry and peers data as well as macroeconomic data from the National Bank of Slovakia and the European Central Bank; o Challenging reasonableness of the discount rates used, based, among other things, on data from publicly available market sources; - Assessing susceptibility of the impairment model and the resulting impairment conclusion to management bias, by challenging the Group's analysis of the model's sensitivity to changes in key underlying assumptions; - Assessing the appropriateness and completeness of impairment-related disclosures in the consolidated financial statements against the requirements of the financial reporting standards.

Responsibilities of the Statutory Body and Those Charged with Governance for the Consolidated Financial Statements

The statutory body is responsible for the preparation of consolidated financial statements that give a true and fair view in accordance with International Financial Reporting Standards as adopted by the European Union, and for such internal control as the statutory body determines is necessary to enable the preparation of consolidated financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the consolidated financial statements, the statutory body is responsible for assessing the Group's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the statutory body either intends to liquidate the Group or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Group's financial reporting process.

Auditors' Responsibilities for the Audit of the Consolidated Financial Statements

Our objectives are to obtain reasonable assurance about whether the consolidated financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these consolidated financial statements.

As part of an audit in accordance with ISAs, we exercise professional judgment and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the consolidated financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control;
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Group's internal control;
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the statutory body;
- Conclude on the appropriateness of the statutory body's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Group's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditors' report to the related disclosures in the consolidated financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditors' report. However, future events or conditions may cause the Group to cease to continue as a going concern;
- Evaluate the overall presentation, structure and content of the consolidated financial statements, including the disclosures, and whether the consolidated financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the Group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit opinion.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, actions taken to eliminate threats or safeguards applied.

From the matters communicated with those charged with governance, we determine those matters that were of most significance in the audit of the consolidated financial statements of the current period and are therefore the key audit matters. We describe these matters in our auditors' report unless law or regulation precludes public disclosure about the matter or when, in extremely rare circumstances, we determine that a matter should not be communicated in our report because the adverse consequences of doing so would reasonably be expected to outweigh the public interest benefits of such communication.

Report on Other Legal and Regulatory Requirements

Reporting on other information in the Annual Report

The statutory body is responsible for the other information. The other information comprises the information included in the Annual Report prepared in accordance with the Act No. 431/2002 Coll. on Accounting as amended ("the Act on Accounting") but does not include the consolidated financial statements and our auditors' report thereon. Our opinion on the consolidated financial statements does not cover the other information in the Annual Report.

In connection with our audit of the consolidated financial statements, our responsibility is to read the other information in the Annual Report that we have obtained prior to the date of the auditors' report on the audit of the consolidated financial statements, and, in doing so, consider whether the other information is materially inconsistent with the audited consolidated financial statements or our knowledge obtained in the audit of the consolidated financial statements, or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

With respect to the Annual Report, we are required by the Act on Accounting to express an opinion on whether the other information given in the Annual Report is consistent with the consolidated financial statements prepared for the same financial year, and whether it contains information required by the Act on Accounting.

Based on the work undertaken in the course of the audit of the consolidated financial statements, in our opinion, in all material respects:

- the other information given in the Annual Report for the year ended 31 December 2023 is consistent with the consolidated financial statements prepared for the same financial year; and
- the Annual Report contains information required by the Act on Accounting.

In addition to this, in light of the knowledge of the Company and its environment obtained in the course of the audit of the consolidated financial statements, we are required by the Act on Accounting to report if we have identified material misstatements in the other information in the Annual Report. We have nothing to report in this respect.

Additional requirements on the content of the auditors' report in accordance with Regulation (EU) No. 537/2014 of the European Parliament and of the Council of 16 April 2014 on specific requirements regarding statutory audit of public-interest entities and in accordance with Code of Ethics for an Auditor

Appointment and approval of an auditor

We have been appointed as a statutory auditor by the statutory body of JOJ Media House, a. s. on 24 November 2023 on the basis of approval by the General Meeting of JOJ Media House, a. s. held on 28 April 2023. The period of our total uninterrupted engagement, including previous renewals (extensions of the period for which we were originally appointed) and reappointments as statutory auditors, is 13 years.

Consistency with the additional report to the audit committee

Our audit opinion as expressed in this report is consistent with the additional report to the supervisory board of the Company, which was issued on 25 April 2024.

Non-audit services

No prohibited non-audit services referred to in Article 5 (1) of Regulation (EU) No. 537/2014 of the European Parliament and of the Council of 16 April 2014 on specific requirements regarding statutory audit of public-interest entities were provided and we remained independent of the Group in conducting the audit.

For the period to which our statutory audit relates, we have not provided any other services to the Company which are not disclosed in the consolidated financial statements of the Group.

Independent Assurance Report on the Compliance of the Presentation of the Consolidated Financial Statements with the Requirements of the European Single Electronic Format ("ESEF")

We have been engaged by the Company to conduct a reasonable assurance engagement to verify the compliance of the presentation of the consolidated financial statements of the Group for the year ended 31 December 2023 included in the Annual Financial Report (the "Presentation of the Consolidated Financial Statements") with the requirements of the ESEF Regulation.

Description of Subject Matter and Applicable Criteria

The Presentation of the Consolidated Financial Statements has been applied by the statutory body to comply with the requirements of the Commission Delegated Regulation (EU) 2019/815 of 17 December 2018 supplementing Directive 2004/109/EC of the European Parliament and of the Council with regard to regulatory technical standards on the specification of a single electronic reporting format (the "ESEF Regulation"). The applicable requirements regarding the Presentation of the Consolidated Financial Statements are contained in the ESEF Regulation.

The requirements described in the preceding paragraph with respect to the Presentation of the Consolidated Financial Statements constitute, in our view, appropriate criteria to form a reasonable assurance conclusion.

Responsibilities of the Statutory Body and Those Charged with Governance

The statutory body is responsible for the Presentation of the Consolidated Financial Statements that complies with the requirements of the ESEF Regulation. This responsibility includes:

- preparation of the consolidated financial statements in XHTML format;
- selection and application of appropriate markups in iXBRL using ESEF taxonomy; and
- designing, implementing and maintaining internal controls relevant for the preparation of the Presentation of the Consolidated Financial Statements which is free from material non-compliance with the requirements of the ESEF Regulation.

Those charged with governance are responsible for overseeing the Group's financial reporting process, which also includes the preparation of the consolidated financial statements that also comply with the requirements of the ESEF Regulation.

Our Responsibility

Our responsibility is to express a reasonable assurance conclusion whether the Presentation of the Consolidated Financial Statements complies, in all material respects, with the requirements of the ESEF Regulation.

We conducted our reasonable assurance engagement in accordance with International Standard on Assurance Engagements 3000 (Revised) Assurance Engagements Other than Audits and Reviews of

Historical Financial Information ("ISAE 3000(R)"), issued by the International Auditing and Assurance Standards Board (the "IAASB"). This standard requires that we comply with ethical requirements, plan and perform procedures to obtain reasonable assurance whether the Presentation of the Consolidated Financial Statements complies, in all material respects, with the requirements of the ESEF Regulation.

The nature, timing, and extent of procedures performed depend on the auditor's judgment. Reasonable assurance is a high level of assurance, but it does not guarantee that the service performed in accordance with ISAE 3000(R) always detects material non-compliance.

Our Quality Control and Independence Requirements

The firm applies International Standard on Quality Management 1, which requires the firm to design, implement and operate a system of quality management including policies or procedures regarding compliance with ethical requirements, professional standards and applicable legal and regulatory requirements.

We have complied with the independence and other ethical requirements of the International Ethics Standards Board for Accountants' *International Code of Ethics for Professional Accountants (including International Independence Standards)*, which is founded on fundamental principles of integrity, objectivity, professional competence and due care, confidentiality and professional behaviour.

Summary of Work Performed

Our planned and performed procedures were aimed at obtaining reasonable assurance that the Presentation of the Consolidated Financial Statements complies, in all material respects, with the requirements of the ESEF Regulation. Our procedures included in particular:

- obtaining an understanding of the internal control system and processes relevant to the application of the electronic reporting format of the consolidated financial statements, including the preparation of the XHTML format and marking up the consolidated financial statements;
- verification whether the XHTML format was properly applied;
- evaluating the completeness of marking up the consolidated financial statements using the XBRL markup language according to the requirements of the implementation of the electronic format, as described in the ESEF Regulation;
- evaluating the appropriateness of the Group's' use of XBRL markups selected from the ESEF taxonomy and the creation of extension markups where no suitable element in the ESEF core taxonomy has been identified; and
- evaluating the appropriateness of the anchoring of the extension elements to the ESEF core taxonomy.

We believe that the evidence we have obtained is sufficient and appropriate to provide a basis for our conclusion.

Conclusion

In our opinion, based on the procedures performed, the Presentation of the Consolidated Financial Statements complies, in all material respects, with the requirements of the ESEF Regulation.

Audit firm:
KPMG Slovensko spol. s r.o.
License SKAU No. 96

Slovenská komora audítorov
SKAU
Č.licencie 96
KPMG
Slovensko spol. s r.o.

Responsible auditor:
Ing. Ivana Mazániková
License SKAU No. 910

Bratislava, 30 April 2024

JOJ Media House, a. s.
and Subsidiaries

Consolidated Financial Statements
for the year ended 31 December 2023

prepared in accordance with
International Financial Reporting Standards
as adopted by the European Union

Contents

in thousands of EUR	*Note*	**Year ended 31 December 2023**	**Year ended 31 December 2022 *Restated**
Revenue from the sale of merchandise and services	*5*	165 852	154 314
Other operating income	*6*	1 126	1 933
Total operating income		**166 978**	**156 247**
Personnel expenses	*7*	-26 888	-26 033
Use and write-off of TV programs	*18,23*	-39 028	-35 642
Use and write-off of program rights	*18*	-15 458	-13 752
Posting, printing and removal of advertising	*8*	-7 527	-7 349
Depreciation, amortisation and impairment of non-current assets	*9*	-21 063	-20 959
Other operating expenses	*10*	-40 808	-40 352
Total operating expenses		**-150 772**	**-144 087**
Profit from operating activities		**16 206**	**12 160**
Exchange rate gain/ (loss), net		466	-820
Interest expenses, net	*11*	-10 757	-7 239
Profit from financial instruments, net		39	20
Profit from sale of subsidiary	*4*	4 091	-
Other financial expenses, net		-179	-181
Profit before tax		**9 866**	**3 940**
Income tax	*12*	-2 676	-2 631
Profit for the period from continuing operations		**7 190**	**1 309**
Profit for the period from discontinued operations	*23*	2 479	326
Profit for the period		**9 669**	**1 635**
Profit for the period attributable to:			
Shareholders of the Company		8 030	1 339
From discontinued operations		*1 702*	*616*
From continuing operations		*6 328*	*723*
Non-controlling interests		1 639	296
From discontinued operations		*777*	*-290*
From continuing operations		*862*	*586*

**See Note 23* - Group assets held for sale and discontinued operations; section Discontinued operations

in thousands of EUR	**Year ended 31 December 2023**	**Year ended 31 December 2022**
Other comprehensive income, after tax		
Items with subsequent reclassification into profit or loss:		
Foreign currencies translation differences	-420	416
Items without subsequent reclassification into profit or loss:		
Changes in fair value of equity securities and employee benefits recalculation (IAS 19)	-150	44
Total other comprehensive income	**-570**	**460**
Total comprehensive income for the period	**9 099**	**2 095**
Total comprehensive income for the period attributable to:		
Shareholders of the Company	7 565	1 745
Non-controlling interests	1 534	350

The notes presented on pages 9 to 94 form an integral part of the consolidated financial statements.

in thousands of EUR	*Note*	**31 December 2023**	**31 December 2022**
Assets			
Goodwill	*13*	1 692	12 154
Televisual format	*13*	55 027	58 822
Other non-current intangible assets	*13*	5 089	11 297
Program rights	*18*	3 968	2 646
Accrued internal program rights	*18*	4 589	674
Property, plant and equipment	*15*	24 656	78 378
Investment property		-	216
Right-of-use assets	*16*	23 822	100 894
Investments in associates and joint ventures		58	797
Trade and other receivables	*19*	144	297
Loans granted	*20*	1 270	379
Other assets	*21*	26	1 811
Deferred tax asset	*27*	471	1 359
Total non-current assets		**120 812**	**269 724**
Program rights	*18*	19 524	15 243
Accrued internal program rights	*18*	33 679	31 440
Trade and other receivables	*19*	26 368	34 542
Other financial assets	*17*	376	378
Loans granted	*20*	816	2 419
Other assets	*21*	3 303	6 423
Corporate income tax receivable		13	398
Cash and cash equivalents	*22*	6 518	20 612
Assets held for sale	*23*	179 620	-
Total current assets		**270 217**	**111 455**
Total assets		**391 029**	**381 179**

in thousands of EUR	*Note*	**31 December 2023**	**31 December 2022**
Equity			
Share capital		25	25
Other funds		63 506	63 881
Accumulated loss		-29 362	-37 649
Equity attributable to Shareholders of the Company		**34 169**	**26 257**
Non-controlling interests		1 219	862
Total equity	*24*	**35 388**	**27 119**
Liabilities			
Bank loans	*25*	26 964	56 183
Interest-bearing loans and borrowings	*25*	11 739	11 191
Issued bonds	*26*	18 722	40 104
Lease liabilities	*16*	8 850	59 300
Provisions	*28*	749	833
Trade and other financial liabilities	*29*	3 244	1 790
Other liabilities	*30*	58	226
Deferred tax liability	*27*	11 499	20 912
Total non-current liabilities		**81 825**	**190 539**
Bank loans	*25*	65 266	35 111
Interest-bearing loans and borrowings	*25*	-	8 982
Issued bonds	*26*	-	40 144
Lease liabilities	*16*	2 800	15 335
Provisions	*28*	933	1 098
Trade and other financial liabilities	*29*	44 542	50 212
Other liabilities	*30*	6 379	11 145
Corporate income tax liability		502	1 494
Liabilities related to assets held for sale	*23*	153 394	-
Total current liabilities		**273 816**	**163 521**
Total liabilities		**355 641**	**354 060**
Total equity and liabilities		**391 029**	**381 179**

The notes presented on pages 9 to 94 form an integral part of the consolidated financial statements.

Consolidated statement of changes in equity for the year ended 31 December 2023

in thousands of EUR	*Note*	Equity attributable to Shareholders of the Company								
		Share capital	**Legal reserve fund**	**Other capital funds**	**Foreign currency translation reserve**	**Revaluation fund**	**Accumulated loss**	**Total**	**Non-controlling interests**	**Total**
Balance as at 1 January 2023		**25**	**1 488**	**62 457**	**149**	**-213**	**-37 649**	**26 257**	**862**	**27 119**
Total comprehensive income for the period										
Profit for the period		-	-	-	-	-	8 030	8 030	1 639	9 669
Other comprehensive income, after tax										
Foreign currencies translation differences		-	-	-	-358	-	-	-358	-62	-420
Changes in fair value of equity securities and employee benefits recalculation (IAS 19)		-	-	-	-	-107	-	-107	-43	-150
Reclassification of change in fair value of equity securities to retained earnings / (losses)		-	-	-	-	65	-65	-	-	-
Total Other comprehensive income		**-**	**-**	**-**	**-358**	**-42**	**-65**	**-465**	**-105**	**-570**
Total comprehensive income for the period		**-**	**-**	**-**	**-358**	**-42**	**7 965**	**7 565**	**1 534**	**9 099**
Transactions with shareholders recognised directly in equity										
Transfer to the legal reserve fund		-	1	-	-	-	-1	-	-	-
Dividends paid out to non-controlling interests		-	-	-	-	-	-	-	-118	-118
Effect of disposal of subsidiaries	*4*	-	-	-	35	-	-	35	-850	-815
Change of consolidation method	*4*	-	-	-	-	-	-	-	104	104
Change in the Group´s interest in a subsidiary that do not result in a loss of control	*24*	-	-	-	-11	-	323	312	-313	-1
Total transactions with shareholders		**-**	**1**	**-**	**24**	**-**	**322**	**347**	**-1 177**	**-830**
Balance as at 31 December 2023		**25**	**1 489**	**62 457**	**-185**	**-255**	**-29 362**	**34 169**	**1 219**	**35 388**

Equity attributable to Shareholders of the Company

Consolidated statement of changes in equity for the year ended 31 December 2023

in thousands of EUR	*Note*	**Share capital**	**Legal reserve fund**	**Other capital funds**	**Foreign currency translation reserve**	**Revaluation fund**	**Accumulated loss**	**Total**	**Non-controlling interests**	**Total**
Balance as at 1 January 2022		**25**	**1 303**	**62 457**	**-222**	**-453**	**-39 004**	**24 106**	**638**	**24 744**
Total comprehensive income for the period										
Profit for the period		-	-	-	-	-	1 339	1 339	296	1 635
Other comprehensive income, after tax										
Foreign currencies translation differences		-	-	-	362	-	-	362	54	416
Changes in fair value of equity securities and employee benefits recalculation (IAS 19)		-	-	-	-	44	-	44	-	44
Reclassification of change in fair value of equity securities to retained earnings / (losses)		-	-	-	-	1	-1	-	-	-
Total Other comprehensive income		**-**	**-**	**-**	**362**	**45**	**-1**	**406**	**54**	**460**
Total comprehensive income for the period		**-**	**-**	**-**	**362**	**45**	**1 338**	**1 745**	**350**	**2 095**
Transactions with shareholders recognised directly in equity										
Increase of other capital funds		-	-	-	-	-	406	406	217	623
Transfer to the legal reserve fund		-	185	-	-	-	-185	-	-	-
Dividends paid out to non-controlling interests		-	-	-	-	-	-	-	-42	-42
Effect of new acquisitions	*4*	-	-	-	-	-	-	-	-301	-301
Effect of disposal of subsidiaries	*4*	-	-	-	9	195	-204	-	-	-
Total transactions with shareholders		**-**	**185**	**-**	**9**	**195**	**17**	**406**	**-126**	**280**
Balance as at 31 December 2022		**25**	**1 488**	**62 457**	**149**	**-213**	**-37 649**	**26 257**	**862**	**27 119**

The notes on pages 9 to 94 are an integral part of the consolidated financial statements.

in thousands of EUR	*Note*	Year ended 31 December 2023	Year ended 31 December 2022
Cash flows from operating activities			
Profit for the period		9 669	1 635
Income tax	*12,23*	4 415	2 641
Interest expenses, net	*11,23*	20 419	16 569
Profit before interest and tax		**34 503**	**20 845**
Adjustments for:			
Depreciation, amortisation and impairment of non-current assets	*9, 23*	36 640	35 517
(Creation) / release of impairment allowance for trade receivables and inventory	*19*	-450	3 005
Creation of impairment allowance for loans provided	*20*	2	2
Creation of impairment allowance for accrued internal program rights	*18*	1 307	3 153
Write off of accrued internal program rights and program rights	*18*	2 773	1 505
Gain/ (Loss) from associates and joint ventures		-18	2
Gain on sale of subsidiaries	*4*	-4 091	-
Gain on written-off liabilities		-12	-566
Gain / (loss) on investment property revaluation		-70	48
Gain on lease termination		-782	-72
Change in provisions	*28*	519	263
Gain on sale of non-current assets		-430	-118
Other non-cash items		1 108	236
Operating profit before changes in working capital		**70 999**	**63 820**
Increase in program rights and internal program rights		-15 859	-10 119
(Increase) / decrease in trade and other receivables and other assets		-14 173	3 180
Increase in trade liabilities, other financial liabilities and other liabilities		14 174	827
Cash flows from operating activities		**55 141**	**57 708**
Interest paid		-15 461	-14 366
Income tax paid		-5 879	-8 126
Net cash flows from operating activities		**33 801**	**35 216**
Cash flows from investment activities			
Proceeds from business combinations / (disbursements) on business combinations	*4*	74	-269
Proceeds from sale of subsidiaries	*4*	7 590	18
Expenditure on changes in interests in companies without a change of control	*24*	-1	-
Proceeds from sale of property, plant and equipment, intangible assets and investment property		652	1 939
Acquisition of property, plant and equipment and intangible assets and investment property		-13 861	-11 211
Disbursements on loans granted		-325	-286
Proceeds from loans granted		1 535	75
Dividends received		6	7
Interest received		17	22
Net cash used in investment activities		**-4 313**	**-9 705**

in thousands of EUR		Year ended 31 December 2023	Year ended 31 December 2022
Cash flows from financing activities			
Repayments of loans and borrowings	*25*	-17 107	-11 959
Drawings of loans and borrowings	*25*	181	-
Sold and issued bonds	*25*	-	2 815
Repayment of lease liabilities	*25*	-16 108	-14 715
Increase of other capital funds		-	459
Dividends paid to non-controlling interests		-105	-42
Net cash used in financing activities		**-33 139**	**-23 442**
(Increase) / decrease in cash and cash equivalents		-3 651	2 069
Cash and cash equivalents as at 1 January*		3 134	539
Effect of exchange rate fluctuations on cash held		-234	526
Cash and cash equivalents as at 31 December*		**-751**	**3 134**

Cash and cash equivalents comprise:

in thousands of EUR	*Note*	31 December 2023	31 December 2022
Cash and cash equivalents	*22*	6 518	20 612
Cash and cash equivalents included in assets held for sale		12 645	-
Bank overdrafts		-15 202	-17 478
Bank overdrafts included in assets held for sale		-4 712	-
Total		**-751**	**3 134**

* Bank overdrafts payable on demand that represent a part of financial management of the Group are included within cash and cash equivalents for purposes of Consolidated statement of cash flows.

The notes presented on pages 9 to 94 form an integral part of the consolidated financial statements.

Notes to the consolidated financial statements for the year ended 31 December 2023

1. Information about the accounting entity

JOJ Media House, a. s. (hereinafter referred to as “the parent company” or "the Company") was established on 26 October 2010 and was registered in the Commercial Register as a joint stock company on 6 November 2010 (Commercial Register of the District Court Bratislava I in Bratislava, Section Sa, file 5141/B) under the identification number 45 920 206. Tax identification number is 2023141945. The Company’s address is Brečtanová 1, 831 01 Bratislava, Slovakia.

The Company’s share capital is registered in the Commercial Register and is fully paid up.

The Company is not a partner with unlimited liability in other companies.

The consolidated financial statements of the Company as at and for the period from 1 January 2023 to 31 December 2023 comprise the Company and its subsidiaries (together referred to as the “Group”) and the Group’s interest in associate entities and joint ventures.

The main activities of the Group is operating private TV stations, including the sale of media (advertising) space, publishing daily newspapers and the sale of external advertisement spaces (billboards, bigboards, movable “out of home” communication, etc.). The Group operates in Slovak Republic, Czech Republic, Austria and Croatia.

The Company’s bodies

Board of Directors	Mgr. Richard Flimel - Chairman
Supervisory board	Mgr. Marcel Grega Ing. Mojmír Mlčoch János Gaál

Information about the parent company of the Group

The majority shareholder of the Company holding 99.90% of the Company's shares is TV JOJ L.P., Klimentos, 41 - 43 KLIMENTOS TOWER, 2nd floor, Flat/Office 21, 1061 Nicosia, Cyprus, registration number: 12128, on whose behalf HERNADO LIMITED acts as the general partner, which exercises control over the Company.

The ultimate owner of HERNADO LIMITED is Mgr. Richard Flimel.

The shareholders of the Company as at 31 December 2023 a as at 31 December 2022 were as follows:

In EUR

	Interest in share capital EUR	**Interest in share capital %**	**Voting rights %**
TV JOJ L.P.	24 975	99,90	99,90*
Mgr. Richard Flimel	25	0,10	0,10
	25 000	**100**	**100**

* HERNADO LIMITED acts on behalf of TV JOJ L.P. as its general partner.

The Company is not included in any other consolidated financial statements.

2. Significant accounting policies

a) Statement of compliance

The consolidated financial statements have been prepared in accordance with International Financial Reporting Standards (“IFRS”) as adopted by the European Union (“EU”).

b) Basis for preparation

Legal reason for the preparation of the financial statements
The consolidated financial statements of the Company as at 31 December 2023 have been prepared in accordance with the Article 22 of the Slovak Act No. 431/2002 Coll. on Accounting for the accounting period from 1 January 2023 to 31 December 2023.

The consolidated financial statements were prepared using the accrual principle and going concern assumption that the Company will continue in operation for the foreseeable future. (see Note 31 – Risk management).

For the year ended 31 December 2023, the Group recognised a net profit of EUR 9 669 thousand. The net working capital of the Group as at 31 December 2023 amounted to EUR -3 599 thousand. The Group recognises resources in the amount of EUR 18 411 thousand in cash and cash equivalents and unused credit lines available to the Group at the date of preparation of the consolidated financial statements.

The correctness of the going concern assumption depends primarily on the continuous availability of financial resources. the Group has sufficient resources to finance the current operating needs and / or liabilities of the Group companies, which include undrawn credit limits and bonds from the Company's fifth issue designated ISIN SK4000019972, 35 thousand pieces with issue rate 77.43% and total nominal value of EUR 27 101 thousand. As at 31 December 2023, the Group recognises EUR 11 893 thousand of undrawn credit limits and as at the date of preparation of the consolidated financial statements, the Group still holds 13 000 pieces of bonds from the fifth issue with a nominal value of EUR 10 066 thousand. The short-term financial needs of the subsidiaries are also met using overdrafts.

The availability of financial credit is also assessed by credit institutions on the basis of compliance with credit covenants. As at 31 December 2023, one of the Group's bank loans of EUR 3 282 thousand is recognised as short-term as a result of non-compliance with credit covenants. However, the Group has received letters from the financing bank confirming that, despite the non-compliance with the loan covenants, the bank will not require immediate repayment of the loans subject to compliance with the other covenants.

The accounting policies applied by the Group in these financial statements have been consistent with those applied in the financial statements as at 31 December 2022.

The financial statements have been prepared under the historical cost convention while investment property, financial assets at fair value through other comprehensive income and financial assets at fair value through profit or loss were measured at fair value.

The historical cost is usually based on the fair value of the consideration given in exchanging goods and services.

Fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants as at the measurement date (i.e. the “exit” price or output price).

2. Significant accounting policies (continued)

Functional currency
The consolidated financial statements are presented in euro (EUR), which is the functional currency of the Company and are rounded to thousands.

The use of estimates and judgments
The financial statements require management to use various judgments, estimates and assumptions to be exercised that affect the reported amounts of assets, liabilities, income and expenses. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised and in any future periods, which are affected by the revision.

Information about areas with significant uncertainties in estimates and significant judgments in applying accounting policies with the most significant effect on the amounts presented in the financial statements is described in the notes:
14 – Impairment testing of assets,
16 – Right-of-use assets and lease liabilities,
18 – Program rights and accrued internal program rights.

Impairment testing

(i) Goodwill and other intangible assets

On the day of acquisition, the goodwill is allocated to cash-generating units (CGU) which are expected to benefit from the synergies of the business combination.

As at the balance sheet date, the Group considers the potential impairment of goodwill. If no indicator for potential impairment is detected, the Group, in accordance with IAS 36, tests the goodwill recognised in the business combination during the current accounting period and the goodwill reported in the prior accounting periods for potential impairment on an annual basis as at 31 December, i.e., as at the date of the preparation of the consolidated financial statements.

The Group is also testing for impairment other intangible assets with indefinite useful life and CGUs, where the need for such testing was identified. If no indicator of possible impairment is identified, the Group, in accordance with IAS 36, tests the intangible assets with indefinite useful life for potential impairment on an annual basis as at 31 December, i.e., as at the date of the preparation of the consolidated financial statements.

The recoverable amount of such assets is derived from future cash flows estimated by management, updated since the acquisition date. Key assumptions used in this testing are described in Note 14 – Impairment testing of assets. Impairment testing includes use of certain substantial accounting estimates, judgements and assumptions, which are inherently complex and therefore the future actual results may differ from these estimates. Even small changes in these assumptions can have a significant impact on the test result.

(ii) Property, plant and equipment and right-of-use assets

As at the date of preparation of the financial statements, the Group assesses whether the value of the Group's property, plant and equipment has decreased. IAS 36 requires impairment testing of assets if there are internal or external indicators of possible impairment of assets. If any such indication exists, the asset's recoverable amount is estimated. Where the recoverable amount of an asset is the higher of fair value less cost to sell or value in use.

2. Significant accounting policies (continued)

The value in use of the asset is derived from future cash flows estimated by management. Assumptions used when performing the test are listed in Note 14 – Impairment testing of assets. Testing involves using certain fundamental accounting estimates, judgments and assumptions that are inherently complex and may not be consistent with actual results in the future. Even small changes in these assumptions can have a significant impact on the test result.

Depreciation of right-of-use-assets

In case of fixed-term leases with the possibility of exercising the option to extend / terminate the lease, the Group assesses the probability of exercising these options. The assessment shall consider all relevant facts, such as:
- the duration of the contractual relationship with the customer concerning the lease of the right-of-use assets,
- whether the lease is at or below market prices.

In case of leases for an indefinite period, the lease term is derived from the expected useful life of the leased asset, and the Group has considered all relevant facts when estimating the expected useful life of the leased asset.

In leases for an indefinite period, the Group applies the following estimates of the expected useful life of advertising equipment:

- Billboard 5 years
- Citylight 5 years
- Bigboard 7 years
- Backlight 7 years
- LED 10 years

Impairment allowance for accrued internal program rights

The Group assesses the applicability of accruals on a case-by-case basis and makes adjustments to the impairment allowance for accrued internal program rights based on estimates of expected losses and whether the accrued internal program rights are expected to be broadcast. The Group has no current program rights and accrued internal program rights valued measured above the net realisable value. Also, the Group has no non-current program rights and accrued internal program rights valued above the value in use.

International Financial Reporting Standards and related change in accounting policies

The following International Financial Reporting Standards, amendments and interpretations to standards as adopted by the EU are effective for the accounting period beginning 1 January 2023 and have been applied by the Group in preparing these financial statements:

Amendment to **IAS 1** Presentation of Financial Statements, Disclosure of Accounting Policies, issued in February 2021. The amendment is effective for annual periods beginning on or after 1 January 2023 and is to be applied prospectively. Earlier application is permitted. The amendment clarifies the disclosure of significant („material") accounting policies instead of substantive („significant") accounting policies. The Supplement also explains how an entity should identify material accounting policies.

Amendment to **IAS 8** issued in February 2021, effective for annual periods beginning on or after 1 January 2023, and to be applied prospectively. Earlier application is permitted. The amendment is intended to help entities distinguish between changes in accounting policies and changes in accounting estimates and corrections of errors.

2. Significant accounting policies (continued)

Amendment to **IAS 12** issued in May 2021, effective for annual periods beginning on or after 1 January 2023. Earlier application is permitted. The amendment relates to the creation of deferred tax in a situation where the initial recognition of a transaction gives rise to both a taxable and deductible temporary difference and may relate to temporary differences relating to right-of-use property and lease liabilities.

The application of the amendment had no impact on the statement of financial position or the income statement. It was only reflected in the notes to the financial statements, where deferred tax assets and deferred tax liabilities related to leases, which were previously recognised on a net basis, were recognised separately.

The application of the amendment had the following impact on the Group's financial statements (Note 27 - Deferred tax asset / (liability)):

in thousands of EUR	**Balance as at 1 January 2022 without application of amendment**	**Application of amendment**	**Balance as at 1 January 2022 with application of amendment**	**Balance as at 31 December 2022 without application of amendment**	**Application of amendment**	**Balance as at 31 December 2022 with application of amendment**
Deferred tax asset						
Leases	97	*16 734*	**16 831**	164	*14 295*	**14 459**
Deferred tax liability						
Leases	-7 017	*- 16 734*	**-23 751**	-5 752	*-14 295*	**-20 047**

Amendment to **IAS 12** International Tax Reform - Two Pillar Model rules effective immediately, disclosure requirements effective for annual periods beginning on or after 1 January 2023. The amendment introduces a temporary exemption from deferred tax accounting and related disclosures in connection with the introduction of the two-pillar tax model.

International Financial Reporting Standards as adopted by the EU issued but not yet effective

Amendments to **IAS 1** Presentation of Financial Statements, Classification of Liabilities as Current or Non-Current; and Classification of Liabilities with covenants, effective for annual periods beginning on or after 1 January 2024 with retrospective application. Early application is permitted. The additions clarify that the classification of liabilities as current or noncurrent is to be based on the right to defer settlement of the liability that exists at the date of the financial statements, whereas for a liability to be classified as noncurrent there must be a right to defer settlement for more than 12 months.

Only covenants that the company must meet at the date of the financial statements may affect this right. Covenants that must be satisfied after the date of the financial statements do not affect the classification of liabilities as current or non-current.

However, companies will need to disclose information about covenants to help users understand the risk that these obligations could become due within 12 months of the financial statements date.

The classification of liabilities is not affected by management's intentions or expectations as to whether a company will exercise its right to defer settlement or elect to settle early.

2. Significant accounting policies (continued)

Amendment to **IFRS 16** Leases, Sales and Leasebacks. The amendment is effective for annual periods beginning on or after 1 January 2024, with retrospective application to leases entered into after the initial application of IFRS 16. The amendment clarifies how a seller-lessee measures the right-of-use and lease liability when variable lease payments arise in a sale and leaseback transaction.

The addition clarifies that:
-on initial recognition, the seller-lessee includes variable lease payments when it measures a lease liability arising from a sale-and-leaseback transaction;
-after initial recognition, the seller-lessee applies the general requirements for subsequent accounting of the lease liability such that it recognises no gain or loss relating to the right of use it retains.

The lease liability is subsequently reduced by the estimated payments, with the difference from the actual payments recognised in profit or loss.

International Financial Reporting Standards issued but not yet effective and not yet adopted by the EU

Amendments to **IFRS 10** and **IAS 28** Sale or Contribution of Assets between an Investor and its Associate or Joint Venture. The IASB has not yet determined when the additions will be effective, but earlier application is permitted. The amendments clarify, that in transactions with an associate or joint venture, gain or loss shall be recognised to the extent and according to whether the asset sold or contributed constitutes an enterprise, as follows: a gain or loss is recognised in full if the transaction between the investor and its associate or joint venture involves the transfer of an asset or assets that constitute an enterprise (whether or not it is located in a subsidiary), while a gain or loss is recognised in part if the transaction between the investor and its associate or joint venture involves an asset that does not constitute an enterprise, even if that asset is located in a subsidiary.

Amendments to **IAS 7** and **IFRS 7** Contractor Financing Arrangements effective for annual periods beginning on or after 1 January 2024. Earlier application is permitted. The amendments require disclosure of certain information to enable an assessment of the impact of vendor financing arrangements on the liabilities, cash flows and liquidity risk to which the entity is exposed.

Amendment to **IAS 21** The Effects of Changes in Foreign Exchange Rates, effective for annual periods beginning on or after 1 January 2025. Earlier application is permitted. The amendment clarifies how to assess whether a currency is convertible and how to determine the exchange rate if it is not convertible.

The Group is currently assessing the impact of the above amendments on the Group's accounting policies and financial statements.

Other International Financial Reporting Standards

The Group has not early adopted any other International Financial Reporting Standards as adopted by the EU for which application at the reporting date was not mandatory. Where the transitional provisions give companies the option to choose whether to apply the new standards prospectively or retrospectively, the Group has elected to apply these standards prospectively.

2. Significant accounting policies (continued)

c) Basis for consolidation

i. Business combinations

The Group recognises a business combination using the acquisition method when the set of acquired activities and assets meets the definition of a business and when the Group acquires control of the business. The Group assesses whether the set of acquired activities and assets includes inputs and material processes, and whether the set of acquired activities and assets has the ability to generate outputs. The Group has the option to apply the concentration test to a simplified assessment of whether the acquired set of activities and assets does not constitute a business. The conditions of the concentration test are met if substantially the entire fair value of the acquired gross assets is concentrated in one identifiable asset or group of similar identifiable assets.

The consideration provided using the acquisition method is generally measured at fair value, similar to the acquired net assets. Reported goodwill is tested annually for impairment. The gain on the bargain purchase is recognised in profit or loss immediately. Acquisition-related costs (transaction costs) are recognised as an expense in the period in which they incurred, except for costs related to the issue of debt securities and equity securities.

The consideration transferred does not include amounts related to the settlement of pre-existing relationships. Such amounts are generally recognised in profit or loss.

Any contingent consideration is measured at fair value at the date of acquisition. If an obligation to pay contingent consideration that meets the definition of a financial instrument is classified as equity, then it is not remeasured and settlement is accounted for within equity. Otherwise, subsequent changes in the fair value of the contingent consideration are recognised in profit or loss.

If share-based payment awards (replacement awards) are required to be exchanged for awards held by the acquiree's employees (acquiree's awards), then all or a portion of the amount of the acquirer's replacement awards is included in measuring the consideration transferred in the business combination. This determination is based on the market-based measure of the replacement awards compared with the market-based measure of the acquiree's awards and the extent to which the replacement awards relate to pre-combination service.

ii. Subsidiary companies

Subsidiaries are entities controlled by the Group. The Group controls an entity when: (i) it has the power to control the relevant activities of the entities that significantly affect their profitability and income, (ii) it is exposed to, or has rights to, variable returns from its involvement with the entity and (iii) it has the ability to affect those returns through its power over the entity. Existence and influence of voting rights, including potential voting rights, should be considered when assessing whether the Group has the control over another entity. For a right to be substantial, an equity holder must have the practical ability to exercise that right at the time when the relevant entity's activities are taken. The Group has control over another entity even though it holds less than half of the voting rights.

In such a case, the Group assesses the size of the voting rights of other investors as compared to their rights as well as the distribution of ownership of these other voting rights to determine whether it has de facto decision-making power over the entity. The protection rights of other investors, such as those relating to significant changes to an entity's activities or those that are applicable only in exceptional circumstances, do not prevent the Group from controlling another entity.

2. Significant accounting policies (continued)

iii. Non-controlling interests

Non-controlling interests are measured at their proportionate share of the acquiree's identifiable net assets as at the date of acquisition.

Changes in the Group's interest in a subsidiary that do not result in a loss of control are accounted for as equity transactions.

iv. Loss of control

If the Group loses control, it derecognises the assets and liabilities of the subsidiary, the related non-controlling interests and other components of equity. The gain or loss arising from the loss of control is recognised in profit or loss.

If the Group retains an interest in a former subsidiary, it is measured at fair value at the date when control is lost.

v. Interests in equity-accounted investees

The Group's interests in equity-accounted investees comprise interests in associates and joint ventures.

Associates are those entities in which the Group has significant influence, but not control or joint control, over the financial and operating policies. A joint venture is an arrangement in which the Group has joint control, whereby the Group has rights to the net assets of the arrangement, rather than rights to its assets and obligations for its liabilities.

Interests in associates and the joint venture are accounted for using the equity method. They are initially recognised at cost, which includes transaction costs. Subsequent to initial recognition, the consolidated financial statements include the Group's share of the profit or loss and other comprehensive income of equity-accounted investees, until the date on which significant influence or joint control ceases.

vi. Transactions eliminated on consolidation

Intra-group balances and transactions, and any unrealised gains and losses arising from intra-group transactions, are eliminated. Unrealised gains arising from transactions with equity-accounted investees are eliminated against the investment to the extent of the Group's interest in the investee. Unrealised losses are eliminated in the same way as unrealised gains, but only to the extent that there is no evidence of impairment.

vii. Consolidation scope

There are 54 companies included in the consolidation as at 31 December 2023 (2022: 56 companies), out of which 51 companies (2022: 52 companies) were consolidated using the full consolidation method and 3 companies (2022: 4 companies) using the equity method. All consolidated companies prepared their financial statements at 31 December 2023. These companies are listed in Note 36 – Group entities.

viii. Unification of accounting policies

The accounting policies and procedures applied by the consolidated companies in their financial statements were unified in the consolidation and agree with the policies applied by the Parent Company.

2. Significant accounting policies (continued)

d) Foreign currency

i. Transactions in foreign currencies

Transactions in foreign currencies are initially translated into respective functional currencies of individual Group's entities at the foreign exchange rate ruling at the date of the transaction.

Monetary assets and liabilities denominated in foreign currencies are translated into respective functional currencies of individual entities at the balance sheet date. Non-monetary assets and liabilities denominated in foreign currencies that are stated at historical cost are translated into respective functional currencies of individual entities at the foreign exchange rates ruling at the dates when the relating transactions occurred and are not subsequently retranslated. Non-monetary assets and liabilities denominated in foreign currencies that are stated at fair value are translated into respective functional currencies of individual entities at the foreign exchange rates ruling at the dates the fair values are determined. Foreign exchange differences arising are recognised in current period's profit or loss.

ii. Financial statements of foreign entities

Assets and liabilities of the Group's entities recorded in other currencies than functional currency of the Company (foreign companies) are translated to Euro by the exchange rate valid at the balance sheet date. The goodwill and changes in fair values related to acquisition of new entities are translated in the same way.

Revenue and expenses are translated to Euro by the exchange rate valid as at the date of the accounting transaction. Related exchange rate differences are recognised into equity.

Exchange rates announced by the European Central Bank are used for translation of foreign currencies.

With the loss of control in a foreign subsidiary, significant influence in a foreign associate, or joint control in a foreign jointly controlled entity, exchange rate differences previously recognised in equity are reclassified to profit or loss as part of a gain or loss on the sale of the entity.

When the Group sells a part of a foreign subsidiary without a loss of control, a proportional part of exchange rate differences recognised in equity is transferred to non-controlling interest.

When the Group sells a part of a foreign associate or a foreign jointly controlled entity without a loss of significant influence or joint control, a proportional part of exchange rate differences recognised in equity is transferred into profit or loss.

e) Property, plant and equipment (non-current tangible assets)

i. Owned assets

Items of property, plant and equipment are stated at cost less accumulated depreciation (refer to accounting policy under note e) iii.) and impairment losses (refer to accounting policy under note m)).

Acquisition cost consists of the price at which an asset has been acquired plus costs related to acquisition. The cost of self-constructed assets includes the cost of materials, direct labour, costs of dismantling and removing the items and restoring the site on which they are located and relating production overhead costs. Borrowing costs are included in the acquisition cost of the qualifying asset.

2. Significant accounting policies (continued)

Acquisition costs related to the replacement of the part of the property, plant and equipment is recognised in the assets' carrying amount when it is probable that future economic benefits associated with the item will flow to the Group and the cost can be reliably measured. The carrying amount of the replaced part is derecognised.

When parts of an item of property, plant and equipment have different useful lives, those components are accounted for as separate items (major components) of property, plant and equipment.

ii. Subsequent expenditure

Subsequent expenditure is capitalised if it is probable that the future economic benefits will flow to the Group and its cost can be measured reliably. All other expenditures including regular repair and maintenance of property, plant and equipment are recognised in the profit or loss as an expense as incurred.

iii. Depreciation

Depreciation is charged to the profit or loss on a straight-line basis over the estimated useful lives of items of property, plant and equipment. Land and acquisition of property, plant and equipment is not depreciated.

Estimated useful lives are as follows:

• Buildings and structures	20 to 37 years
• Bigboards and other advertising equipment	
Bigboards and other advertising equipment	10 to 30 years
Electronic advertising equipment	4 to 5 years
Technological installation	7 to 10 years
Digital advertising equipment	5 to 10 years
• Machines, tools and equipment	
Vehicles	4 to 5 years
Other	3 to 6 years

Depreciation methods, useful lives, as well as residual values, are reassessed annually as at the balance sheet date.

Each part of an item of property, plant and equipment (component) with a cost that is significant in relation to the total cost of the item is depreciated separately. Significant components of property, plant and equipment with similar useful lives and depreciation method are grouped together when determining the depreciation rate.

iv. Gains and losses from sale of property, plant and equipment

Gains and losses from sale of property, plant and equipment are determined by comparison of proceeds from sale decreased by costs related to sale and carrying accounting value of property plant and equipment as at the date of sale. Gains and losses from sale of property, plant and equipment are recognised in profit or loss.

2. Significant accounting policies (continued)

f) Non-current intangible assets

i. Goodwill

Goodwill is measured as the acquisition cost less cumulative impairment losses (see accounting policy m)).

Goodwill from acquisition of subsidiaries is recognised as a separate item in the statement of financial position of the Group. Goodwill from acquisition of associates and jointly controlled entities is part of carrying value of Group's investments in these entities.

Gains and losses on the disposal of an entity include the carrying amount of goodwill relating to the entity sold.

ii. Other intangible assets

Other intangible assets include assets acquired in business combinations (e.g. televisual format, trademark and contractual relationships) and assets acquired separately (e.g. software). Intangible assets acquired in a business combination are recorded at fair value on the acquisition date if the intangible asset is separable or arises from contractual or other legal rights. Other intangible assets are initially measured at cost, and subsequently these assets are carried at cost less accumulated amortisation (see accounting policy (f)(iv)) and accumulated impairment losses (see accounting policy (m)).

iii. Subsequent expenditure

Subsequent expenditures are recognised in the carrying amount of intangible assets only when it is probable that the future economic benefits embodied will flow to the Group. All other expenditures including the costs for internally generated goodwill and trademark are recognised in the profit or loss as incurred.

iv. Amortisation

Amortisation is charged to profit or loss on a straight-line basis (with the exception of televisual format, which is amortised non-straight-line based on its future expected economic benefits) over the estimated useful lives of intangible assets, from the date the asset is available for use.

Useful lives are usually firmly set. Intangible assets with an indefinite useful life are not subject to amortisation and are annually tested for impairment. Their useful life is also reassessed as at balance sheet date in order to evaluate whether the existing conditions still support the indefinite useful life assumption. Goodwill is not subject to amortisation but is tested annually for impairment.

The estimated useful lives are as follows:

• Contractual relationships	7 years
• Televisual format[1]	42 years
• Other intangible assets - software and others	2 to 7 years
• Trademark	indefinite useful life

[1] Televisual format represents the content of the television broadcasting and strategy by which this content is chosen and subsequently its perception from the point of view of television viewer.

2. Significant accounting policies (continued)

The useful lives of televisual format, contractual relationships and trademark have been specified by an independent third party when determining the fair value of assets at acquisition of subsidiaries. The estimated useful life of televisual format reflects the time frame of the target audience that was set at the date of the acquisition between the age of 12 and 54, assuming that in 42 years the preferences of the audience will change to other forms of media. The Group is reviewing the useful life and believes that the expected useful life of 42 years is still up to date even in the current conditions. The Group uses the degresive method of amortisation for the television format. The useful life of the trademark reflects the period during which the economic benefits will flow to the Group. Since the Group is determined to use their logo, slogan and complete trademark, the Group together with an independent third party decided at the determination of fair values of assets at the acquisition of the companies that useful life of trademark will be indefinite.

Amortisation methods and useful lives, as well as residual values, are reassessed as at the balance sheet date and adjusted if appropriate.

g) Investment property

Investment property is property which is held by the Group with the intention of earning an income, either through rental income or through long-term increase in value of the property. Investment property is neither used in the production process or for administrative purposes nor sold within the scope of regular business activities of the Group.

Investment property is initially recognised at cost and subsequently measured at fair value, which is determined by an independent valuer or management. Fair value is based on current prices for similar assets in an active market in the same location and under the same conditions, or if these are not available, generally applicable valuation models such as the income approach are used. Gains and losses arising from changes in fair value associated with the measurement of investment property are recognised in profit or loss.

Revenue from lease of investment property is recognised as defined in the accounting policy s).

h) Program rights

Program rights represent acquired titles of foreign and domestic movies and TV series where the Group obtained a right to use these titles in its broadcasting from the original holder of the rights for an agreed period. These include the right to create language versions to acquired titles, using the language appropriate to the broadcasting of the Group's station.

i. Non-current program rights

Non-current Program rights are carried at cost. These Program rights are effective after one year from the balance sheet date. Non-current Program rights are amortised based on the number of runs. Percentage amount of amortisation was set by management based on the historical experience in the TV broadcasting and represents period during which the Program rights generate economic benefits. In case of two runs, 80% of cost is amortised after the first and 20% after the second run. In case of three and more runs, 60% of the cost is amortised after the first, 30% after the second and 10% after the third run.

There are several situations that lead to a downward value adjustment to Program rights. These include the Programs that will not be broadcasted as the relating rights are nearing their expiry date, the Programs with inappropriate content and the carrying amount of Programs broadcasted once, but their other runs will be broadcasted in times with a low potential to generate commercial revenue.

2. Significant accounting policies (continued)

ii. Current program rights

Current Program rights are carried at cost. These Program rights are effective, or they will start to be effective within one year from the balance sheet date. Current Program rights are amortised in the same way as non-current Program rights, see Note h) i.).

The downward value adjustment to current Program rights is carried out in the same way as the impairment allowance for non-current Program rights, see Note h) i.).

i) Accrued internal program rights

Internal program rights represent the Group’s own production of television series, movies, sitcoms, documentaries, reality shows, news coverage and programs focused on different topics (e.g. living, cooking, entertainment, etc.).

Internal program rights are recognised in the amount of direct costs of production and are amortised based on the number of broadcasted runs. Direct costs are costs which are interrelated with a production such as fees for actors, hosts, directors, script editors, screenwriters, cameramen, film producers, technicians, costs for stage setting, props, costumes, licenses, rent of premises for broadcast production and other costs related to outsourced works and services.

The percentage of amortisation was determined by management based on historical experience in the television broadcasting sector and corresponds with a period during which the program rights generate economic benefits. In the case of two runs, 80% of cost is amortised after the first and 20% after the second run. In case of three runs, 60% of the cost is amortised after the first, 30% after the second and 10% after the third run.

In case of five runs, 60% of the cost is amortised after the first, 10% after the second to the fifth run.

The value of internal program rights is decreased by program titles that will not be broadcasted due to an inappropriate content orientation or by the carrying amount of programs broadcasted once, but their other runs will be broadcasted in time with low potential to generate advertising revenue. In case of programs that will not be rerun in four years after the end of the last episode of the broadcast premiere, the entire carrying value of the program (format or show) is written off as an expense.

From the nature of internal program rights the licensing period starts immediately after their production, and therefore they are recognised as current assets in the Consolidated statement of financial position of the Group, except for situations when Group’s management expects that internal program rights will be broadcasted not earlier than one year after the reporting date.

j) Financial instruments

Financial assets

The Group classifies financial assets as measured at amortised cost, at fair value through other comprehensive income or at fair value through profit or loss based on both:
a) the Group’s business model for managing the financial assets, and
b) the contractual cash flow characteristics of the financial asset.

2. Significant accounting policies (continued)

Financial assets carried at amortised cost

A financial asset is measured at amortised cost if both of the following conditions are met:
a) the asset is held within a portfolio with a business model whose objective is to hold assets in order to collect the contractual cash flows, and
b) the contractual terms of the financial asset give rise on specified dates to cash flows that are solely payments of principal and interest on the principal amount outstanding.

Such financial assets are recognised in the consolidated statement of financial position within trade receivables and other receivables, loans granted, cash and cash equivalents and cash which is not fully available for the Group's use.

Financial assets carried at fair value through other comprehensive income

A financial asset is measured at fair value through other comprehensive income if both of the following conditions are met:
a) the asset is held within a business model whose objective is achieved by collecting the contractual cash flows as well as selling financial assets, and
b) the contractual terms of the financial asset give rise on specified dates to cash flows that are solely payments of principal and interest on the principal amount outstanding.

For investments in equity instruments (equity securities) that are not held for trading and that would otherwise be measured at fair value through profit or loss, the Group has exercised its irrevocable election at initial recognition to present subsequent changes in fair value (including foreign exchange gains and losses) in other comprehensive income.

In the Group's statement of financial position, these assets are recognised within other financial assets as equity securities at fair value through other comprehensive income.

Debt securities within financial asset are measured at fair value through other comprehensive income, if they are held within a business model whose objective is achieved by collecting the contractual cash flows as well as selling financial assets. The Group does not hold any such debt securities.

Financial assets carried at fair value through profit or loss

If the financial asset is not measured at amortised cost or at fair value through other comprehensive income, it is measured at fair value through profit or loss. Financial assets at fair value through profit or loss are those held by the Group for trading in order to obtain short-term gains and derivative financial instruments. Such financial assets are recognised within other financial assets in the consolidated statement of financial position.

The Group uses derivative financial instruments to hedge against risks arising from its operating, financing and investing activities. In accordance with the financial policy, the Group does not hold, nor does it issue financial derivatives for trading purposes. As none of the derivatives fulfil the criteria for hedge accounting under IFRS as adopted by EU, they are treated as trade instruments.

Financial liabilities

Financial liabilities are classified in one of the following categories: financial liabilities carried at fair value through profit or loss or carried at amortised cost.

Financial liabilities at fair value through profit or loss

Financial liabilities at fair value through profit or loss represent financial liabilities held for trading, including derivative financial instruments. Derivative financial instruments are recognised within trade and other financial liabilities in the statement of financial position of the Group.

2. Significant accounting policies (continued)

The Group is using derivative financial instruments to hedge against risks arising from operating, financing and investing activities. In accordance with the financial policy of the Group, the Group does not hold, nor does it issue financial derivatives for trading purposes. As none of the derivatives fulfil the criteria for hedge accounting under IFRS as adopted by the EU, they are treated as trade instruments.

Financial liabilities carried at amortised cost
Financial liabilities carried at amortised cost are various financial liabilities not carried at fair value through profit or loss. Such financial liabilities are recognised in the statement of the financial position within bank loans, interest-bearing borrowings, bonds issued and trade and other financial liabilities.

i. Initial recognition of financial instruments

Financial asset carried at fair value through profit or loss and financial asset carried at fair value through other comprehensive income are recognised as at the date that Groups commits to purchase them. Regular purchases and sales of these financial instruments are recognised as at the trading date. Financial assets carried at amortised cost are recognised as at the date of acquisition.

Financial liabilities are initially recognised as at their inception.

ii. Measurement of financial instruments

Financial assets carried at fair value through other comprehensive income
Financial assets carried at fair value through other comprehensive income are initially carried at fair value including costs related to acquisition. Subsequently, they are carried at fair value, gains and losses from the change in fair value are recognised directly within other comprehensive income in equity.

For equity securities carried at fair value through other comprehensive income, all exchange rate gains and losses are recognised within other comprehensive income in equity. The change in the fair value and the net gain/loss from the sale are not recognised in the profit or loss but in other comprehensive income. The gains and losses can be reclassified within equity from the revaluation fund to retained earnings at the time of sale. Only dividends are recognised in the profit or loss.

Interest income from debt securities carried at fair value through other comprehensive income is calculated using the effective interest rate method and is recognised in profit or loss. All exchange rate gains and losses and impairment losses are recognised in profit or loss. The gains and losses arising from the change in the fair value of debt securities are reclassified from other comprehensive income to profit or loss at the time of sale.

Financial assets carried at fair value through profit or loss
Financial assets at fair value through profit or loss are measured at fair value on initial recognition, net of any increase for acquisition-related costs. Subsequent to initial recognition, it is measured at fair value and gains and losses arising from changes in fair value, as well as interest income and dividends, are recognised in profit or loss. All transaction costs incurred are recognised in profit or loss.

Financial assets carried at amortised cost
Loans and receivables are initially recognised at the fair value including directly attributable transaction costs. Subsequently they are measured at amortised cost less impairment allowances, using the effective interest rate method (see accounting policy m)).

Trade and other receivables are initially measured at nominal value. Receivables are decreased by impairment allowances (see accounting policy m)).

2. Significant accounting policies (continued)

Interest income and exchange rate gain or loss are recognised in profit or loss. Gain or loss incurred during derecognition of a financial asset is recognised in the profit or loss.

Financial liabilities carried at fair value through profit or loss

Financial liabilities carried at fair value through profit or loss are initially recognised at their fair value. After initial recognition, they are measured at fair value. Gains and losses, as well as interest expenses are recorded through profit or loss. All costs related to transactions are recorded through profit or loss.

Financial liabilities carried at amortised cost

Bank loans, interest-bearing borrowings and issued bonds are initially recognised at fair value decreased by related transaction costs. In subsequent periods they are recognised in the statement of financial position of the Group in amortised cost. Difference between this amount and the amount in which loans, borrowings and issued bonds are repaid, is recognised as expense in profit or loss using effective interest rate method.

iii. Offset of financial instruments

Financial assets and financial liabilities are offset in the statement of financial position of the Group and only net amount is recognised when the Group has legally enforceable right to offset the amounts and an intention exists to settle the transactions based on their net amount.

iv. Derecognition of financial instruments

Financial asset is derecognised when:

a) the asset is repaid or the rights to cash flows from the investment are terminated, or,
b) the Group transfers the rights to cash flows from the investment or enters into a transfer agreement, thereby (i) in principle the Group transfers all the risks and potential gains associated with ownership; or (ii) the Group does not transfer all the risk or potential gains, leaving no control over the investment. The Group will retain control if the counterparty does not have a real possibility to sell the asset as a whole to an unrelated third party without additionally restricting sales.

Financial liabilities are derecognised when the obligation of the Group specified in the contract ceases to exist, is settled or cancelled.

Difference between carrying amount of derecognised financial asset and consideration paid is recognised through profit or loss.

k) Other assets

Other assets are other non-financial assets (not described elsewhere) carried initially at their nominal value and inventory (see also accounting policy l)).

l) Inventory

Inventory items are initially recognised at cost and subsequently measured at the lower of cost and net realisable value. Net realisable value represents the selling price in the ordinary course of business less estimated selling costs.

The cost of inventory is based on the first-in-first-out principle and includes expenditure incurred in acquiring the inventory.

2. Significant accounting policies (continued)

m) Impairment

i. Financial assets

The Group recognises impairment loss of expected credit loss, ("ECL") for:
a) financial assets measured at amortised cost,
b) debt securities measured at fair value through other comprehensive income, and
c) contractual assets.

The Group measures impairment allowances in the amount that equals to the expected credit losses over the whole lifetime (lifetime ECL), except for non-current loans provided and deposits in banks by which the credit risk (i.e. a default risk over the expected lifetime of a financial asset) did not change significantly since their initial recognition. These impairment losses are measured at 12-month ECL.

The impairment allowances for trade receivables and contractual assets are always measured at lifetime ECL.

In assessing whether the credit risk of a financial asset has significantly increased since initial recognition and in estimating ECL, the Group uses reasonable and substantiated information that is relevant and available without undue cost or effort. It includes quantitative and qualitative information and analysis, based on the Group's past experience and informed credit evaluation, including the information about future.

The Group expects that the credit risk of a financial asset increases, if it is more than 30 days overdue.

The Group considers a financial asset to be defaulted when:
a) it is not probable that a debtor will pay its credit obligations to the Group in full, without using the collateral (if any); or
b) financial asset is more than 90 days overdue.

Lifetime ECLs are the ECLs that result from all possible default events over the expected life of a financial asset.

12-month ECLs are ECLs that result from all possible default events within 12 months after the reporting date (or a shorter period when expected lifetime of a financial asset does not exceed 12 months).

The maximum period over which ECL should be measured is the maximum contractual period over which the Group is exposed to a credit risk.

Measurement of ECL's
ECLs are a probability-weighted estimate of credit losses. Credit losses are measured as the present value of all cash shortfalls (i.e. the difference between the cash flows due to the entity in accordance with the contract and the cash flows that the Group expects to receive).

ECLs are discounted using the effective interest rate of the financial asset.

Impaired financial asset
The Group's financial assets measured at amortised cost and debt securities measured at fair value through other comprehensive income are reviewed as at each reporting date to determine whether there is any indication of impairment. If any such indication, causing the negative impact on the future estimated cashflows of a financial asset exists, the financial asset is impaired.

2. Significant accounting policies (continued)

Observable indicators of impairment of a financial asset (decreased credit risk):
a) significant financial difficulties of the debtor or issuer;
b) breach of the contract, e.g. payment delay or more than 90 days overdue;
c) restructuralisation of a loan or an advance payment by the Group upon conditions that would otherwise not be accepted by the Group;
d) it is probable, that debtor enters into liquidation or other financial reorganisation; or
e) termination of an active stock market due to financial difficulties

Levels of impairment of loans and bank deposits
Level 1 - ECL on the day the loan is granted or purchased and the deposit made (12-month ECL). Interest income is calculated from the gross carrying amount of financial assets (i.e. without deduction of ECL).
Level 2 - if the credit risk of a financial asset has increased significantly since initial recognition and is not considered a low risk, lifetime ECLs are recognised. The calculation of interest income is the same as for Level 1.
Level 3 - if the credit risk of a financial asset increases to the point where it is considered to be 'impaired', interest income is calculated based on the net book value of the financial asset (i.e. the gross book value less impairment allowances). Lifetime ECLs are recognised as for Level 2.

Presentation of impairment loss to ECL in the statement of financial position
Impairment allowances for financial assets measured at amortised cost are deducted from the gross amount of financial assets.

Impairment allowances for debt securities measured at fair value through other comprehensive income are recognised in profit or loss and are disclosed in other comprehensive income.

Impairment allowance is reviewed as at each reporting date.

ii. Non-financial assets

The carrying amounts of the Group's non-financial assets, other than inventory (see accounting policy l)), deferred tax asset (see accounting policy v)), are reviewed as at each reporting date to determine whether there is any indication of impairment. If any such indication exists, then the assets' recoverable amount is estimated.

Goodwill and intangible assets with indefinite useful lives are not amortised but are tested annually for impairment as part of the relating cash generating unit (CGU).

An impairment loss is recognised if the carrying amount of an asset or CGU exceeds its recoverable amount. The recoverable amount of an asset or CGU is the greater of its net realisable value and its value in use. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the Group and its environment. When an asset is not generating cash flows that are sufficiently independent, its recoverable amount is determined for the CGU where it belongs. A CGU is the smallest group of assets that generates cash inflows from continuing use that are largely independent of the cash inflows of other assets or CGUs. An impairment loss and its reversal are presented in the profit or loss as a decrease or an increase in the non-current assets value.

Impairment loss recognised in respect of CGUs are allocated first to reduce the carrying amount of any goodwill allocated to the CGU (or group of CGUs), and then to reduce the carrying amounts of other assets in the CGU (group of CGUs) on a pro rata basis.

2. Significant accounting policies (continued)

Impairment losses from previous periods are reassessed as at each balance sheet date to ascertain whether there are factors indicating the impairment loss decreased or ceased to exist. The loss is reversed if the assumptions used to estimate recoverable amount change. Impairment loss can be reversed or decreased to the extent so that the carrying amount would not exceed the carrying amount, net of depreciation and amortisation, if no impairment loss had been recognised. In case of goodwill, the impairment loss cannot be decreased (reversed).

n) Provisions

A provision is recognised if the Group has a present legal or constructive obligation as a result of a past events and it is probable that in the settlement of this obligation an outflow of economic benefits and this outflow can be reliably measured.

o) Employee benefits

The Group has both defined benefit and defined contribution plans.

A defined benefit plan is a pension plan that defines an amount of pension benefit that an employee will receive upon retirement. The amount of benefit is dependent on one or more factors such as age, years of service and salary.

A defined contribution plan is a pension plan under which the Group pays fixed contributions into a separate entity or to the Government. The Group has no legal or constructive obligation to pay further contributions if the funds do not hold sufficient assets to pay all employees the benefits relating to employee service in the current and prior periods.

The Group had created expectations on the part of its employees that it will continue to provide the benefits and it is management's judgement that it is not probable that the Group will cease to provide them.

The liability recognised in the Consolidated statement of financial position in respect of defined benefit pension plans is the present value of the defined benefit obligation as at the reporting date.

The defined benefit obligation is calculated annually by actuaries using the Projected Unit Credit Method. The present value of the defined benefit obligation is determined by (a) discounting the estimated future cash outflows using interest rates of high quality government or corporate bonds which have terms to maturity approximating the terms of the related pension liability and (b) then attributing the calculated present value to the periods of service based on the plan.

Actuarial gain and loss arising from experience adjustments and changes in actuarial assumptions are immediately recognised in the period when incurred, and are presented through other comprehensive income. Interest expenses are recognised in profit or loss within interest expenses.

The Group makes pre-determined contributions to government and private contribution pension plans.

The Group makes contributions to the health, sickness, retirement, accidental and guarantee insurance and unemployment schemes at the statutory rates in force during the year based on gross salary payments.

p) Contractual liabilities

Contractual liabilities represent the Group's obligations to transfer goods or services to a customer for which the Group has already received consideration from the customer. Contractual liabilities are recognised within other liabilities in the consolidated statement of financial position.

2. Significant accounting policies (continued)

q) Other liabilities

Other liabilities represent liabilities from the employee's benefits (see accounting policy o)), contractual liabilities (see accounting policy p)) and other non-financial liabilities (with no further disclosures in the notes) that are valued upon recognition at their nominal value.

r) Leases

Lessee

At inception of a contract, the Group assesses whether the contract is a lease or contains a lease. The contract is a lease or contains a lease if:

- an identifiable asset exists,
- a lessee has the right to obtain substantially all economic benefits from use of the asset,
- a lessee has the right to direct use of the assets.

Lease term

The Group, as the lessee, designates the lease term as the non-cancellable lease term along with:
a) the periods covered by the lease renewal option, if it is reasonably certain that the lessee will exercise the option; and
b) the periods to which the lease termination option applies when it is reasonably certain that the lessee will not exercise that option.

In case of lease contracts for land under advertising equipment concluded for an indefinite period, the Group assessed and determined the following land lease periods according to the types of advertising equipment located on them:

a.	Billboard	5 years
b.	Citylight	5 years
c.	Bigboard	7 years
d.	Backlight	7 years
e.	LED	10 years

In case of lease contracts for land under advertising equipment concluded for a definite period, the average lease term is 2 to 15 years.

Initial valuation

The Group, as the lessee, recognises the right-of-use assets and the lease liability at the commencement date of the lease.

The Group as the lessee uses two exemptions allowed by IFRS 16:

- leases with a lease term of 12 months or less and containing no purchase options,
- small-ticket leases, where a low-value lease is an asset less than EUR 5,000 and the value of the asset is assessed based on the value of new asset, regardless of the age of the asset being rented.

Based on the Group's assessment, the lease of the property listed below does not constitute a lease in accordance with IFRS 16:

- contracts for the lease of space on the facades / walls of buildings, where the landlord may, for the contract term, determine which of the several advertising spaces is available to the tenant,
- contracts where contract fee represents a municipal charge and not a lease,
- transport companies contract for the lease of areas and space on means of transport and other areas owned by transport companies.

2. Significant accounting policies (continued)

The rent for these leases is recognised in profit or loss on an ongoing basis as it arises.

Right-of-use assets are initially valued at the purchase price, which includes:
a) the amount of the initial measurement of the lease liability,
b) all lease payments made before or on the commencement date, less any lease incentives received;
c) all initial direct expenses incurred by the lessee,
d) an estimate of the costs incurred in dismantling and removing the underlying assets and in restoring the site where they are located or in restoring the underlying assets to the condition required under the terms of the lease.

The lease liability is measured at the date of commencement of the lease at present value of the outstanding lease payments. Lease payments are discounted using the implicit interest rate if this rate can be easily determined. If this rate cannot be easily determined, the Group uses the incremental borrowing rate for loans. As the Group cannot assess the implicit interest rate, the Group uses the incremental borrowing rate for loans to calculate the amount of the lease liability. The Group regularly reassesses the amount of this rate and applies one discount rate to the portfolio of leases and similar characteristics such as the lease of the underlying assets in a similar economic environment.

At the lease commencement date, the lease payments included in the measurement of the lease liability consist of the following payments for the right-of-use assets over the lease term outstanding as at the lease commencement date:
a) fixed instalments less all receivables in the form of incentives,
b) index-dependent variable instalments,
c) the amounts the lessee is expected to have to repay as part of the residual value guarantees,
d) the exercise price of the call option, if it is sufficiently certain that the lessee will exercise the option.

Individual instalments are included in the calculation of the lease liability measurement without considering value added tax. Variable payments that do not depend on the index, but for example on the volume of sales, are not included in the measurement of the lease liability and are recognised in profit or loss on an ongoing basis as they arise.

Subsequent valuation
Right-of-use assets are subsequently measured by the cost model, i.e. it is measured at cost less accumulated depreciation and any accumulated impairment losses (see accounting policy m)) and adjusted for any revaluation of the lease liability. Right-of-use assets are depreciated over the shorter of the duration of the lease or the useful life of the underlying assets. If the lease involves the transfer of ownership of the underlying assets to the lessee at the end of the lease, the right-of-use assets are depreciated over the useful lives of the underlying assets. Depreciation is recognised in profit or loss on a straight-line basis.

The lessee applies IAS 36 Impairment of Assets to determine whether the right-of-use asset is impaired and to recognise any impairment loss.

Any subsequent reassessment / revaluation of the lease liability shall also be taken into account in the amount of the right-of-use assets, and if this change causes the value of the right-of-use asset to decrease to zero and the measurement of the lease liability is further decreased, the lessee shall recognise any remaining amount of the revaluation in profit or loss.

The lease liability is subsequently increased by accrued and unpaid interest on the lease liability (discount) and decreased in such a way as to reflect the lease payments made.

2. Significant accounting policies (continued)

When the lease terms change, the lease liability is revalued to reflect these changes and any revaluation of the lease. If there is a change in the lease term or there is a change in the assessment of the option to purchase the underlying asset, the revised instalments are discounted using the revised discount rate. The lessee shall determine the revised discount rate as the implicit interest rate for the remainder of the lease term, and if this rate cannot be reliably determined, the Group will use the incremental borrowing rate of the loan. In the event of any further changes, the Group discounts the revised instalments using the original discount rate used in the initial measurement of the lease liability.

If the revaluation of the lease obligation reflects the partial or complete termination of the lease, a proportionate portion of the right-of-use asset and a proportionate amount of the lease liability are derecognised to profit or loss.

The Group, as a lessee, recognises a change in a lease as a separate lease if both of the following conditions are met:
a) the change increases the scope of the lease by adding the right-of-use to one or more of the underlying assets; and
b) the consideration for the lease is increased by an amount corresponding to the separate price of the increase in the extent of right-of-use of the underlying assets.

Lessor
The Group classifies each of its leases as operating leases.

The Group recognises operating lease income on a straight-line basis. The initial cost of acquiring the underlying assets is included in the carrying amount of the asset and is amortised to profit or loss on a straight-line basis over the lease term.

Underlying assets that are the subject of a lease are depreciated to profit or loss in accordance with the group policy for depreciation of similar assets.

s) Revenue from services

The Group recognised revenue from contracts with customers, when it is probable that future economic benefits will flow into Group and will be reliably measured. The Group recognises mainly revenue from the sale of external advertising space (billboards, bigboards, transport “out of home“ communication etc.), from the sale of media advertising space (TV, radio and newspapers), from the sale of retransmission services and Program services and revenue from the sale of newspapers.

Revenue is recognised in the period when the advertisement was broadcasted or published, the service was provided and the newspaper was sold. Revenue is accrued during the period over which the service was provided. Deferred revenue is recognised as contractual liabilities (see accounting policy p)).

Issued invoices are usually due within 8 – 60 days. Advance payments received from the customers are recognised as contractual liabilities (see accounting policy p)).

Revenue from leasing is recognised over the term of the lease and is accrued over the period of the lease.

Revenue from services does not carry the value added tax. It is also decreased by discounts and rebates (bonuses, credit notes, etc.).

Remaining performance obligations are recognised using a practical expedient according to IFRS 15. The Group does not disclose information on contracts with original maturity one year or less.

t) State aid
State aid for costs incurred to the Group are systematically recognised in the consolidated statement on the comprehensive income as other operating income in the periods in which the relevant costs are recognised. If the conditions for obtaining a subsidy are met only after the period in which the related costs were recognised, government subsidies are recognised at the time the receivable arises.

2. Significant accounting policies (continued)

u) Interest expenses and interest income

Interest income and expenses are recorded in the profit or loss in the period they relate to. Interest income and expenses include amortisation of all premiums, discounts or other differences between the initial accounting value of the interest-bearing instrument and its value at the time of its maturity. This is calculated using the basis of effective interest rate.

v) Income tax

Income tax expense comprises current and deferred tax. Current tax and deferred tax are recognised in profit or loss except to the extent that it relates to items directly recognised in equity.

Current tax is the expected tax payable on the taxable income for the year, using tax rates enacted at the balance sheet date, and any adjustment to tax payable in respect of previous years.

Deferred tax is presented in the statement of financial position, providing for the temporary differences between the carrying amounts of assets and liabilities and the amounts used for tax purposes. Deferred tax does not apply to the following temporary differences: initial recognition of assets and liabilities from transaction which is not a business combination and that effect neither accounting or tax profit or loss, differences related to investments in subsidiaries in which it is probable that these will not be settled in the foreseeable future. Deferred tax is not recognised also for taxable differences arising from initial recognition of goodwill. Deferred tax is calculated using rates that are expected to be effective when the temporary differences will be realised. These are either based on enacted or substantially enacted rates as at the balance sheet date.

Deferred tax asset and liability are offset, if there is legally enforceable right to offset current tax liability and asset and these relate to the same tax authority and the same tax subject, or relate to different tax subjects but they intend to settled tax assets and liabilities net or their tax assets and liabilities will be realised simultaneously.

A deferred tax asset is recognised only to the extent that it is probable that future taxable profits will be available, against which temporary differences can be utilised. Deferred tax assets are assessed as at each balance sheet date and are reduced to the extent that it is no longer probable that the related tax benefit will be realised.

w) Fair value estimates

In determining the fair value of assets and liabilities, the Group uses market (observable) inputs whenever possible. If the market is not active, the fair value of assets and liabilities is determined using the valuation techniques. When applying valuation techniques, the estimates and assumptions are used, that are consistent with available information on estimates and assumptions and that would be used by other market participants in price determination.

Based on inputs used to determine the fair value of assets and liabilities, different levels of fair value were defined:
Level 1: listed market prices (not adjusted) in active markets for identical assets and liabilities
Level 2: inputs other than listed prices in Level 1 which are observable for the assets or liabilities, either directly (e.g. as prices) or indirectly (e.g. derived from prices) and are listed on non-active markets for identical items of assets and liabilities.
Level 3: inputs for assets and liabilities that are not based on observable market inputs (unobservable inputs).

The main methods and assumptions used to estimate the fair value of financial assets and liabilities listed in the Note 32 – Fair value information are described below.

2. Significant accounting policies (continued)

i. Loans granted

Fair value of granted loans is determined using the estimated future discounted cash inflows from repaid principal and interest. When estimating future cash flows, default risk as well as the conditions indicating impairment were considered. Estimated fair values of granted loans represents changes in the loan valuation from the moment when they were provided as well as changes in the interest rates in the case of loans bearing fixed interest rates.

ii. Bank loans, interest-bearing loans and borrowings and issued bonds

The fair value of loans and borrowings without specified maturity is determined as a sum of liabilities payable as at the reporting date. The fair value of loans, borrowings and issued bonds with agreed maturity is determined based on the discounted future cash flows using interest rates offered for loans and borrowings with similar maturities.

iii. Trade financial receivables / payables, other financial assets / liabilities and lease liabilities

For trade receivables and liabilities and other financial assets and liabilities, it is assumed that their nominal value represents their fair value. For lease liabilities (IFRS 16), fair value does not have to be disclosed.

x) Assets held for sale and discontinued operations

If the carrying amount of non-current assets (or assets and liabilities included in the group of assets held for sale) is expected to be realised mainly through its sale and not its use, these assets are classified as assets held for sale.

Immediately before the initial classification of the asset as held for sale (or assets and liabilities included in the group of assets held for sale), the carrying amount of the asset is remeasured in accordance with applicable IFRS EU.

Subsequently to the initial classification as held for sale, non-current assets or group of assets that are classified as held for sale are measured at the lower of carrying amount and fair value less costs to sell.

Any impairment losses of a group of assets held for sale are initially allocated to goodwill and then in a proportionate way to other assets and liabilities, except for inventories, financial assets and deferred tax asset, which are further recognised in accordance with the Group's accounting policies.

A discontinued operation is a component of the Group's business whose operations and cash flows are clearly distinguishable from the rest of the Group and which:

- represents one of the discrete principal activities or a geographical area of activity;

- is part of a single coordinated plan to dispose of a separate principal activity or geographical area of activity; or

- is a subsidiary acquired for the sole purpose of resale.

Classification as a discontinued operation occurs on disposal or on classification of the component as held for sale, whichever occurs first. When an operation is classified as a discontinued operation, the comparative statement of comprehensive income shall be restated as if the operation had been discontinued at the beginning of the comparative period.

2. Significant accounting policies (continued)

y) Operating segments

Operating segments are parts of the Group able to earn revenue and incur expenses, whose operating results are regularly reviewed by the Group's chief operating decision makers when they are allocating resources and measuring the performance and for which financial information is available. The Company's management considers the following operating segments: "Media Slovakia", "Media Czech Republic", "Media Austria" and "Media Croatia".

3. Segment information

Intra-segment elimination is presented in a separate column. Prices used between segments were set on an arm's length principle for similar services and financing.

Information about significant customers

The Group does not have revenue from one customer which would exceed 10% of its total revenue.

Additional segment information

Expenses and revenue in the consolidated statement of profit or loss and other comprehensive income for newly acquired subsidiaries are included since their acquisition date, for companies sold during the period are included until the date of sale.

3. Segment information (continued)

Information on operating segments – Consolidated statement of profit or loss and other comprehensive income for the year ended 31. decembra 2023

in thousands of EUR	**Media Slovak Republic**	**Media Czech Republic**	**Media Austria**	**Media Croatia**	***Intra-segmental elimination***	**Total**
Revenue from the sale of merchandise and services	122 603	4 829	30 715	9 695	*-1 990*	165 852
Other operating income	469	-	643	14	-	1 126
Total operating income	**123 072**	**4 829**	**31 358**	**9 709**	***-1 990***	**166 978**
Personnel expenses	-14 961	-86	-7 227	-4 614	-	-26 888
Use and write-off TV programmes	-38 861	-1 970	-	-	*1 803*	-39 028
Use and write-off of program rights	-14 383	-1 075	-	-	-	-15 458
Posting, printing and removal of advertising	-2 919	-	-4 608	-	-	-7 527
Depreciation, amortisation and impairment of non-current assets	-12 096	-11	-7 269	-1 687	-	-21 063
Other operating expenses	-21 587	-1 674	-13 143	-4 421	*17*	-40 808
Total operating expenses	**-104 807**	**-4 816**	**-32 247**	**-10 722**	***1 820***	**-150 772**
Profit / (loss) from operating activities	**18 265**	**13**	**-889**	**-1 013**	**-170**	**16 206**
Exchange rate gain / (loss), net	499	6	-	-	*-39*	466
Interest expenses, net	-10 329	-4	-293	-131	-	-10 757
Profit / (loss) from financial instruments, net	1 340	-	24	-	*-1 325*	39
Profit from sale of subsidiary	-	-	-	4 091	-	4 091
Other financial expenses, net	-146	-1	-8	-24	-	-179
Profit / (loss) before tax	**9 629**	**14**	**-1 166**	**2 923**	***-1 534***	**9 866**
Income tax	-2 568	-	-90	-18	-	-2 676
Profit / (loss) for the period from continuing operations	**7 061**	**14**	**-1 256**	**2 905**	**-1 534**	**7 190**
Profit for the period from discontinued operations	-	2 270	-	-	*209*	2 479
Profit/ (loss) for the period	**7 061**	**2 284**	**-1 256**	**2 905**	***-1 325***	**9 669**

3. Segment information (continued)

Information on operating segments – Consolidated statement of profit or loss and other comprehensive income for the year ended 31 December 2023 (continued)

in thousands of EUR	**Media Slovak Republic**	**Media Czech Republic**	**Media Austria**	**Media Croatia**	***Intra-segmental elimination***	**Total**
Other comprehensive income, after tax	**-**	**-528**	**-42**	**-**	**-**	**-570**
Foreign currencies translation differences	-	-420	-	-	-	-420
Changes in fair value of equity securities and employee benefits recalculation (IAS 19)	-	-108	-42	-	-	-150
Total comprehensive income for the period	**7 061**	**1 756**	**-1 298**	**2 905**	***-1 325***	**9 099**

For the year ended 31 December 2023, the Group had revenue from continuing operations with one external customer amounting to more than 10% of total revenue of EUR 16 609 thousand.

3. Segment information (continued)

Information on operating segments – Consolidated statement of profit or loss and other comprehensive income for the year ended 31 December 2022.

in thousands of EUR	**Media Slovak Republic**	**Media Czech Republic** ** Restatedd*	**Media Austria**	**Media Croatia**	***Intra-segmental elimination*** ** Restated*	**Total** ** Restated*
Revenue from the sale of merchandise and services	110 823	4 803	30 066	10 204	*-1 582*	154 314
Other operating income	889	-	961	83	-	1 933
Total operating income	**111 712**	**4 803**	**31 027**	**10 287**	***-1 582***	**156 247**
Personnel expenses	-14 602	-83	-6 985	-4 363	-	-26 033
Use and write-off TV programmes	-35 489	-1 542	-	-	*1 389*	-35 642
Use and write-off of program rights	-12 728	-1 024	-	-	-	-13 752
Posting, printing and removal of advertising	-2 672	-	-4 677	-	-	-7 349
Depreciation, amortisation and impairment of non-current assets	-12 998	-12	-7 572	-377	-	-20 959
Other operating expenses	-21 054	-2 134	-12 237	-4 954	*27*	-40 352
Total operating expenses	**-99 543**	**-4 795**	**-31 471**	**-9 694**	***1 416***	**-144 087**
Profit / (loss) from operating activities	**12 169**	**8**	**-444**	**593**	**-166**	**12 160**
Exchange rate gain / (loss), net	-811	-8	-	-9	*8*	-820
Interest expenses, net	-6 735	-15	-356	-133	-	-7 239
Profit / (loss) from financial instruments, net	81	-	-61	-	-	20
Other financial expenses, net	-138	-5	-13	-25	-	-181
Profit / (loss) before tax	**4 566**	**-20**	**-874**	**426**	***-158***	**3 940**
Income tax	-2 318	-	-234	-79	-	-2 631
Profit / (loss) for the period from continuing operations	**2 248**	**-20**	**-1 108**	**347**	**-158**	**1 309**
Profit for the period from discontinued operations	-	168	-	-	*158*	326
Profit/ (loss) for the period	**2 248**	**148**	**-1 108**	**347**	**-**	**1 635**

**See Note 23* - Group assets held for sale and discontinued operations; section Discontinued operations

3. Segment information (continued)

Information on operating segments – Consolidated statement of profit or loss and other comprehensive income for the year ended 31 December 2022 (continued).

in thousands of EUR	**Media Slovak Republic**	**Media Czech Republic**	**Media Austria**	**Media Croatia**	***Intra-segmental elimination***	**Total**
Other comprehensive income, after tax	**-**	**425**	**44**	**-9**	**-**	**460**
Foreign currencies translation differences	-	425	-	-9	-	416
Changes in fair value of equity securities and employee benefits recalculation (IAS 19)	-	-	44	-	-	44
Total comprehensive income for the period	**2 248**	**573**	**-1 064**	**338**	**-**	**2 095**

For the year ended 31 December 2022, the Group did not have revenue from continuing operations with any external customer in excess of 10% of total revenue.

3. Segment information (continued)

Information on operating segments – Consolidated statement of financial position as at 31 December 2023

in thousands of EUR	**Media Slovak Republic**	**Media Czech Republic**	**Media Austria**	**Media Croatia**	***Intra-segmental elimination***	**Total**
Assets						
Goodwill	630	1 062	-	-	-	1 692
Televisual format	55 027	-	-	-	-	55 027
Other non-current intangible assets	1 178	5	3 906	-	-	5 089
Program rights	22 706	786	-	-	-	23 492
Accrued internal program rights	38 179	89	-	-	-	38 268
Property, plant and equipment	8 275	-	16 347	34	-	24 656
Right-of-use assets	7 259	48	16 494	21	-	23 822
Investment in associates and joint ventures	58	-	-	-	-	58
Trade and other receivables	25 400	1 342	1 004	2 743	*-3 977*	26 512
Other financial assets	-	-	376	-	-	376
Loans granted	2 703	-	335	-	*-952*	2 086
Deferred tax asset	415	-	56	-	-	471
Other assets	2 207	5	1 103	14	-	3 329
Corporate income tax receivable	-	3	-	10	-	13
Cash and cash equivalents	3 686	484	2 348	-	-	6 518
Assets held for sale	38 631	140 994	-	-	*-5*	179 620
Total assets	**206 354**	**144 818**	**41 969**	**2 822**	***-4 934***	**391 029**

3. Segment information (continued)

Information on operating segments – Consolidated statement of financial position as at 31 December 2023 (continued).

in thousands of EUR	**Media Slovak Republic**	**Media Czech Republic**	**Media Austria**	**Media Croatia**	***Intra-segmental elimination***	**Total**
Liabilities						
Bank loans	92 143	-	-	87	-	92 230
Interest-bearing loans and borrowings	335	11 518	-	838	*-952*	11 739
Issued bonds	18 722	-	-	-	-	18 722
Lease liabilities	6 819	50	4 758	23	-	11 650
Provisions	932	-	750	-	-	1 682
Trade and other financial liabilities	44 837	2 460	3 702	765	*-3 978*	47 786
Other liabilities	4 160	12	2 013	252	-	6 437
Corporate income tax liability	473	-	29	-	-	502
Deferred tax liability	11 499	-	-	-	-	11 499
Liabilities related to a group of assets held for sale	27 476	125 922	-	-	*-4*	153 394
Total liabilities	**207 396**	**139 962**	**11 252**	**1 965**	***-4 934***	**355 641**

3. Segment information (continued)

Information on operating segments – Consolidated statement of financial position as at 31 December 2022

in thousands of EUR	**Media Slovak Republic**	**Media Czech Republic**	**Media Austria**	**Media Croatia**	***Intra-segmental elimination***	**Total**
Assets						
Goodwill	3 394	6 856	-	1 904	-	12 154
Televisual format	58 822	-	-	-	-	58 822
Other non-current intangible assets	2 730	4 004	3 956	607	-	11 297
Program rights	17 079	810	-	-	-	17 889
Accrued internal program rights	32 033	81	-	-	-	32 114
Property, plant and equipment	24 288	31 954	16 928	5 208	-	78 378
Investment property	-	216	-	-	-	216
Right-of-use assets	16 033	66 693	17 978	190	-	100 894
Investment in associates and joint ventures	58	739	-	-	-	797
Trade and other receivables	20 984	12 686	1 006	1 288	*-1 125*	34 839
Other financial assets	-	19	359	-	-	378
Loans granted	4 385	775	-	-	*-2 362*	2 798
Deferred tax asset	366	929	64	-	-	1 359
Other assets	1 842	4 886	1 070	436	-	8 234
Corporate income tax receivable	14	291	-	93	-	398
Cash and cash equivalents	2 695	12 903	4 806	208	-	20 612
Total assets	**184 723**	**143 842**	**46 167**	**9 934**	***-3 487***	**381 179**

3. Segment information (continued)

Information on operating segments – Consolidated statement of financial position as at 31 December 2022 (continued)

in thousands of EUR	**Media Slovak Republic**	**Media Czech Republic**	**Media Austria**	**Media Croatia**	***Intra-segmental elimination***	**Total**
Liabilities						
Bank loans	64 082	27 152	-	60	-	91 294
Interest-bearing loans and borrowings	19 735	186	-	2 614	*-2 362*	20 173
Issued bonds	57 704	22 544	-	-	-	80 248
Lease liabilities	13 333	56 080	5 022	200	-	74 635
Provisions	867	177	697	190	-	1 931
Trade and other financial liabilities	33 031	15 090	3 698	1 308	*-1 125*	52 002
Other liabilities	4 864	1 961	3 342	1 204	-	11 371
Corporate income tax liability	859	568	67	-	-	1 494
Deferred tax liability	14 971	5 570	-	371	-	20 912
Total liabilities	**209 446**	**129 328**	**12 826**	**5 947**	***-3 487***	**354 060**

4. Acquisitions and disposals of entities

Acquisition and foundation of entities for the period from 1 January 2023 to 31 December 2023

Information about acquisition carried out and newly established entity for the period from 1 January 2023 to 31 December 2023 are presented in notes 4.a) to 4.e).

a) Details on establishment

BB Strážovská, s.r.o.
On 26 October 2023, the Company, through its subsidiary BigBoard Praha, a.s., established BB Strážovská, s.r.o. with a contribution of EUR 405, representing a 100% stake. The Company is consolidated using the full method.

b) Details on new acquisition

Prague Media Company s.r.o.
On 4 December 2023, the Company, through its subsidiary BigBoard Praha, a.s., acquired 100% of the share capital of Pražská mediální společnost s.r.o. The business share was acquired for EUR 41 thousand. The company is consolidated using the full method.

Pražská televizní společnost s.r.o.
On 7 December 2023, the Company, through its subsidiary BigBoard Praha, a.s., acquired a 70% interest in the share capital of Pražská televizní společnost s.r.o. The business share was acquired for EUR 41 thousand. The company is consolidated using the full method.

PRAHA TV s.r.o.
Through the acquisition of Pražská mediální společnost s.r.o. and Pražská televizní společnost s.r.o., the Company acquired a 10% interest in the share capital of PRAHA TV s.r.o. through Prague Media Company s.r.o. and a further 10% interest in the share capital of PRAHA TV s.r.o. through Pražská televizní společnost s.r.o. BigBoard Praha, a.s. previously held a 40% interest and PRAHA TV s.r.o. was consolidated using the equity method. As of 31 December 2023, the company is consolidated using the full method

c) Goodwill

Acquired goodwill has been allocated to individual cash-generating units ("CGU") that are expected to benefit from the synergies arising from business combinations, see also Note e).

Prague Media Company s.r.o.
Goodwill of EUR 41 thousand arose on the acquisition of this company, see also (e).

Pražská televizní společnost s.r.o.
Goodwill of EUR 41 thousand arose on the acquisition of this company, see also (e).

PRAHA TV s.r.o.
Goodwill of EUR 479 thousand arose on the acquisition of this company, see also point (e).

d) Fair value adjustments of identified net assets

There were no fair value adjustments as a result of the purchase price allocation for business combinations that occurred between January 1, 2023 and December 31, 2023.

4. Acquisitions and disposals of entities (continued)

e) Effect of acquisitions

in thousands of EUR	*Note*	**Total**
Property, plant and equipment	*15*	81
Other non-current intangible assets	*13*	3
Right-of-use assets	*16*	54
Investment in associates and joint ventures		*-633*
Trade and other receivables		439
Other assets		6
Deferred tax asset	*27*	2
Corporate income tax receivable		1
Cash and cash equivalents		156
Interest-bearing loans and borrowings	*25*	-16
Trade and other financial liabilities		-357
Lease liabilities	*25*	-63
Other liabilities		-48
Non-controlling interests		-104
Net identifiable assets/ (liabilities)		**-479**
Goodwill on acquisition of new entities	*13*	561
Cost of acquisition		**82**
Consideration paid in cash		-82
Cash acquired		156
Net cash inflow		**74**
Loss for the period after acquisition		-12
Revenue for the period after acquisition		254

If the acquisitions were made on 1 January 2023, the Group's management estimates that consolidated sales for the period from 1 January 2023 to 31 December 2023 would be EUR 241 930 thousand and consolidated profit would be EUR 10 998 thousand.

Disposal of entities for the period from 1 January 2023 to 31 December 2023

Information about disposal of entities for period from 1 January 2023 to 31 December 2023 is provided in Notes 4(f) to 4(g).

f) Detail on disposal of a company

Novi List d.d.

On 21 December 2023, the Group sold its 84.32% stake in Novi List d.d. The sale price of the stake was EUR 7 956 thousand.

4. Acquisitions and disposals of entities (continued)

g) Effect of sale of company

The sale of the company had the following effect on the Group's assets and liabilities:

in thousands of EUR	**Novi List d.d.** *including eliminations of other Group companies*
Property, plant and equipment	-5 024
Goodwill and other non-current intangible assets	-1 218
Right-of-use assets	-420
Trade and other receivables	- 1 326
Other assets	-340
Corporate income tax receivable	-64
Cash and cash equivalents	-366
Interest-bearing loans and borrowings	1 547
Provisions	181
Trade and other financial liabilities	490
Lease liabilities	430
Other liabilities	1 071
Deferred tax liability	359
Non-controlling interests	850
Outgoing net identifiable (assets)/liabilities	**-3 830**
Selling price	7 956
Cumulative exchange differences reclassified from equity to the income statement	-35
Profit on sale	**4 091**
Consideration received in cash	7 956
Decrease in cash	-366
Net monetary income	**7 590**

Acquisitions of companies for the period 1 January 2022 to 31 December 2022

Information on the acquisitions of companies made for the period 1 January 2022 to 31 December 2022 is set out in paragraphs 4(h) to 4(k).

h) Details on new acquisitions

MACH - NARWALL, spol. s r. o.
On the basis of the share purchase agreement concluded on 12 January 2022, the Company, through its subsidiary BigBoard Praha, a.s., acquired 100% of the share capital of MACH - NARWALL, spol. s r.o. The business share was acquired for EUR 121 thousand. The company is consolidated using the full method.

4. Acquisitions and disposals of entities (continued)

GES Slovakia, s.r.o.
On the basis of the share purchase agreement concluded on 19 February 2022, the Company, through its subsidiary Radio Services a.s., acquired 100% of the share capital of GES Slovakia, s.r.o. The share was acquired for EUR 12 thousand. The Company is consolidated using the full method.

HROT, s.r.o.
Pursuant to share purchase agreements concluded on 25 March 2022 and 8 August 2022, the Company, through its subsidiary BigBoard Praha, a.s., acquired a 30% interest and subsequently a 21% interest in the share capital of HROT, s.r.o. The business share was acquired for EUR 21. The Company is consolidated using the full method.

News Media s.r.o.
Pursuant to a share purchase agreement concluded on 6 April 2022, the Company, through its subsidiary BigBoard Praha, a.s., acquired a 70% interest in the share capital of News Media s.r.o. The share was acquired for EUR 184 thousand. The Company is consolidated using the full method.

i) Goodwill

Acquired goodwill has been allocated to individual cash-generating units ("CGU") that are expected to benefit from the synergies arising from business combinations, see also Note k).

MACH - NARWALL, spol. s r. o.
Goodwill of EUR 89 thousand arose on the acquisition of this company, see also (k).

GES Slovakia, s.r.o.
Goodwill of EUR 279 thousand arose on the acquisition of this company, see also (k).

HROT, s.r.o.
Goodwill of EUR 322 thousand arose on the acquisition of this company, see also point (k).

News Media s.r.o.
Goodwill of EUR 164 thousand arose on the acquisition of this company, see also point (k).

j) Fair value adjustments of identified net assets

Adjustments of identifiable net assets to fair values have been identified only for MACH NARWALL, Ltd:

in thousands of EUR	**MACH - NARWALL, spol. s r. o.**
Property, plant and equipment	46
Deferred tax liability	-9
Total net impact	**37**

There were no fair value adjustments as a result of the purchase price allocation for other business combinations that occurred between January 1, 2022 and December 31, 2022.

4. Acquisitions and disposals of entities (continued)

k) Effect of acquisitions

The acquisitions had the following effect on Group's assets and liabilities:

in thousands of EUR	*Note*	**MACH - NARWALL, spol. s r. o.**	**GES Slovakia, s.r.o. ***	**HROT, s.r.o. ***	**News Media s.r.o.**	**Total**
Property, plant and equipment	*15*	51	-	-	-	51
Other non-current intangible assets	*13*	-	-	13	-	13
Right-of-use assets	*16*	144	-	-	-	144
Trade and other receivables		7	1	73	9	90
Other assets		4	-	7	1	12
Loans granted		-	-275	-260	-	-535
Corporate income tax receivable		1	-	-	-	1
Cash and cash equivalents		-	9	9	30	48
Interest-bearing loans and borrowings	*25*	-	-	-169	-	-169
Trade and other financial liabilities		-10	-2	-303	-7	-322
Lease liabilities	*25*	-144	-	-	-	-144
Other liabilities		-12	-	-2	-4	-18
Deferred tax liability	*27*	-9	-	-	-	-9
Non-controlling interests		-	-	310	-9	301
Net identifiable assets/ (liabilities)		**32**	**-267**	**-322**	**20**	**-537**
Goodwill on acquisition of new entities	*13*	89	279	322	164	854
Cost of acquisition		**121**	**12**	**-**	**184**	**317**
Consideration paid in cash		-121	-12	-	-184	-317
Cash acquired		-	9	9	30	48
Net cash inflow / (outflow)		**-121**	**-3**	**9**	**-154**	**-269**
Loss for the period after acquisition		-2	-14	-244	-1 174	-1 434
Revenue for the period after acquisition		112	-	982	-	1 094

** including eliminations of intragroup companies as at the date of the company's acquisition*

If the acquisition had been made as at 1 January 2022, the Group's management estimates that consolidated revenue for the period from 1 January 2022 to 31 December 2022 would amount to EUR 220 571 thousand and a consolidated profit would be in the amount of EUR 1 340 thousand.

4. Acquisitions and disposals of entities (continued)

Disposal of entities for the period from 1 January 2022 to 31 December 2022

Information about disposal of entities for period from 1 January 2022 to 31 December 2022 is provided in Notes 4.l) to 4.m).

l) Detail on disposal of a company

D & C Agency, s.r.o.
On 12 January 2022, the Group sold a 100% share in D & C Agency, s.r.o. The selling price of the share was EUR 20 thousand.

m) Effect of sale of a company

The sale of the company had the following effect on the Group's assets and liabilities:

in thousands of EUR	**D & C Agency, s.r.o.,** *including eliminations of other Group companies*
Other financial assets	-103
Loans granted	32
Cash and cash equivalents	-2
Trade and other financial liabilities	53
Outgoing net identifiable (assets)/liabilities	**-20**
Selling price	20
Profit on sale	**-**
Consideration received in cash	20
Decrease in cash	-2
Net monetary income	**18**

As at 31 December 2021, D & C AGENCY s.r.o. was recognised as assets held for sale in the Group's consolidated statement of financial position.

5. Revenue from the sale of merchandise and services

Revenue per major categories are as follows:

in thousands of EUR	**Year ended 31 December 2023**	**Year ended 31 December 2022** **Restated*
Revenue from contracts with customers „Media Slovak Republic“	120 395	108 783
Revenue from contracts with customers „Media Austria“	30 712	30 063
Revenue from contracts with customers „Media Croatia“	9 435	9 987
Revenue from contracts with customers „Media Czech Republic “	4 829	4 803
Revenue from lease	481	678
Celkom	**165 852**	**154 314**

**See Note 23* - Group assets held for sale and discontinued operations; section Discontinued operations

6. Other operating income

in thousands of EUR	**Year ended 31 December 2023**	**Year ended 31 December 2022** **Restated*
Revenue from market research	524	561
State aid received	218	232
Insurance claims	139	110
Revenue from fines and penalties	96	805
Gain on sale of assets	47	105
Gain on lease termination	37	26
Gain on written-off liabilities	12	17
Other	53	77
Total	**1 126**	**1 933**

**See Note 23* - Group assets held for sale and discontinued operations; section Discontinued operations

7. Personnel expenses

in thousand of EUR	**Year ended 31 December 2023**	**Year ended 31 December 2022** **Restated*
Personnel expenses	-20 292	-20 004
Contribution to social and health insurance	-5 113	-4 885
Other wages and salaries costs	-1 483	-1 144
Total	**-26 888**	**-26 033**

**See Note 23* - Group assets held for sale and discontinued operations; section Discontinued operations

7. Personnel expenses (continued)

The average number of employees of the Group during the period from 1 January 2023 to 31 December 2023 was 710, out of which management represents 30 (from 1 January 2022 to 31 December 2022: 670, out of which management: 29).

The number of Group employees as at 31 December 2023 was 517, out of which management represents 31 (as at 31 December 2022: 701, out of which management 33).

8. Posting, printing and removal of advertising

in thousands of EUR	**Year ended 31 December 2023**	**Year ended 31 December 2022** **Restated*
Posting of advertising	-4 713	-4 589
Printing of advertising	-2 771	-2 728
Removal of advertising	-43	-32
Total	**-7 527**	**-7 349**

**See Note 23* - Group assets held for sale and discontinued operations; section Discontinued operations

9. Depreciation, amortisation and impairment of non-current assets

in thousands of EUR	*Note*	**Year ended 31 December 2023**	**Year ended 31 December 2022** **Restated*
Depreciation of right-of-use assets	*16*	-9 024	-8 596
Depreciation of property, plant and equipment	*15*	-6 537	-6 574
Amortisation	*13*	-4 214	-4 623
Creation of impairment allowance for goodwill	*13*	-1 288	-1 209
Release of impairment allowance for property, plant and equipment	*15*	-	43
Total		**-21 063**	**-20 959**

**See Note 23* - Group assets held for sale and discontinued operations; section Discontinued operations

10. Other operating expenses

in thousands of EUR	*Note*	**Year ended 31 December 2023**	**Year ended 31 December 2022** **Restated*
Lease - short-term leasing of equipment, variable (performance) lease and small-tickets lease	16	-6 173	-6 180
Retransmission		-6 121	-6 302
Material and energy consumption		-3 506	-3 004
Repair and maintenance		-3 293	-3 060
Advertising expenses		-3 030	-3 476
Software support and IT services		-2 869	-2 273
Other expenses related to publishing local daily newspapers		-2 536	-2 864
Other taxes and fees		-1 971	-1 936
Fees to performing rights societies and to AVF[1]		-1 789	-1 689
Media surveys		-1 722	-1 539
Outsourcing expenses		-1 467	-1 567
Legal, accounting and advisory services		-1 354	-1 121
Telecommunication and internet services		-634	-603
Expenses related to representation, sponsoring		-564	-398
Rent related services		-513	-449
Transport and car insurance expenses		-512	-481
The rentof advertising space (transport companies)		-430	-431
Insurance of property except for car insurance		-319	-270
(Creation)/Release of provisions		-63	40
Fines and penalties		-33	-29
Cost of merchandise sold		-19	-12
Creation of impairment allowance for trade receivables and inventory		-1	-266
Other		-1 889	-2 442
Total		**-40 808**	**-40 352**

[1]AVF – Audio-visual fund – state institution for support and development of audio-visual culture and industry

**See Note 23* - Group assets held for sale and discontinued operations; section Discontinued operations

The Group is using the services of the auditing companies KPMG Slovensko spol. s r.o., PricewaterhouseCoopers Audit, s.r.o., KPMG Austria AG and KPMG D.O.O. Zagreb, to audit the individual financial statements of the Group entities and the consolidated financial statements of the Company. The cost of these services for the year ended 31 December 2023 amounted to EUR 408 thousand (year ended 31 December 2022: EUR 384 thousand).

Costs for other services provided by the auditing companies KPMG Slovensko spol. s r.o., for the year ended 31 December 2023 amounted to EUR 9 thousand (year ended 31 December 2022: EUR 5 thousand).

11. Interest expenses and income

in thousands of EUR	*Note*	**Year ended 31 December 2023**	**Year ended 31 December 2022** **Restated*
Interest income			
Loans granted		70	63
Other		41	2
Total interest income		**111**	**65**
Interest expenses			
Bank loans		-5 294	-1 960
Issued bonds	*26,25*	-2 378	-3 166
Interest-bearing loans and borrowings		-1 656	-1 021
Lease liabilities	*16,25*	-1 069	-909
Other		-471	-248
Total interest expenses		**-10 868**	**-7 304**
Interest expenses, net		**-10 757**	**-7 239**

**See Note 23* - Group assets held for sale and discontinued operations; section Discontinued operations

For the year ended 31 December 2023, interest expenses on bank loans include interest expenses from overdrafts in the amount of EUR 1 288 thousand, which for the purposes of the cash flow statement are presented under cash and cash equivalents (for the year ended 31 December 2022: EUR 518 thousand).

12. Income tax

in thousands of EUR	*Note*	**Year ended 31 December 2023**	**Year ended 31 December 2022** **Restated*
Current income tax			
Current year		-3 581	-3 477
Corrections of previous periods		-9	-138
Deferred income tax			
Creation and reversal of temporary differences and tax losses	*27*	913	990
Change in tax rate	*27*	1	-6
Total tax charge recognised		**-2 676**	**-2 631**

**See Note 23* - Group assets held for sale and discontinued operations; section Discontinued operations

12. Income tax (continued)

Reconciliation of the effective tax rate

in thousands of EUR	**2023**	**%**	**2022** **Restated*	**%**
Profit before tax	**9 866**		**3 940**	
Income tax at local rate	2 072	21	827	21
Effect of tax rates in other countries	-37	-	-47	-1
Permanent differences, net	882	9	1 516	38
Tax losses to which no deferred tax was recognised in current period	140	1	490	12
Utilisation of tax losses to which no deferred tax was previously recognised	-412	-4	-332	-8
Decrease in deferred tax asset in the current period due to its non-utilisation	24	-	37	1
Correction of income tax from previous periods	9	-	138	4
Tax licences	-1	-	-4	-
Change in tax rate	-1	-	6	-
Total tax charge recognised	**2 676**	**27**	**2 631**	**67**

**See Note 23* - Group assets held for sale and discontinued operations; section Discontinued operations

Deferred tax is calculated using the tax rate which is expected to be valid in the period, during which the receivable will be realised or the liability settled.

The tax rate in Slovakia is 21% (2022: 21%). The tax rate in the Czech Republic is 19% (2022: 19%), in Austria 24% (2022: 25%) and in Croatia 18% (2022: 18%).

As at 1 January 2024, the tax rate in Czech Republic changes to 21% and in Austria to 23%. Therefore, the amount of deferred tax on the income of subsidiaries in Czech Republic is calculated using a rate of 21 % and in Austria is calculated using a rate of 23%.

13. Goodwill, Televisual format and other non-current intangible assets

Year ended 31 December 2023

in thousand of EUR	**Televisual format**	**Contractu al rights**	**Goodwill**	**Trademark**	**Other assets**	**Total**
Acquisition cost						
Balance as at 1 January 2023	**109 134**	**2 229**	**19 606**	**8 693**	**15 342**	**155 004**
Additions	-	-	-	1	2 413	**2 414**
Additions on acquisition	-	-	82	-	-	**82**
Disposals	-	-	-	-	-242	**-242**
Disposals on sale of the Company	-	-	-616	-499	-118	**-1 233**
Transfer to assets held for sale	-	-2 229	-8 948	-4 257	-7 087	**-22 521**
Change of consolidation method	-	-	479	-	3	**482**
Changes due to translation differences	-	-	-171	-60	-182	**-413**
Zostatok k 31. decembru 2023	**109 134**	**-**	**10 432**	**3 878**	**10 129**	**133 573**
Accumulated amortisation and impairment allowances						
Balance as at 1 January 2023	**-50 312**	**-2 229**	**-7 452**	**-136**	**-12 602**	**-72 731**
Amortisation	-3 795	-	-	-34	-1 213	**-5 042**
Impairment of assets	-	-	-1 288	-	-	**-1 288**
Disposals	-	-	-	-	181	**181**
Disposals on sale of the Company	-	-	-	-	15	**15**
Transfer to assets held for sale	-	2 229	-	125	4 625	**6 979**
Changes due to translation differences	-	-	-	3	118	**121**
Balance as at 31 December 2023	**-54 107**	**-**	**-8 740**	**-42**	**-8 876**	**-71 765**
Carrying amount						
Balance as at 1 January 2023	**58 822**	**-**	**12 154**	**8 557**	**2 740**	**82 273**
Balance as at 31 December 2023	**55 027**	**-**	**1 692**	**3 836**	**1 253**	**61 808**

13. Goodwill, Televisual format and other non-current intangible assets (continued)

Year ended 31 December 2022

in thousands of EUR	Televisual format	Contractual rights	Goodwill	Trademark	Other assets	Total
Acquisition cost						
Balance as at 1 January 2022	**109 134**	**2 229**	**18 559**	**8 409**	**14 042**	**152 373**
Additions	-	-	-	211	1 157	**1 368**
Additions on acquisition	-	-	854	-	13	**867**
Disposals	-	-	-	-	-31	**-31**
Changes due to translation differences	-	-	193	73	161	**427**
Balance as at 31 December 2022	**109 134**	**2 229**	**19 606**	**8 693**	**15 342**	**155 004**
Accumulated amortisation and impairment allowances						
Balance as at 1 January 2022	**-46 390**	**-2 229**	**-6 243**	**-100**	**-11 105**	**-66 067**
Amortisation	-3 922	-	-	-33	-1 417	**-5 372**
Impairment of assets	-	-	-1 209	-	-	**-1 209**
Disposals	-	-	-	-	31	**31**
Changes due to translation differences	-	-	-	-3	-111	**-114**
Balance as at 31 December 2022	**-50 312**	**-2 229**	**-7 452**	**-136**	**-12 602**	**-72 731**
Carrying amount						
Balance as at 1 January 2022	**62 744**	**-**	**12 316**	**8 309**	**2 937**	**86 306**
Balance as at 31 December 2022	**58 822**	**-**	**12 154**	**8 557**	**2 740**	**82 273**

14. Impairment testing of assets

For the reasons set out in Note 2 - Significant Accounting Policies, as at the balance sheet date, management of the Group conducted impairment testing for non-current intangible assets for all the identifiable cash-generating units.

a) Impairment testing of assets for the period 1 January 2023 to 31 December 2023

CGU Slovenská produkčná[1]
As at 31 December 2023, the Group recognised goodwill for CGU Slovenská produkčná[1] in the amount of EUR 1 062 thousand, other intangible fixed assets in the amount of EUR 56 173 thousand, property, plant and equipment in the amount of EUR 8 203 thousand and right-of-use assets in the amount of EUR 6 799 thousand.

The assumptions used in the impairment testing of the CGU Slovenská produkčná[1] as at 31 December 2023 were as follows:

- CGU's value in use was derived from future cash flows estimated by management, updated since acquisition date. Future cash flows were constructed based on past results, current results from operating activities and a 5-year business plan of the CGU. Projected cash flows used in determining the value in use cover a period of five years.
- Growth rate used to extrapolate the projected cash flows after this five-year period was set at 2% and is considered appropriate for the CGU's market.

14. Impairment testing of assets (continued)

- Used discount rate of 11% was determined based on the target structure of own and external capital of comparable businesses in the industry.

- Key assumptions, and also the most volatile ones, used in determining the value in use, were the discount rate and expected net cash flows with the significant impact of expected capital expenditures. The expected net cash flows for CGU Slovenská produkčná are closely related to business strategies, which may not develop in all material respects as expected by management. Management's approach to determining the weight of each key assumption was based on historical experience, which is consistent with external sources of information.

Based on this testing, no impairment losses of the assets of CGU Slovenská produkčná[1] were identified.

The Company has carried out a sensitivity analysis aimed at the change of discount rate and the change of net cash flows. An increase in discount rate from 11% to 12% would not cause the assets to be impaired. A decrease of net cash flows by 10% when compared to the management estimate would not cause the assets to be impaired.

CGU EPAMEDIA[2]

The Group has not recognised any goodwill for CGU EPAMEDIA[2] as at 31 December 2023. As at 31 December 2023, the Group recognised for CGU EPAMEDIA[2] intangible fixed assets with indefinite useful lives of EUR 3 800 thousand, property, plant and equipment of EUR 16 347 thousand and right-of-use assets of EUR 16 497 thousand. Based on the analysis, the Company identified indicators of possible impairment of the CGU EPAMEDIA[2] and therefore performed an impairment test on the assets.

The assumptions used in impairment testing of the CGU EPAMEDIA[2] as at 31 December 2023 were as follows:

- Assets value in use was derived from future cash flows estimated by management, updated since acquisition date. Future cash flows were estimated based on past results, current results from operating activities and a 5-year business plan of the CGU. Projected cash flows used in determining the value in use cover a period of five years.

- Growth rate used to extrapolate the projected cash flows after this five-year period was set at 2% and is considered appropriate for the CGU's market.

- Used discount rate of 9,5 % was determined based on the target structure of own and external capital of comparable businesses in the industry.

- Key assumptions, and also the most volatile ones, used in determining the value in use, were the discount rate and expected net cash flows with the significant impact of expected capital expenditures. Management's approach to determining the weight of each key assumption was based on historical experience, which is consistent with external sources of information.

Based on this testing, no impairment losses of the assets of CGU EPAMEDIA[2] were identified.

The Company has carried out a sensitivity analysis aimed at the change of discount rate and the change of net cash flows. An increase of discount rate from 9,5% to 10,5% would not cause the assets to be impaired. A decrease of net cash flows by 10% when compared to the management estimate would not cause the assets to be impaired.

14. Impairment testing of assets (continued)

CGU Croatia[3]
As at 31 December 2023, the Group recognised goodwill of EUR 1 288 thousand for CGU Croatia[3], which has been fully amortised as at 31 December 2023.

[1] Slovenská produkčná group includes Slovenská produkčná, a.s., MAC TV s.r.o., PMT, s.r.o., DONEAL, s.r.o., Magical roof s.r.o. and Československá filmová společnost, s.r.o.

[2] EPAMEDIA group includes EPAMEDIA – EUROPÄISCHE PLAKAT- UND AUSSENMEDIEN GMBH and R + C Plakatforschung und –kontrolle Gesellschaft mbH,

3 Croatia includes NOVI LIST d.d. a Glas Istre Novine d.o.o.

b) Impairment testing of assets for the period from 1 January 2022 to 31 December 2022

CGU BigBoard Praha[1]
As at 31 December 2022, the Group recognised goodwill for CGU BigBoard Praha[1] in the amount of EUR 5 766 thousand, intangible assets with indefinite useful lives of EUR 2 290 thousand, property, plant and equipment in the amount of EUR 31 961 thousand and right-of-use assets in the amount of EUR 66 682 thousand. Based on the analysis, the Company identified indicators of possible impairment of the CGU BigBoard Praha[1] and therefore performed an impairment test on the assets.

The assumptions used in the impairment test for the CGUs of the BigBoard Praha Group[1] as at 31 December 2022 were as follows:

- Goodwill's value in use was derived from future cash flows estimated by management, updated since acquisition date. Future cash flows were constructed based on past results, current results from operating activities and a 5-year business plan of the CGU. Projected cash flows used in determining the value in use cover a period of five years.

- Growth rate used to extrapolate the projected cash flows after this five-year period was set at 2% and is considered appropriate for the CGUs market.

- Used discount rate of 11% was determined based on the target structure of own and external capital of comparable businesses in the industry.

- Key assumptions, and also the most volatile ones, used in determining the value in use, were the discount rate and expected net cash flows with the significant impact of expected capital expenditures. Management's approach to determining the weight of each key assumption was based on historical experience, which is consistent with external sources of information.

Based on this testing, no impairment losses of the assets of CGU BigBoard Praha[3] were identified.

The Company performed a sensitivity analysis on the change in the discount rate and the change in net cash flows. An increase in the discount rate from 11% to 12% would not cause the assets to become impaired. A decrease in net cash flows of 10% from management's estimate would not cause an impairment of the asset.

CGU Slovenská produkčná[2]
As at 31 December 2022, the Group recognised goodwill of EUR 1 089 thousand, other intangible fixed assets of EUR 59 626 thousand, property, plant and equipment of EUR 7 431 thousand and right-of-use assets of EUR 11 thousand for CGU Slovenská produkčná[2].

14. Impairment testing of assets (continued)

The assumptions used in the impairment test for the CGUs of the Slovenská produkčná[1] as at 31 December 2022 were as follows:

- Goodwill's value in use was derived from future cash flows estimated by management, updated since acquisition date. Future cash flows were constructed based on past results, current results from operating activities and a 5-year business plan of the CGU. Projected cash flows used in determining the value in use cover a period of five years.

- Growth rate used to extrapolate the projected cash flows after this five-year period was set at 2% and is considered appropriate for the CGUs market.

- Used discount rate of 11 % was determined based on the target structure of own and external capital of comparable businesses in the industry.

  Key assumptions, and also the most volatile ones, used in determining the value in use, were the discount rate and expected net cash flows with the significant impact of expected capital expenditures. The expected net cash flows for CGU Slovenská produkčná are closely related to business strategies, which may not develop in all material respects as expected by management. Management's approach to determining the weight of each key assumption was based on historical experience, which is consistent with external sources of information.

Based on this testing, no impairment losses of the assets of CGU Slovenská produkčná[3] were identified.

The Company performed a sensitivity analysis on the change in the discount rate and the change in net cash flows. An increase in the discount rate from 11% to 12% would not cause the assets to become impaired. A decrease in net cash flows of 10% from management's estimate would not cause an impairment of the asset.

CGU Akzent BigBoard[3]

As at 31 December 2022, the Group recognised for the CGU Akzent BigBoard[3] a goodwill in the amount of EUR 2 763 thousand, non-current intangible assets with indefinite useful life, the trademark, in the amount of EUR 1 865 thousand, property, plant and equipment in the amount of EUR 16 834 thousand and right-of-use assets in the amount of EUR 15 841 thousand. Based on the analysis, the Company identified indicators of possible impairment of Akzent BigBoard[3], and therefore performed an impairment testing.

The assumptions used in impairment testing of the CGU Akzent BigBoard[3] as at 31 December 2022 were as follows:

- Goodwill's value in use was derived from future cash flows estimated by management, updated since acquisition date. Future cash flows were constructed based on past results, current results from operating activities and a 5-year business plan of the CGU. Projected cash flows used in determining the value in use cover a period of five years.

- Growth rate used to extrapolate the projected cash flows after this five-year period was set at 2% and is considered appropriate for the CGUs market.

- Used discount rate of 10.5% was determined based on the target structure of own and external capital of comparable businesses in the industry.

- Key assumptions, and also the most volatile ones, used in determining the value in use, were the discount rate and expected net cash flows with the significant impact of expected capital expenditures. Management's approach to determining the weight of each key assumption was based on historical experience, which is consistent with external sources of information.

14. Impairment testing of assets (continued)

Based on this testing, no impairment losses of the assets of CGU Akzent BigBoard[3] were identified.

The Company has carried out a sensitivity analysis aimed at the change of discount rate and the change of net cash flows. An increase of discount rate from 10.5% to 11.5% would cause an impairment of EUR 1 911 thousand. A decrease of net cash flows by 10% when compared to the management estimate would cause and impairment of EUR 2 790 thousand.

CGU EPAMEDIA[4]

As at 31 December 2022, no goodwill was recognised for CGU EPAMEDIA[4]. As at 31 December 2022, the Group recognised a non-current intangible asset with indefinite useful life, the trademark, in the amount of EUR 3 800 thousand, property, plant and equipment in the amount of EUR 16 928 thousand and right-of-use assets in the amount of EUR 17 978 thousand for the CGU EPAMEDIA[4]. Based on the analysis, the Company identified indicators of possible impairment of CGU EPAMEDIA[4], and therefore performed an impairment testing.

The assumptions used in the impairment testing of the CGU EPAMEDIA[4] as at 31 December 2022 were as follows:

- CGU's value in use was derived from future cash flows estimated by management, updated since acquisition date. Future cash flows were constructed based on past results, current results from operating activities and a 5-year business plan of the CGU. Projected cash flows used in determining the value in use cover a period of five years.

- Growth rate used to extrapolate the projected cash flows after this five-year period was set at 2% and is considered appropriate for the CGUs market.

- The discount rate of 10% was determined based on the target structure of own and external capital of comparable businesses in the industry.

- Key assumptions, and also the most volatile ones, used in determining the value in use, were the discount rate and expected net cash flows with the significant impact of expected capital expenditures. Management's approach to determining the weight of each key assumption was based on historical experience, which is consistent with external sources of information.

Based on this testing, no impairment losses of the assets of CGU EPAMEDIA[4] were identified.

The Company has carried out a sensitivity analysis aimed at the change of discount rate and the change of net cash flows. An increase of discount rate from 10% to 11% would not cause the assets to be impaired. A decrease of net cash flows by 10% when compared to management estimates would not cause the assets to be impaired.

CGU RADIO SERVICES[5]

As at 31 December 2022, the Group recognised for the CGU RADIO SERVICES[5] a goodwill in the amount of EUR 1 209 thousand, which was fully written-off as at 31 December 2022.

CGU Croatia[6]

As at 31 December 2022, the Group recognises goodwill for the CGU Croatia[6] in the amount of EUR 1 904 thousand and non-current intangible asset with indefinite useful life, the trademark, in the amount of EUR 497 thousand.

The assumptions used in impairment testing of the CGU Croatia[6] as at 31 December 2022 were as follows:

- CGU's value in use was derived from future cash flows estimated by management, updated since acquisition date. Future cash flows were constructed based on past results, current results from operating activities and a 5-year business plan of the CGU. Projected cash flows used in determining the value in use cover a period of five years.

14. Impairment testing of assets (continued)

- Growth rate used to extrapolate the projected cash flows after this five-year period was set at 2% and is considered appropriate for the CGUs market.

- Used discount rate of 11% was determined based on the target structure of own and external capital of comparable businesses in the industry.

- Key assumptions, and also the most volatile ones, used in determining the value in use, were the discount rate and expected net cash flows with the significant impact of expected capital expenditures. Management's approach to determining the weight of each key assumption was based on historical experience, which is consistent with external sources of information.

Based on this testing, no impairment losses of the assets of CGU Croatia[6] were identified.

The Company has carried out a sensitivity analysis aimed at the change of discount rate and the change of net cash flows. An increase of discount rate from 11% to 12% would not cause the assets to be impaired. A decrease of net cash flows by 10% when compared to management estimates would not cause the assets to be impaired.

[1] BigBoard Praha group includes BigBoard Praha, a.s., BigMedia, spol. s r.o., Czech Outdoor s.r.o., Expiria, a.s., RAILREKLAM, spol. s r.o., MG Advertising, s.r.o., Barrandia s.r.o., Czech Testing s.r.o. (Český billboard, s.r.o.), outdoor akzent s.r.o., Bilbo City s.r.o., QEEP, a.s., Velonet ČR, s.r.o., News Advertising s.r.o., Flowee s.r.o., Kitchen Lab s.r.o., BigZoom a.s., Programmatic marketing, s.r.o., Hyperinzerce, s.r.o., Quantio, s.r.o., Hyperslevy.cz,s.r.o., Slovenskainzercia s.r.o., Hyperinzercia, s.r.o., Eremia, a.s., CovidPass s.r.o., Muchalogy s.r.o., MetroZoom s.r.o., Inzeris s.r.o., MACH - NARWALL, spol. s r. o., HROT, s.r.o. and News Media s.r.o.

[2] Slovenská produkčná group includes Slovenská produkčná, a.s., MAC TV s.r.o., PMT, s.r.o., DONEAL, s.r.o., Magical roof s.r.o. and Československá filmová společnost, s.r.o.

[3] Akzent BigBoard group includes Akzent BigBoard, a.s., BigMedia, spol. s r.o., RECAR Bratislava a.s., RECAR Slovak Republic a.s., BHB, s.r.o. and QEX Plochy s. r. o.

[4] EPAMEDIA group includes EPAMEDIA – EUROPÄISCHE PLAKAT- UND AUSSENMEDIEN GMBH and R + C Plakatforschung und –kontrolle Gesellschaft mbH,

[5] RADIO SERVICES group includes Radio Services a.s.

[6] Croatia includes NOVI LIST d.d. a Glas Istre Novine d.o.o.

15. Property, plant and equipment

Year ended 31 December 2023

in thousands of EUR	Land	Buildings and structures	Bigboards and other advertising equipment	Machinery and equipment	Acquisition of property, plant and equipment	Total
Acquisition cost						
Balance as at 1 January 2023	**1 157**	**9 520**	**98 666**	**27 530**	**3 003**	**139 876**
Additions	-	1 675	4 317	2 919	2 658	**11 569**
Transfers	-	83	692	599	-1 374	**-**
Disposals	-	-27	-2 379	-648	-432	**-3 486**
Disposals on sale of the Company	-686	-4 993	-	-580	-5	**-6 264**
Transfer to assets held for sale	-467	-1 808	-67 689	-7 387	-3 423	**-80 774**
Change of consolidation method	-	-	-	81	-	**81**
Changes due to translation differences	-4	-16	-1 197	-142	-64	**-1 423**
Balance as at 31 December 2023	**-**	**4 434**	**32 410**	**22 372**	**363**	**59 579**
Accumulated amortisation and impairment allowances						
Balance as at 1 January 2023	**-**	**-2 309**	**-39 570**	**-19 619**	**-**	**-61 498**
Charge for the period		-345	-6 483	-3 168	-	**-9 996**
Use of impairment allowance	-	-	19	-	-	**19**
Disposals	-	8	2 198	585	-	**2 791**
Disposals on sale of the Company	-	1 144	-	96	-	**1 240**
Transfer to assets held for sale	-	783	26 494	4 642	-	**31 919**
Changes due to translation differences	-	13	490	99	-	**602**
Balance as at 31 December 2023	**-**	**-706**	**-16 852**	**-17 365**	**-**	**-34 923**
Carrying amount						
Balance as at 1 January 2023	**1 157**	**7 211**	**59 096**	**7 911**	**3 003**	**78 378**
Balance as at 31 December 2023	**-**	**3 728**	**15 558**	**5 007**	**363**	**24 656**

15. Property, plant and equipment (continued)

Year ended 31 December 2022

in thousands of EUR	Land	Buildings and structures	Bigboards and other advertising equipment	Machinery and equipment	Acquisition of property, plant and equipment	Total
Acquisition cost						
Balance as at 1 January 2022	**915**	**7 699**	**95 576**	**26 628**	**2 682**	**133 500**
Additions	-	665	3 254	2 949	2 975	**9 843**
Additions on acquisition	-	-	51	-	-	**51**
Transfers	-	1	1 595	17	-1 613	**-**
Transfers from right-of-use assets to property, plant and equipment	237	1 151	-	160	-	**1 548**
Disposals	-	-	-3 192	-2 367	-1 073	**-6 632**
Changes due to translation differences	5	4	1 382	143	32	**1 566**
Balance as at 31 December 2022	**1 157**	**9 520**	**98 666**	**27 530**	**3 003**	**139 876**
Accumulated amortisation and impairment allowances						
Balance as at 1 January 2022	**-**	**-1 708**	**-35 552**	**-18 470**	**-**	**-55 730**
Charge for the period		-391	-6 128	-3 174	-	**-9 693**
Transfers from right-of-use assets to property, plant and equipment	-	-200	-	-111	-	**-311**
Use of impairment allowance	-	-	14	-	-	**14**
Release of impairment allowance	-	-	43	-	-	**43**
Disposals	-	-	2 561	2 236	-	**4 797**
Changes due to translation differences	-	-10	-508	-100	-	**-618**
Balance as at 31 December 2022	**-**	**-2 309**	**-39 570**	**-19 619**	**-**	**-61 498**
Carrying amount						
Balance as at 1 January 2022	**915**	**5 991**	**60 024**	**8 158**	**2 682**	**77 770**
Balance as at 31 December 2022	**1 157**	**7 211**	**59 096**	**7 911**	**3 003**	**78 378**

Impairment of property, plant and equipment

As at 31 December 2023, the impairment provision amounted to EUR 225 thousand and will be used for the regular dismantling of advertising equipment (31 December 2022: EUR 252 thousand).

Insurance of property, plant and equipment

The Group has insured its assets against natural disasters, theft, vandalism and general machinery malfunction. Cars are insured through full accident and liability insurance. The Group is also insured against liability for damage. The total insured amount of assets as at 31 December 2023 amounts to EUR 43 268 thousand (31 December 2022: EUR 76 378 thousand).

For restrictions on the disposal of assets, see Note 25 - Bank loans and interest-bearing loans.

16. Right-of-use assets and lease liabilities

The Group leases land, facades and walls of buildings under advertising equipment, office space, cars, broadcasting and computer equipment. The financial lease of broadcasting and computing equipment is included in the column “other” of the right-of-use assets table. The largest share of the leased property portfolio is for leases of land, building facades and walls under advertising equipment. The lease term of the land under advertising equipment is between 2 and 15 years.

Right-of-use assets

Year ended 31 December 2023

in thousands of EUR	**Land under advertising equipment**	**Office spaces**	**Cars**	**Other**	**Total**
Balance as at 1 January 2023	**97 431**	**2 754**	**586**	**123**	**100 894**
Additions	1 555	3 109	432	5 695	**10 791**
Disposals	-1 115	-72	-46	-	**-1 233**
Disposals on sale of the Company	-	-205	-215	-	**-420**
Charge for the year	-17 837	-1 716	-299	-462	**-20 314**
Modifications in lease contracts	9 136	1 491	23	223	**10 873**
Transfer to assets held for sale	-73 752	-1 538	-	-	**-75 290**
Change of consolidation method	-	54	-	-	**54**
Changes due to translation differences	-1 496	-37	-	-	**-1 533**
Balance as at 31 December 2023	**13 922**	**3 840**	**481**	**5 579**	**23 822**

Year ended 31 December 2022

in thousands of EUR	**Land under advertising equipment**	**Office spaces**	**Cars**	**Other**	**Total**
Balance as at 1 January 2022	**111 192**	**6 708**	**346**	**604**	**118 850**
Additions	1 400	35	565	-	**2 000**
Additions on acquisition	144	-	-	-	**144**
Disposals	-1 164	-41	-34	-	**-1 239**
Charge for the year	-17 122	-1 656	-264	-244	**-19 286**
Modifications in lease contracts	940	-1 425	22	-	**-463**
Transfers from the right-of-use assets to land, buildings and structures	-	-951	-49	-237	**-1 237**
Changes due to translation differences	2 041	84	-	-	**2 125**
Balance as at 31 December 2022	**97 431**	**2 754**	**586**	**123**	**100 894**

16. Right-of-use assets and lease liabilities (continued)

Lease liabilities

Lease-related costs recognised in profit or loss:

in thousands of EUR	*Note*	**Year ended 31 December 2023**	**Year ended 31 December 2022** **Restated*
Interest expenses on leases	*11*	-1 069	-909
Rent – short-term lease	*10*	-5 528	-5 270
Rent – low value leasing	*10*	-84	-238
Rent – variable (performance) lease	*10*	-561	-672
Total		**-7 242**	**-7 089**

**See Note 23* - Group assets held for sale and discontinued operations; section Discontinued operations

Cash flows from leases:

in thousands of EUR	*Note*	**Year ended 31 December 2023**	**Year ended 31 December 2022**
Interest paid on leases	*25*	-5 523	-5 025
Lease principal repayments	*25*	-16 108	-14 715
Lease payments for short-term leasing, leasing of low-value assets and variable (performance) lease		-9 121	-9 101
Total cash flows from leases		**-30 752**	**-28 841**

17. Other financial assets

in thousands of EUR	**31 December 2023**	**31 December 2022**
Mutual funds measured at fair value through the profit or loss	376	373
Other financial assets measured at fair value through the profit or loss	-	5
Total	**376**	**378**

The administrator of the mutual funds is Raiffeisenlandesbank Niederösterreich-Wien AG.

Fair value hierarchy

Determining fair value of financial assets carried at fair value is as follows:

in thousands of EUR	**31 December 2023**	**31 December 2022**
Level 1	376	373
Level 2	-	5
Total	**376**	**378**

18. Program rights and accrued internal program rights

Year ended 31 December 2023

in thousands of EUR	Program rights	Accrued internal program rights	Total
Acquisition cost			
Balance as at 1 January 2023	**17 889**	**40 778**	**58 667**
Additions	21 081	42 746	**63 827**
Use	- 14 610	- 34 973	**- 49 583**
Sale	- 847	-	**- 847**
Write-off	- 1	- 2 772	**- 2 773**
Changes due to translation differences	- 20	- 3	**- 23**
Balance as at 31 December 2023	**23 492**	**45 776**	**69 268**
Impairment allowances			
Balance as at 1 January 2023	**-**	**- 8 664**	**- 8 664**
Creation	**-**	- 1 307	**- 1 307**
Use	-	2 463	**2 463**
Balance as at 31 December 2023	**-**	**- 7 508**	**- 7 508**
Carrying amount			
Balance as at 1 January 2023	**17 889**	**32 114**	**50 003**
Balance as at 31 December 2023	**23 492**	**38 268**	**61 760**

Year ended 31 December 2022

in thousands of EUR	Program rights	Accrued internal program rights	Total
Acquisition cost			
Balance as at 1 January 2022	**15 303**	**36 902**	**52 205**
Additions	16 317	36 362	**52 679**
Use	- 13 751	- 30 985	**- 44 736**
Write-off	- 1	- 1 504	**- 1 505**
Changes due to translation differences	21	3	**24**
Balance as at 31 December 2022	**17 889**	**40 778**	**58 667**
Impairment allowances			
Balance as at 1 January 2022	**-**	**- 7 684**	**- 7 684**
Creation	**-**	- 3 153	**- 3 153**
Use	-	2 173	**2 173**
Balance as at 31 December 2022	**-**	**- 8 664**	**- 8 664**
Carrying amount			
Balance as at 1 January 2022	**15 303**	**29 218**	**44 521**
Balance as at 31 December 2022	**17 889**	**32 114**	**50 003**

For the year ended 31 December 2023 the main increase in internal program rights was represented by series (for the year ended 31 December 2022: series).

18. Program rights a Accrued internal program rights (continued)

in thousands of EUR	31 December 2023	31 December 2022
Valid program rights or those becoming valid within 1 year after the balance sheet date	19 524	15 243
Current program rights	**19 524**	**15 243**
Program rights becoming valid more than 1 year after the balance sheet date	910	960
Program rights becoming valid more than 2 years after the balance sheet date	3 058	1 686
Non-current program rights	**3 968**	**2 646**
Total	**23 492**	**17 889**

The Group has no program rights or internal program rights carried at a value exceeding net realisable value, as management expects that income from broadcasted advertisements will exceed the value of program rights and internal program rights presented in the consolidated statement of financial position. There is no evidence of possible impairment in non-current program rights and accrued internal program rights.

19. Trade and other receivables

in thousands of EUR	31 December 2023	31 December 2022
Trade receivables	26 124	39 623
Other receivables	476	1 717
Receivables subtotal	**26 600**	**41 340**
Impairment allowance for receivables	-88	-6 501
Total	**26 512**	**34 839**

Changes in impairment allowance during the period:

in thousands of EUR	Year ended 31 December 2023	Year ended 31 December 2022
Balance as at 1 January	**6 501**	**4 386**
Creation	374	4 577
Use	-109	-1 032
Release	-824	-1 571
Disposal on sale of the company	-472	-
Transfers to the group of assets held for sale	-5 257	-
Changes due to translation differences	-125	141
Balance as at 31 December	**88**	**6 501**

Impairment allowances for receivables reflect customers' credit rating and their ability to pay their liabilities.

20. Loans granted

in thousands of EUR	**31 December 2023**	**31 December 2022**
Loans granted	2 586	3 807
Impairment allowance for loans granted – Level 3	-500	-1 009
Total	**2 086**	**2 798**

See also Note 31 - Risk management.

Changes in impairment allowance during the period:

in thousands of EUR	**Year ended 31 December 2023**	**Year ended 31 December 2022**
Balance as at 1 January	**1 009**	**1 088**
Creation	2	2
Use	-	-80
Disposal on sale of the company	-463	-
Transfers to the group of assets held for sale	-47	-
Changes due to translation differences	-1	-1
Balance as at 31 December	**500**	**1 009**

21. Other assets

in thousands of EUR	**31 December 2023**	**31 December 2022**
Accrued expenses	1 685	2 261
Prepaid expenses	665	4 282
Tax assets	511	615
Inventory	453	1049
Receivables from employees and institutions of social security	15	27
Total	**3 329**	**8 234**

22. Cash and cash equivalents

in thousands of EUR	**31 December 2023**	**31 December 2022**
Bank accounts	6 476	14 084
Term deposits up to 3 months	-	6 220
Cash in hand	37	288
Vouchers	5	20
Total	**6 518**	**20 612**

23. Group assets held for sale and discontinued operations

Group of assets held for sale

The detailed structure of the group of assets held for sale as at 31 December 2023 is as follows:

in thousand of EUR	**Group Akzent BigBoard, a.s.**[1]	**Group BigBoard Praha a.s.**[2]	**Total**
segment	*Media Slovak Republic*	*Media Czech Republic*	
Asset			
Goodwill	2 763	6 185	**8 948**
Other intangible asset	1 882	4 712	**6 594**
Land, buildings and equipment	16 420	32 435	**48 855**
Investment property	-	279	**279**
Right-of-use asset	13 731	61 559	**75 290**
Trade receivables and other receivables	2 674	15 143	**17 817**
Other financial instruments	-	19	**19**
Loans granted	-	1 107	**1 107**
Other assets	347	6 677	**7 024**
Deferred tax asset	-	862	**862**
Current income tax receivable	30	150	**180**
Cash and cash equivalents	779	11 866	**12 645**
Total assets	**38 626**	**140 994**	**179 620**

Liabilities			
Bank loans	10 627	25 126	**35 753**
Interest-bearing loans	-	179	**179**
Issued bonds	-	22 087	**22 087**
Lease liabilities	11 329	53 621	**64 950**
Provisions	-	139	**139**
Trade liabilities and other financial liabilities	2 266	16 303	**18 569**
Other liabilities	489	2 942	**3 431**
Deferred tax liability	2 599	5 009	**7 608**
Current income tax payable	166	512	**678**
Total liabilities	**27 476**	**125 918**	**153 394**

23. Group assets held for sale and discontinued operations (continued)

The cumulative amount of income and expenses in Other Comprehensive Income as at 31 December 2023 is as follows:

In thousand of EUR	**Group Akzent BigBoard, a.s.**[1]	**Group BigBoard Praha a.s.**[2]	**Celkom**
Segment	*Media Slovak Republic*	*Media Czech Republic*	
Change in the foreign currency translation reserve	-	-388	**-388**
Change in fair value of equity securities	-	-108	**-108**
Other comprehensive income, after tax	**-**	**-496**	**-496**

[1] Akzent BigBoard group includes Akzent BigBoard, a.s., BigMedia, spol. s r.o., RECAR Bratislava a.s., RECAR Slovak Republic a.s., BHB, s.r.o. and QEX Plochy s. r. o.

[2] BigBoard Praha group includes BigBoard Praha, a.s., BigMedia, spol. s r.o., Czech Outdoor s.r.o., Expiria, a.s., RAILREKLAM, spol. s r.o., MG Advertising, s.r.o., Czech Testing s.r.o. (Český billboard, s.r.o.), outdoor akzent s.r.o., eBigmedia, s.r.o., News Advertising s.r.o., Flowee s.r.o., Kitchen Lab s.r.o., BigZoom a.s., Programmatic marketing, s.r.o., Hyperinzerce, s.r.o., Quantio, s.r.o., Hyperslevy.cz, s.r.o., Slovenskainzercia s.r.o., Hyperinzercia, s.r.o., Eremia, a.s., CovidPass s.r.o., Muchalogy s.r.o., MetroZoom s.r.o., Inzeris s.r.o., PRAHA TV s.r.o., taupeac s.r.o., News Media s.r.o., Pražská mediální společnost s.r.o., Pražská televizní společnost s.r.o. and BB Strážovská, s.r.o.

Both groups of companies have been included in assets held for sale as at 31 December 2023.

The companies are expected to be sold by the end of 2024.

Discontinued operations

The Bigboard Praha a.s. Group has also been classified as a discontinued operation as at 31 December 2023 and the Consolidated Statement of Profit or Loss and Other Comprehensive Income for the year ending 31 December 2022 has been restated accordingly.

Cash flows from discontinued operations are as follows:

v tisícoch EUR	**Year ended 31 December 2023**	**Year ended 31 December 2022**
Net cash flows provided by operating activities	15 553	16 679
Net cash flows used in investing activities	-6 212	-3 400
Net cash flows used in financing activities	-9 701	-11 256
Net cash flows from discontinued operations	**-360**	**2 023**

23. Group assets held for sale and discontinued operations (continued)

The results of the discontinued operations after intersegmental elimination are as follows:

in thousand of EUR	**Year ended 31 December 2023**	**Year ended 31 December 2022**
Revenue from the sale of merchandise and services	70 275	63 006
Other operating income	1 986	1 081
Total operating income	**72 261**	**64 087**
Personnel expenses	-8 920	-6 729
Use and write-off of TV programs	-24	-
Posting, printing and removal of advertising	-6 191	-5 558
Depreciation, amortisation and impairment of fixed assets	-15 577	-14 558
Other operating expenses	-27 563	-28 139
Total operating expenses	**-58 275**	**-54 984**
Profit from operating activities	**13 986**	**9 103**
Foreign exchange gain/(loss), net	-69	61
Interest expense, net	-9 662	-9 330
Gain on financial instruments, net	-	549
Profit/(loss) from associates and jointly controlled entities, net	18	-2
Other financial expenses, net	-55	-45
Profit before tax	**4 218**	**336**
Income tax	-1 739	-10
Profit for the period	**2 479**	**326**

24. Equity

Share capital

As at 31 December 2023 and as at 31 December 2022, the Company's share capital equals EUR 25 thousand. Share capital as at 31 December 2023 and 31 December 2022 comprise 1 000 ordinary shares in a nominal value of EUR 25 per share. The holder of a share is entitled to receive dividends and is entitled to vote one vote per share at general meetings of the Company.

Share capital is fully paid up.

Other funds

Other funds include legal reserve fund, other capital funds, fund from foreign currencies translations differences and revaluation fund.

The Company is obliged, according to the Slovak legal regulations, to create a legal reserve fund at a minimum of 10% of net profit and at least up to 20% of the share capital (cumulatively). The legal reserve fund can only be used to cover the Company's losses and cannot be paid out as dividends. The calculation of the reserve fund is carried out in line with legal requirements.

24. Equity (Continued)

Non-controlling interests

The following subsidiaries have non-controlling interests that are significant to the Group:

	Place of business	Ownership interest attributable to non-controlling share	
		31 December 2023	31 December 2022
		%	%
BigBoard Praha, a.s.	Czech Republic	40	40
Czech Outdoor s.r.o.	Czech Republic	40	40
outdoor akzent s.r.o.	Czech Republic	40	40

Summary financial information of subsidiaries before elimination of intra-group relations for the year ended 31 December 2023 are shown in the table below:

Year ended 31 December 2023

in thousand of EUR	BigBoard Praha, a.s.	Czech Outdoor s.r.o	outdoor akzent s.r.o.
Revenue (100%)	29 256	13 337	18 404
Profit / (loss) for the period (100%)	-2 162	73	1 350
Other comprehensive income (100%)	523	-240	-525
Total comprehensive income for the period (100%)	**-1 639**	**-167**	**825**
Profit / (loss) for the period attributable to non-controlling interests	-865	29	540
Total comprehensive income for the period attributable to non-controlling interests	-656	-67	330

31 December 2023

in thousand of EUR	BigBoard Praha, a.s.	Czech Outdoor s.r.o.	outdoor akzent s.r.o.
Non-current assets	55 125	20 808	5 528
Current assets	26 193	12 897	19 145
Non-current liabilities	-46 576	-11 101	-6 856
Current liabilities	-53 885	-13 118	-5 770
Net assets / (liabilities) (100%)	**-19 143**	**9 486**	**12 047**
Net assets / (liabilities) attributable to non-controlling interests	-7 657	3 794	4 819

24. Equity (Continued)

Year ended 31 December 2023

in thousands of EUR	**BigBoard Praha, a.s.**	**Czech Outdoor s.r.o.**	**outdoor akzent s.r.o.**
Net cash flows provided by operating activities	5 866	2 568	2 568
Net cash flows used in investing activities	-2 217	-730	-254
Net cash flows used in financing activities	-3 881	-1 662	-2 310
Increase / (decrease) in cash and cash equivalents	**-232**	**176**	**4**

Summary financial information of subsidiaries before elimination of intra-group relations for the year ended 31 December 2022 are shown in the table below:

31 December 2022

in thousands of EUR	**BigBoard Praha, a.s.**	**Czech Outdoor s.r.o**	**outdoor akzent s.r.o.**
Revenues (100%)	23 308	10 867	11 058
Profit/ (loss) for the period (100%)	-2 028	-342	763
Other comprehensive income (100%)	-505	292	581
Total comprehensive income for the period (100%)	**-2 533**	**-50**	**1 344**
Profit / (loss) for the period attributable to non-controlling interests	-811	-137	305
Total comprehensive income for the period attributable to non-controlling interests	-1 013	-20	538

Year ended 31 December 2022

In thousands of EUR	**BigBoard Praha, a.s.**	**Czech Outdoor s.r.o.**	**outdoor akzent s.r.o.**
Non-current assets	70 671	22 307	6 192
Current assets	13 722	15 536	20 390
Non-current liabilities	-72 828	-24 411	-8 815
Current liabilities	-30 698	-3 779	-6 540
Net assets / (liabilities) (100%)	**-19 133**	**9 653**	**11 227**
Net assets / (liabilities) attributable to non-controlling interests	-7 653	3 861	4 491

24. Equity (Continued)

Year ended 31 December 2022

in thousands of EUR	**BigBoard Praha, a.s.**	**Czech Outdoor s.r.o.**	**outdoor akzent s.r.o.**
Cash flows from operating activities	1 570	2 501	2 038
Cash flows from/(used in) investment activities	2 379	-569	-72
Cash flows used in financing activities	-4 986	-2 387	-2 175
Increase in cash and cash equivalents	**-1 037**	**-455**	**-209**

Effect of purchase of ownership interest without a loss of control as at 31 December 2023

in thousand of EUR	
Carrying amount of acquired non-controlling interest	-162
Acquisition price of ownership interest	-1
Change in equity attributable to shareholders of the Company	**-163**

Effect on disposal of ownership interest without a loss of control as at 31 December 2023

in thousands of EUR	
Outgoing group interest	475
Change of equity attributable to shareholders of the Company	**475**

25. Bank loans and interest-bearing loans and borrowings

in thousands of EUR	31 December 2023	31 December 2022
Bank loans - bearing fixed interest rates	135	86
Bank loans - bearing floating interest rates	92 095	91 208
Interest-bearing loans and borrowings - bearing fixed interest rates	11 739	11 377
Interest-bearing loans and borrowings - bearing floating interest rates	-	8 796
Total	**103 969**	**111 467**

The average interest rate of bank loans and interest-bearing loans and borrowings as at 31 December 2023 equalled to 6.95% (as at 31 December 2022: 6.09%).

The Group provided guarantees for received bank loans, Interest-bearing loans and borrowings:

in thousands of EUR	31 December 2023	31 December 2022
Accrued internal program rights	38 179	32 033
Trade and other receivables	23 064	26 049
Program rights	22 706	17 079
Property, plant and equipment	4 517	36 855
Cash and cash equivalents	-	10 464
Other non-current intangible assets	-	3 484
Loans granted	-	776
Corporate income tax asset	-	228
Investment property	-	216
Other financial assets	-	5
Other assets	-	4 700
Total	**88 466**	**131 889**

25. Bank loans and interest-bearing loans and borrowings (continued)

Reconciliation of movements in liabilities to cash flows from financing activities:

in thousand of EUR	**Bank loans and interest-bearing loans and borrowings ***	**Issued bonds**	**Lease liabilities**	**Total**
Balance as at 1 January 2023	**93 989**	**80 248**	**74 635**	**248 872**
Changes in cash flows from financing activities				
Repayments of loans and borrowings	-17 107	-	-	-17 107
Drawings of loans and borrowings	181	-	-	181
Issued and sold bonds	-	-	-	-
Repayment of lease liabilities	-	-	-16 108	-16 108
Increase of other capital funds	-	-	-	-
Dividends paid to non-controlling interests	-	-	-	-
Total changes in cash flows from financing activities	***-16 926***	***-***	***-16 108***	***-33 034***
Other changes				
Interest expenses	9 118	4 522	5 552	19 192
Unrealised exchange rate gains, net	-927	-557	-1 307	-2 791
Interest paid	-6 640	-2 044	-5 523	-14 207
Changes from the acquisition of companies, the sale of companies and from changes in ownership without change in control	-1 531	-	-367	-1 898
Other changes	42 904	-41 360	19 718	21 262
Total other changes	***42 924***	***-39 439***	***18 073***	***21 558***
Balance as at 31 December 2023, including group of assets held for sale	**119 987**	**40 809**	**76 600**	**237 396**
Of which included in assets held for sale	*31 220*	*22 087*	*64 950*	*118 257*
Balance as at 31. decembru 2023	**88 767**	**18 722**	**11 650**	**119 139**

* less overdrafts

25. Bank loans and interest-bearing loans and borrowings (continued)

in thousands of EUR	**Bank loans and interest-bearing loans and borrowings ***	**Issued bonds**	**Lease liabilities**	**Total**
Balance as at 1 January 2022	**103 846**	**75 465**	**87 135**	**266 446**
Changes in cash flows from financing activities				
Repayments of loans and borrowings	-11 959	-	-	-11 959
Sold and issued bonds	-	2 815	-	2 815
Repayment of lease liabilities	-	-	-14 715	-14 715
Increase of other capital funds	-	-	-	-
Dividends paid to non-controlling interests	-	-	-	-
Total changes in cash flows from financing activities	***-11 959***	***2 815***	***-14 715***	***-23 859***
Other changes				
Interest expenses	5 623	5 253	5 191	16 067
Unrealised exchange rate losses, net	1 160	672	1 678	3 510
Interest paid	-4 850	-3 957	-5 025	-13 832
Changes from the acquisition of companies, the sale of companies and from changes in ownership without change in control	169	-	144	313
Other changes	-	-	227	227
Total other changes	***2 102***	***1 968***	***2 215***	***6 285***
Balance as at 31 December 2022	**93 989**	**80 248**	**74 635**	**248 872**

* less overdrafts

26. Issued bonds

The Company's bods are as follows:

in thousands of EUR	ISIN	Issued	Due date	Original currency of the issue	Nominal value of the issue in original currency	Effective interest rate in %	Carrying amount as at 31 December 2023	Carrying amount as at 31 December 2022
Type								
Payable to bearer	CZ0003503153	4.12.2012	5.12.2024	CZK	545 041	9,53	-	22 544
Payable to bearer	SK4120014390	7.8.2018	7.8.2023	EUR	39 278	5,90	-	39 999
Payable to bearer	SK4000019972	7.12.2021	7.12.2026	EUR	17 035	5,71	18 722	17 705
							18 722	**80 248**

Bonds ***ISIN CZ0003503153*** bear interest at a fixed rate with interest payable annually. These bonds are recognised within liabilities related to the held-for-sale asset group as at 31 December 2023 (Note 23 - Held-for-sale asset group). Interest expense for the year ended 31 December 2023 has been recognised within profit or loss from discontinued operations in the amount of EUR 2 145 thousand (year ended 31 December 2022: EUR 2 087 thousand).

Bonds ***ISIN SK4120014390*** bore interest at a fixed rate with interest payable annually. The interest expense for the year ended 31 December 2023 was EUR 1 360 thousand (year ended 31 December 2022: EUR 2 195 thousand).

These bonds were repaid on 7 August 2023.

On 7 December 2021, the Group issued zero coupon bonds ***ISIN SK4000019972*** with a nominal value of EUR 17 035 thousand. Interest expense for the year ended 31 December 2023 amounted to EUR 1 018 thousand (year ended 31 December 2022: EUR 971 thousand).

27. Deferred tax asset/ (liability)

The following items gave rise to a deferred tax asset / (liability):

	Assets		**Liabilities**		**Total**	
in thousands of EUR	**31 December 2023**	**31 December 2022**	**31 December 2023**	**31 December 2022**	**31 December 2023**	**31 December 2022**
Temporary differences related to:						
Property, plant and equipment	-	51	-1 996	-8 666	-1 996	-8 615
Non-current intangible assets	-	2	-12 436	-14 120	-12 436	-14 118
Provisions	309	458	-	-	309	458
Leases	1 264	14 459	-3 968	-20 047	-2 704	-5 588
Tax losses	5 508	6 393	-	-	5 508	6 393
Other	291	1 917	-	-	291	1 917
Netting	*-6 901*	*-21 921*	*6 901*	*21 921*	-	-
Total	**471**	**1 359**	**-11 499**	**-20 912**	**-11 028**	**-19 553**

27. Deferred tax asset/ (liability) (continued)

Change in deferred tax asset / (liability) for the year ended 31 December 2023:

in thousands of EUR	Balance as at 1 January 2023	Recognised in profit or loss	Recognised in other comprehensive income	Additions on acquisition	Disposals on sale of the company	Transfer to assets/liabilities held for sale	Exchange rate differences	Balance as at 31 December 2023
Deferred tax asset								
Property, plant and equipment	**51**	5	-	-	-	-54	-2	**-**
Non-current intangible assets	**2**	14	-	-	-	-16	-	**-**
Provisions	**458**	18	13	-	-	-179	-1	**309**
Leases	**14 459**	466	-	14	-	-13 387	-288	**1 264**
Tax losses	**6 393**	-488	-	-	-	-392	-5	**5 508**
Other	**1 917**	25	-	-	-79	-1 536	-36	**291**
Deferred tax liability								
Property, plant and equipment	**-8 666**	382	-	-	398	5 797	93	**-1 996**
Non-current intangible assets	**-14 120**	770	-	-	40	862	12	**-12 436**
Leases	**-20 047**	117	-	-12	-	15 645	329	**-3 968**
Other	**-**	-6	-	-	-	6	-	**-**
Total	**-19 553**	**1 303**	**13**	**2**	**359**	**6 746**	**102**	**-11 028**

At 31 December 2023, of the amount recognised in profit or loss, EUR 389 thousand was within profit or loss from discontinued operations.

27. Deferred tax asset/ (liability) (continued)

Change in deferred tax asset / (liability) for the year ended 31 December 2022:

in thousands of EUR	**Balance as at 1 January 2022**	**Recognised in profit or loss**	**Recognised in other comprehensive income**	**Additions on acquisition**	**Exchange rate differences**	**Balance as at 31 December 2022**
Deferred tax asset						
Property, plant and equipment	**1**	49	-	-	1	**51**
Non-current intangible assets	**6**	-4	-	-	-	**2**
Provisions	**598**	-127	-15	-	2	**458**
Leases	**16 831**	-2 595	-	27	196	**14 459**
Tax losses	**7 537**	-1 149	-	-	5	**6 393**
Other	**1 054**	832	-	-	31	**1 917**
Deferred tax liability						
Property, plant and equipment	**-9 397**	856	-	-9	-116	**-8 666**
Non-current intangible assets	**-15 024**	918	-	-	-14	**-14 120**
Leases	**-23 751**	3 995	-	-27	-264	**-20 047**
Other	**-6**	6	-	-	-	**-**
Total	**-22 151**	**2 781**	**-15**	**-9**	**-159**	**-19 553**

At 31 December 2022, of the amount recognised in profit or loss, EUR 1 797 thousand was within profit or loss from discontinued operations.

Deferred tax assets on unamortized loss carryforwards are accounted for only to the extent that it is probable that they can be amortized against future taxable profits in the future.

Deferred tax asset arising from the following items was not recognised (tax base):

in thousands of EUR	**31 December 2023**	**31 December 2022**
Tax losses	61 440	61 813
of which tax losses of subsidiaries	*55 437*	*59 039*

Expected periods for expiration of tax losses utilisation:

in thousands of EUR	**2024**	**2025**	**2026**	**2027**	**After 2027**
Tax losses	2 652	2 590	2 037	1 344	76 873

From 1 January 2020, the Slovak regulations for amortisation of tax losses incurred after 1 January 2020 have changed. Tax losses incurred after 1 January 2020 can be amortised during five immediately consecutive tax periods, up to a maximum of 50% of the tax base. Tax losses incurred before 1 January 2020 may continue to be amortised on a straight-line basis for a maximum of 4 consecutive years. The maximum period for amortisation of tax loss incurred in the Czech Republic and Croatia is 5 years and the amortisation of tax loss incurred in Austria is unlimited.

28. Provisions

Year ended 31 December 2023

in thousands of EUR	**Asset retirement obligation provision**	**Employee benefits**	**Fines from RpVaR[1] and lawsuits**	**Other provisions**	**Provisions total**
Balance as at 1 January	**178**	**733**	**537**	**483**	**1 931**
Creation	-	57	95	453	**605**
Usage	-1	-	-57	-465	**-523**
Release	-34	-	-34	-18	**-86**
Actuarial losses	-	55	-	-	**55**
Interest expense	-	24	-	-	**24**
Transfer to liabilities related to a group of assets held for sale	-139	-	-	-	**-139**
Decrease due to the sale of the Company	-	-120	-61	-	**-181**
Changes due to translation differences	-4	-	-	-	**-4**
Balance as at 31 December	**-**	**749**	**480**	**453**	**1 682**

Year ended 31 December 2022

in thousands of EUR	**Asset retirement obligation provision**	**Employee benefits**	**Fines from RpVaR[1] and lawsuits**	**Other provisions**	**Provisions total**
Balance as at 1 January	**191**	**900**	**603**	**488**	**2 182**
Creation	-	28	51	467	**546**
Usage	-4	-	-11	-452	**-467**
Release	-15	-142	-106	-20	**-283**
Actuarial losses	-	-59	-	-	**-59**
Interest expense	-	7	-	-	**7**
Changes due to translation differences	6	-1	-	-	**5**
Balance as at 31 December	**178**	**733**	**537**	**483**	**1 931**

[1]RpVaR – Council for Broadcasting and Retransmission

29. Trade and other financial liabilities

in thousands of EUR	**31 December 2023**	**31 December 2022**
Trade liabilities	41 355	38 508
Liabilities from reimbursements	5 799	9 793
Accrued expenses	81	2 359
Other financial liabilities	551	1 342
Total	**47 786**	**52 002**

Liabilities from reimbursements represent volume discounts provided in connection with the contracts with customers.

Structure of liabilities according to their due dates is shown in the following table:

in thousands of EUR	**31 December 2023**	**31 December 2022**
Overdue liabilities	4 647	4 118
Liabilities within due date	43 139	47 884
	47 786	**52 002**

Almost 90% of the overdue liabilities as at 31 December 2023 were paid by the reporting date. The Group expects that the remaining amount of the overdue liabilities will be paid by the end of 2024.

30. Other liabilities

in thousands of EUR	**31 December 2023**	**31 December 2022**
Liabilities towards employees and institutions of social security	3 106	5 015
Contractual liabilities	2 335	2 688
Other tax liabilities	847	3 446
Deferred income	83	155
Other	66	67
Total	**6 437**	**11 371**

As at 31 December 2023, the liabilities towards employees and institutions include a social fund liability in the amount EUR 56 thousand (as at 31 December 2022: EUR 73 thousand).

As at 1 January 2023, the opening balance of customer contractual liabilities amounted to EUR 2 688 thousand. For the year ended 31 December 2023, EUR 2 152 thousand of this amount was recognised as revenue of the current accounting period (from the opening balance of contractual liabilities as at 1 January 2022 in the amount of EUR 2 078 thousand, for the year ended 31 December 2022, EUR 1 281 thousand was recognised in revenue).

The majority of contractual liabilities relates to advance payments made by customers of the Group. The Group expects that the whole amount of contractual liabilities will be recognised in revenue in the following accounting period.

31. Risk management

This section provides details on the financial risks to which the Group is exposed to and the methods of their management. The most important types of financial risks to which the Group is exposed are credit risk, liquidity risk, market risk and operational risk. Market risk represents mainly interest rate risk and currency risk.

Liquidity risk

Liquidity risk is formed during financing the ordinary activities of the Group, concurrently with the ability to meet its obligations when due, and during management of financial positions. It poses a risk of failure to fund assets in adequate due date and interest rate and a risk of failure to realise assets for an appropriate price within a reasonable time period.

Individual companies in the Group use different methods for managing liquidity risk. The Group's management focuses on monitoring and managing liquidity of each individual company.

The following table presents an analysis of financial assets and liabilities of the Group presented according to the remaining contractual maturity of financial assets and liabilities as at the balance sheet date. The presented amounts also include estimated payments of interest and represent contractual undiscounted cash flows.

The maturity of financial assets and liabilities as at 31 December 2023 is as follows:

in thousands of EUR	**Carrying amount**	***Undis-counted cash flows***	**Up to 3 months**	**3 months to 1 year**	**1 year to 2 years**	**2 to 5 years**	**Over 5 years**
Assets							
Cash and cash equivalents	6 518	*6 518*	6 518	-	-	-	-
Trade and other receivables	26 512	*26 512*	26 365	3	3	5	136
Other financial assets	376	*376*	376	-	-	-	-
Loans granted	2 086	*2 146*	816	-	1 330	-	-
	35 492	***35 552***	**34 075**	**3**	**1 333**	**5**	**136**
Liabilities							
Bank loans and interest-bearing loans and borrowings	-103 969	*-111 629*	-13 182	-56 319	-18 091	-24 037	-
Lease liabilities	-11 650	*-13 878*	-907	-2 486	-2 289	-6 218	-1 978
Trade and other financial liabilities	-47 786	*-47 786*	-33 158	-11 384	-2 570	-674	-
Issued bonds	-18 722	*-22 000*	-	-	-	-22 000	-
	-182 127	***-195 293***	**-47 247**	**-70 189**	**-22 950**	**-52 929**	**-1 978**

The differences between the current financial assets and liabilities are balanced by the Group as follows:

- The Group has several not fully drawn loans, which can be utilised when needed. Current financial needs are satisfied through overdraft facilities and undrawn credit lines. As at 31 December 2023 the Group recognises EUR 11 893 thousand (as at 31 December 2021: EUR 14 404 thousand) of undrawn credit lines.

- The Group drew overdrafts in the amount of EUR 15 202 thousand as at 31 December 2023 (as at 31 December 2022: EUR 17 478 thousand). These loans are regularly prolonged. Based on past experience, the Group's management expects that the maturity of these loans will be extended for another year and therefore will not result during 2024 in a cash outflow equalling to the amount of drawn balances of overdrafts as at 31 December 2023.

31. Risk management (continued)

- As at 31 December 2023, the Group presents as current assets Program rights and accrued internal Program rights amounting to EUR 53 203 thousand (as at 31 December 2022: EUR 46 683 thousand). Utilising Program rights and internal Program rights, the Group will gain cash inflow, during 2024 and ongoing periods depending on license agreements.

- If necessary, the Group may also use ISIN SK4000019972 bonds in the amount of EUR 10 066 thousand to fund current operating needs and/or liabilities of companies in the Group. The approved volume of the bond issue was in the amount of 35 thousand pieces with issue price 77.43% , thus with a total nominal value EUR 27 101 thousand, of which as at 31 December 2023, the Group sold bonds in the amount of EUR 17 035 thousand.

- As at 31 December 2023, the Group had drawn down loans from a number of banking institutions. Certain loans have contractually defined events of default and the amount of financial ratios (covenants) that the Group has committed to meet. As at 31 December 2023, some of these conditions have not been met and therefore the Group recognises loans amounting to EUR 3 282 thousand as current. However, the Group has received letters from the financing bank confirming that, despite the non-compliance with the loan covenants, the bank will not require immediate repayment of the loans subject to other covenants and therefore the Group's management does not expect there to be a net outflow of funds during 2023. One of the bank loans of EUR 42 821 thousand is repayable on 31 July 2024. The Group's management expects that the majority of this loan will be repaid from the proceeds of the sale of the shares in the subsidiaries BigBoard Praha, a.s. and Akzent BigBoard, a.s. and that the maturity of the remaining portion of this loan will be extended by a further year, subject to continued compliance with the relevant financial covenants and the Group's satisfactory creditworthiness, and therefore there will be no net outflow of funds in the 2024 period.

The maturity of financial assets and liabilities as at 31 December 2022 is as follows:

in thousands of EUR	**Carrying amount**	***Undis-counted cash flows***	**Up to 3 months**	**3 months to 1 year**	**1 year to 5 years**	**2 to 5 years**	**Over 5 years**
Assets							
Cash and cash equivalents	20 612	*20 612*	20 612	-	-	-	-
Trade and other receivables	34 839	*34 839*	34 431	111	8	207	82
Other financial assets	378	*378*	378	-	-	-	-
Loans granted	2 798	*2 925*	-	2 496	55	344	30
	58 627	***58 754***	**55 421**	**2 607**	**63**	**551**	**112**
Liabilities							
Bank loans and interest-bearing loans and borrowings	-111 467	*-127 195*	-28 514	-20 545	-9 941	-68 195	-
Lease liabilities	-74 635	*-97 219*	-5 235	-14 210	-14 777	-36 844	-26 153
Trade and other financial liabilities	-52 002	*-52 002*	-36 112	-14 100	-1 628	-162	-
Issued bonds	-80 248	*-90 115*	-	-43 446	-24 669	-22 000	-
	-318 352	***-366 531***	**-69 861**	**-92 301**	**-51 015**	**-127 201**	**-26 153**

31. Risk management (continued)

Credit risk

The Group is facing this risk especially with trade receivables, other receivables and granted loans. The exposure to this risk is expressed by the carrying amount of these assets in the consolidated statement of financial position. The carrying amount of receivables and granted loans represent the maximum possible loss that would have to be recorded should the counterparty fail to meet its contractual obligations and all guarantees would have a zero value. This amount thus substantially exceeds the expected losses expressed by provision for bad debts.

The Company has not received any guarantees for its receivables.

Credit risk exposure by sector as at 31 December 2023 is as follows:

in thousands of EUR	**Corporations**	**Banks and financial institutions**	**Other**	**Total**
Assets				
Cash and cash equivalents	-	6 476	42	**6 518**
Trade and other receivables	26 398	-	114	**26 512**
Other financial assets	-	376	-	**376**
Loans granted	775	1 311	-	**2 086**
	27 173	**8 163**	**156**	**35 492**

Credit risk exposure by sector as at 31 December 2022 is as follows:

in thousands of EUR	**Corporations**	**Banks and financial institutions**	**Other**	**Total**
Assets				
Cash and cash equivalents	-	20 304	308	**20 612**
Trade and other receivables	34 448	40	351	**34 839**
Other financial assets	5	373	-	**378**
Loans granted	840	1 259	699	**2 798**
	35 293	**21 976**	**1 358**	**58 627**

As at 31 December 2023 , the average interest rate on provided loans was 3.75% (as at 31 December 2022: 4.09%).

As at 31 December 2023, loans granted include 4 significant loan which represent 100% of the total loans provided (as at 31 December 2022: 2 significant loan represented 45% of total loans provided).

31. Risk management (continued)

Credit risk exposure by country as at 31 December 2023 is as follows:

in thousands of EUR	**Slovak Republic**	**Czech Republic**	**Austria**	**Other**	**Total**
Assets					
Cash and cash equivalents	3 684	486	2 348	-	**6 518**
Trade and other receivables	22 034	2 248	1 032	1 198	**26 512**
Other financial assets	-	-	376	-	**376**
Loans granted	2 086	-	-	-	**2 086**
	27 804	**2 734**	**3 756**	**1 198**	**35 492**

Credit risk exposure by country as at 31 December 2022 is as follows:

in thousands of EUR	**Slovak Republic**	**Czech Republic**	**Austria**	**Other**	**Total**
Assets					
Cash and cash equivalents	2 693	12 905	4 806	208	**20 612**
Trade and other receivables	19 044	12 959	1 019	1 817	**34 839**
Other financial assets	-	19	359	-	**378**
Loans granted	2 023	775	-	-	**2 798**
	23 760	**26 658**	**6 184**	**2 025**	**58 627**

Credit risk exposure – impairment of financial assets:

Trade and other receivables

in thousands of EUR	**31 December 2023**				**31 December 2022**			
	Nominal value	**%**	**Impairment allowance**	**Carrying amount**	**Nominal value**	**%**	**Impairment allowance**	**Carrying amount**
Due maturity	16 563	62	-	16 563	24 333	58	-181	24 152
Overdue 1-30 days	3 595	14	-	3 595	6 548	16	-131	6 417
Overdue 31-180 days	5 647	21	-16	5 631	3 732	9	-633	3 099
Overdue 181-365 days	775	3	-58	717	2 740	7	-1 958	782
Overdue more than 365 days	20	-	-14	6	3 987	10	-3 598	389
	26 600	**100**	**-88**	**26 512**	**41 340**	**100**	**-6 501**	**34 839**

31. Risk management (continued)

Loans granted

in thousands of EUR	**31 December 2023**				**31 December 2022**			
	Nominal value	**%**	**Impairment allowance**	**Carrying amount**	**Nominal value**	**%**	**Impairment allowance**	**Carrying amount**
Due maturity	2 586	100	-500	2 086	2 553	67	-500	2 053
Overdue 1-30 days	-	-	-	-	443	12	-47	396
Overdue 31-180 days	-	-	-	-	55	1	-	55
Overdue more than 365 days	-	-	-	-	756	20	-462	294
	2 586	**100**	**-500**	**2 086**	**3 807**	**100**	**-1 009**	**2 798**

Currency risk

The Group is exposed to currency risk especially in relation to USD and CZK. Long term contracts for purchasing Program rights are mostly denominated in USD that is why the Group manages the currency risk by forward contracts. Currency risk to CZK results mostly from interest-bearing borrowings denominated in CZK.

The following table provides an analysis of only those items of financial assets and liabilities of the Group that are denominated in a currency other than the functional currency of the individual Group companies.

Currency risk exposure as at 31 December 2023 is as follows:

in thousands of EUR	**EUR**	**CZK**	**USD**
Assets			
Cash and cash equivalents	65	79	2
Trade and other receivables	132	76	1
	197	**155**	**3**
Liabilities			
Bank loans and Interest-bearing loans and borrowings	-	11 518	-
Trade and other financial liabilities	50	985	2 127
	50	**12 503**	**2 127**

Currency risk exposure as at 31 December 2022 is as follows:

in thousands of EUR	**EUR**	**CZK**	**USD**
Assets			
Cash and cash equivalents	114	8	28
Trade and other receivables	4	121	-
	118	**129**	**28**
Liabilities			
Bank loans and Interest-bearing loans and borrowings	-	10 940	-
Trade and other financial liabilities	26	118	6 439
	26	**11 058**	**6 439**

31. Risk management (continued)

Sensitivity analysis
Strengthening of the euro by 10% against foreign currencies listed below would have the following effect on the portfolio (in case of a weakening, the opposite effect). This analysis assumes that all other variables, in particular interest rates, remain unchanged.

in thousands of EUR	**Effect on portfolio**
31 December 2023	
CZK	1 123
USD	193
31 December 2022	
CZK	994
USD	585

Interest rate risk

The operations of the Group are exposed to the interest rate fluctuations. The scope of this risk is equal to the amount of interest-bearing assets and liabilities, whose interest rate at their maturity or at the moment of an interest rate change varies from the current interest rate. The period during which the financial instrument has set a fixed interest rate reflects the exposure to the risk in changes in interest rates.

Profile of financial instruments
As at the balance sheet date, the interest rate profile of the interest-bearing financial instruments of the Group is as follows:

in thousands of EUR	**31 December 2023**	**31 December 2022**
Fixed interest rate		
Cash and cash equivalents, and loans granted	8 562	23 102
Bank loans and interest-bearing loans and borrowings	-11 874	-11 463
Issued bonds	-18 722	-80 248
Lease liabilities	-5 725	-74 635
	-27 759	**-143 244**
Floating interest rate		
Bank loans and interest-bearing loans and borrowings	-92 095	-100 004
Lease liabilities	-5 925	-
	-98 020	**-100 004**

Sensitivity analysis for instruments with variable interest rates
A change by 100 basis points in interest rates would have the following effect on the portfolio:

in thousands of EUR	**31 December 2023**	**31 December 2022**
A decrease in interest rates by 100 bp	964	988
An increase in interest rates by 100 bp	-964	-988

31. Risk management (continued)

Operational risk

The Group is also exposed to operational risk, such as outage in broadcasting. The Group manages this risk by diversifying transmissions and implementing backup technological solutions for eliminating this risk.

Furthermore, the Group is exposed to a risk that the rental contracts for areas beneath its advertising equipment will not be renewed in the future. This risk is mitigated by diversifying the providers of space for advertising equipment.

Capital management

Management of the Company considers equity as capital for the purposes of the capital management. The aim of the Group in the capital management is to continue as going concern, to provide sufficient return on capital to the shareholders and benefits for other shareholders. The aim is also to keep optimal structure of capital with the aim of reduction of the financing costs.

Management of the Group manages the shareholders' equity recognised in accordance with the International Financial Reporting Standards as adopted by EU as at 31 December 2023 in the amount of EUR 35 388 thousand (as at 31 December 2022: EUR 27 119 thousand).

The Group monitors structure of the capital based on the ratio of the total debt to the total of equity and liabilities. Total debt is calculated as the amount of bank loans, interest rate borrowings and issued bonds (including short term portions as recognised in the Consolidated statement of the financial position).

If necessary, the parent company provides financial support by increasing the equity through other capital funds. For the year ended 31 December 2023 and for the year ended 31 December 2022, other capital funds were not increased by the parent company TV JOJ L.P.

32. Fair value information

The following summary includes information about carrying and fair values of financial assets and liabilities of the Group which are not carried at fair value. The summary does not include financial assets and liabilities whose nominal value approximates fair value. Lease liabilities do not require fair value disclosure.

in thousands of EUR	**31 December 2023**			**31 December 2022**		
	Carrying amount	**Fair value Level 2**	**Fair value Level 3**	**Carrying amount**	**Fair value Level 2**	**Fair value Level 3**
Financial assets						
Loans granted	2 086	-	1 975	2 798	-	2 654
Financial liabilities						
Bank loans	92 230	92 225	-	91 294	92 605	-
Interest-bearing loans and borrowings	11 739	11 017	-	20 173	18 874	-
Issued bonds	18 722	17 523	-	80 248	75 844	-

The main methods and assumptions used in estimating fair values are discussed in Note 2 - Significant Accounting Policies - accounting policy w).

33. Contingent liabilities

Many parts of Slovak tax legislation remain untested and there is uncertainty about the interpretation that the tax authorities may apply in a number of areas. The effect of this uncertainty cannot be quantified and will only be resolved as legislative precedents are set or when the official interpretations of the authorities are available.

In addition to the above-mentioned guarantee for the Group's loan liabilities in Note 25 - Bank loans and Interest-bearing loans and borrowings, the Group as at 31 December 2023 does not guarantee other forms of payment guarantees and sureties (as at 31 December 2022, the Group guaranteed in the form of surety deeds (payment guarantees) third party loan commitments in the amount of EUR 4 746 thousand).

34. Subsequent events

On 2 January 2024, the Antimonopoly Office of the Slovak Republic initiated administrative proceedings in the matter of the assessment of the concentration, which consists in the creation of the joint venture Akzent BigBoard, a.s., jointly controlled by the entrepreneurs JOJ Media House, a.s., and JCDecaux Central Eastern Europe Holding AG.

On 3 January 2024, Flowee s.r.o. acquired a 100% stake in Špindlerův - Mlýn.com s.r.o.

On 3 January 2024, Flowee s.r.o. acquired a 100% interest in Spindl.TV s.r.o.

On 16 January 2024, Slovenská produkčná, a.s. acquired a 100% stake in Lafayette s.r.o.

35. Other events

The contract concluded between Czech Outdoor s.r.o. and Ředitelstvím silnic a dálnic ČR

Given that a group of 17 senators submitted a constitutional complaint before the effective date of the amendment to Act no. 13/1997 challenging the transitional provisions of this amendment terminating valid permits for advertising equipment in the protection zone of highways, and there was a real possibility that the Constitutional Court will repeal these transitional provisions and the contract between Czech Outdoor s.r.o. and Ředitelstvím silnic a dálnic ČR is valid until its expected termination on 31 December 2018, Czech Outdoor s.r.o. continue to consider this contract to be potentially valid and to meet its obligations stipulated in the contract. Contract subject is the payment of rent in full. Czech Outdoor s.r.o. continued to pay rent in the period from 1 September 2017 to 31 December 2017 as well as throughout 2018. The amount of rent is approximately EUR 863 thousand (20 705 thousand CZK). Ředitelství silnic a dálnic ČR received these amounts, but did not issue any tax documents or receipts. Within the Group's financial statements, the rent is included in the advances provided.

On 19 February 2019, the Constitutional Court rejected the senators' complaint. This definitively confirmed that the lease agreement has not been valid since 1 September 2017. Czech Outdoor s.r.o. therefore turned to Ředitelství silnic a dálnic ČR with a request for the return of the bulk of the rent relating to the invalid contract. Three lawsuits were filed against Ředitelství silnic a dálnic ČR for the return of part of the rent. One of the actions was upheld and costs were awarded, the other two were dismissed and an appeal was subsequently lodged.

36. Group entities

	Country of registration	Company share held	Control	Consolidation method
JOJ Media House, a. s.	Slovak Republic	100%	direct	Full
Slovenská produkčná, a.s.	Slovak Republic	94,96%	direct	Full
MAC TV s.r.o.	Slovak Republic	100%	indirect	Full
PMT, s.r.o.	Slovak Republic	27%	indirect	Equity
DONEAL, s.r.o.	Czech Republic	100%	indirect	Full
Magical roof s.r.o.	Czech Republic	80%	indirect	Full
Československá filmová společnost, s.r.o.	Czech Republic	100%	indirect	Full
Akzent BigBoard, a.s.	Slovak Republic	100%	direct	Full
BigMedia, spol. s r.o.	Slovak Republic	100%	indirect	Full
RECAR Bratislava a.s.	Slovak Republic	70%	indirect	Full
RECAR Slovensko a.s.	Slovak Republic	100%	indirect	Full
BHB, s.r.o.	Slovak Republic	51%	indirect	Full
QEX Plochy s. r. o.	Slovak Republic	80%	indirect	Full
Akcie.sk, s.r.o.	Slovak Republic	100%	direct	Full
EPAMEDIA – EUROPÄISCHE PLAKAT- UND AUSSENMEDIEN GMBH	Austria	100%	indirect	Full
R + C Plakatforschung und –kontrolle Gesellschaft mbH	Austria	51%	indirect	Full
Starhouse Media, a. s.	Slovak Republic	30%	direct	Equity
BigBoard Praha, a.s.	Czech Republic	60%	direct	Full
BigMedia, spol. s r.o.	Czech Republic	100%	indirect	Full
Muchalogy s.r.o. [8]	Czech Republic	19%	indirect	Full
Czech Outdoor s.r.o.[3]	Czech Republic	100%	indirect	Full
Expiria, a.s.	Czech Republic	100%	indirect	Full
RAILREKLAM, spol. s r.o.	Czech Republic	100%	indirect	Full
MG Advertising, s.r.o.	Czech Republic	50%	indirect	Equity
Czech Testing s.r.o.	Czech Republic	100%	indirect	Full
outdoor akzent s.r.o. [12]	Czech Republic	100%	indirect	Full
eBigmedia s.r.o. [13]	Czech Republic	100%	indirect	Full
News Advertising s.r.o. [1]	Czech Republic	100%	indirect	Full
Flowee s.r.o. [4, 14]	Czech Republic	69%	indirect	Full
Kitchen Lab s.r.o. [5]	Czech Republic	70%	indirect	Full
Nadační fond BigBoard	Czech Republic	100%	indirect	Full
BigZoom a.s.[7]	Czech Republic	76,67%	indirect	Full
Programmatic marketing, s.r.o.	Czech Republic	100%	indirect	Full
Hyperinzerce, s.r.o.	Czech Republic	100%	indirect	Full
Eremia, a.s. [6]	Czech Republic	100%	indirect	Full
Quantio, s.r.o.	Czech Republic	66%	indirect	Full
Hyperslevy.cz, s.r.o.	Czech Republic	50,5%	indirect	Full
Slovenská inzercia, s. r. o.	Slovak Republic	100%	indirect	Full
Hyperinzercia, s. r. o.	Slovak Republic	100%	indirect	Full
Inzeris s.r.o. [9]	Czech Republic	70%	indirect	Full
MetroZoom s.r.o.	Czech Republic	100%	indirect	Full
Pražská mediální společnost s.r.o.	Czech Republic	100%	indirect	Full
PRAHA TV s.r.o. [16]	Czech Republic	60%	indirect	Full
Pražská televizní společnost s.r.o.	Czech Republic	70%	indirect	Full
CovidPass s.r.o.	Czech Republic	100%	indirect	Full
taupeac s.r.o. [11, 15]	Czech Republic	51%	indirect	Full
News Media s.r.o. [10]	Czech Republic	70%	indirect	Full

36. Group entities (continued)

A list of the Group entities as at 31 December 2023 is as follows (continued):

	Country of registration	Company share held	Control	Consolidation method
BB Strážovská, s.r.o.	Czech Republic	100%	indirect	Full
eFabrica, a. s.	Slovak Republic	72%	direct	Full
Radio Services a.s.	Slovak Republic	100%	direct	Full
Lafayette s. r. o.	Slovak Republic	100%	direct	Full
Glas Istre Novine d.o.o. [2]	Croatia	59,05%	direct	Full
NIVEL PLUS s.r.o.	Slovak Republic	100%	direct	Full
PTA Group s. r. o.	Slovak Republic	70%	direct	Full

A list of the Group entities as at 31 December 2022 is as follows:

	Country of registration	Company share held	Control	Consolidation method
JOJ Media House, a. s.	Slovak Republic	100%	direct	Full
Slovenská produkčná, a.s.	Slovak Republic	94.96%	direct	Full
MAC TV s.r.o.	Slovak Republic	100%	indirect	Full
PMT, s.r.o.	Slovak Republic	27%	indirect	Equity
DONEAL, s.r.o.	Czech Republic	100%	indirect	Full
Magical roof s.r.o.	Czech Republic	80%	indirect	Full
Československá filmová společnost, s.r.o.	Czech Republic	100%	indirect	Full
Akzent BigBoard, a.s.	Slovak Republic	100%	direct	Full
BigMedia, spol. s r.o.	Slovak Republic	100%	indirect	Full
RECAR Bratislava a.s.	Slovak Republic	70%	indirect	Full
RECAR Slovak Republic a.s.	Slovak Republic	100%	indirect	Full
BHB, s.r.o.	Slovak Republic	51%	indirect	Full
QEX Plochy s. r. o.	Slovak Republic	80%	indirect	Full
Akcie.sk, s.r.o.	Slovak Republic	100%	direct	Full
EPAMEDIA – EUROPÄISCHE PLAKAT- UND AUSSENMEDIEN GMBH	Austria	100%	indirect	Full
R + C Plakatforschung und –kontrolle Gesellschaft mbH	Austria	51%	indirect	Full
Starhouse Media, a. s.	Slovak Republic	30%	direct	Equity
BigBoard Praha, a.s.	Czech Republic	60%	direct	Full
BigMedia, spol. s r.o.	Czech Republic	100%	indirect	Full
Muchalogy s.r.o. [8]	Czech Republic	19%	indirect	Full
Czech Outdoor s.r.o.[3]	Czech Republic	100%	indirect	Full
Expiria, a.s.	Czech Republic	100%	indirect	Full
RAILREKLAM, spol. s r.o.	Czech Republic	100%	indirect	Full
MG Advertising, s.r.o.	Czech Republic	50%	indirect	Equity
QEEP, a.s.	Czech Republic	100%	indirect	Full
Barrandia s.r.o. [1]	Czech Republic	100%	indirect	Full
Czech Testing s.r.o.	Czech Republic	100%	indirect	Full
outdoor akzent s.r.o.	Czech Republic	100%	indirect	Full
Bilbo City s.r.o.	Czech Republic	100%	indirect	Full
Velonet ČR, s.r.o.	Czech Republic	100%	indirect	Full
News Advertising s.r.o.	Czech Republic	100%	indirect	Full
Flowee s.r.o. [4]	Czech Republic	52%	indirect	Full
Kitchen Lab s.r.o. [5]	Czech Republic	70%	indirect	Full
Nadační fond BigBoard	Czech Republic	100%	indirect	Full

36. Group entities (continued)

A list of the Group entities as at 31 December 2022 is as follows (continued):

	Country of Registration	Company share held	Control	Consolidation method
BigZoom a.s. [7]				
Programmatic marketing, s.r.o.	Czech Republic	100%	indirect	Full
Hyperinzerce, s.r.o.	Czech Republic	100%	indirect	Full
Eremia, a.s. [6]	Czech Republic	100%	indirect	Full
Quantio, s.r.o.	Czech Republic	66%	indirect	Full
Hyperslevy.cz, s.r.o.	Czech Republic	50.5%	indirect	Full
Slovenská inzercia, s. r. o.	Slovak Republic	100%	indirect	Full
Hyperinzercia, s. r. o.	Slovak Republic	100%	indirect	Full
Inzeris s.r.o. [9]	Czech Republic	70%	indirect	Full
MetroZoom s.r.o.	Czech Republic	100%	indirect	Full
PRAHA TV s.r.o. [13]	Czech Republic	40%	indirect	Equity
CovidPass s.r.o.	Czech Republic	100%	indirect	Full
MACH - NARWALL, spol. s r. o.	Czech Republic	100%	indirect	Full
HROT, s.r.o. [11]	Czech Republic	51%	indirect	Full
News Media s.r.o. [10]	Czech Republic	70%	indirect	Full
eFabrica, a. s.	Slovak Republic	72%	direct	Full
Radio Services a.s. [12]	Slovak Republic	100%	direct	Full
Lafayette s. r. o.	Slovak Republic	100%	direct	Full
NOVI LIST d.d.	Croatia	84.32%	direct	Full
Glas Istre Novine d.o.o. [2]	Croatia	89.05%	direct	Full
NIVEL PLUS s.r.o.	Slovak Republic	100%	direct	Full
PTA Group s. r. o.	Slovak Republic	70%	direct	Full

[1] On 1 January 2023, QEEP, a.s., Barrandia s.r.o. and Bilbo City s.r.o. were dissolved by merger with the successor company News Advertising s.r.o.

[2] On 21 December 2023, the Group sold NOVI LIST d.d. and thus the 30% stake in Glas Istre Novine d.o.o. which was held through NOVI LIST d.d. The remaining 59.05% stake in Glas Istre Novine d.o.o. The Group owns through its parent company JOJ Media House, a. s.

[3] The Group owns a 99.9% interest in Czech Outdoor s.r.o. through its subsidiary BigBoard Praha, a.s. and a 0.1% interest through its subsidiary BigMedia, spol. s r.o. (Czech Republic).

[4] Although the Group's effective interest in Flowee s.r.o. is less than 50%, the Group has assessed that it controls the company through its subsidiary BigBoard Praha, a.s.

[5] Although the Group's effective interest in Kitchen Lab s.r.o. is less than 50%, the Group has assessed that it controls the company through its subsidiary BigBoard Praha, a.s.

[6] The Group owns a 4.12% interest in Eremia, a.s. through its subsidiary BigBoard Praha, a.s. and a 95.88% interest through its subsidiary BigZoom a.s.

[7] Although the Group's effective interest in the BigZoom a.s. group of companies is less than 50%, the Group has assessed that it controls this group of companies through its subsidiary BigBoard Praha, a.s.

[8] Although the Group's effective interest in Muchalogy s.r.o. is less than 50%, the Group has assessed that it controls this company through its subsidiary BigBoard Praha, a.s.

36. Group entities (continued)

[9] Although the Group's effective interest in Inzeris s.r.o. is less than 50%, the Group has assessed that it controls the company through its subsidiary BigBoard Praha, a.s.

[10] Although the Group's effective interest in News Media s.r.o. is less than 50%, the Group has assessed that it controls this company through its subsidiary BigBoard Praha, a.s.

[11] Although the Group's effective interest in taupeac s.r.o. is less than 50%, the Group has assessed that it controls this company through its subsidiary BigBoard Praha, a.s.

[12] On 1 January 2023 MACH - NARWALL, spol. s r.o. was dissolved by merger with the successor company outdoor akzent s.r.o.

[13] On 9 March 2023, Velonet ČR, s.r.o. was renamed to Plakátov s.r.o. and on 15 September to eBIGMEDIA s.r.o.

[14] On 5 May 2023, the Group, through its subsidiary BigBoard Praha, a.s., purchased a 6% interest in Flowee s.r.o. On 7 December 2023, the Group acquired an 11% interest in Flowee s.r.o. through the acquisition of Pražská televizní společnost s.r.o.

[15] On October 25, 2023, HROT, s.r.o. was renamed taupeac s.r.o.

[16] On 4 December 2023, the Group acquired a 10% interest in PRAHA TV s.r.o. through the acquisition of Pražská mediální společnost s.r.o. and on 7 December 2023 a further 10% interest in PRAHA TV s.r.o. through the acquisition of Pražská televizní společnost s.r.o., changing the method of consolidation from equity to full consolidation.

37. Related parties

Identification of related parties

The Group considers the following as related parties: shareholders of the parent entity, companies controlled by the shareholders of the Company, associates, joint ventures, the Company’s key management personnel and entities controlled by the Company’s key management personnel and other related parties.

Transactions with key management personnel

For the year ended 31 December 2023, the key management personnel of the Company received a remuneration in the amount of EUR 182 thousand (for the year ended 31 December 2022: EUR 149 thousand).

Other related parties transactions

As at 31 December 2023, the Group reported receivables from joint ventures amounting to EUR 12 thousand and receivables from other related companies amounting to EUR 19 thousand (as at 31 December 2022, the Group reported receivables from joint ventures amounting to EUR 27 thousand and receivables from other related companies amounting to EUR 12 thousand and payables to associates amounting to EUR 2 thousand).

For the year ended 31 December 2023, the Group recognised an expense to associates of EUR 514 thousand and an expense to joint ventures of EUR 1 thousand. The Group recognised income of EUR 37 thousand in respect of associates and EUR 10 thousand in respect of other related companies (for the year ended 31 December 2022, the Group recognised expenses in respect of associates of EUR 11 thousand, expenses in respect of joint ventures of EUR 2 thousand and expenses in respect of other related companies of EUR 764 thousand. The Group recognised income of EUR 565 thousand in respect of associates, EUR 2 thousand in respect of joint ventures and EUR 54 thousand in respect of other related companies).

The Group does not have any other transactions with related parties.

Transactions with related parties are realised at arm’s length.

38. Approval of consolidated financial statements

The financial statements, on pages 1 to 94 for the year ended 31 December 2023 were prepared and approved by the Board of Directors for issue on 29 April 2024.

....
Mgr. Richard Flimel
Chairman of the Board of Directors

JOJ Media House, a. s.

Annual Report

2023

TABLE OF CONTENTS

01 FOREWORD

Dear business partners and colleagues,

Last year, the global advertising market experienced a surge of interest in artificial intelligence, largely fueled by the introduction of ChatGPT. This innovative tool has gained popularity online and introduces an intriguing method for creating content. AI moderators are already being tested and developed globally, social networks are inundated with AI influencers, and we can anticipate the emergence of AI actors in the near future. Among other things, artificial intelligence has fundamentally altered content writing and editing. While Slovakia hasn't fully embraced this trend yet, I anticipate the emergence of early adopters this year.

I'm delighted to share that JOJ Media House has experienced a highly successful period. The Group has seen continuous improvement in its results over several years, with 2023 marking the best year in its history. Notably, the transaction in Croatia and the upcoming collaboration between Akzent BigBoard and JCDecaux in Slovakia stand out as significant milestones for the Group.

In December 2023, JOJ Media House signed an agreement to merge its outdoor promotions in Slovakia with JCDecaux, a global leader in outdoor advertising. The joint venture resulting from this agreement will be 60% owned by ATSBG Holding GmbH (a JCDecaux subsidiary) and 40% owned by JOJ Media House. The collaboration between JCDecaux and Akzent BigBoard is poised to significantly boost outdoor advertising in Slovakia, currently representing around 5% of the total advertising market. Leveraging the combined expertise of these two industry leaders, advertisers can explore new opportunities, particularly in digital outdoor advertising within a diverse market. The completion of this transaction is contingent upon meeting standard regulatory requirements.

Meanwhile, notable developments also took place in Croatia. At the beginning of July, Novi List took over the newspaper publishing and the web domain of the subsidiary Glas Istre Novine, and just before Christmas, we sold our majority share in the subsidiary Novi List. The acquisition and planned merger with Glas Slavonije aim to strengthen regional daily newspapers that have faced challenges in recent years. From the COVID crisis in 2020 to the exceptional increase in paper prices in 2021 and the surge in energy prices in 2022. The new owners bring a new vision for the newspaper and economic stability for the future. I also believe that this collaboration will offer unparalleled creative potential and exclusive content to its readers, surpassing what they can find elsewhere in terms of scope and quality.

The JOJ television group is currently undergoing a significant transformation of its facilities, the most substantial since its relocation to Koliba in Bratislava. Following the establishment of a new sports section, we are currently completing the necessary preparations for the upcoming Ice Hockey World Championship, which promises to be a major highlight for TV JOJ this year. The television network's entire news section has recently undergone a comprehensive upgrade, and it continues to evolve following the launch of the JOJ 24 channel. This marks a comprehensive relocation of news and journalistic broadcasting to a state-of-the-art multifunctional studio, including the new JOJ 24 studio. Despite all this, the content itself remains the key for us. I take great pride in the fact that, amidst an era of sensationalism, our newsroom maintains a rigorous process of scrutinizing information before it is published. In the current information-rich landscape, the media industry grapples with the task of transparently and succinctly conveying the stance and principles of reputable media outlets that adhere to rigorous journalistic standards. Despite the rapid pace of modern life, more and more people are intentionally selecting media outlets they trust as their primary sources of information. As journalists, our responsibility is to uphold the standards of honest journalism, with a mission to uncover the truth rather than catering solely to audience preferences.

In the Czech Republic, BigBoard Prague has been performing exceptionally well — we've achieved a double-digit increase in net sales, and our estimated market share now exceeds 70%. In Prague, our current focus includes preparing a sustainability report and simultaneously pursuing ESG (Environmental, Social, and Governance) certification. Our aim is to provide relevant information about the carbon footprint and also the ability to calculate the carbon footprint of each media campaign separately. I firmly believe that this strategy will enhance our competitiveness not only among outdoor advertisers but also across various media formats in the future.

In the JOJ Media House Group, the past year was marked by continued business development and outstanding results. I extend my gratitude to all employees for their contributions. I would also like to thank our business partners and investors for their confidence and wish you all a successful year 2024.

Richard Flimel
JOJ Media House, a.s., Chairman of the Board

02 CORPORATE PROFILE

Since it was incorporated on 6 November 2010, JOJ Media House, a.s., (herein as the 'Parent Company' or the 'Company' and jointly with its subsidiaries as the 'Group') has ranked among the leading media companies not only in Slovakia and the Czech Republic but also in Austria and Croatia. It continuously strengthens its position.

Slovak Republic

In Slovakia, the Company operates in the following market areas:

Television broadcast and production sector

- Slovenská produkčná, a.s. (94.96% share) – Through this company, the Company owns shares in the following companies:
- MAC TV s.r.o. (100% share) – The company is a holder of a license to broadcast the television stations TV JOJ, PLUS, WAU, JOJ Šport, RiK and Ťuki TV. It also operates Internet portals of the Group,
- DONEAL, s.r.o. (100% share) – The company holds a license to broadcast the TV station JOJ Cinema,
- Magical roof s.r.o. (80% share) – The company is a holder of a license to broadcast the TV channel JOJ FAMILY,
- Československá filmová společnost, s.r.o. (100% share) - operates TV stations CS Film, CS Horror, CS History and CS Mystery,
- PMT, s.r.o. (27% share) – The company ensures the implementation of electronic television audience measurement via people meters,

The Outdoor Advertising Market

- Akzent BigBoard, a.s. (100% share) – Through this company, JOJ Media House owns shares in the following companies:
- BigMedia, spol. s r.o. (100% share) – Exclusive selling ads on the carriers of its parent company and the aforementioned companies,
- RECAR Slovensko a.s. (100% share) – Advertising in means of transport,
- RECAR Bratislava a. s. (70% share) – Advertising in means of transport in Bratislava, the capital city of Slovakia,
- BHB, s.r.o. (51% share) – Selling ads of a particular character,
- QEX Plochy s. r. o. (80% share) - sales of advertising on digital advertising media.

The Internet and Application Development Sector

- eFabrica, a. s. (72% share) – Its business activities are focused on the development of Internet applications, web design, operation of Internet domains and provision of technical support.

Other Sectors

- JOJ Media House, a.s., owns a 30% share in the Starhouse Media, a.s. company, which operates in the field of artist management,
- Lafayette s. r. o. (100% share) – The company currently does not perform any business activity,
- NIVEL PLUS s.r.o. (100% share) – The company is engaged in newspaper publishing,
- PTA Group s. r. o. (70 % share) – Digital media agency,
- Radio Services a.s. (100% share) – The company provides comprehensive services to radio broadcasters,

Czech Republic

The Outdoor Advertising Market

As regards the outdoor advertising industry in the Czech Republic, JOJ Media House, a.s., is a 60% shareholder of the BigBoard Praha, a.s. company. Through its companies, it is the leader in the Czech outdoor advertising market. BigBoard Praha, a.s. is the owner of the ness shares in the following companies:

- BigMedia, spol. s r.o. (100% share) – Rental of advertising space of its network,
- Muchalogy s.r.o. (19% share),
- Czech Outdoor s.r.o. (100% share) – Rental of advertising space,
- Czech Testing s.r.o. (100% share) – Rental of advertising space,
- MG Advertising, s.r.o. (50% share) – Rental of advertising space,
- Expiria, a.s. (100% share) – Rental of advertising space,
- RAILREKLAM, spol. s r.o. (100% share) – Rental of advertising space on the property of the company České dráhy, a.s.,
- outdoor akzent s.r.o. (100% share) – The company is the leader in the Czech market in the field of billboard outdoor advertising,
- eBIGMEDIA s.r.o. (100% share) – Rental of advertising space; bike sharing,
- News Advertising s.r.o. (100% share) – Rental of advertising, especially double bigboard spaces,
- Flowee s.r.o. (69% share) – The company operates the biggest page about modern lifestyle on the Internet in the Czech Republic,
- Kitchen Lab s.r.o. (70% share) – The company operates kucharky.cz, the web and mobile application,
- Nadační fond BigBoard (100% share) – The aim of the endowment fund is the charitable activities and assistance to persons in need
- MetroZoom s.r.o. (100% share) – The company sells advertising space in Prague metro stations,
- BigZoom a.s. (76.7% share) – The Company and its following subsidiary companies' main activities are internet marketing, web representations and operation of discount and other portals,
- Hyperslevy.cz, s.r.o. (50.5% share),
- Quantio, s.r.o (66% share),

- Hyperinzerce, s.r.o. (100% share),
- Programmatic marketing, s.r.o. (100% share),
- Eremia, a.s. (100% share),
- Hyperinzercia, s.r.o. (SK) (100% share),
- Slovenská inzercia, s.r.o. (SK) (100% share),
- PRAHA TV s.r.o. (60% share) – The Company operates the broadcasting of a Prague regional television channel,
- CovidPass s.r.o. (100% share),
- Inzeris s.r.o. (70% share),
- News Media s.r.o. (70% share),
- taupeac s.r.o. (51% share),
- BB Strážovská, s.r.o. (100% share),
- Pražská mediální společnost s.r.o. (100% share),
- Pražská televizní společnost s.r.o. (70% share).

Austria

JOJ Media House, a.s. is the sole partner of the Akcie.sk, s.r.o. company, which owns a 100% share of the EPAMEDIA – EUROPÄISCHE PLAKAT- UND AUSSENMEDIEN GMBH company (hereinafter referred to as the "EPAMEDIA"), which is the second in the outdoor advertising market in Austria. EPAMEDIA is the owner of shares in the following companies:

- R&C Plakatforschung und –Kontrolle Ges.m.b.H. (51 % share).

Croatia

From 2016 to 2023, JOJ Media House, a.s., was active in the print segment in Croatia. It still owns an interest in the following company.

- GLAS ISTRE NOVINE d. o. o. (59 %).

03 CORPORATE VALUES

Vision
JOJ Media House aims to become a prominent Central European media company, ensuring lasting customer satisfaction through its media services and products for effective advertising communication to target audiences.

Mission
JOJ Media House's mission is to deliver high-quality media services to both society at large and business partners, and we achieve this by consistently expanding and enhancing our product offerings.

Strategy
The JOJ Media House strategy is to expand its products via both organic and inorganic growth in Central and Eastern Europe and the streamlining of the activities of individual companies within the Group through synergistic links.

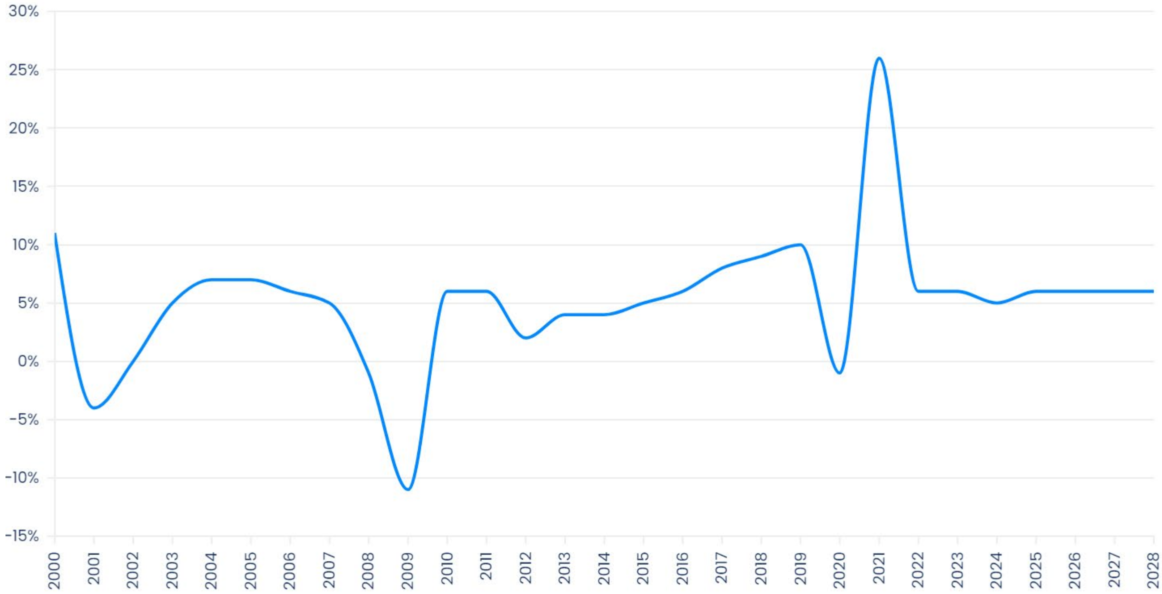
04 MEDIA MARKET ANALYSIS

The European Commission has revised down its growth forecasts for 2024. The original autumn estimate of 1.3% GDP growth for the European Union has been revised down to 0.9% in the latest forecast. The growth forecast for last year has also fallen slightly, from 0.6% to 0.5%. The deterioration in economic sentiment is evident from a comparison of the Commission's forecasts over the past year. In each of them, it revised down the expected GDP growth. **However, the EU economy is expected to pick up again next year, growing by 1.7%.** Inflation in the euro area is expected to fall to 2.7% in 2024 and 2.2% the following year.

Last year, the economy was weakened by inflation, lower demand, tight monetary policy, and budget aid cuts. Despite the ongoing difficulties this year, the decline in inflation coupled with rising real wages may contribute to consumption growth, provided employment remains stable. More relaxed credit conditions and anti-pandemic aid fund are expected to support investments. The Middle East conflict poses a risk by potentially disrupting trade routes and causing shortages of critical components. The Commission also draws attention to climate risks and extreme weather events.

According to GroupM, by the end of 2023, the **global advertising market will be growing at 5.8% per annum**, despite inflation, high interest rates, slow growth in the Chinese economy, and the lingering effects of the pandemic. Advertising investment in 2023 reached $889 billion (excluding US political ad spending). Although nominal growth will slow slightly in 2024, the five-year outlook remains strong, with retail media and digital advertising outside the home poised for aggressive expansion. Accelerated growth of “pure” digital advertising without extensions such as CTV and DOOH is expected. Retail media, which is becoming a fast-growing segment within digital services, is expected to grow significantly. Search and the “miscellaneous” segment, dominated by social media giants, continue to boost digital revenues. Television, including Connected TV (CTV), continues to play a crucial role in global advertising revenues. Meanwhile, out-of-home (OOH) advertising, along with its digital counterpart (DOOH), is experiencing robust growth.

Total global advertising market growth (excluding US political ad spending)



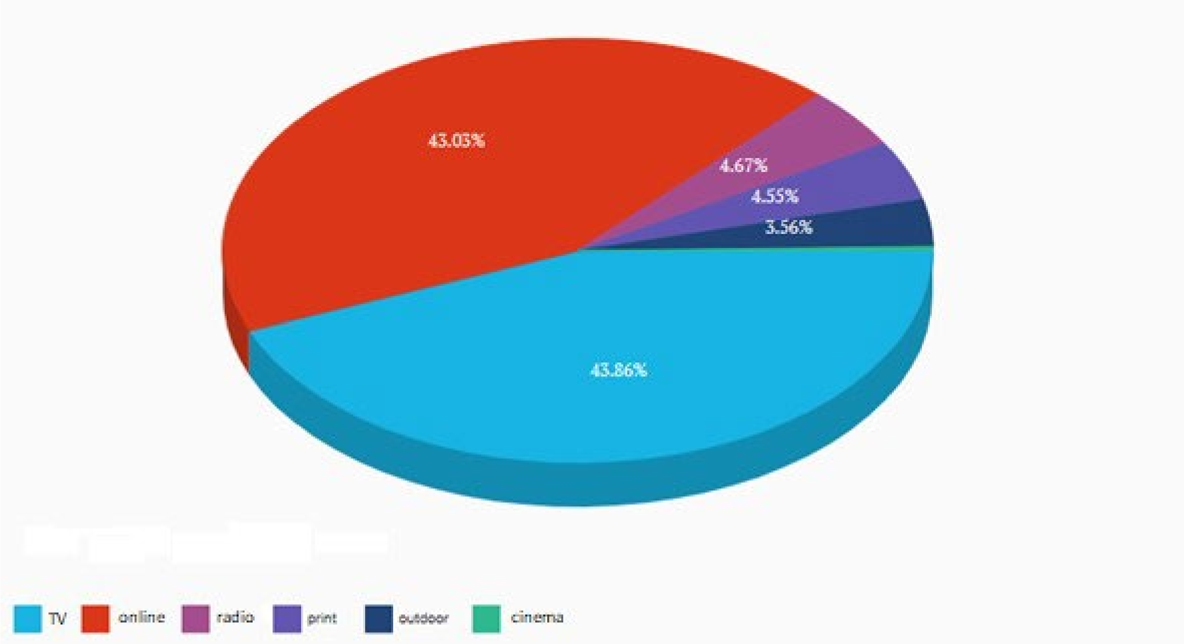
Source: GroupM

The Media Market in the Slovak Republic

Slovakia's GDP growth slowed to 1.1% last year. This was due to declining consumption (due to high inflation) and the weakening economies of trading partners. The **Commission expects growth of 2.3% for 2024** and 2.6% for next year. Domestic consumption will be helped by rising real wages and a recovery in exports. Investment is expected to increase due to EU funds, unless the EU intervenes because of rule of law issues. Last year's 11% inflation is expected to fall to 3.5% this year and 2.6% next year. The Commission expects the government to continue to help with energy prices this year and to stop the aid in 2025.

According to Unimedia, **net media spending in 2023 exceeded expectations** and reached EUR 450.2 million, an increase of 9.1% year-on-year. Television retained its position as the strongest media type with investments of 198.1 million euros and year-on-year growth of 8.8%. The second strongest media type was online with an advertising volume of 190.6 million euros, which also includes investments in Facebook and Google. These two media types dominate the market with shares of 44% and 42%, leaving less than 14% for other media channels. Media investment will grow by 4% in 2024. It is expected to increase from €450.2 million in 2023 to €468.4 million. Television will retain its position as the strongest media category with forecast growth of 3.8% to €205.5m. Online advertising will make up the difference at just under €4 million with expected growth of 5.8%. Both of these media types are expected to surpass the 200 million euro mark for the first time ever.

Estimated share of media types in the media market in Slovakia in 2024



Source: Unimedia

The Television Advertising Market

GroupM estimates that the TV advertising sector will grow by 6% in 2023. TV continues to hold its important position in the Slovak media market with a **market share of 31 %.**

The TV advertising market can be considered stable, as there was no entry of a new competitor or significant legislative amendments in 2023. Our biggest competitor changed hands in 2020 when the **PPF Group** agreed to take over Central European Media Enterprises (CME) for about $2.1 billion. In October 2020, the European Commission approved the acquisition of the CME media company by PPF Group NV. The EC concludes that the transaction does not give rise to any competition concerns in the European Economic Area. CME includes television stations in five countries in Central and Eastern Europe, including the Slovak group Markíza.

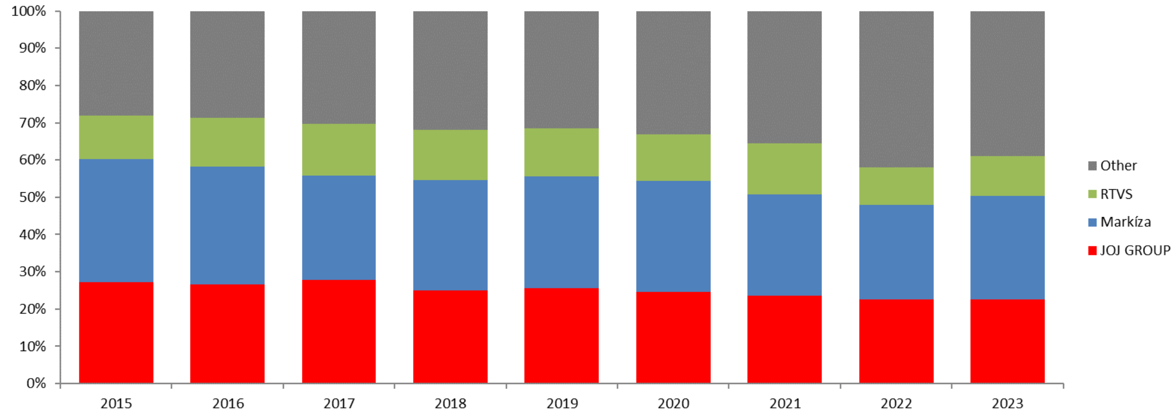
Major providers of television advertising continue to remain:

MARKÍZA - SLOVAKIA, spol. s r.o. (a member of the group of Central European Media Enterprises Ltd.), which operates the broadcast of TV channels: Markíza, Doma, Dajto, and others,

Rozhlas a televízia Slovenska – Public service television that operates the broadcasting of channels Jednotka, Dvojka, 24, and Šport,

JOJ GROUP, which operates broadcasting of channels JOJ, PLUS, WAU, Jojko, Ťuki TV, JOJ Cinema, JOJ Family, JOJ Šport, JOJ 24, and others.

Prime Time share by year (Shr % 12-54)



Source: TNS

The Outdoor Advertising Market

According to GroupM estimates, the Slovak **outdoor advertising market grew by 7.6%** year-on-year **in 2023**. Outdoor's share of the total advertising market has also grown and is expected to remain around 5% in the coming years. JOJ Media House is the leader on the outdoor advertising market, owning a 100% share in Akzent BigBoard, a.s. They started their business activities in 2008 and managed to build a strong group of companies engaged in outdoor advertising. The Akzent BigBoard Group is constantly strengthening its position in the outdoor advertising market, not only by expanding the product portfolio, but also by providing complex services and streamlining the organizational structure and administrative difficulty in selling outdoor advertising.

On 14 December 2023, JOJ Media House, a.s. entered into an agreement to combine the operations of its subsidiary, Akzent BigBoard, a.s., with J.C. DECAUX SLOVAKIA, s.r.o. and ISPA, spol. s r.o. Under the agreement, ATSBG Holding GmbH, a subsidiary of JCDecaux, will hold a 60% stake in the newly formed joint venture and JOJ Media House will hold a 40% stake. The details of that transaction will not be disclosed by agreement of the parties. Completion of the transaction is subject to standard regulatory conditions.

The Radio Advertising Market

On 21 April 2015, JOJ Media House, a.s., entered the radio advertising market by acquiring the company Harad, a.s., a parent company of Radio Services, s.r.o. This company provides comprehensive services to radio broadcasters from the sale of the advertising space to ensuring the production of broadcasting content. Since 1 January 2016, Radio Services, a.s., has been exclusively selling commercial space of four established nationwide radio stations: Rádio Vlna, Rádio Anténa Rock, Rádio Jemné and Rádio Europa 2. **In 2021, the Group ceased operations in the radio segment** in connection with the acquisition of radio Jemné and Europa 2 by Bauer Media Audio. Rádio Vlna was taken over by Fun Media Group. Radio Services has therefore terminated its cooperation with these stations and has no further plans to provide services to radio broadcasters.

The Print Media Market

In October 2016, JOJ Media House expanded its activities to the print media segment by the purchase of a 100% share in the company NIVEL PLUS s.r.o., which publishes **Bratislavské noviny.** It is a free newspaper delivered to the mailboxes of Bratislava households. Thereby it ranks among one of the largest periodicals in Slovakia. In addition, from May 2018, we also started publishing the regional periodical **Petržalské noviny.** In the past, the print market in Slovakia has gradually lost its share of the overall media market. The share of print in total media spending in 2023 held above 8%.

The Austrian Media Market

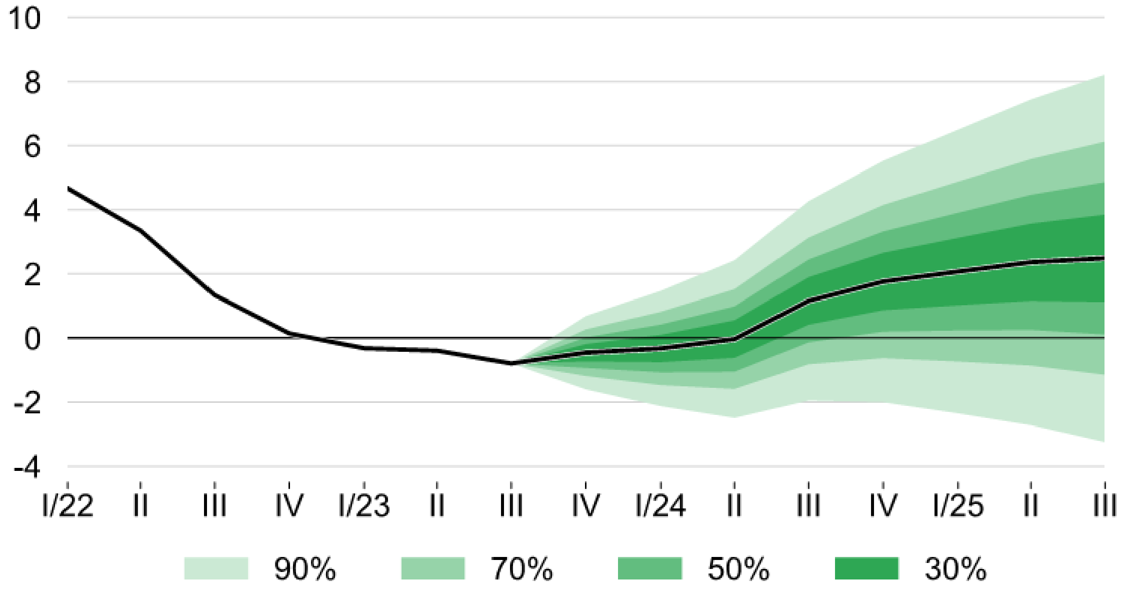
According to the December forecast of the WIFO Institute, **Austria's economy will contract by 0.8% in 2023**. Lower real incomes due to high inflation and the global weakening of industry are weighing on economic development. Industrial production in Austria is recovering with a time lag, which means that GDP will only increase by 0.9% in 2024. GDP growth is expected to reach 2% in 2025. Inflation will fall to 4% in 2024 and around 3% in 2025.

Investment in the media sector is expected to follow a similar trend, and growth in this area is also expected to follow the development of gross domestic product, according to GroupM, which means **a low growth of 2% for 2023** and slightly higher estimates for the following years. JOJ Media House has been doing business on the Austrian outdoor advertising market since 2012. We consider this market to be developed and stabilized. In recent years, the focus has been on optimizing the portfolio of advertising media and streamlining the organizational structure, which has resulted in positive achievements of the Company.

The Czech Media Market

Compared to last year, the annual **rate of economic growth fell by 0.5%.** Economic activity will return to growth, but the recovery will be very moderate and gradual. In 2024, according to the Czech National Bank, GDP will grow by 0.6% and in 2025, growth will accelerate to 2.4%. The recovery will also be dampened by the consolidation package. Another important factor is the expected further decline in inventory accumulation as supply-side constraints pass and firms return to business as usual. According to experts, inflation is expected to cool down to 2% at the beginning of this year.

GDP forecast of the Czech Republic



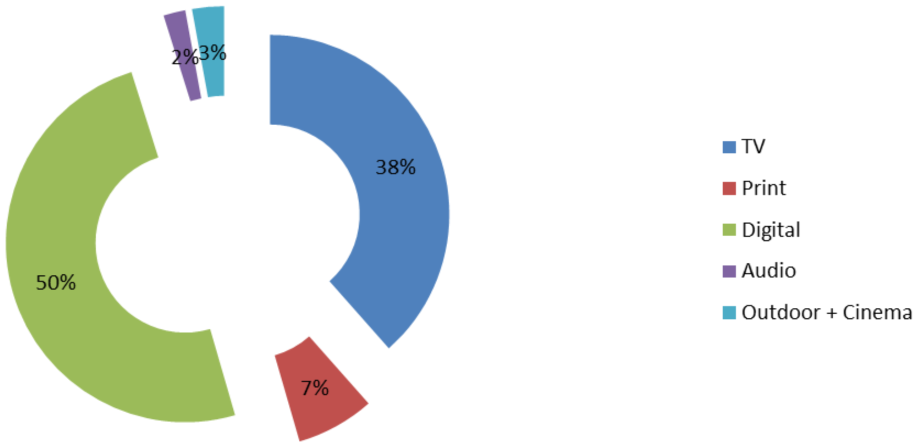
Source: The Czech National Bank

The shares of individual outdoor advertising operators are not yet available, but it is clear that the share of the BigBoard group has increased again year-on-year. In 2023, its **market share was already more than 70%**. Over the course of the previous year, the position of the second largest operator has weakened further as it phases out its street furniture from Prague, losing the most valuable part of its portfolio in the country.

Discussions and controversies continue regarding the **regulation of outdoor advertising in the Czech** Republic, especially in Prague. Czech Office for the Protection of Competition (ÚOHS) is hearing a complaint from operators of large-format advertising hoardings whose activities were regulated by a decree of the City of Prague. The ÚOHS has sided with the operators, and it seems that the regulation of banners will be significantly eased. The above has little impact on the Group's results as its participation in the large format advertising media business is virtually nil. On the other hand, the ongoing removal of advertising elements of the street furniture by JCDecaux, which took place throughout 2023, has a significant impact. As these CLV advertising spaces decline, the significance of CLV in the metro as the sole legal small-format medium in the city center has grown. This has been commercially successful in increasing revenue from the Group's transport segment. This trend is expected to continue in 2024.

The strongest media type, according to GroupM estimates, is online, which dominates the advertising market (50%). Television advertising accounted for 38% of advertising budgets, while print advertising accounted for 7% of advertising budgets last year. Radio advertising accounts for 2% of the total, and **outdoor advertising together with cinema had a share of 3% in 2023**.

Share of media types in the media market in Czech Republic in 2023



Source: GroupM

The Media Market in Croatia

In April 2016, JOJ Media House acquired majority shares in the respected regional journals Novi List, Glas Istre, and Zadarski list. With this acquisition, we have expanded our operation in the media market into the print media segment. On 1 July 2023, NOVI LIST d.d. took over the newspaper publishing and web domain of the subsidiary GLAS ISTRE NOVINE d.o.o., and on 21 December 2023, JOJ Media House, a.s. sold its entire 84.32% stake in the subsidiary **NOVI LIST d.d**. Currently, we still own a 59% stake in GLAS ISTRE NOVINE d.o.o.

05.01 THE OUTDOOR ADVERTISING MARKET

The Outdoor Advertising Market in the Slovak Republic

From a business perspective, **last year was highly successful**, albeit marked by the unique impact of political campaigns. These campaigns have had a significant impact on utilization, revenue, and high market share. The absence of significant client attrition within the business, coupled with the symbiotic relationship between political campaigns and commercial clients, played a pivotal role in the revenue success of 2023.

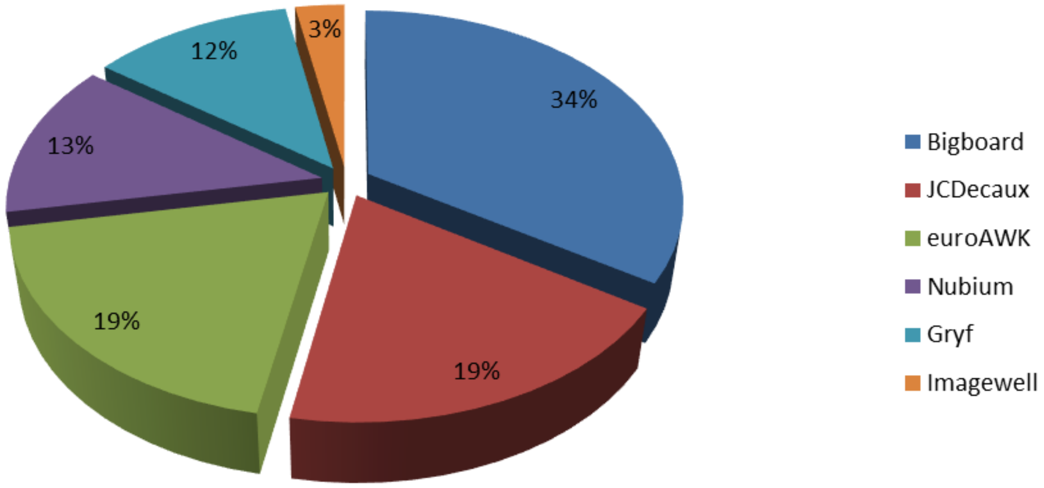
In the past year, our advertising equipment portfolio's distinctiveness was once again evident. Despite the high demand for billboard and bigboard space, we successfully integrated carriers in the CLV or Transport section into our campaigns. Having a comprehensive range of OOH advertising equipment provides a significant competitive edge when guiding clients' campaigns toward the OOH sector.

In the OOH market, we've observed a shift in client behavior within segments like cinemas, films, theatres, exhibitions, and trade fairs. While a year ago, these campaigns were primarily static formats, there’s now a greater emphasis on placing them on digital media. This observation validates the wisdom of the company’s investment in digital city lights and LED surfaces.

Revenue from advertising sales **grew 20% year-on-year**. Our growth can be attributed to the snap general election in September, during which we also achieved the second-highest monthly sales this year. Regarding the distribution of sales across different types of advertising equipment, we observed comparable growth in both bigboard and citylight categories. Notably, the most significant year-on-year increase occurred in the 6x3 bigboards. This trend aligns with increased utilization of advertising devices, particularly with the primary types of advertising equipment experiencing approximately a 5% rise. The average selling price also increased year-on-year. While the list prices of advertising campaigns have seen modest annual increases, they haven’t kept pace with inflation. While the overall revenue ratio remains unchanged, there has been a decrease in the share of agencies year-on-year by approximately 2% in favor of direct clients.

During this year, we have encountered instances where advertising equipment needed to be removed due to lease agreements being canceled or not renewed by cities and municipalities in Slovakia. Additionally, some removals were prompted by technical or moral obsolescence. By the end of the first half of the year, **approximately 300 advertising equipment** had been **removed**. During the second half of the year, we encountered only a few dozen instances of removal, with the majority attributed to obsolescence or damage to the ad equipment. In addition to Akzent BigBoard, we’ve invested in new advertising equipment at RECAR Bratislava and QEX Plochy1. A novelty in our portfolio is the inclusion of an LED advertising area in Nivy Mall. Regarding legislation, the postponement of the amendment to the Building and Road Act, which won’t take effect until 2025, has allowed us time to prepare for upcoming changes.

Market share of selected OOH companies in 2023



Source: TNS monitoring

The Outdoor Advertising Market in the Czech Republic

2023 was a very good year for the BigBoard Group in terms of revenue. In response to the high inflation environment, the Group increased list prices for its products while still maintaining discounts and utilization rate. The result was a **13.8%** year-on-year **increase in net sales**, well above the OOH market's growth at list prices, which even declined slightly by 1.8%, according to analysis by Nielsen Admosphere. The discrepancy between the Group's growth at list prices of +3.7% and the actual growth of +13.8% results from an improved discounting strategy, leading to higher final selling prices. The Group's revenue growth was mainly driven by metro advertising, which grew by 27.2%, and rail advertising, which grew by 31.5%. The growth was fueled by transforming around 5% of conventional advertising space into digital. BigBoard's share reached 71.8% in 2023.

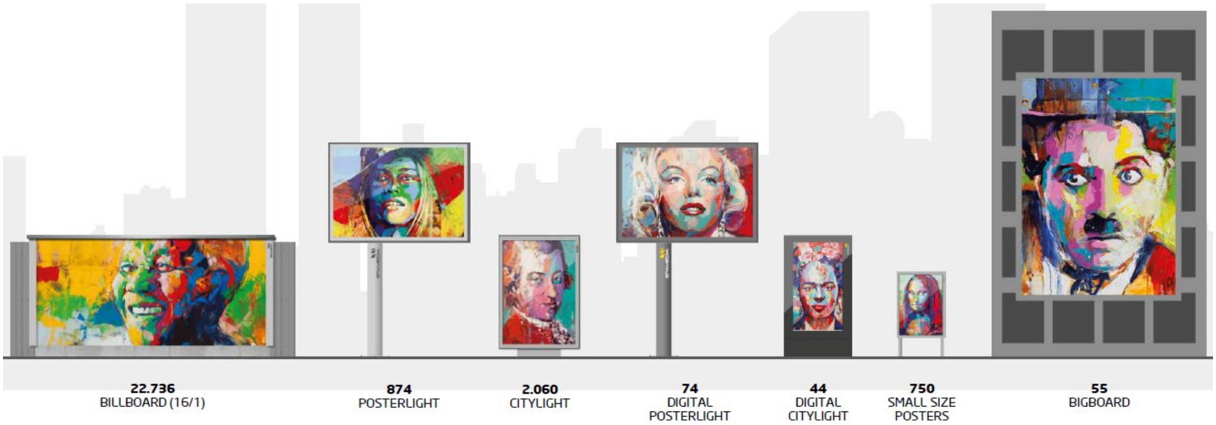
Because of the current legislative framework, outdoor advertising operators have not experienced substantial growth in their inventory due to restrictions on the expansion of the advertising media network. Within the BigBoard Group, the **gradual digitisation of the CLV network in the metro** continued, increasing from 76 units to 138 units. In addition, CLVs were digitised at railway stations, where 52 new carriers were added. In the year 2024, we plan to further expand our digital CLV count and aim to complete the digitization of our large screen network. Specifically, we intend to convert around 20 high-end large screens into digital LED displays during the second quarter of 2024.

So far, 2024 has started very well from a business perspective. Starting January 1, 2024, we anticipate another **price hike, this time around 9%.** This increase has so far been absorbed by clients without major problems. Compared to the same week in 2023, we see an increase in sales by the end of the year. In 2024, we anticipate exciting events that will provide excellent opportunities for brand presentations. The World Championships in biathlon and ice hockey will be held in the Czech Republic. The European Football Championships in Germany and the Olympic Games in France are expected to attract advertisers seeking to boost their brand visibility. This should have a positive impact on the Group's revenue. Additionally, in autumn 2024, elections for the European Parliament, a third of the Senate, and regional offices are scheduled. Despite being a smaller-scale election compared to the general election, an uptick in demand and improved sell-out rates are expected to enhance sales. The long-awaited tender for the advertising operator of around **700 bus shelters at public transport stops in Prague**, managed by the Prague City Transport Company, has been delayed once more. While the process involves leasing the entire space and then selling it to end clients, which may not yield a high profit margin, it presents an intriguing chance to further boost BigBoard Group's already substantial market share, and the company is definitely planning to participate in the public tender.

We are currently preparing a **sustainability report** and working towards ESG certification through the CSI (Corporate Sustainability Index) tool. The aim is then not only to provide partners with relevant aggregated carbon footprint data, but also to calculate the carbon footprint of each campaign implemented in the media. We believe that this will make us very competitive in the future, not only among other outdoor advertising providers in the country, but also among other types of media in general.

The Outdoor Advertising Market in Austria

JOJ Media House has been doing business on this market through the company EPAMEDIA since 2012. The company has more than 100 years of tradition in the field of out-of-home advertising in Austria. **EPAMEDIA boasts over 25,000 outdoor advertising spaces** throughout Austria, comprising more than 22,000 billboards, around 2,000 citylight, and almost 1,000 posterlights, and with an estimated market share of 35%, EPAMEDIA is the top pick for outdoor advertisers seeking both large national campaigns and local promotions. A traditional and biggest competitor is the company GEWISTA having 40% share and other companies share 25% share.

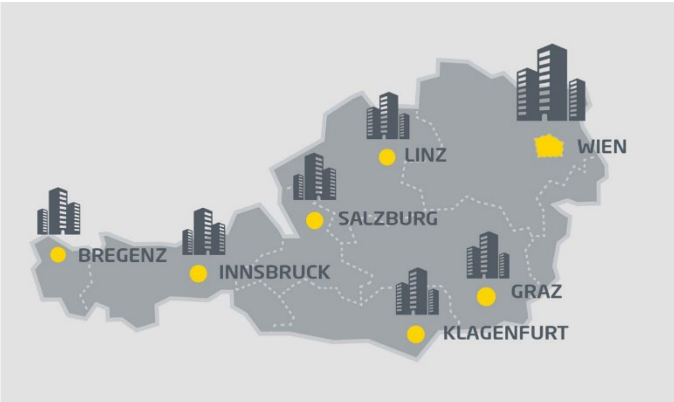


Source: EPAMEDIA

Since 2013, the company has been strategically and operationally managed by Brigitte Ecker and Ing. Mag. Alexander Labschütz. In February 2024, Brigitte Ecker announced her retirement from the Board of Directors and her office. Brigitte Ecker has been instrumental in the growth and expansion of the company. Following the acquisition by JOJ Media House, the company streamlined its structure for the Austrian market and strengthened its connections with customers and media agencies. In order to lead the company into the digital future, it has pushed for a continuously expanding digital portfolio. In March 2024, **Claudia Mohr-Stradner** will take over the position, succeeding Brigitte Ecker. Claudia joined EPAMEDIA in 2021 as the Head of Regional Sales for Vienna, Lower Austria, Burgenland, and Styria, following nearly 18 years as the Head of Advertising at Mediaprint. In 2023, she became Sales Director and in this capacity assumed overall responsibility for sales in Austria.

EPAMEDIA focuses mainly on optimizing the portfolio of advertising media and streamlining the organizational structure, which is reflected in the positive results of the company. With six regional offices and headquarters in Vienna, EPAMEDIA has a **strong representation in all federal republics**.

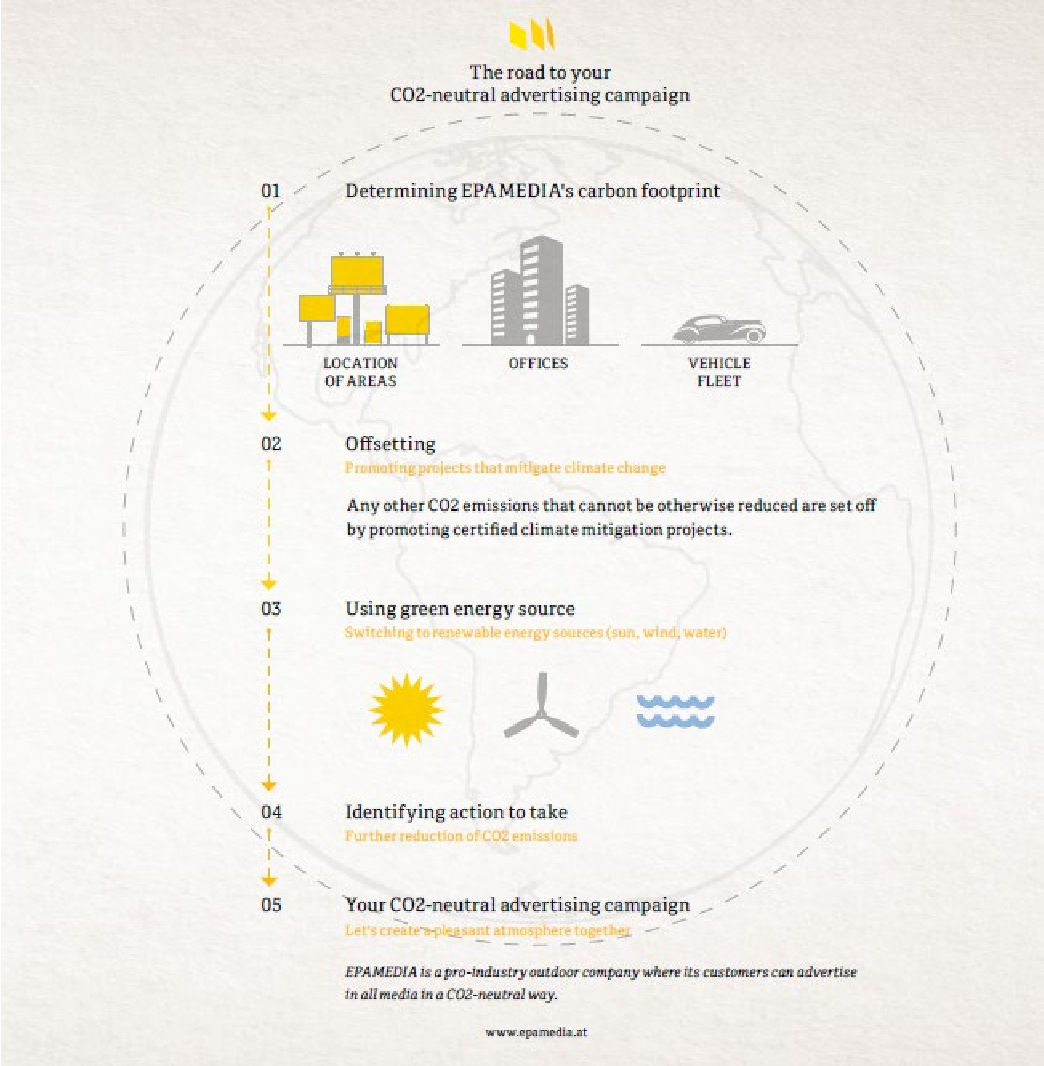
Headquarters in Vienna and 6 regional offices



Source: EPAMEDIA

EPAMEDIA has expanded its portfolio in Upper and Lower Austria by **21 digital advertising spaces** in high-traffic locations in 2023. High-quality LED walls are located on busy streets and are available for national and regional digital out-of-home campaigns. These LED surfaces complement EPAMEDIA's DOOH portfolio, which so far includes premium-quality digital light posters in Vorarlberg, Tirol, Salzburg, Burgenland, Upper Austria, and Lower Austria. EPAMEDIA has recently made significant strides toward embracing the digital future. In addition to expanding its digital advertising space, the company now allows programmatically managed bookings for digital OOH media, for instance, advertisers can utilize platforms like Adform to facilitate these bookings. This means that campaigns are automatically booked and advertising space is allocated accordingly. This process goes through DSPs (Demand-Side Platforms) and SSPs (Supply-Side Platforms), which facilitates the meeting of sellers' and buyers' offers in the digital advertising ecosystem. The key advantage of programmatic digital out-of-home (DOOH) lies in its dynamism and flexibility when it comes to publishing or modifying campaigns. Geographic, platform, and contextual targeting, along with considerations like weather and time of day, enable a more precise approach to reaching the target audience.

The **environment and sustainable development** play an important role in the company. Since 2017, it has been the first outdoor company in Austria to produce 100% CO_2-neutral campaigns. It also helps its clients and partners improve their carbon footprint. EPAMEDIA expanded its inventory of eco-friendly solar billboards last year and now offers a total of 124 solar billboards. The billboards are illuminated by lights powered by solar panels. These spaces do not need a connection to the electricity grid. That type of lighting ensures better visibility in the evening, having a greater value for advertisers.



05.02 THE TV JOJ GROUP

For over 21 years, the **JOJ Group** has been actively involved in television production and broadcasting in Slovakia. Since its inception, TV JOJ has been a trailblazer, achieving numerous awards, making bold decisions, and embarking on unique projects. As of today, the JOJ Group remains a comprehensive Slovak media company, with a presence spanning television, film, and online domains. As one of the largest domestic employers, it has confirmed its stable position even in times of crisis, during which it has launched new projects and further strengthened its presence on the market. The JOJ Group holds the distinction of being the largest media group in Slovakia, with an extensive reach, broad coverage, and availability in every household. Its portfolio now includes **14 TV stations**, more than 50 web portals and the JOJ play streaming platform.

In 2002, the first TV JOJ station emerged, and since then, it has thrived as a beloved and influential television channel, delivering highly-watched news and a diverse program lineup, making it a top choice for Slovak viewers. JOJ PLUS, the second channel in the JOJ Group portfolio, has been broadcasting since 2008, and it primarily focuses on films; meanwhile, the WAU station, which celebrates its 10th anniversary, predominantly airs series and TV shows. In 2015, JOJ Group entered the Pay TV segment and, at the same time, the Czech market, when it brought three pay-TV stations − the film JOJ Cinema and two televisions with programs for children in the Slovak language − JOJko and Ťuki TV. A year later, JOJ Family was added, a Slovak multi-genre family television channel intended for the Czech audience and Slovaks living in the Czech Republic. JOJ Group again expanded its portfolio in 2019, when it became the owner of the Czechoslovak Film Company and, after the rebranding, included CS Film, CS Mystery, CS History, and CS Horror among its TV projects. In 2021, the JOJ Group introduced JOJ ŠPORT, and in 2022, a dedicated news station JOJ 24 was launched to leverage the robust reporting capabilities of JOJ TV and bolster its editorial team. **In summer 2023, the JOJ Group expanded its portfolio by launching a fourteenth channel — the documentary channel JOJ World.**

In addition to in-house television channels, the JOJ Group also serves as a commercial representative of foreign channels. Currently, it represents Prima Plus, a channel produced by the Czech broadcaster FTV Prima. The JOJ brand includes various online platforms such as websites, a video portal with archives, the Noviny.sk news portal, the TV JOJ mobile app, and, as of March 2022, a new streaming service called JOJ play has been added to their online offerings. JOJ Group also joins forces with the most prominent players in the online market in the field of video content creation in the VALETIN partnership platform, which aggregates and offers video inventory on more than 50 online portals. The JOJ Group plays a significant role as a co-producer and filmmaker.

The JOJ Group is a broadcaster and content creator that goes beyond relying solely on ratings. It has created the broadest station portfolio, maintained a nationwide reach, and opened up opportunities for both the creative industries and the people who are its greatest asset. The JOJ brand is characterized by its commitment to verified information, frontline responsibility, social consciousness, and a blend of fun, emotions, ideas, and family-friendliness. According to the comprehensive Brand Study conducted between November and December 2022, TV JOJ covers current topics, maintains a family-friendly and modern approach, offers diverse entertainment options, ensures quick information delivery, features skilled presenters, and creates a dynamic and interesting viewing experience. Additionally, viewers can relax while enjoying a blend of information, entertainment, and relaxation. JOJ, as reported by viewers, collaborates with talented actors, invests in its programming, and produces captivating trailers. The slogan 'WITH YOU' underscores the television's commitment to fostering a strong connection with its audience. Its loyal viewers are among the most technologically advanced Slovaks and users of social networks and the Internet. That's why TV offers exclusive content and verified information on these platforms.

The JOJ Group is currently at the **forefront of original Slovak series production** and news. They actively support Slovak cinema, documentaries, and sports, and they operate the only children's channels in Slovak and have the largest number of thematic channels. TV JOJ, their flagship station, consistently leads the market during prime time. In the past year, JOJ Group approved an increased number of Slovak original themes, which have also garnered growing interest for co-production collaborations internationally. Furthermore, the previous year was marked by program lineup stability and a consistent stream of successful series throughout the entire year. To mark the beginning of the new year and the completion of its 21st year, TV JOJ celebrated in style by airing the most-watched series in its history. Besides the megahit Iveta, TV JOJ's most-watched shows in the past year included the highly popular series Nemocnica (Hospital) and Hranica (Border), as well as the daily news Noviny TV JOJ, Krimi (Crime News), Sport, and Najlepšie počasie (Best Weather). Additionally, successful premiere partner films like Krakonoš's Secret and Happy New Year 2 also contributed to their viewership: Dobro došli, a show with a long tradition, Czech & Slovakia's Got Talent, and V siedmom nebi (In the Seventh Heaven). Additionally, the evening hits include Bez servítky (No Napkins) on weekdays and Nové bývanie (New Home) on weekends.

JOJ offers its viewers a rich and genre-diverse program and historically the most original series. Besides the well-established programs, it features numerous debut news items that consistently become popular hits. The JOJ Group had an **average viewership of 2.1 million viewers per day** and an average of over 2 million online users per month in 2023. The JOJ Group has a substantial social media presence, connecting with hundreds of thousands of fans across platforms like Facebook, Instagram, TikTok, and BeReal, with a total reach in the millions.

05.03 PRINT MEDIA INDUSTRY

The Print Media Market in the Slovak Republic

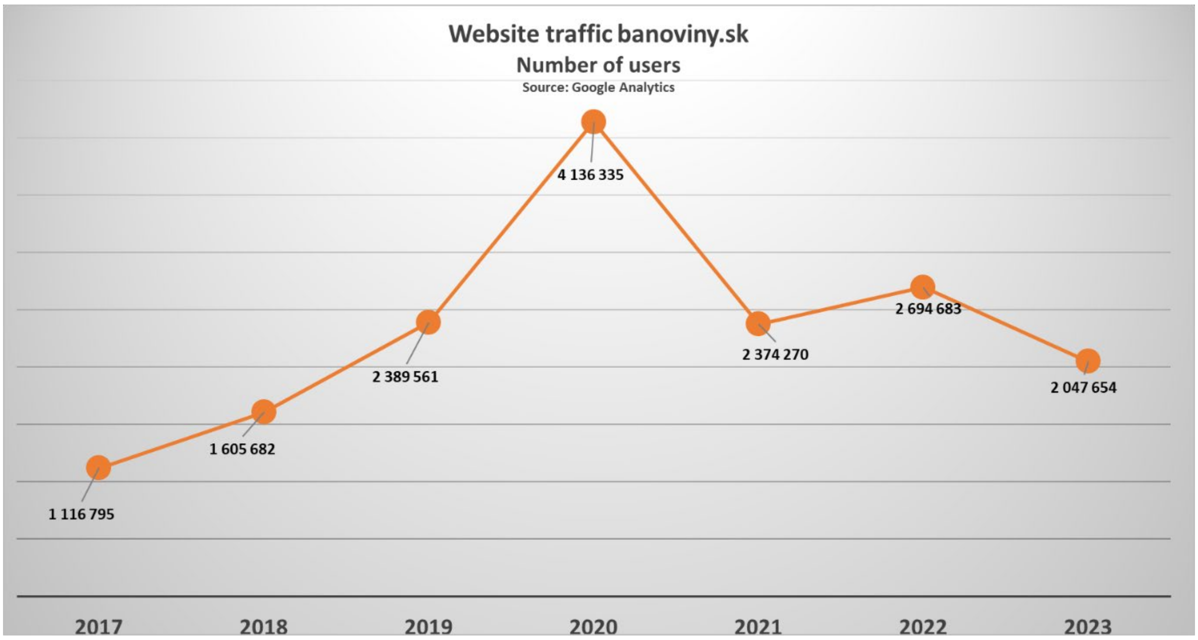
On 17 October 2016, the JOJ Media House, a.s. company acquired the NIVEL PLUS s.r.o. company, the main activity of which is the publishing of the newspapers **Bratislavské noviny and Petržalské noviny.** In addition, they ensure the operation of the associated news portals www.bratislavskenoviny and petrzalskenoviny.sk.

Bratislavské noviny originated in 1998, following the Nova Posoniensia newspaper published by Matej Bel in Pressburg in 1721-1722 as well as the rich history of Pressburger Zeitung, which was published between 1764 and 1929. They are currently distributed free of charge and on a monthly basis to mailboxes throughout the city of Bratislava. The newspaper allows the possibility to advertise in the whole edition or in the particular versions to be distributed in the individual districts important for its clients in terms of their business activities and services offered.

Since May 2018, we have also been publishing a regional periodical **Petržalské noviny.** Newspapers have been published for 26 years and are distributed free of charge to the mailboxes of Petržalka residents. They bring current topics and news and focus on events in the city district of Petržalka.

NIVEL PLUS s.r.o. continued **in 2023** to publish the Bratislavské noviny and Petržalské noviny and to manage the opinion-forming web portal bratislavskenoviny.sk. The publishing house effectively provided information to its readers through both the print newspaper and the web. The Bratislava and Petržalka newspaper not only distribute to common mailboxes of Bratislava residents but also continue targeted distribution to specific addresses within the city. These addresses include locations in the social, cultural, political, and business spheres, as well as selected health and senior centers. We continued to prepare various combinations of print and online packages for our clients, we also maintained the offer of the image and PR communication in our periodicals targeting the whole of Bratislava, or just the Petržalka district, through Petržalské noviny. In addition to offering individual online formats and PR articles, we offered online advertising weekly packages with a guaranteed number of views and online position formats that are adapted to both desktop and mobile versions. We approached clients with an offer to present their company, products or services in organized competitions in print, on the web or on our Facebook page or Instagram account. Enhancing advertising revenues in Bratislava and Petržalka newspaper was achieved through an appealing PR platform, visual representation of clients' parliamentary candidacies, and discounted advertising space.

Based on Google Analytics data, during the first half of 2023, **the website of Bratislavské noviny (bratislavskenoviny.sk)** attracted 1,168,844 active users. This allowed them to sustain the trend from the preceding half-year, which had 1,178,092 real users, albeit with a minor decline. In the latter half of 2023, Bratislavské noviny's web portal, bratislavskenoviny.sk, registered 2,875,209 page views and just under one million (962,367) active users. This figure reflects a decline compared to the second half of 2022, which had 1,178,092 users. The website extensively covered events across the entire Bratislava region, with readers showing the most interest in topics related to everyday life in the area and practical information. Significant coverage was dedicated to topics such as crime, transportation, local government, history, and construction, along with other aspects of daily life for the region's residents. The Bratislavské noviny's webportal continues to actively cover events in the Bratislava region. Readers show the most interest in topics related to crime, as well as stories and everyday challenges faced by Bratislava citizens.



The Croatian Print Media Market

From 2016 until December 2023, JOJ Media House, a.s. was engaged in the print industry in Croatia. On July 1, 2023, the newspaper publishing and web domain of GLAS ISTRE NOVINE d.o.o., a subsidiary, were acquired by NOVI LIST d.d. Later that year, on 21 December 2023, JOJ Media House, a.s. divested its complete 84.32% ownership in another subsidiary **NOVI LIST d.d..** Currently, we still own a 59% stake in GLAS ISTRE NOVINE d.o.o.

05.04 ONLINE MARKET

Direct Marketing

In 2023, the advertising market experienced **significant growth related to artificial intelligence** following the launch of OpenAI's ChatGPT tool. Also, the digital market was driven by the long-awaited update from Google and thus the introduction of the new Google Analytics 4. Both new challenges underwent thorough analysis, testing, and preparation to explore fresh opportunities for our clients throughout the year.

During the year, we introduced artificial intelligence into a number of common processes and are also starting to use it in the development of internal tools. Regarding the implementation of **the new Google Analytics 4**, in addition to preparing client accounts and data for these needs, we have also organized several workshops, both for existing and potential clients. Furthermore, as a result of these workshop meetings, we successfully secured new and intriguing clients.

When promoting and distributing specific know-how in the market, we actively engage in various **conferences and discussions**. The PROBIDDING conference, organized by our partner

Mergado, was a significant event for us in the e-commerce sector. At this conference, we took on the role of speakers and engaged in discussions about the fundamental configurations of the HEUREKA price comparison engine. We discussed 13 practical tips to help clients with bidding, analytics, product segmentation, and data visualization. In addition to other benefits, we acquired new knowledge, drew inspiration from the realm of e-commerce marketing, and learned from well-known comparison websites.

In our quest to position ourselves as digital experts and educate the market, we have once again carried on with our regular *week diginews* and monthly *online news*. This year, we focused on sharing snippets of our expertise as part of our promotional activities. Along with adopting a new visual identity, our social networks have attracted new followers and potential clients.

Notably, the previous year was marked by a historic achievement for our agency at the **Global Search Awards**. We were the only Slovak agency to triumph in the Performance category. Initially, our campaign made it to the finals, and eventually, our campaign for the four-star hotel Zochova Chata earned us the Silver Award at the World Finals in Paris.

Development of Internet Applications

JOJ Media House, a. s. does business in the online market through **eFabrica, a.s.** eFabrica, a.s. is dedicated to the enterprise web development. The main activity of the company is the development of **CONTENTO CMS**, a publishing platform of the new generation built on the principle of microservices. This platform provides an entirely new, modern, and effective approach to creating Internet projects and consolidating content.

CONTENTO CMS is an online system consisting of several small/single-purpose applications that can be used separately or combined into a functional unit according to the client specifications, i.e. the content management system. Each application is fine-tuned and reflects the particular requirements of the online editors, such as the management of articles, picture and gallery management, video and streaming management, poll management, quiz and questionnaire management, data collection and analysis, importing different kinds of content, measuring performance of individual parts of the websites, active work with social networks, paywall and registered/paying user administration, online transfers, online chat, and many other features. For communication between systems, Contento CMS uses API calls, which are nowadays a modern communication standard. CONTENTO CMS is a **system designed primarily for televisions, radios, publishing and large media houses**, which have many projects and the need to consolidate the contents and search for synergies.

In recent years, eFabrica, a.s. continued to implement Contento CMS with the existing clients. These were mainly TV AVOD and SVOD projects, which are integrated with the systems used in televisions for TV program planning, or automatic archiving of broadcasts. Televisions are thus trying to reflect on the current situation when, thanks to the pandemic, **streaming** as a whole has increased significantly in recent years.

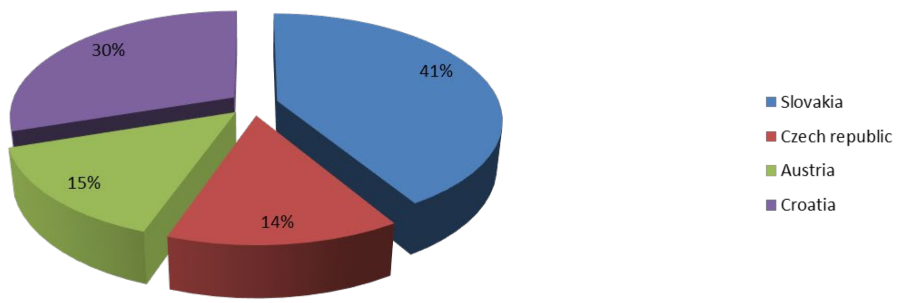
06 PERSONNEL POLICY

As in any other organization, in the JOJ Media House Group, employees are a major component of company resources and an important element in the success of the entire Group. For this reason, the personnel policy is focused on the selection, motivation, and evaluation of employees, who contribute to increasing efficiency, achieving the assigned tasks, and in the long run, also to achieving strategic goals. JOJ Media House concentrates its attention on all occupational categories, as each one of them participates in the achievement of the Group goals in its way.

The Companies of the JOJ Media House Group have the employers not only in Slovakia, but also in other countries, in which they perform their business activities, such as the Czech Republic, and Austria. The **average employee count for the entire Group saw an increase** from the previous year.

Overview by Country: Average Number of Media House Employees Overview	2022	2023
Slovak Republic	282	294
Czech Republic	88	99
Austria	103	103
Croatia	197	214
Total JOJ Media House	**670**	**710**

Proportion of Employees Across Different Countries in the Average Workforce



The Company applies a **diversity policy** to its bodies, recognizes cultural and individual differences in workplaces, and stresses the need to eliminate unilateralism in areas, such as employee selection, job performance assessment, pay and opportunity for education. The objectives of the policy reflect the organization's determination to provide equal opportunities to all regardless of gender, race, nationality, belief, altered working capacity, age, or marital status. The Company respects the principle of equal opportunity, which means that it will not allow direct or indirect discrimination against any employee.

Overview of the average number of employees by individual media house companies	2022	2023
JOJ Media House, a.s.	3	3
Slovenská Produkčná, a.s.	223	237
MAC TV s.r.o.	3	3
Československá filmová společnost, s.r.o.	2	2
BigMedia, spol. s r. o.	17	17
Akzent BigBoard, a. s.	23	21
Recar Slovensko a. s.	2	2
Recar Bratislava a.s.	1	1
QEX Plochy s. r. o.	0	0
BHB, s.r.o.	1	1
Radio Services a.s.	0	0
NIVEL PLUS s.r.o.	1	1
eFabrica, a.s.	7	7
PTA Group s. r. o.	1	1
Big Board Praha, a.s.	14	16
Czech Outdoor, s.r.o.	14	13
BigMedia, spol. s r.o.	28	33
Outdoor akzent s.r.o.	14	17
RAILREKLAM s.r.o.	14	13
PRAHA TV s.r.o.	0	1
News Media s.r.o.	0	1
BigZoom a.s.	2	3
EPAMEDIA – EUROPÄISCHE PLAKAT – UND AUSSEN MEDIEN GMBH	99	99
R+C Plakatforschung und kontrolle GmbH	4	4
Novi List d.d.	146	163
Glas Istre Novine d.o.o. Pula	51	51
Total JOJ Media House	**670**	**710**

07 MAJOR EVENTS IN 2023

- On 1 January 2023, Croatia joined the euro area with a fixed conversion rate for the Croatian currency of 7.5345 kuna to the euro.
- On 1 January 2023, Barrandia s.r.o., Bilbo City s.r.o., and QEEP, a.s. officially **merged** into the successor company, News Advertising s.r.o.
- On 1 January 2023 MACH - NARWALL, spol. s r.o. was officially **merged** into the successor company Outdoor Akzent s.r.o.
- On 9 March 2023, Velonet ČR, s.r.o. was renamed to **Plakátov s.r.o**.
- On 5 May 2023, the Group, through its subsidiary BigBoard Praha, a.s., purchased a 6% interest in **Flowee s.r.o**.

- On 1 July 2023, NOVI LIST d.d. took over the publishing of the newspaper and the web domain of the subsidiary **GLAS ISTRE NOVINE d. o. o.**
- On 15 September 2023, Plakátov s.r.o. was renamed to **eBIGMEDIA s.r.o.**
- On 25 October 2023, HROT, s.r.o. was renamed **taupeac s.r.o**.
- On 26 October 2023, BigBoard Praha, a.s. established the company **BB Strážovská, s.r.o., in which** it holds a 100% stake.
- On 4 December 2023, BigBoard Praha, a.s. acquired a 100% stake in **Pražská mediální společnost s.r.o**.
- On 7 December 2023, BigBoard Praha, a.s. acquired a 70% stake in **Pražská televízni společnost s.r.o**.
- On 14 December 2023, JOJ Media House, a.s. signed an agreement to merge the operations of its subsidiary Akzent BigBoard, a.s. with J.C.DECAUX SLOVAKIA, s.r.o. and ISPA, spol. s r.o. Under the agreement, ATSBG Holding GmbH, a subsidiary of JCDecaux, will hold a 60% stake in the **newly formed joint venture** and JOJ Media House will hold a 40% stake. Completion of the transaction is subject to standard regulatory conditions.
- On 21 December 2023, JOJ Media House, a.s. sold its 84.32% stake in **NOVI LIST d.d**., a subsidiary operating in the print segment in Croatia.

Events Occurring after the Closing of the Accounting Period

- Administrative proceedings were initiated by the **Antimonopoly Office of the Slovak Republic** on January 2, 2024, to assess the market concentration pertaining to the establishment of the joint venture Akzent BigBoard, a.s., which is co-managed by the business entities JOJ Media House, a.s., and JCDecaux Central Eastern Europe Holding AG.
- On 3 January 2024, Flowee s.r.o. acquired a 100% stake in **Špindlerův - Mlýn.com s.r.o**.
- On 3 January 2024, Flowee s.r.o. acquired a 100% interest in **Spindl.TV s.r.o**.
- On 16 January 2024, Slovenská produkčná, a.s. acquired a 100% stake in **Lafayette s. r. o.**
- On 22 February 2024, BigBoard Praha, a.s. acquired a 20% stake in **PRAHA TV s.r.o**.

08 RISK FACTORS AND RISK MANAGEMENT

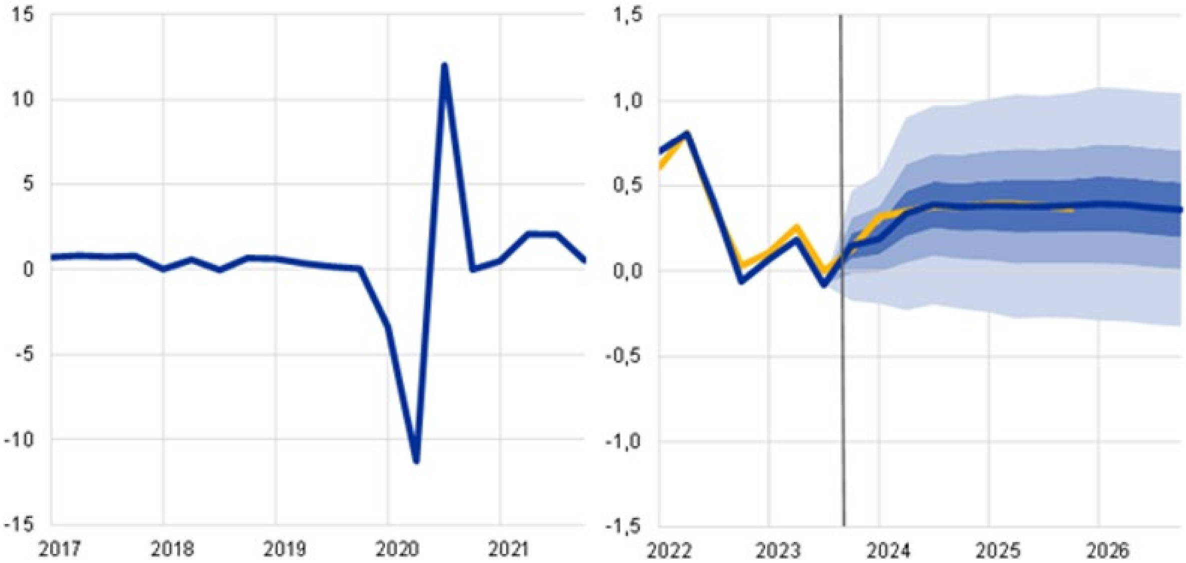
The Group has identified certain risk factors related to its business and operations. The following are considered to be the key factors:

The risk of the Company's dependence on the business of its subsidiaries
The primary business activity of the Company is the management and financing of participations in other companies. Therefore, the Company is dependent on income from dividends and interest on loans to subsidiaries, and these depend on the success of its subsidiaries' business.

The risk of crisis/dependence on the general economic conditions and the risk of decline in the advertising expenditure

Revenue from advertising makes up the majority of subsidiary revenues, which are dependent on generally favorable economic market conditions. There is a risk that in the event of an economic crisis, recession, or adverse economic conditions, there will be a general reduction in advertising expenditure, with the result being that the Group may suffer losses.

Quarterly Eurozone GDP real/forecast - ECB and Eurosystem projections.



Source: European Central Bank (ECB)

Risk of changes in the structure of advertising expenditures

Due to the holding's focus on televisions advertising, the advertising expenditure structure of companies in the Slovak advertising market plays an important role in relation to future developments. According to the Group's internal analyses, historically the most used promotional medium is television and outdoor advertising, ranging at around 60–65% of total advertising expenditures. There is no guarantee that the television advertising market will maintain its current position to compete with other advertising media.

Risk of competitive broadcasters being launched

The advent of digitization has made room for new television stations which could lead to more intense fighting in the media sector and television advertising. Due to the relatively simple process of obtaining a digital broadcasting license, new companies can enter the market, and the established companies may launch new stations. Such a competitive struggle may lead to a declining of viewer's ratings and the associated reduction in advertising revenue.

Risk of regulation

The broadcasting and advertising area is subject to regulation and, should the conditions of this regulation change, it cannot be guaranteed that such a change will not be reflected negatively in the economic results of the Group's business.

The risk of a decrease in viewership

The emergence of competing television stations with attractive ranges of programs as well as alternative forms of entertainment can lead to an outflow of viewers. The preferences and sentiment of audiences are changing and the Group runs the risk that, in this dynamic environment, it may inaccurately estimate the needs of the public. The decline in viewership is closely related to the decrease in the advertising revenues, which could have a negative impact on the profitability and overall development of the Group.

	Prime time 12-54 Shr%								
PRIME TIME	TV JOJ	Markíza	Jednotka	Dvojka	Plus	DOMA	Dajto!	WAU	Other
2014	19,5	27,7	8,4	2,7	5,0	3,7	3,9	1,4	27,7
2015	20,9	25,2	9,3	2,3	4,7	4,1	3,9	1,7	28,1
2016	19,7	23,3	10,0	3,0	4,8	4,4	4,0	2,1	28,7
2017	20,9	20,4	11,3	2,5	4,5	4,0	3,6	2,5	30,3
2018	18,2	22,3	10,9	2,6	3,9	4,1	3,3	2,7	32,1
2019	18,7	22,8	10,3	2,7	3,6	3,7	3,5	3,1	31,6
2020	17,7	22,8	10,7	1,6	3,8	4,0	3,2	2,8	33,4
2021	16,6	20,9	10,8	3,0	3,9	3,3	3,0	2,8	35,7
2022	16,4	18,6	8,7	1,3	3,5	3,3	3,5	2,5	42,2
2023	16,7	21,0	9,2	1,6	3,4	2,7	4,0	2,4	39,1

Source: TNS

The risk of license revocation or non-renewal

In the event of violation of the laws and regulations in force in respect of television broadcasting, in the extreme cases, the competent regulator may resort to withdrawal of the broadcasting license and thereby prevent further broadcast. Likewise, there is no legal entitlement to an extension of the license for its expiration. Since television advertising is a key source of income for the holding company, withdrawal of the license for broadcasting or non-renewal may have a negative impact on the Group's business.

Risk of refinancing existing loans and financing new projects

The consolidated capital structure of the Group includes, to a large extent, debt financing that originates in the pre-crisis period. The companies within the holding initially chose an aggressive financial strategy, the financial market crisis, however, hindered their rapid development. The Group does not exclude the need to re-use resources other than its own in the future to reimburse existing or future liabilities. The use of foreign funding sources is associated not only with a more limited approach to new sources of funding but also with reduced flexibility in management decisions resulting from different provisions in loan agreements designed to protect existing creditors.

Technological progress

The development of new technologies is associated with the risk of lagging behind competitors. Although there are ongoing shifts in the media sector, the improvement, upgrading and the implementation of individual innovations is a financially and operationally demanding process that requires not only changes by media companies, but also changes on the part of customers (viewers). New technologies can cause an outflow of viewers to rival broadcasters or to other alternative forms of entertainment, which can result in a decline in advertising revenues.

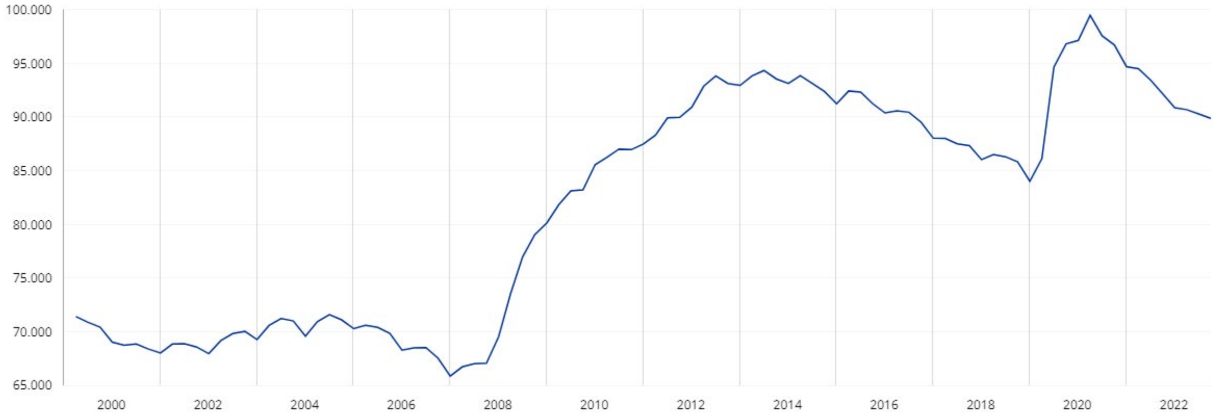
Concentration risk

The diversification of services offered by companies within the holding is observable only in the media sector where they are focused alongside television advertising on other forms of advertising. There is a risk that in the event of changes in the needs of the advertising market, the Group may fail to respond flexibly and quickly, which could have the potential to reduce revenues for companies within the Group.

Risk of unstable Eurozone environment

The current unstable situation in Europe and the unresolved issues of assistance to disproportionately indebted EU members expose the Slovak Republic and Austria as Eurozone members to the risk associated with the strategy of assistance to these Eurozone countries. In the context of strengthening the power of the European (financial) stabilization mechanism, an increase in guarantees arises. In the case of failure of the EU member countries such as Greece which has the problem to repay loans from the European (financial) stabilization mechanism, associated with the need for financial assistance from other EU member states, could affect the business environment and cause deterioration of the general economic situation in Slovakia, Austria, Croatia and the Czech Republic as well as in other EU countries upon which the Group is commercially dependent. The aforementioned circumstances, as well as all related regulations, measures and decisions could negatively affect the Group's financial performance.

Eurozone countries indebtedness (% of GDP)



Source: European Central Bank (ECB)

Risk of litigation

Due to the nature of the business within the holding companies in the media industry, where often shocking information and information on the edge of the law often appear in a competitive fight, it is not possible to exclude potential litigation of subsidiaries. Any eventual lost litigation may have a negative impact on the financial position of the Group.

Risk of loss of important clients

Advertisers, whether in the form of advertising agencies or companies being direct advertisers, are also the cornerstones of business of the companies within the holding. The loss or termination of these relationships may result in a decrease in revenue from advertising.

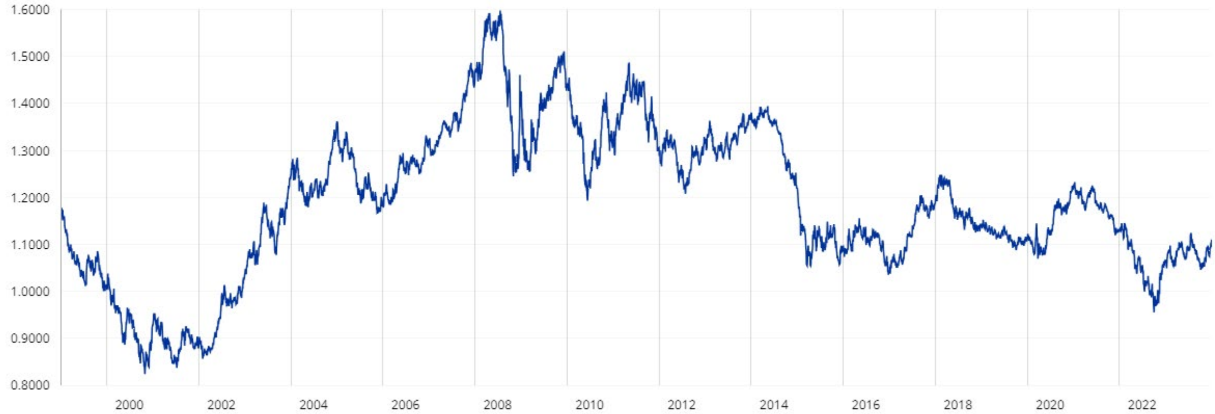
Risk of signal transmission

The area of signal transmission is relatively concentrated sector in Slovakia. There is a risk that, with the onset of digitization, distributing companies will gain a stronger bargaining position and will be more selective when concluding new contracts. They also may seek changes in the charges from operators of television stations. Lack of signal propagation for TV JOJ, PLUS, WAU, JOJ Šport, RiK, Ťuki, JOJ Cinema and JOJ Family program structures could lead to a decline in advertising revenue.

The risk of non-renewal of leasing contracts
Structures with advertising sold by companies operating on the market of outdoor advertising are located on land plots that are not owned by the companies themselves, nor are the property of the companies within the holding. These are areas, which Akzent BigBoard, BigBoard Praha, EPAMEDIA and their subsidiaries rent. In most cases, relationships with lessors are governed by the fixed-term agreements; therefore, there is a risk that, after the expiry of the agreed period, the agreements will not be renewed, whether due to reluctance to extend the agreement by the lessor or due to other limitations. There is therefore a risk that an adequate replacement advertising space to sell advertising space cannot be found, which can have the effect of reducing revenue from advertising.

EUR/USD exchange rate risk
The volatility of exchange rates, primarily the U.S. Dollar in relation to the Euro, is the internal risk factor that affects income/expense of the Group, especially of the company Slovenská produkčná, a.s. The majority of film licenses and licenses for shows are acquired from transatlantic film studios and licensing houses in U.S. dollars (USD). The company Slovenská produkčná, a.s., periodically enters into forward currency contracts to ensure the EUR/USD exchange rate and minimize the related risk.

Development of the EUR/USD exchange rate



Source: European Central Bank (ECB)

Natural disasters
No industry can avoid natural disasters, some of which can have a devastating impact on the operation of all companies. These include, for example, meteorological, geological or other disasters that could interrupt the signal transmission. In the field of outdoor advertising, such events may significantly damage, even destroy advertising spaces and greatly reduce their number.

Risk of change of legislation
As the market, society and overall conditions evolve, national laws are also being developed. The Group has expanded its operations to four Central and Eastern European countries and has therefore identified the risk of changing legislation. These are changes to outdoor advertising laws, such as the Prague Construction Regulations – the specific legal regulations regarding changes/ restrictions on the placement of advertising media, their distance from roads, and the like. Possible changes in the law will require additional expenditures for advertising space relocation, and ultimately reducing the total number of advertising media.

09 ADMINISTRATION AND MANAGEMENT

Ownership Structure

JOJ Media House is owned by the following companies:

99.9 % of its shares is owned by TV JOJ L.P.
0.1 % of its shares is owned by Mgr. Richard Flimel.

Share Capital

The share capital of the Company is made up of the following shares:

- Number: 1,000 pieces
- Type: registered equity shares
- Title: Share Certificates
- Nominal value: 25.00 EUR, with the issue price of each share in the amount of 27.50 EUR.

Qualifying Participation in the Share Capital

The ownership of the shares comprising the Company's share capital is divided as follows: 99.9 % of the shares are owned by TV JOJ L.P. and 0.1 % by Mgr. Richard Flimel. These shares are not freely tradable. The company HERNADO LIMITED acts as a general partner on behalf of the company TV JOJ L.P. HERNADO LIMITED's ultimate owner is Mgr. Richard Flimel.

The Company does not own and has not issued any other securities admitted to trading on a regulated market in any Member State or country of the European Economic Area except for Slovakia. The Company has executed **five issues of bonds** listed on Bratislava Stock Exchange (Burza cenných papierov v Bratislave, a.s.). The first issue amounted to 25 mil. EUR marked with the following code: ISIN: SK4120008244. These bonds were paid up to 21 December 2015. The second issue reached a level of 55 mil. EUR marked with the following code: ISIN: SK4120009382, these bonds were paid up as at 15/08/2018. The third issue amounted to 48.5 mil. EUR marked: ISIN: SK4120011222, these bonds were redeemed on 7/12/2021. The fourth issue was in the amount of 50 mil. EUR marked with the following code: ISIN: SK4120014390, these bonds were redeemed on 7.8.2023. The first issue amounted to 35 mil. EUR marked with the following code: ISIN: SK4000019972

The General Assembly

The General Assembly is the supreme body of the Company. The scope of powers of the General Assembly is determined by Act No. 513/1991 Coll. the Commercial Code as amended and the Articles of Association. The General Assembly consists of all attending shareholders, directors, the Supervisory Board and third persons invited by the Company's body or shareholders convening the General Assembly. Shareholders are entitled to attend the General Assembly, vote, request information and explanations concerning the affairs of the Company or entities controlled by the Company related to the agenda of the General Assembly and to present proposals.

Shareholders may exercise their rights at the General Assembly through a proxy holder who presents written scope of authorization. The exercise of the shareholders' right to vote is not limited by the Articles of Association. The number of the shareholder votes is determined by a ratio of the nominal value of their shares to the share capital.

The General Assembly makes decisions through a majority vote from shareholders present.

In matters relating to changes to the Articles of Association, the increase or reduction of the share capital, the authorization given by the Board of Directors to increase the share capital, issue priority or convertible bonds, the dissolution of the Company, or the changes in the legal form of the Company, a two-thirds majority of the votes of the shareholders present is required, and a notarial deed of these facts must be drawn up.

A two-thirds majority of the votes of the shareholders present is also necessary to adopt a decision of the General Assembly on the close of trading the shares of the Company on the stock exchange and the Company's cessation to be a public joint stock company and become a private joint stock company.

The decision of the General Assembly on the change of the rights associated with some class of shares and on the restriction of the negotiability of registered shares requires the consent of a two-thirds majority of the votes of the shareholders owning the respective shares.

The increase in the share capital can be made upon the entry of new contributions in subscribing new shares, using the Company's property, using other funds of the Company recognized as the Company's equity in the individual financial statements, or combination thereof.

The powers of the General Assembly include:
a) deciding on amendments to the Articles of Association by the two-thirds of votes of the shareholders present,
b) election and removal of the members of the Board of Directors by the majority of the votes of the present shareholders and the appointment of the chairman of the Board of Directors from among the members of the Board of Directors. The term of office of a member of the Board of Directors is five years. A member of the Board of Directors may only be only a natural person,
c) election and removal of members of the Supervisory Board by the majority of the votes of the shareholders present, with the exception of members of the Supervisory Board elected and removed by employees. The term of office of the members of the Supervisory Board is five years. The chairman of the Supervisory Board is elected and removed by members of the Supervisory Board from among themselves, and the person concerned shall not vote. A member of the Supervisory Board may only be a natural person.

As at the date of compiling this report, the Company does not possess the parent accounting entity’s own shares, interim certificates or business shares.

In the period from **01 January 2023 to 31 December 2023**, the General Assembly was summoned as follows:

- On 14 April 2023, the **annual meeting of the General Assembly** was held for the purpose of consulting and approving the consolidated financial statements along with the Annual Report for 2022.

  The Company’ General Assembly took note of the draft auditor´s report on the Company´s consolidated financial statements and annual report as of 31 December 2022 and decided to approve them.

- On 28 April 2023, the **annual meeting of the General Assembly** was held for the purpose of consultation and approval of the regular individual financial statements and the proposal to settle the loss of the Company for 2022.

  The Company’s General Assembly took note of the auditor’s report on the Company’s regular individual financial statements as of 31 December 2022 and decided to approve it.

  The General Assembly of the Company decided on the settlement of the loss for 2022 amounting to -3,379,165 EUR as follows: The loss for the year 2022 will be transferred to the Unpaid Loss of Past Years account.

  The Company’s General Assembly decided to approve the auditor for the verification of the financial statements of the Company for 2023, which is the company KPMG Slovensko spol. s r.o.

Board of Directors

The Board of Directors is a statutory body of JOJ Media House, a.s. It is authorized to act on behalf of the Company in all matters and represents the Company towards third parties, in lawsuits and in front of any other authorities. The Board of Directors manages the Company’s activities and decides on all its matters unless the matters fall within the competence of the other Company bodies under law or the Articles of Association. The Board of Directors carries out the commercial company governance and takes care of all of its operational and organizational matters. The Board of Directors is required to ensure the proper keeping of accounts and other records, business bookkeeping and other documents belonging to the Company. Among other things, it submits annual individual accounts and extraordinary individual financial statements, a proposal for profit distribution including determination of an amount, a dividend and royalty payment method and place, and a proposal to cover the losses to the General Assembly for approval. The Board of Directors also convenes the General Assembly of the Company.

The Board of Directors has one member:

• **Mgr. Richard Flimel** – Chairman of the Board of Directors (since: 06 November 2010).

The Supervisory Board

The Supervisory Board is the Company's main control body. It supervises activities of the Board of Directors and the Company's business activities. The Supervisory Board reviews procedures in matters pertaining to the Company and it is entitled at any time to inspect accounting documents, files and records relating to the activities of the Company and detect the position of the Company. The Supervisory Board examines the financial statements which the Company is required to prepare under a specific regulation, the proposal for distribution of profit or coverage of losses, and is furthermore required to submit a report on the outcome to the General Assembly. In the event of serious deficiencies in the management of the Company and in other cases where doing so is in interest of the Company, the Supervisory Board convenes the General Assembly.

Up until the date the annual report was published, the Supervisory Board was made up of three members:

• **Mgr. Marcel Grega** – Chairman of the Supervisory Board (since: 6 November 2010),

• **Ing. Mojmír Mlčoch** – Member of the Supervisory Board (since: 21 April 2016),

• **János Gaál** – Member of the Supervisory Board (since: 17 October 2011).

Audit Committee

Upon the decision of the extraordinary meeting of the General Assembly held on 31 January 2017, the Supervisory Board took over the activities of the Audit Committee under a specific regulation governing the powers and activities of audit committees.

The Code of Corporate Governance in Slovakia

JOJ Media House is fully aware of the importance of maintaining the principles of Corporate Governance. On 11 December 2017, the Board of Directors declared compliance with the principles of the **Slovak Code of Corporate Governance**. The Compliance Statement includes complete information about the Company management methods as well as information on deviations from the Slovak Code of Corporate Governance. All this information is published on the www.jojmediahouse.sk website. The governance of the Company deviates from this Code in the following points:

I.C.2.iii
The corporate governance framework should allow the use of electronic voting in absentia, including the electronic distribution of proxy advisory documents and reliable voting validation systems.

This principle has not been met. The Company does not use electronic voting at the General Assembly.

I.C.4
To elect members of the company bodies and to decide on their remuneration is the fundamental right of the shareholder. Effective shareholder participation in decisions on the nomination, election and remuneration of members of corporate bodies should be encouraged.

This principle has been met partially. The Company proceeds in accordance with the Commercial Code and the Articles of Association, but the members of the Supervisory Board and the Board of Directors are not entitled to any remuneration.

I.C.4.iv.
The remuneration system for members of corporate bodies and employees in the form of shares should be approved by shareholders.

The principle does not apply to us. The Company does not provide remunerations in the form of shares.

I.C.4.v.
Remuneration for members of company bodies and senior management should be made public, especially as regards the remuneration scheme; as well as the total amount of compensation paid under this scheme, explaining the link between the remuneration and the performance of the company.

This principle has not been met. The Company proceeds in accordance with the Commercial Code and the Articles of Association, but the members of the Supervisory Board and the Board of Directors are not entitled to any remuneration.

I.C.4.vi.
Non-financial remuneration schemes (shares, etc.) should be approved by shareholders, either for particular individuals or the functioning of the whole system.

The principle does not apply to us. The Company does not provide remunerations in the form of shares and options.

I.C.6
Obstacles to cross-border voting should be removed.

This principle has been met partially. The voting time allows domestic and foreign shareholders to response in time. However, the Company does not use electronic voting.

I.C.6.iii
In order to further facilitate the voting of foreign investors, laws, rules and corporate procedures should allow participation in voting in electronic form and in a non-discriminatory manner.

This principle has not been met. The company does not use voting in electronic form at the General Assembly.

II.D.
The corporate governance framework should require service providers, such as proxy advisers, analysts, brokers, rating agencies, and others who provide analyzes or advice with the possibility of influencing the decisions of investors / shareholders to adopt, apply and publish procedures to minimize conflicts of interest that could impair the integrity of their analyzes or advice.

This principle has not been met. The potential conflict of interest on the part of external consultants is resolved by agreements concluded with them, upon which they are obliged to act in the best interests of the client.

IV.A.4.
The disclosure of information should include, inter alia, the following information:
Statement of remuneration in the company, including information about the remuneration of members of corporate bodies and senior management, as well as information on the link between the remuneration of members of the bodies and senior management and the long-term performance of the company.

This principle has not been met. The Company does not maintain and does not publish any statement of remuneration. The members of the Supervisory Board and the Board of Directors are not paid any remuneration for performance of their offices.

IV.A.5
The disclosure of information should include, inter alia, the following information:
Information about members of the company bodies, including their qualifications, selection procedures, ownership of shares in the company, membership in other bodies, other executive functions, and whether the company body considers them to be independent.

This principle has been met partially. The Company publishes information about the members of the Company bodies, but less comprehensive than required by the principle.

IV.A.9.i.
The disclosure of information should include, inter alia, the following information:
The internal arrangement of the bodies and the strategy in the field of corporate governance. Information should be disclosed about the internal arrangement of the bodies and the strategy in the field of corporate governance, including the content of any corporate governance code or the procedure and processes through which it is implemented.

This principle has been met partially. The corporate governance is based on the Slovak Code of Corporate Governance, the Articles of Association, and the internal rules of the Company.

IV.C.i.
The audit committee or a similar body of the company should oversee the internal audit activities as well as the overall relationship with external auditors.

This principle has been met partially. On 31 January 2017, the Supervisory Board took over the activities of the audit committee under a specific regulation governing the powers and activities of audit committees.

V.D.5.iv.
The company body or appointment committee should identify potential candidates who meet the required profiles and propose them to shareholders and consider candidates nominated by shareholders who have the right to submit nominations.

This principle has been met partially. The Company has not established any appointment committee.

Internal Control Systems

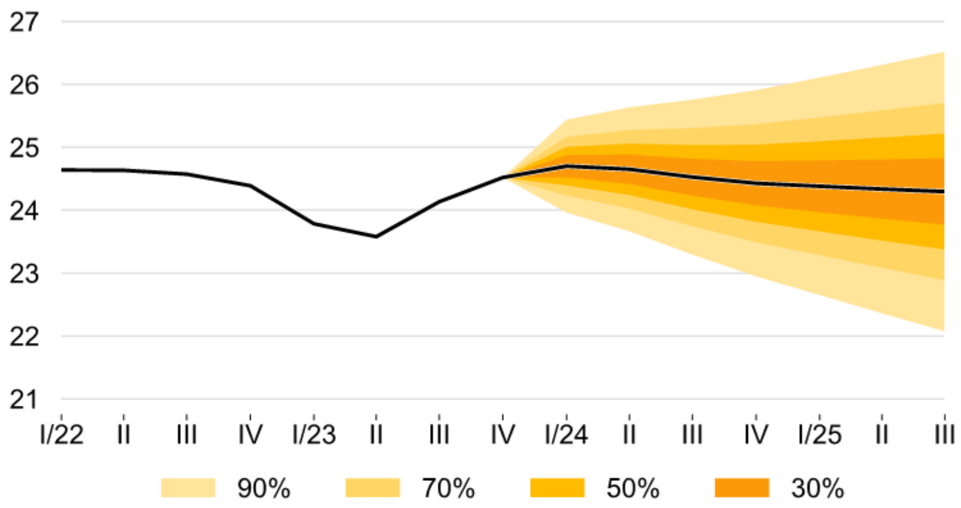
Analyses of profit, cash flow, liquidity, profitability, activity, and debts, as well as cost analyses form part of the system of internal controls and financial management in the Group. They are connected with strict control measures in accounting and monitoring devices of a technical nature. Using the system of internal controls, we ensure the compliance of the activities of the Company with the laws, internal rules, and the objectives of the Company, as well as information necessary for decision-making processes. The primary task of the audit committee is making suggestions and recommendations regarding the execution of internal controls and overseeing the observance of legal regulations and recommendations relating to financial reporting and auditing in the Company. The Company's internal rules govern the organizational framework, rules for relationships, responsibility, and performance activities within the internal control system. The Group ensures the internal control by regular monitoring of the financial plan and the overall financial situation. Its role is to act preventively in accordance with internal rules and policies, detect deviations and eliminate them.

Risk Management Methods

Liquidity Risk – This risk arises out of the conventional financing of the Group's operations, its ability to repay its liabilities at maturity and to manage its financial position. It represents a risk of inability to finance assets at a reasonable maturity and interest rate, and the danger of being unable to realize assets at a reasonable price within a reasonable time horizon. Individual companies in the Group use a variety of methods for the management of the liquidity risk. The management focuses on monitoring and managing the liquidity of each company. The Group covers the difference between short-term financial assets and liabilities using undrawn loans. Short-term financial needs are satisfied by overdraft loans and undrawn credit lines.

Currency Risk – The Group is exposed to the currency risk mainly related to USD and CZK. Long-term acquisition agreements are denominated primarily in USD. Therefore the Group manages the currency risk through forward contracts. The currency risk to CZK arises mainly out of received interest-bearing loans denominated in CZK. The sensitivity analysis is used to assess the currency risk.

Forecast of CZK/EUR currency exchange rate

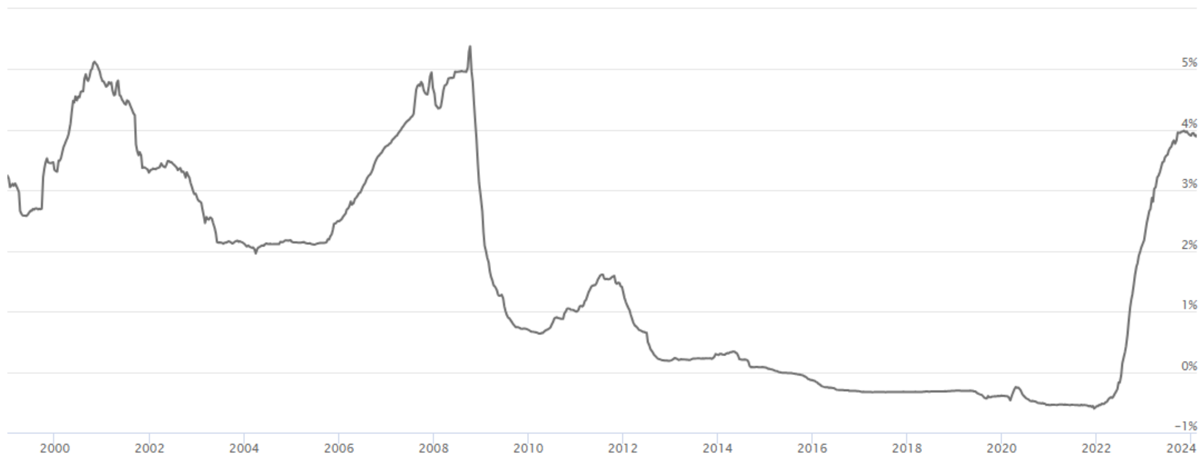


Source: Czech National Bank (CNB)

Credit Risk – The Group is exposed to this risk primarily in the case of trade receivables, other receivables, and loans granted. The volume of exposure to this risk is expressed in the carrying amount of the particular asset recorded in the statement of financial position. The carrying value of receivables and loans granted reflects the highest possible financial loss, which would have to be recognized if the counterparty wholly fails to meet its contractual obligations and any collateral and guarantee would be nil. This value, therefore, highly exceeds the expected losses included in the reserve for bad debts.

Interest Rate Risk – The Group operations are exposed to the risk of changes in interest rates. The volume of this risk is equal to the value of interest-bearing assets and interest-bearing liabilities for which the interest rate at the due date or at the time of change is different from the current interest rate. The period for which the rate is fixed to the financial instrument, therefore, expresses the exposure to the risk of changes in interest rates. The Interest Sensitivity Analysis for Variable Rate Instruments and the Profile of Financial Instruments are used to assess interest rate risk.

EURIBOR 3M



Source: https://www.euribor-rates.eu/en/euribor-charts/

Operational Risk – The Group is also exposed to the operational risk, such as a broadcast blackout. The Group manages this risk by diversification of the retransmission possibilities and implements redundant technology solutions to eliminate it.

Management Methods

The methods of the management of the companies in the Group include financial planning, raising funds, budgeting, and financial analysis. Due to its international reach, cross-national management diversity is an essential component of Group management. The companies also place emphasis on processes and management of areas such as market research and analysis, marketing research, promotion, brand management, sales, CRM and HRM. In management, the Group uses a continental corporate governance model focused on efficiency.

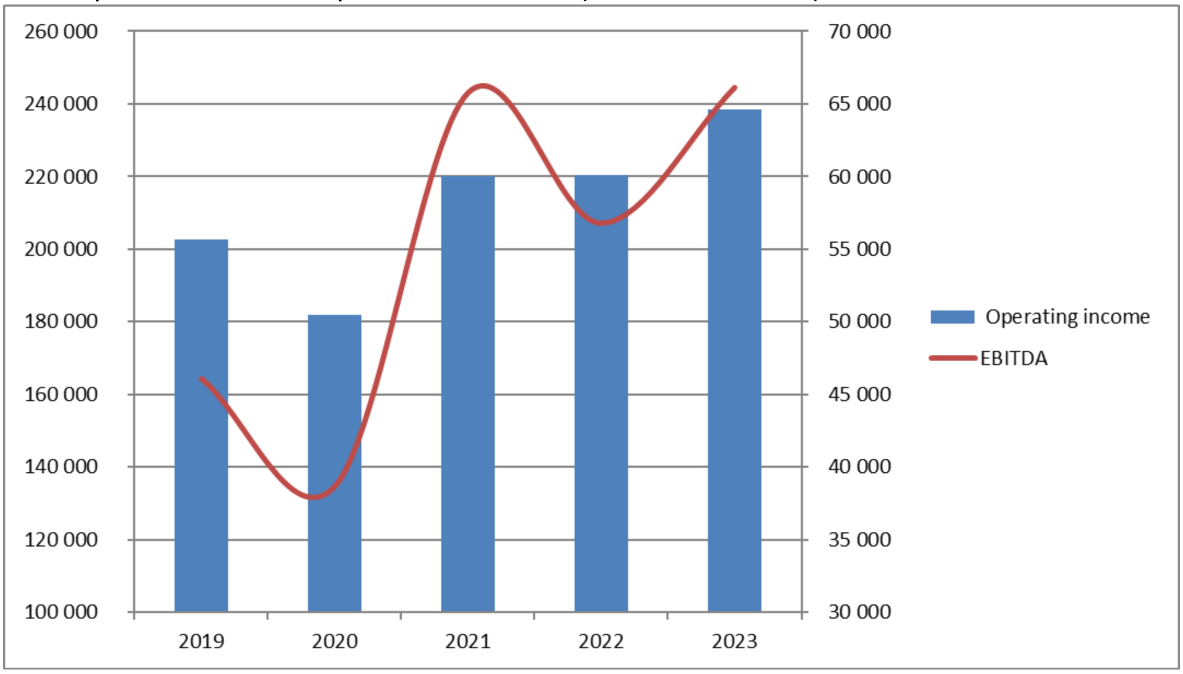
The Company's Business Model

The Company's business model is based on selling advertising space, the price of which is crucially dependent on audience measurement, monitoring and surveys in target groups of end-users, i.e. usually the target group aged 12 to 54. The measuring is ultimately used for ordering ads and ad pricing, using the so-called Gross Rating Points (GRPs) that quantify the impression as a percentage of the target group. In this type of business, it is a common the conclusion of advertising contracts at the end of the year for the next year. No significant risks of impact on the area of corporate social responsibility arise out of the business relationships, products, services or other activities of the Company. Each Company's activity is described in detail in the previous chapters.

Expected Future Development of the Company's Activities

The Company management assumes the development of media investments to copy the changes in GDP. The available data indicate deceleration of an economic activity in the countries where the Group does business, which may have an impact on investments in purchase of advertising space in 2024. With efficiency of the economy undergoing changes, the investments in the media industry will see shifts as well. No entry of a major competitor into this market is expected. All those factors will carry implications for the Group's revenues and operational profitability.

Development of the Group's financial ratios (in thousands of €)



Source: The reported figures are based on the Group's management reporting

Proposal for Distribution of Profit or Settlement of Loss

The General Assembly will determine the allocation of the operating result for the 2023 accounting period in the amount of €2,187,818 for JOJ Media House, a.s. The proposal of the Company representatives submitted to the General Assembly is as follows:

- Transfer to retained earnings of previous years in the amount of €2, 187,818

The individual Companies' shareholders/partners will decide on operating results of the individual subsidiaries.

Miscellaneous Information

Last year, the company JOJ Media House, a.s., and the companies included in the consolidation did not incur any costs in the field of research and development.

The company JOJ Media House has no structural unit outside Slovakia.

The company Slovenská produkčná uses foreign exchange forward transactions to secure the financial risk of a negative development of the exchange rate of USD to EUR. The Group manages the financial and credit risks through diversified financing. Cash flow and liquidity parameters are monitored at regular intervals.

The Company has not concluded any agreement that will enter into force, change or terminate as a result of a change in control ratios in respect of a takeover bid.

he Company has not entered into any agreements with its members or employees that would entitle them to compensation upon termination of their office or employment due to resignation, notice of termination, removal from office, or a takeover bid.

The Company is not engaged in any activities that would have an impact on the environment, and have no major impact on the employment.

The Company is not aware of any agreement between the owners of securities that could lead to restrictions on voting rights and the negotiability of the securities.

The exercise of the shareholders' right to vote is not limited by the Articles of Association.

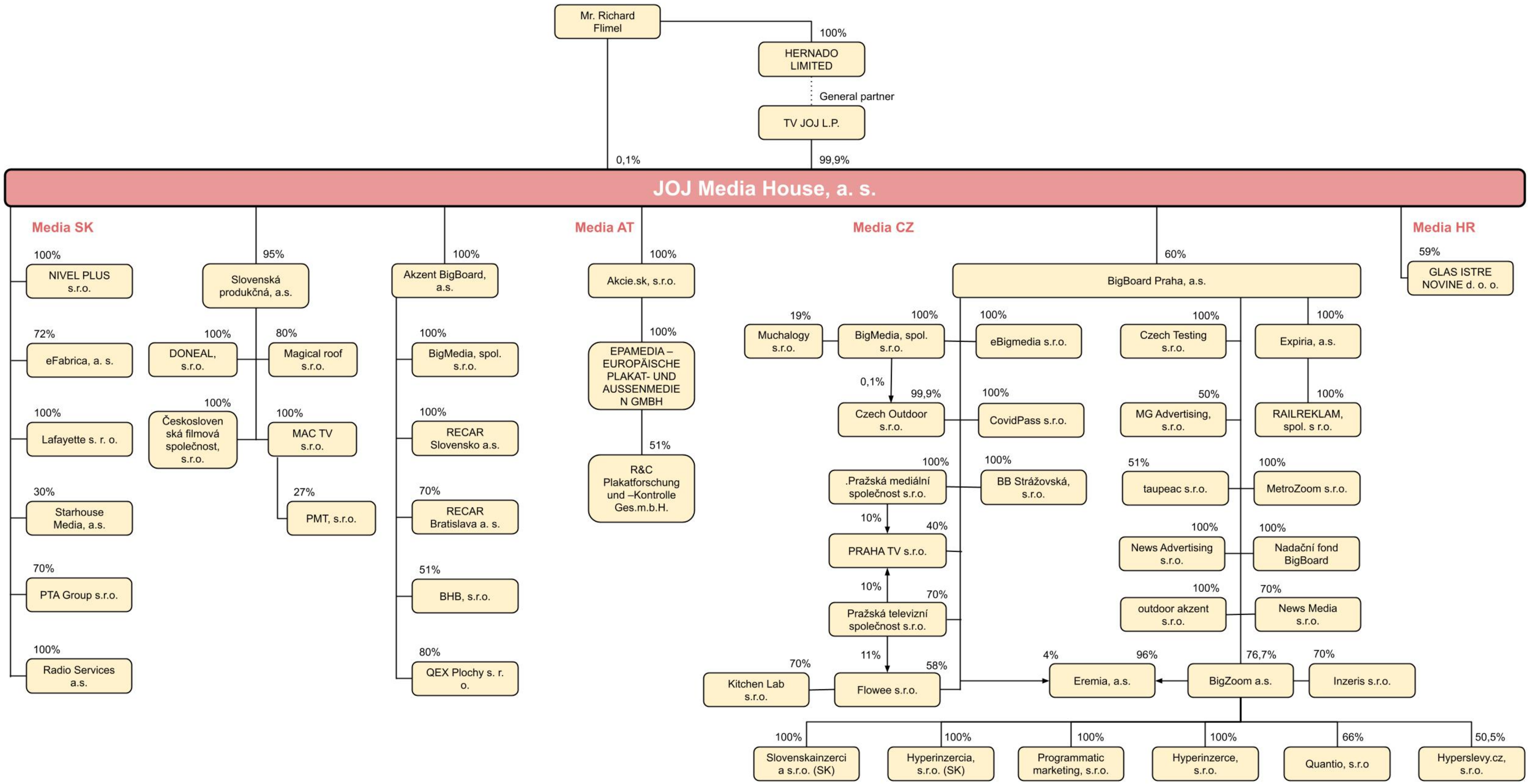
To the date of preparation of this document, no securities were issued, the owners of which would have special control rights.

In 2012, the company BigBoard Praha, a.s. carried out 2 issues of bonds. The first issue was in the amount of CZK 730 mil. marked with the following code: ISIN:CZ0003502312. The second issue reached a level of CZK 660 mil. marked with the following code: ISIN:CZ0003503153. The first issue was paid up during the course of the year 2019.

As at the date of this document, the Company is not aware of any additional specific regulations according to which it should add any information to the annual report.

Contact person responsible for the preparation of the annual report: Ing. Vladimír Drahovský, info@jojmediahouse.sk.

10 ORGANIZATIONAL STRUCTURE



11 CORPORATE SOCIAL RESPONSIBILITY

Establishment and Setting up of TV JOJ Foundation

The TV JOJ Foundation was incorporated on 18 June 2007, and since August of the same year, it has been conducting its mission with its motto: **“Helping those who try.”**. The Governing Board designated certain areas which were defined as the core objectives upon its establishment. They are:

- Pediatric oncology
- Gifted children
- National cultural heritage
- Individually designed humanitarian aid for individuals or groups of persons

The Foundation fulfils its purpose in particular by providing funds through donations and grants to individuals, non-profit institutions, non-governmental organizations, educational institutions, municipalities and other associations providing public services. During its existence, the Foundation has handed **more than €3.3 million**. In 2023, it was €100K.

The Foundation has 9-member Board of Directors consisting of TV JOJ staff – Marcel Grega is the Chairman; Vladimir Fatika is the Foundation Administrator; Natália Báreková is the Executive Manager.

Overview of 2023 Activities

Gifted Children – Sports Talents

The main mission is to support and develop sporting activities in elementary schools, smaller towns and municipalities.

JOJ FLORBAL CUP

This year, we successfully arranged a national floorball tournament for all second-grade primary school students who are passionate about floorball. The tournament was held in the Tatralandia area in Liptovský Mikuláš. In addition to great sporting experiences, the children also enjoyed the water park and meeting the Žampa brothers. This year's edition brought several new features. Our colleagues from JOJ sport participated in the tournament and brought along the Žampa brothers. This provided the children with an opportunity to play against them and even collect their autographs. Another new feature this year was the monetary prizes for the top three schools. This initiative allowed us to contribute a total of EUR 3,200 to the advancement of sports in six schools. This year, the philanthropic aspect was emphasized through the participation of children with mental disabilities, represented by the

Special Olympics, as well as the inclusion of children from socio-economically disadvantaged backgrounds.

National Cultural Heritage

The Foundation presented the documentary *Hľadanie spomienok* (Searching for Memories), which tells the story of Agnes Urbane. As a child of nine, Agnes took refuge with her parents in a mountain bunker, where they were eventually found and deported to concentration camps. Her father passed away, but she and her mother survived.

The Foundation took part in showcasing its self-produced documentary films:

23 May 2023 - Sereď Holocaust Museum — film Searching for Memories

29 May 2023 - Liptovský Mikuláš House of Culture — film Searching for Memories

5 June 2023 - Mladost Cinema — Search for Memories

9 June 2023 - Military Army Institute in Prague 3 — documentaries with discussions

The Foundation also undertook the planning and production of documentaries featuring SNP (Slovak National Uprising) Lisette/Alžbetka, Vladimír Strmeň, Branislav Tvarožek, and Otto Šimko.

Misc Support

Behaj lesmi (Run Through the Woods)

Another initiative that merges athletics with aid is the Run Through the Woods project. Our foundation also participated in the third installment of the project. During the 5 km charity run, we once again gathered the registration fees to support the IPčko organization. Specifically, the funds were directed towards regional low-threshold centers known as Káčka, which provide professional psychological assistance to individuals dealing with mental health issues. The running events were held in distinctive locations like Devín, Bachledova dolina, Čičmany, Veľká Fatra, and Topoľčianky. The runners raised a total of €13,792.50 for IPčko.

Christmas Campaign

We, at the Foundation, have resolved to allocate a substantial part of our aid in the upcoming year to support individuals, needy families, people with disabilities, and those facing medical challenges. By the end of the year, nearly €12K had been collected.

Charity fashion show for children's surgery - NÚDCH (National Institute of Children's Diseases)

In the past year, we have been involved in several projects to support the National Institute of Children's Diseases in Bratislava Kramáre district. Our talented actresses and presenters contributed to an intriguing project by showcasing dresses designed by Katarina Vávrová.

Their participation in a charity fashion show helped raise funds for the construction of a classroom for medical staff at the Clinic of Child Surgery.

Collection for Child Neurology - NÚDCH (National Institute of Children's Diseases)

Through the collaborative efforts of our Foundation and the donation website Ľudia-Ľuďom.sk, we have successfully raised over EUR 15,000 for the refurbishment of the Clinic of Child Neurology. Due to the generosity of individuals who contributed to our fundraiser via text messages and online donations, we managed to make several purchases and improvements. These include sofa beds for parents, a kitchen for parents, furnishings for a psychological room, a gym, and balcony renovations. The support directly from our foundation amounted to €1,467.50.

War in Ukraine

The Foundation took an active role in assisting those impacted by the military conflict in Ukraine. We allocated funds for truck transportation and subsequently provided material aid amounting to €8,528.19. Additionally, we facilitated the transportation of all donated equipment that was received at our warehouse. Hundreds of kilograms of essentials such as flour, pasta, vegetables, potatoes, fruit, canned food, medical supplies, furniture, clothing, toys, and hygiene items were donated. A considerable portion of the collected items were contributed by a community of Slovaks living in Ireland.

Additional Support

The Foundation participated in providing a financial support to:

- €1,000 for Veronika Silvia Maljačková to cover the costs of her son's surgery and convalescence.

- €300 for Cesta von, a civic association, for the development of the Omama project, which aims to stimulate children living in socially disadvantaged environments.

- €3,000 for MAGNA to provide humanitarian assistance to Turkey, which has been impacted by an earthquake.

- €23,000 for IPčko to bear the rental expenses associated with offering psychological support, running an online helpdesk, providing therapeutic aid, and more.

- €1,000 for SRZ — The Parent Association at the Kindergarten — to cover the expenses and materials needed for the renovation and equipping of the kindergarten.

- €1,000 for Dana Junásová to support hockey talent, fees, competitions, travel, camps, etc.

- €750 for Ivana Stončoková to cover the costs of improving her daughter's health.

- €5,000 for Infosluch, o.z, for the rendition of advisory services for individuals with hearing impairments at the audio center, among other things.

- €500 for Natalia Turčinová for the rendition, modification, repair, and transport of an electric wheelchair.

- €300 for Secondary medical school for the provision of medical supplies.

- €350 for Sports Club Modra for the provision of sports equipment, gym equipment, and the like.

- €1,680 for Ivana Ševčík for the provision of therapy, purchase of medicines and devices for her son.

- €1,000 for Peter Janíček for the provision of therapy, purchase of medicines and devices for her son.

- €700 for Jasiv - Divinsky Boyard for the provision of a sports-educational project aimed at the prevention of violence and crime.

- €4,816.37 for DART Racing to provide sports activities.

- €13,792.50 for IPčko to bear the rental expenses associated with offering psychological support, running an online helpdesk, providing therapeutic aid, and more.

- €3,050 for the school for extraordinarily gifted children and the Gymnasium to acquire equipment and software and provide the training.

Activities Planned for 2024

In 2024, the Foundation intends to continue pursuing its activities and successful projects, with the following plans:

- Continue gathering funds for the foundation

- Floorball project for inclusion of mentally disadvantaged children

- The 2% Naši Našim project for employees

- Assistance to mothers in need

- Support for oncology patients

- Support for children with disabilities

- Finalizing and airing the documentary

- Humanitarian aid, tailored to the needs of individuals or groups, is provided through an ongoing public fundraising initiative. This fund is readily available for immediate use during emergency situations such as fires, floods, landslides, and similar events.

Corporate Social Responsibility

The accounting entity´s activities do not imply any risks and potentially adverse consequences for corporate social responsibility.

In the field of corporate social responsibility, the Foundation ensured activities in the following areas:

Economic Area:

- The introduction of compliance, ethics, and corruption prevention by limiting cash payments
- Transparency: through an order, invoice and payment monitoring system and registering all contracts and agreements
- Protection of intellectual property rights in the use of goods that fall under copyright protection
- Good relations with donors, customers, and suppliers, and the fair approach

Social Area:

- Philanthropic activity, support through the Foundation, the development of activities of children and youth, helping socially disadvantaged and vulnerable communities, and the like
- Communication with stakeholders, and accurate communication to donors and donees (customers)
- Respect for human rights and support for their observance
- Compliance with labor standards and responsible behavior to our employees

Environmental Area:

- Better handling of resources and electricity, turning off devices in standby mode, reducing the impact on the environment
- Using electronic documents, reducing paper consumption, and recycling paper
- Environmental protection, waste separation and ensuring of recycling beyond the law

Mandatory Disclosures Under EU Taxonomy

JOJ Media House, a.s., along with its subsidiaries (collectively referred to as the 'Group'), being a significant public interest entity with over 500 employees, discloses information in compliance with the Regulation (EU) 2020/852. This regulation, enacted by the European Parliament and the Council on June 18, 2020, establishes a framework to promote sustainable investments (herein the 'EU Taxonomy' or the 'Taxonomy Regulation'), and is in line with the relevant laws. These include:

- Commission Delegated Regulation (EU) 2021/2139 of 4 June 2021 (the "Delegated Climate Regulation"), which sets out the conditions for determining whether selected economic activities contribute significantly to mitigating or adapting to climate change, as well as whether they significantly undermine any of the other environmental objectives.

- Commission Delegated Regulation (EU) 2021/2178 of 6 July 2021 (the "Disclosure Delegated Regulation") setting out the scope and content of the information to be disclosed by Companies regarding environmentally sustainable economic activities, as well as the methodology for fulfilling that disclosure obligation.

- Commission Delegated Regulation (EU) 2023/2486 of 27 June 2023 ("the Environmental Delegated Regulation") supplementing Regulation (EU) 2020/852 of the European Parliament and of the Council, which lays down the conditions for determining whether selected economic activities make a significant contribution to the sustainable use and conservation of aquatic and marine resources, to the transition to a circular economy, to the prevention and control of pollution, or to the protection and restoration of biodiversity and ecosystems, and amending Commission Delegated Regulation (EU) 2021/2178 as regards the disclosure of information on those economic activities

- Commission Delegated Regulation (EU) 2023/2485 of 27 June 2023 amending Delegated Regulation (EU) 2021/2139 by laying down additional technical review criteria for determining the conditions under which certain economic activities are identified as significantly contributing to climate change mitigation or adaptation and for determining whether those activities significantly undermine the achievement of any of the other environmental objectives.

Under these regulations, the Group is obligated to assess and reveal, for the fiscal year concluding on 31 December 2023, data pertaining to the percentage of revenue, capital expenditure, and operating costs that are linked to eligible economic activities or economic activities that adhere to the EU Taxonomy.

The Company disclosed data related to environmental goals of mitigating and adapting to climate change for the year concluding on 31 December 2022. In line with Regulation 2023/2486 of 27 June 2023, the Company has evaluated activities that qualify for extra environmental objectives for the year concluding on 31 December 2023.

The Taxonomy Regulation establishes the fundamental criteria for classifying an economic activity as environmentally sustainable. These criteria are further detailed in the pertinent delegated regulations of the European Union. The taxonomy's classification system works with three categories to help determine their level of environmental sustainability. Under this regime, a distinction is made between:

- Economic activities eligible under the taxonomy,
- Economic activities aligned with the taxonomy,
- Economic activities not eligible under the taxonomy.

The Group compiles the evaluation report of eligible economic activities for the unified organization.

In the process of preparing the disclosure, the Group conducted a review of all its economic activities. The aim was to identify those activities that are eligible and in alignment with Annexes I and II of the Climate Delegated Regulation, as well as the additional delegated regulations. The Table of Disclosed Eligible Activities includes those economic activities that we have evaluated and determined to be eligible based on the Taxonomy.

An **economic activity that is deemed eligible as per the EU Taxonomy** (also referred to as an 'Eligible Economic Activity') is one that is outlined in a Climate or Environmental Delegated Regulation, notwithstanding whether that particular economic activity fulfills some, all, or none of the technical screening criteria specified in those delegated acts.

For the year ended 31 December 2023, management has not identified eligible activities for additional environmental targets under the Environmental Delegated Regulation.

Upon analysis, the management has determined that certain economic activities of the Company qualify as Eligible Economic Activities, which have been attributed to the environmental goal of mitigating climate change.

Table 1 - Group Eligible Economic Activities under EU Taxonomy

Code	Economic Activity Description	Indicator Weight	NACE Code	Applicability per Period (Years)
6.5.	Transportation via Motorbikes, Passenger Cars, and Light Commercial Vehicles	Capital Expenditure and Operating Expenditure	H49.32, H49.39, N77.11	2022, 2023
7.3.	7.3 Energy Efficiency Equipment — Installation, Maintenance, and	Capital Expenditure and Operating	F42, F43, M71, C16, C17, C22, C23, C25, C27, C28, S95.21,	2022

	Troubleshooting	Expenditure	S95.22 C33.12	
7.5	Instruments and Devices for Measuring, Regulation, and Controlling Energy Performance of Buildings — Installation, Maintenance, and Troubleshooting	Capital Expenditure and Operating Expenditure	F42, F43, M71, C16, C17, C22, C23, C25, C27, C28	2022
7.7.	Acquisition and Ownership of Buildings and Exercise of Property Rights Over Buildings	Turnover, Capital, and Operating Expenditure	L68.20	2022, 2023

Eligible Economic Activities Description

6.5. Transportation via Motorbikes, Passenger Cars, and Light Commercial Vehicles

In the context of this economic activity, the Group has accounted for both capital and operational expenses related to the procurement and upkeep of passenger cars. This includes vehicles that are either owned by the Company or obtained via leasing. Despite the Group's efforts to focus its vehicle acquisitions on low-emission vehicles (such as hybrids), an evaluation of the technical criteria revealed that this activity did not sufficiently meet the overall standards for making a substantial contribution to the mitigation of climate change.

7.3. 7.3 Energy Efficiency Equipment — Installation, Maintenance, and Troubleshooting

During 2022, the Group invested in a number of energy efficiency measures. These investments mainly included investments in ventilation and cooling equipment. In 2023, investments in these measures were at minimum levels and were not even included in the calculations of the individual indicators in 2023.

7.5. Instruments and Devices for Measuring, Regulation, and Controlling Energy Performance of Buildings — Installation, Maintenance, and Troubleshooting

During 2022, the Group invested in instruments and equipment to measure, regulate, and control the energy performance of buildings, such as heat management and control. In 2023, investments in these measures were at minimum levels and were not even included in the calculations of the individual indicators in 2023.

7.7. Acquisition and Ownership of Buildings

As part of this activity, the Group leases office buildings owned by the Group, all of which were constructed by 31 December 2020. In accordance with the Climate delegated regulation, this economic activity makes a significant contribution to climate change mitigation if the buildings have at least an Energy Performance Certificate (EPC) class A or if these buildings are within the top 15 % of the national or regional building stock expressed as operational Primary Energy Demand (PED) and demonstrated by adequate evidence, which at least compares the performance of the relevant asset to the performance of the national or regional stock distinguishing at least between residential and non-residential buildings. Due to the lack of necessary data on the building stock in the countries in which the Group operates, the Group has not assessed this criterion. The buildings leased by the Group in 2023 and 2022 did not meet the criterion for energy performance and therefore the Group considers this activity to be eligible but not aligned with the EU taxonomy.

Technical Review Criteria

An **economic activity aligned with the EU taxonomy** (herein the 'Aligned Economic Activity') is an activity that meets all of the following requirements under Article 3 of the EU Taxonomy:

- Makes a significant contribution to one or more environmental objectives
- Does not cause significant harm to any of the environmental objectives
- Implemented in line with the minimum guarantees
- Complies with the technical review criteria set out in the Climate Delegated Regulation.

All of the Group's disclosed activities listed in the Eligible Economic Activities Table represent a potentially significant contribution to the environmental objective of climate change mitigation. To show a substantial contribution to a specific environmental goal, the relevant economic activity must also fulfill the particular technical review criteria for that activity, as outlined in Annex I of the Climate Delegated Regulation.

The Company's assessment of the technical review criteria has been carried out in accordance with the Climate Delegated Regulation and its supplementary text. At the same time, the Company has carried out an assessment of whether minimum social safeguards are observed in the conduct of its business activities during the reporting period. Based on the Group's assessment, for the financial year ending 31 December 2023, the Group does not report any of its economic activities that could constitute Aligned Economy Activity under the EU Taxonomy.

The Group's economic activities do not have a significant impact on climate change mitigation or adaptation and therefore only a small proportion of them can currently be considered eligible, as reflected in the Group's key performance indicators under the EU taxonomy for the 2023 and 2022 financial year. The Group has assessed that its television and radio broadcasting activities do not constitute supporting eligible economic activities under point 13.1 Creative, artistic and entertainment activities or point 13.3 Production of films, videos and television programs, preparation and publishing of sound recordings listed in Annex II to Climate delegated regulation as the Group does not have sufficient reliable data to demonstrate that these activities contribute to climate change adaptation or promote increased resilience to physical climate risks, as the case may be.

Evaluation of the 'Do No Significant Harm' Principle Criteria

Besides the substantial advantages, the technical review criteria also consider the 'do no significant harm' (the DNSH) principle. This principle is intended to ensure that the economic activity does not cause considerable environmental damage or compromise any other environmental goal outlined in Article 9 of Regulation (EU) 2020/852.

In the absence of activities that could be considered to be aligned, we have not needed to further review the requirements of the DNSH principle. Nevertheless, we have also focused on climate risk assessment for future reporting periods. Besides our internal discussions, we have also referred to the National Threat Register[1] relevant to the Slovak Republic. Based on this, we have identified which of the previously mentioned risks should be considered at the Group level moving forward. In the future, the Group intends to conduct an extensive assessment of climate risks, as suggested by the European Commission. This includes creating models of climate scenarios for those Aligned Economic Activities that are identified as having potential and severe risks.

Compliance with Minimum (Social) Safeguards

As per Article 3(c) of the EU Taxonomy, any economic activity deemed environmentally sustainable must comply with the Minimum Safeguards.

The Minimum Safeguards are defined in Article 18(a) of the EU Taxonomy as practices that ensure the performance of environmentally sustainable economic activities in accordance with:

- OECD Guidelines for Multinational Enterprises (2011)[2]
- The United Nations Guiding Principles on Business and Human Rights (UNGPs)[3,] including the principles and rights set out in the eight core conventions set out in the ILO Declaration on Fundamental Principles and Rights at Work[4];
- International Bill of Human Rights[5]

The evaluation of the Minimum Safeguards was conducted considering the Final Report on Minimum Safeguards, which was published by the Platform for Sustainable Finance in October 2022[6.]

Assessments of compliance with Minimum Social Safeguards were carried out for the four focus areas:

- Human rights (including labor and consumer rights)

[1] https://www.oecd.org/daf/inv/mne/48004323.pdf
[2] https://www.oecd.org/daf/inv/mne/48004323.pdf
[3] https://www.ohchr.org/sites/default/files/Documents/Publications/GuidingPrinciplesBusinessHR_EN.pdf
[4]https://www.ilo.org/wcmsp5/groups/public/---ed_norm/---declaration/documents/normativeinstrument/wcms_716594.pdf
[5] https://www.ohchr.org/sites/default/files/Documents/Publications/Compilation1.1en.pdf
[6] https://finance.ec.europa.eu/system/files/2022-10/221011-sustainable-finance-platform-finance-report-minimum-safeguards_en.pdf

- Corruption and bribery
- Taxation
- Fair competition

In view of the lack of guidance and application practice with respect to the assessment of compliance with the minimum social safeguards requirement, and also as a matter of prudence, the Group's Management has decided to consider this criterion as not being met, despite the analysis performed. For this reason, all of the Group's relevant economic activities are listed as eligible under the EU taxonomy but not environmentally sustainable under the key performance indicators of the EU taxonomy. The Group is currently working on a detailed analysis of the minimum social safeguard requirements and their impact on the Group's operations and will take appropriate action.

Accounting Methods for Preparing Disclosures under the EU Taxonomy and Misc Information

Key Performance Indicators (KPIs) include a turnover indicator, a capital expenditure indicator, and an operating expenditure indicator. The disclosure of KPIs is in line with the EU Taxonomy and in accordance with Annex II of the EU Commission Disclosure Delegated Regulation[7].

Turnover

The indicator related to turnover has been calculated as the proportion of turnover linked with Eligible Economic Activities (the numerator) to the net turnover (the denominator). This is represented by the revenue from customer contracts and rental income, as stated in the consolidated statement of profit or loss and other comprehensive income for the year ending on 31 December 2023 (amounting to €236,127K). For further information, see subsection 5 of the Notes to the consolidated financial statements. Net turnover for Eligible Activities represents turnover from the following economic activities:

- 7.7 Acquisition and Ownership of Buildings and Exercise of Property Rights Over Buildings

On 21 December 2023, the Group sold the Croatian company NOVI LIST d.d. The turnover indicator in the total amount of €261K includes rental income from a building owned by NOVI LIST d.d.

[7] European Commission Delegated Regulation No 2021/2178 of 6 July 2021 supplementing Regulation (EU) 2020/852 of the European Parliament and of the Council by specifying the content and presentation of the information to be disclosed by undertakings covered by Article 19a or 29a of Directive 2013/34/EU with regard to environmentally sustainable economic activities and specifying the methodology for fulfilling that disclosure obligation

Capital Expenditure

The capital expenditure indicator was determined as the proportion of capital expenditure associated with Eligible Economic Activities (numerator) and total capital expenditure as defined by the EU Taxonomy (denominator) for the year ending 31 December 2023.

The denominator includes total capital expenditure for the period, which includes additions to property, plant and equipment, and intangible assets (€24,774K) as disclosed in paragraphs 13, 15, and 16 of the notes to the consolidated financial statements.

Capital expenditure for eligible activities represents expenditure from the Following Economic Activities:

- 6.5 Transportation via Motorbikes, Passenger Cars, and Light Commercial Vehicles
- 7.7 Acquisition and Ownership of Buildings and Exercise of Property Rights Over Buildings

Capital expenditures on activities 7.3 and 7.5 were only made in 2022, whereas in 2023, there were no capital outlays for these activities.

Operational Expenses

The operating expenditure indicator was defined as the ratio of operating expenditure related to Eligible Economic Activities (numerator) to total operating expenditure as defined by the EU Taxonomy (denominator).

Operating expenditure according to the EU Taxonomy includes expenditure related to maintenance and repair of buildings, plant and equipment, research and development, and short-term leasing and renting. For the Group, these operational costs encompass direct, non-capitalized expenses related to building renovation activities, temporary leases, maintenance and repairs, and all other immediate costs linked to the routine upkeep of property, plant, and equipment. This is carried out either by the business in-house or by a third-party contractor who handles the necessary tasks to guarantee the ongoing and effective functioning of these assets.

The denominator includes repair and maintenance expenses (€4,613K) and short-term lease and rental expenses (€9,121K), which are disclosed in subsection 10 of the Notes to the Consolidated Financial Statements.

Operating expenditure for eligible activities represents expenditure from the Following Economic Activities:

- 6.5 Transportation via Motorbikes, Passenger Cars, and Light Commercial Vehicles
  7.7 Acquisition and Ownership of Buildings and Exercise of Property Rights Over Buildings

Key Performance Indicators for 2023

Turnover

Financial year 2023		2023		Substantial contribution criteria						DNSH criteria (“Does Not Significantly Harm”)									
Economic Activities	Code	Turnover in ths Eur	Proportion of Turnover, year 2023 in %	Climate Change Mitigation	Climate Change Adaptation	Water	Pollution	Circular Economy	Biodiversity	Climate Change Mitigation	Climate Change Adaptation	Water	Pollution	Circular Economy	Biodiversity	Minimum Safeguards	Proportion of Taxonomy-aligned (A.1.) or -eligible (A.2.) turnover, year 2022 in %	Category enabling activity	Category transi-tional activity
A. TAXONOMY-ELIGIBLE ACTIVITIES																			
A.1. Environmentally sustainable activities (Taxonomy-aligned)																			
Turnover of environmentally sustainable activities (Taxonomy-aligned) (A.1)		**0**	**0%**	**0%**													**0%**		
Of which enabling		0	0%	0%													0%	E	
Of which transitional		0	0%	0%													0%		T
A.2. Taxonomy-eligible but not environmentally sustainable activities (not Taxonomy-aligned activities)																			
Acquisition and ownership	CCM 7.7.	261	0,11%	eligible													0,30%		
Turnover of Taxonomy- eligible but not environmentally sustainable activities (not Taxonomy-aligned activities) (A.2)		**261**	0,1%														0,30%		
A. **Turnover of Taxon-omy-eligible activities (A.1+A.2)**		**261**	0%														0,30%		
B. TAXONOMY-NON-ELIGIBLE ACTIVITIES																			
Turnover of Taxonomy non-eligible activities		235 866	100%																
Total		**236 127**	**100%**																

Capital Expenditure

Financial year 2023		2023		Substantial contribution criteria						DNSH criteria (“Does Not Significantly Harm”)									
Economic Activities	Code	CapEx in ths Eur	Proportion of CapEx, 2023 in %	Climate Change Mitigation	Climate Change Adaptation	Water	Pollution	Circular Economy	Biodiversity	Climate Change Mitigation	Climate Change Adaptation	Water	Pollution	Circular Economy	Biodiversity	Minimum Safeguards (17)	Proportion of Taxonomy - aligned (A.1.) or eligible (A.2.) CapEx, year 2022 in %	Category enabling activity	Category transi-tional activity
A. TAXONOMY-ELIGIBLE ACTIVITIES																			
A.1. Environmentally sustainable activities (Taxonomy-aligned)																			
CapEx of environmentally sustainable activities (Taxonomy-aligned) (A.1)		**0**	**0%**														**0%**		
Of which enabling		0	0%														0%	E	
Of which transitional		0	0%														0%		T
A.2. Taxonomy-eligible but not environmentally sustainable activities (not Taxonomy-aligned activities)																			
Transport by motorbikes, passenger cars and light commercial vehicles	CCM 6.5.	1 320	5%	eligible													4,30%		
Acquisition and ownership of buildings	CCM 7.7.	2 787	11%	eligible													0,20%		
Installation, maintenance and repair of energy efficiency equipment	CCM 7.3	0	0%														0,10%		
Installation, maintenance and repair of instruments and devices for measuring, regulation and controlling energy performance of buildings	CCM 7.5	0	0%														0,80%		
CapEx of Taxonomy-eligible but not environmentally sustainable activities (not Taxonomy-aligned activities) (A.2)		**4 107**	17%														5,40%		
A. **CapEx of Taxonomy- eligible activities (A.1+A.2)**		**4 107**	17%														5,40%		
B. TAXONOMY-NON-ELIGIBLE ACTIVITIES																			
CapEx of Taxonomy-non eligible activities		20 667	83%																
Total		**24 774**	**100%**																

Operational Expenses

Financial year 2023	2023			Substantial contribution criteria						DNSH criteria ("Does Not Significantly Harm")									
Economic Activities	Code	OpEx in ths Eur	Proportion of OpEx in 2023 in %	Climate Change Mitigation	Climate Change Adaptation	Water	Pollution	Circular Economy	Biodiversity	Climate Change Mitigation	Climate Change Adaptation	Water	Pollution	Circular Economy	Biodiversity	Minimum Safeguards	Proportion of Taxonomy-aligned (A.1.) or -eligible (A.2.) OpEx, year 2022 in %	Category enabling activity	Category transi-tional activity
A. TAXONOMY-ELIGIBLE ACTIVITIES																			
A.1. Environmentally sustainable activities (Taxonomy-aligned)																			
OpEx of environmentally sustainable activities (Taxonomy-aligned) (A.1)		**0**	**0%**	**0%**													**0%**		
Of which enabling		0	**0%**	0%													0%	E	
Of which transitional		0	0%	0%													0%		T
A.2. Taxonomy-eligible but not environmentally sustainable activities (not Taxonomy-aligned activities)																			
Transport by motorbikes, passenger cars and light commercial vehicles	CCM 6.5.	365	3%	eligible													1,00%		
Acquisition and ownership of buildings	CCM 7.7.	69	1%	eligible													0,20%		
OpEx of Taxonomy-eligible but not environmentally sustainable activities (not Taxonomy-aligned activities) (A.2)		**434**	3%														1,30%		
A. **OpEx of Taxonomy eligible activities (A.1+A.2)**		**434**	3%														1,30%		
B. TAXONOMY-NON-ELIGIBLE ACTIVITIES																			
OpEx of Taxonomy-non- eligible activities		13 300	97%																
Total		**13 734**	**100%**																

Key Performance Indicators for 2022

Turnover

				Substantial Contribution criteria						DNSH criteria									
Economic activties	**Codes**	**Absolute turnover (in EUR thousands)**	**Proportion of turnover (%)**	**Climate Change Mitigation (%)**	**Climate Change Adaptation (%)**	**Water marine resources (%)**	**Circular Economy (%)**	**Pollution (%)**	**Biodiversity and ecosystems (%)**	**Climate Change Mitigation (Y/N)**	**Climate Change Adaptation (Y/N)**	**Water marine resources (Y/N)**	**Circular Economy (Y/N)**	**Pollution (Y/N)**	**Biodiversity and ecosystems (Y/N)**	**Minimum safeguards (Y/N)**	**Taxonomy-aligned proportion of turnover year N (%)**	**Taxonomy-aligned proportion of turnover year N-1 (%)**	**Category (enabling activity) (E)**	**Category (transitional activity) (T)**
A. TAXONOMY-ELIGIBLE ACTIVITIES																			
A.1. Environmental sustainable activities (Taxonomy aligned)																			
Turnover of environmental sustainable activities (Taxonomy-aligned) (A.1.)		**-**	**0,0%**														**0,0%**		
A.2. Taxonomy-Eligible but <u>not</u> environmental sustainable activites (not Taxonomy-aligned activities)																			
Acquisition and ownership of buildings	7.7	707	0,33%																
Turnover of Taxonomy-eligible but not environmental sustainable activities (not Taxonomy-aligned activities) (A.2.)		**707**	**0,3%**														**0,3%**		
Total (A.1. + A.2)		**707**	**0,3%**														**0,3%**		
B. TAXONOMY-NON-ELIGIBLE ACTIVITIES																			
Turnover of Taxonomy-non-eligible activities (B)		216 613	99,7%																
Total (A+B)		**217 320**	**100%**																

Capital Expenditure

				Substantial Contribution criteria						DNSH criteria									
Economic activties	**Codes**	**Absolute CapEx (in EUR thousands)**	**Proportion of CapEx (%)**	**Climate Change Mitigation (%)**	**Climate Change Adaptation (%)**	**Water marine resources (%)**	**Circular Economy (%)**	**Pollution (%)**	**Biodiversity and ecosystems (%)**	**Climate Change Mitigation (Y/N)**	**Climate Change Adaptation (Y/N)**	**Water marine resources (Y/N)**	**Circular Economy (Y/N)**	**Pollution (Y/N)**	**Biodiversity and ecosystems (Y/N)**	**Minimum safeguards (Y/N)**	**Taxonomy-aligned proportion of CapEx year N (%)**	**Taxonomy-aligned proportion of CapEx year N-1 (%)**	**Category (enabling activity) (E)**	**Category (transitional activity) (T)**
A. TAXONOMY-ELIGIBLE ACTIVITIES																			
A.1. Environmental sustainable activities (Taxonomy aligned)																			
CapEx of environmental sustainable activities (Taxonomy-aligned) (A.1.)		**-**	**0,0%**														**0,0%**		
A.2. Taxonomy-Eligible but <u>not</u> environmental sustainable activites (not Taxonomy-aligned activities)																			
Installation, maintenance and repair of energy efficiency equipment	7.3	7	0,1%																
Installation, maintenance and repair of instruments and devices for measuring, regulation and controlling energy performance of buildings	7.5	108	0,8%																
Acquisition and ownership of buildings	7.7	32	0,2%																
Transport by motorbikes, passenger cars and light commercial vehicles	6.5	577	4,3%																
CapEx of Taxonomy-eligible but not environmental sustainable activities (not Taxonomy-aligned activities) (A.2.)		**724**	**5,4%**														**5,4%**		
Total (A.1. + A.2)		**724**	**5,4%**														**5,4%**		
B. TAXONOMY-NON-ELIGIBLE ACTIVITIES																			
CapEx of Taxonomy-non-eligible activities (B)		12 695	94,6%																
Total (A+B)		**13 419**	**100%**																

Operational Expenses

Economic activties	Codes	Absolute OpEx (in EUR thousands)	Proportion of OpEx (%)	Substantial Contribution criteria: Climate Change Mitigation (%)	Climate Change Adaptation (%)	Water marine resources (%)	Circular Economy (%)	Pollution (%)	Biodiversity and ecosystems (%)	DNSH criteria: Climate Change Mitigation (Y/N)	Climate Change Adaptation (Y/N)	Water marine resources (Y/N)	Circular Economy (Y/N)	Pollution (Y/N)	Biodiversity and ecosystems (Y/N)	Minimum safeguards (Y/N)	Taxonomy-aligned proportion of OpEx year N (%)	Taxonomy-aligned proportion of OpEx year N-1 (%)	Category (enabling activity) (E)	Category (transitional activity) (T)
A. TAXONOMY-ELIGIBLE ACTIVITIES																				
A.1. Environmental sustainable activities (Taxonomy aligned)																				
OpEx of environmental sustainable activities (Taxonomy-aligned) (A.1.)		**-**	**0,0%**														**0,0%**			
A.2. Taxonomy-Eligible but <u>not</u> environmental sustainable activites (not Taxonomy-aligned activities)																				
Acquisition and ownership of buildings	7.7	33	0,2%																	
Transport by motorbikes, passenger cars and light commercial vehicles	6.5	138	1,0%																	
OpEx of Taxonomy-eligible but not environmental sustainable activities (not Taxonomy-aligned activities) (A.2.)		**171**	**1,3%**														**1,3%**			
Total (A.1. + A.2)		**171**	**1,3%**														**1,3%**			
B. TAXONOMY-NON-ELIGIBLE ACTIVITIES																				
OpEx of Taxonomy-non-eligible activities (B)		13 374	98,7%																	
Total (A+B)		**13 545**	**100%**																	

12 ANNOUNCEMENT OF THE COMPANY´S BOARD OF DIRECTORS

The individual and consolidated financial statements as of 31 December 2023 have been prepared in accordance with special regulations while providing a true and fair view of the assets, liabilities, financial position, and operating result of the Company.

Mgr. Richard Flimel
Chairman of the Board of Directors