

## **Report**

### **Of the Investment Relations Director of Sirma Group Holding JSC**

#### **For the activity in 2019**

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 01.01.2019 to 31.12.2019 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, as well as a Register of the Board Meetings were kept, in accordance with the Sirma Group Holding document handling 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 <https://sirma.com/> 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. Information was published in the Bulgarian and English language.

The “[News](#)” section on the company's website [www.sirma.com](http://www.sirma.com) 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, the video channel of Sirma Group Holding on [Youtube](#) was enriched with new material from the Holding and from the daughter companies. The purpose of these short videos was to present complex information in a simplified form.

## Information for the Management of Sirma Group

During the year IRD dully followed the methodology for informing the management of Sirma Group about the investor structure and its dynamics. 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, such as: “The Sound of Money”, organised by Profit.bg, “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 as well as technological news and product presentations.
- During the year the news-letter “News from Sirma” continued to be issued. The news-letter is targeted at shareholders and interested persons, who have subscribed for it. Its issue was monthly. The platform, on which the news-letter is launched, offers the possibility for new subscribers, as well as easy un-subscription and is in total compliance with the regulations for protection of personal data.
- 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 29 over the year/.
- During 2019 many meetings between investors and interested parties and the management of Sirma Group Holding were organized. Many of these were a result of the initiated public

offering. Presentation of the activity, Strategy presentation and direct Q&A were on the agenda on these meetings.

### **Shareholders' Meeting**

IRD supported the successful organization of the General Meeting of Shareholders of Sirma Group Holding JSC on 19.06.2017.

### **Public Offering**

In 2019 the IRD took active part in all procedures linked with the public offering of the new issue of shares of Sirma Group Holding – preparation of the Strategy presentations, preparation of the Prospectus, organization of meetings with investors and various other administration tasks.

### **Association**

During 2019 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 Stanisav Tanushev  
30.06.2019  
Sofia

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