

Selected financial data of the IMS Group for 2024 without the Closer Music project (without Closer Music Corporation and Closer Music Sp. z o.o.)

(numeral values in k of PLN)	12 month period ended		2024 vs 2023 change	
	31 Dec 2024 /estimates/	31 Dec 2023	numeral	percentage
Net income from sales	63,502	63,075	427	0,7%
EBIT	16,508	11,600	4,908	42,3%
<i>EBIT profitability</i>	<i>26,0%</i>	<i>18,4%</i>		
EBITDA (Operating result + depreciation)	21,510	17,427	4,083	23,4%
<i>EBITDA profitability</i>	<i>33,9%</i>	<i>27,6%</i>		
Net profit attributable to shareholders of the parent unit	12,282	7,504	4,778	63,7%
<i>Net profitability</i>	<i>19,3%</i>	<i>11,9%</i>		

Selected financial data for the entire IMS Group for 2024 (including the companies of the Closer Music project)

(numeral values in k of PLN)	12 month period ended		2024 vs 2023 change	
	31 Dec 2024 /estimates/	31 Dec 2023	numeral	percentage
Net income from sales	66,338	67,339	(1,001)	(1.49%)
EBIT	15,022	13,471	1,551	11,51%
<i>EBIT profitability</i>	<i>22,6%</i>	<i>20,0%</i>		
EBITDA (Operating result + depreciation)	20,641	20,065	576	2,87%
<i>EBITDA profitability</i>	<i>31,1%</i>	<i>29,8%</i>		
Net profit attributable to shareholders of the parent unit	11,079	8,607	2,472	28,72%
<i>Net profitability</i>	<i>16,7%</i>	<i>12,8%</i>		

In 2024 the IMS Group achieved sales revenues similar to those of 2023. At every profit level (EBIT, EBITDA, net profit attributable to shareholders of the parent company), the Group has recorded record results in its operations to date. Particularly noteworthy is the net profit attributable to shareholders of the parent company, which has grown by almost 30% compared to 2023. For the first time, this profit also exceeded the level of 10 million PLN. These very good results are influenced by the large number of subscription locations acquired (nearly 3,000, mainly in the premium segment - table below) and cost discipline throughout the organisation. Somewhat weaker results were recorded in the Digital Signage Systems, other sales and audio and video advertising services segments. Importantly, however, the latter segment made up for the losses of the first half of 2024, and the second half of 2024 was already clearly better than the second half of 2023. This upward trend continues in 2025.

Table: Change i number of subscription locations in the IMS Capital Group

	12 month period ended		growth ratio 2024 / 2023	
	31 December 2024	31 December 2023	numeral	percentage
Number of commercial locations (audio and video subscriptions), including:	33,838	31,285	2,553	8%
- <i>audiomarketing economic segment locations</i>	<i>15,792</i>	<i>15,845</i>	<i>(53)</i>	-
Number of commercial locations (aroma subscriptions)	4,312	3,956	356	9%
Total number o subscription locations	38,150	35,241	2,909	8%

Diagram: Structure of net sales revenues by sales category in 2024 (in k of PLN)

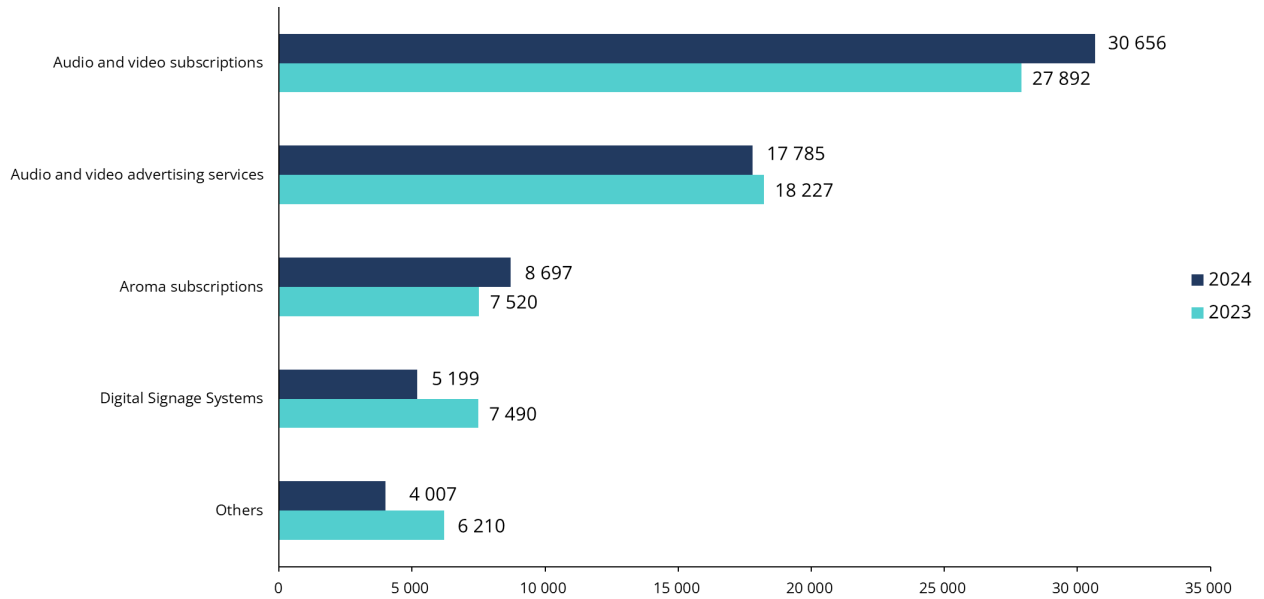


Diagram: Growth in the number of subscription locations in the IMS Group during the period 2000 to 2024

