

## Report

Of the Investment Relations Director of Sirma Group Holding JSC

For the activity in 2017

This Investor Relations Activity Report is prepared by Stanislav Tanushev, Investor Relations Director, in accordance with the requirements of Article 116d, paragraph 4 of the Public Offering of Securities Act (POSA).

### **IRD**

In the period from 01.01.2017 to 31.12.2017 the activity of IRD was performed by Stanislav Tanushev.

### **Main Guidelines**

The main objectives and guidelines for the work on investor relations during the year were the requirements of POSA, taking into consideration the changes therein, Regulation 596/2014, The National Code for Corporate Governance as well as the Program for Good Corporate Governance of Sirma Group Holding JSC.

### **Registers**

During the year, according to the requirements of the regulatory framework, a Register for the disclosed information was kept.

In the course of the year, the IRD duly kept and stored records of the meetings of the Board of Directors in accordance with the Sirma Group Holding documentation practice.

### **Activity during the year**

During the year there was a timely and effective communication between the corporate management of the company and the shareholders, the potential investors, the Bulgarian Stock Exchange, the Financial Supervision Commission and the Central Depository.

For the purpose of disclosure of regulated information, the contract with Service Financial Markets EOOD for the use of their X3News electronic platform, was renewed. Contrasts with some selected information partners were also signed: Investor.bg and Profit.bg.

The above information media were used for the timely disclosure of regulated, internal and additional information from Sirma Group Holding.

### **Site**

The Investor Relations section of the site [www.sirma.bg](http://www.sirma.bg) was duly supported and all documents related to disclosure of information were also published there. The section was updated according to the new requirements of POSA and now also contains a page for disclosure of inside information.

During the year, English translations of basic documents and financial data was also provided at [www.sirma.com](http://www.sirma.com). The News section on the company's website [www.sirma.bg](http://www.sirma.bg) was also duly supported, in order to fully inform investors and stakeholders about the development of products, companies, awards, events and other news from Sirma Group Holding and its subsidiaries.

### **Video**

During the year, with the aim to provide a more comprehensive media for popularization of the activity, of the products and services, of the daughter companies, IRD initiated the filming of a series of video materials. These were organized in a video-channel of the specialized medial Youtube. The video-channel was also enriched with recycled, but current video content.

### **Information for the Management of Sirma Group**

During the year IRD created a methodology for informing the management of Sirma Group for the investor structure. IRD was also involved in market research of the markets of importance for Sirma Group, informing the Management with reports and infographics accordingly.

### **Personalization of the Investor Relations**

Further to the electronic means for disclosure of information, mentioned above, special attention was given to the personalization of communication with investors and interested persons.

- During the year managers of Sirma Group on a monthly basis attended conferences and public discussions: Bulgaria Investor Day in London, The Voice of Money in Sofia, The Next Big Thing organized by Bloomberg TV, Investor Finance Forum, as well as interviews and articles. On these events the managers of Sirma Group shared the Vision of Sirma Group for the future, the aims which the company pursues, the strategy of the company for reaching its objectives.
- During the year an online group of investors and interested parties was created, using the platform Mailchimp. This platform allows automatic subscription of new shareholders and interested persons and is used for monthly direct emails informing of important news from the company to its subscribers.
- Important events and official disclosures were presented online through the organization of webinars, recording of which are also available on our site as well as shared on the social media Facebook and Youtube.
- All direct questions, put forth by investors and interested parties, received a timely and comprehensive response /total of 27 over the year/. The most interesting of these were also shared in the "Q&A" section of our site, aiming mass access of the respective information.

- Several meetings between investors and interested parties and the management of Sirma Group Holding were organized over the year. Presentation of the activity, update of the Strategy and direct Q&A were on the agenda on these meetings.

### **Presentation**

Over the year the IRD initiated an improved presentation of information from Sirma Group. Retrospective consolidated information about the results of the Group activity was made available from 2010 onwards. Further the presentation of Sirma include more infographics, thus presenting diverse information in a concentrated manner, aiming comprehensive informing of its shareholders and interested parties.

During 2017, the IRD initiated the launch of the “Investor Bulletin” each quarter. Its objective was disclosure of additional information and analysis, which did not have a dedicated media channel. The Bulletin is published on the investor section of the company website and is sent personally to all subscribers of „News from Sirma“ in Mailchimp.

### **Shareholders’ Meeting and Payment of Dividend**

IRD supported the successful organization of the General Meeting of Shareholders of Sirma Group Holding JSC on 15.06.2017. Following the corresponding decision of the GMS, the IRD supported the timely and flawless disbursement of dividends to all shareholders in the period up to 15.09.2017. During the dividend payment multiple communications with shareholders were effected – public and individual, through which shareholders were informed about technical issues of the dividend payment.

### **LEI Code**

Following the regulations of MIFIR and article 79b of POSA, the IRD organized the issue of the Legal Entity Identifier code of Sirma Group Holding JSC. The code was issued in a timely manner in November 2017. The BSE, FSC and Central Depository were informed accordingly.

### **Association**

During 2017 the participation of the IRD of Sirma Group Holding in the Association of the Bulgarian Investor Relations Directors was renewed. This provided methodological and best-practice support to the IRD of Sirma Group Holding JSC.

Prepared by Stanislav Tanushev  
30.04.2018  
Sofia

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