

# REPORT

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on expenses relating to representation, legal services, marketing services, public relations and social communication services as well as advisory services relating to management

in PGE Polska Grupa Energetyczna S.A. for 2022.



*Prowadzimy w zielonej zmianie*

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## Legal basis

Pursuant to §42(9) of the Statutes of PGE Polska Grupa Energetyczna S.A. in conjunction with § 18(1)(12), the Management Board of Polska Grupa Energetyczna S.A. presents the report of the Company on "expenses relating to representation, legal services, marketing services, public relations and social communication services as well as advisory services relating to management" for the purpose of its submission to the Supervisory Board of PGE S.A., with a request to provide an opinion thereon.

The report covers the year 2022. The information has been prepared on an accrual basis.

### 1. Marketing, public relations and social communication services

In 2022, the Company allocated **PLN 83,630.9 thousand** for marketing, public relations and social communication services. Within the scope of marketing activities, PGE S.A. incurred expenses for sponsoring cultural and sports events, marketing research, advertising activities, including image campaigns in the media, such as television, Internet, outdoor media and press. The amounts allocated to sports sponsorship reached **PLN 44,479.2 thousand** and to culture sponsorship - **PLN 6,411.3 thousand**. In 2022, the key sponsorship projects of PGE S.A. included: PGE Narodowy, PGE Skra Bełchatów, PGE Ekstraliga and Polska Liga Esportowa.

An amount of **PLN 16,906.0 thousand** was allocated to advertising campaigns. The most important image campaigns implemented by PGE S.A. in 2022 included:

- the nationwide advertising campaign "We lead in the green change", which emphasised the leadership of PGE Capital Group in the green change, reaffirmed through its engagement in offshore wind energy. The aim of the campaign was to reinforce the image of the national leader in the energy transition, consistently pursuing the strategic goal of achieving climate neutrality by 2050,
- the nationwide educational campaign promoting the efficient use of electricity.

In 2022, paid cooperation with the media generated the cost amounting to **PLN 6,098.0 thousand**. As part of paid cooperation with the media, PGE S.A. incurred expenses on media partnerships, publications in the media (press, Internet, radio), as well as on cooperation with industry-specific websites.

Within the scope of social communication, the most important CSR activities included: the social campaign "Polish - I buy it!", sponsorship support of the Pola application which allowed for the release of an update of the application to the Pola 2.0 version and adding new functionalities, as well as the publication of a report entitled "Polish products, not only food" containing a ranking of products most frequently scanned in the Pola application. The report was discussed at a debate held on 25 August 2022, which was organised by the Jagiellonian Club, the publisher of the Pola application, in partnership with PGE S.A.

In 2022, a total of **PLN 165.8 thousand** was allocated for marketing research corresponding to the needs of PGE S.A. Within this amount, the following projects were carried out:

- a survey enhancing the results of the BOP (Employee Opinion Survey),
- a survey on the use of cultural events and on exploring incentives/barriers to the frequency of visits to museums and philharmonic halls,
- a survey on the impact of the coal market situation on brand image,
- a survey on the energy situation of Poland as perceived by households and small businesses, including the image and perception of the PGE brand in the current economic and energy conditions.

The activities carried out in the field of marketing services supported the building and maintenance of the awareness and the value of the PGE brand, as well as the range of its influence on the market. Public relations and social communication activities contributed to the communication of PGE's brand values and supported the implementation of energy transition and corporate social responsibility tasks.

## 2. Advisory services relating to management and legal services

For management advisory services the Company incurred the costs in the amount of **PLN 19,826.0 thousand**, including the amount of **PLN 5,062.2 thousand** related to costs of legal services relating to the implementation of projects supporting operating and development activities of PGE S.A., analysis of Polish and international legal acts, representation of the Company in court, administrative and arbitration proceedings, as well as activities supporting the Company's corporate bodies in matters related to management of the Company and the PGE Capital Group.

The costs of advisory services in the amount of **PLN 14,763.8 thousand** comprised consulting and tax services in support of new and continued projects, transaction advisory services, providing business and financial analyses influencing business decisions taken. Analyses of the rationality and effectiveness of selected areas of the PGE Capital Group's operations were also carried out.

## 3. Costs relating to representation

In 2022, the Company allocated the amount of **PLN 212.6 thousand** for representation expenses. The expenses related to representation were aimed at representing the Company, building its prestige and creating a positive image of the PGE brand and the Company's management team.

## 4. Summary

The table below provides a summary of the aforementioned expenditure. The amounts in the table are provided in PLN thousand.

1. Marketing, public relations and social communication services	83,630.9
2. Advisory services relating to management and legal services	19,826.0
3. Costs relating to representation	212.6
<b>TOTAL</b>	<b>103,669.5</b>

## Approval of the Report

This report on expenses relating to representation, legal services, marketing services, public relations and social communication services as well as services relating to management of the company was approved by the Management Board of PGE Polish Grupa Energetyczna S.A. on 20 March 2023.

Warsaw, 20 March 2023

Signatures of the Members of the Management Board of PGE Polska Grupa Energetyczna S.A.

<b>President of the Management Board</b>	<b>Wojciech Dąbrowski</b>	<i>Signed with qualified electronic signature</i>
<b>Vice President of the Management Board</b>	<b>Wanda Buk</b>	<i>Signed with qualified electronic signature</i>
<b>Vice President of the Management Board</b>	<b>Lechosław Rojewski</b>	<i>Signed with qualified electronic signature</i>
<b>Vice President of the Management Board</b>	<b>Paweł Śliwa</b>	<i>Signed with qualified electronic signature</i>
<b>Vice President of the Management Board</b>	<b>Ryszard Wasilek</b>	<i>Signed with qualified electronic signature</i>
<b>Vice President of the Management Board</b>	<b>Rafał Włodarski</b>	<i>Signed with qualified electronic signature</i>