



Interim Consolidated Management Report

of "Sirma Group Holding" JSC
for Q3 2024

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1 STATEMENT BY THE BOARD OF DIRECTORS OF “SIRMA GROUP HOLDING” JSC

The present interim consolidated management of “Sirma Group Holding” JSC covers the period, ending on 30 September 2024 and was prepared in accordance with the provisions of Article 39 of the Accountancy Law and Art. 100o, para. 2 and 5 of the the Public Offering of Securities Act (POSA), including also the established events, occurring after the balance sheet date. The structure of this report is in accordance with Article 12 of Ordinance No. 2 of of the Financial Supervision Commission (FSC).

The board of directors of the holding confirms that:

- there were no irregularities in which managers or employees were involved, which may be material to the consolidated financial statements;
- all material transactions are duly accounted for and reflected in the interim consolidated financial statements as at 30 September 2024;
- there is no actual or potential breach of laws and (or) other regulatory provisions which would have a material impact on the consolidated financial statements or could serve as a basis for reporting contingent loss;
- there are no legal or other restrictions on the flow of funds;
- there are no known trends, requests, commitments, events or occasional circumstances for which there is reason to expect that they may affect the company as a whole.

This interim consolidated management report contains estimates and information based on our beliefs and assumptions, using currently available information about them. Any statements contained in this report which are not historical facts are predictions. We have based these statements on the future of our current expectations, assumptions and predictions about future conditions and events. As a result, our predictions and information are exposed to uncertainties and risks, many of which are beyond our control. If one or more of these uncertainties or risks materialize or if the underlying management assumptions prove to be incorrect, our actual results may differ materially from those described in the report. We describe these risks and uncertainties in the report in the Risk Section.

This report includes IT industry statistics and global economic trends which come from information published by sources including International Data Corporation (IDC), a market information and information technology consultant, telecoms and consumer technology markets; Gartner, the European Central Bank (ECB); and the International Monetary Fund (IMF). This type of data is only the forecasts of IDC, the ECB, the IMF and other data sources for the global economy and industry. SIRMA does not guarantee any statistical information provided by sources such as IDC, Gartner, ECB, IMF, or other similar sources cited in this report. In addition, although we believe that information from these sources is generally reliable, this type of data is inaccurate. We warn readers not to create unnecessary dependence on this data.

In our interim consolidated management report we analyze our business activities for the reporting financial period as well as the current situation of Sirma Group. Starting from a description of our business, economic environment and strategy, we present our financial system and explain in detail our results and operations as well as our financial position and net assets. We also report on the various aspects of financial sustainability of Sirma Group and the expected development of possible risks.

The financial information presented in this report includes our consolidated financial statements, our report to the Board of Directors and some financial aspects derived from our management accountability. The non-financial data presented in the report includes aspects of intellectual, human and social rights and relationships derived from our materiality assessment.

Our interim consolidated financial statements have been prepared in accordance with IFRSs. Internal control over financial reporting ensures the reliability of the information presented in the consolidated financial statements. Our Board of Directors has confirmed the effectiveness of our internal financial reporting.

All financial and non-financial data and information for the reporting period is collected and / or reported by the responsible business units.

The reporting period is the financial year ending on 30.09.2024. The report includes Sirma Group Holding JSC and all subsidiary companies of the Group without EngView Systems Latin America and Sirma ISG, which are excluded from consolidation due to lack of relevance.

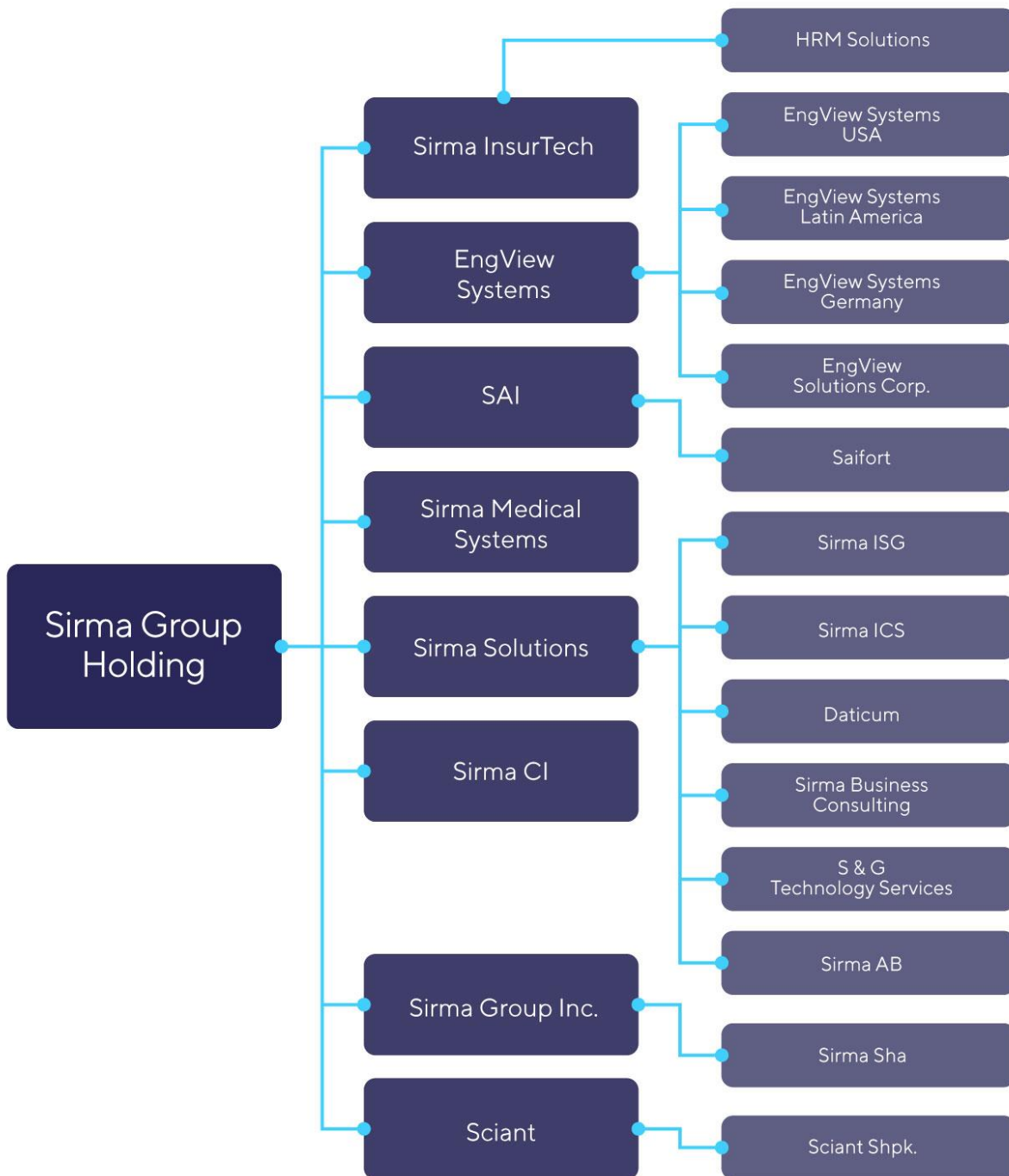


2 ORGANIZATION AND WAY OF PRESENTATION

“Sirma Group Holding” JSC is a holding company that invests in technological businesses, manages them strategically and operationally, provides its subsidiaries with management, administrative, marketing and financial services.

Over the years, Sirma has created over 20 companies, investing in them a tremendous financial and human capital.

Generating robust growth, cost-effectiveness and consistent business results are among the company's top priorities.



History and development of the company

"Sirma Group Holding" JSC is a holding company registered on 25.04.2008 at the Registry Agency with UIC 200101236, with head office: BULGARIA, Sofia (capital), Sofia municipality, City Sofia 1784, Mladost area, bul. Tsarigradsko Shose, No 135.

The name of the company changed on 23.03.2009 from "SGH" JSC to "Sirma Group Holding" JSC.

The object of the company is: Acquisitions, management, evaluation and sale of participation in bulgarian and foreign

Changes in the statement of activity

At the time of its incorporation, the company operated under the following business activities: design, development, marketing, sales, implementation, training and support of software products and complete solutions, including software project management, information and communication technology consultancy services, accounting services, as well as any other activity not prohibited by law.

On 23.03.2009 Sirma Group Holding changed its scope of activity as follows: Acquisition, management, evaluation and sale of participations in Bulgarian and foreign companies, acquisition, evaluation and sale of patents, surrender of licenses for use of patents of companies in which the holding company participates, financing of the companies in which the holding company participates, organization of the

CAPITAL

The share capital of the company amounts to 59 360 518 BGN, divided into 59 360 518 dematerialized shares with nominal value of BGN 1.

History of Share Capital

History of changes in share capital

- The company was incorporated with BGN 50 000 of capital.

On 15.10.2008, after the adoption of three triple expert appraisals of experts, the share capital was increased from BGN 50 000 to BGN 77 252 478 through non-cash contributions and issuance of new 77 202 478 shares. Non-cash contributions are as follows:

- 1) 29 software modules worth 61 555 838 BGN;
- 2) Non-monetary contribution representing real estate amounting to 3 911 660 BGN:
 - Office building - offices, floor 3 and floor 5 of an office building located in the city of Sofia, 135 "Tsarigradsko shose" Blvd., owned by "Sirma Group" JSC, a company registered in the Commercial Register at the UIC Registration Agency 040529004, with registered office and management address in the city of Sofia, "Mladost" district, "Tsarigradsko shose" boulevard No. 135, accepted as a shareholder in "SGH" AD by decision of the General Assembly of "SGH" AD from 10.07.2008
- 3) Non-cash contribution representing shares of 11 734 980 BGN:
 - A total of 81,690 shares of the total amount of 11,734,980 BGN (143.6526 BGN per share) of the capital of

companies, acquisition, evaluation and sale of patents, cession of licenses to use patents of companies which the company holds, finance of companies in which the company participates, organization of accounting and compiling financial statements under the law of accounting, the company may perform independent business activities which are not prohibited by law.

accounting and preparation of financial statements under the order of the Law for Accounting. The company may also carry out its own commercial activity, which is not prohibited by law.

From the establishment of the company until the date of this document, Sirma Group Holding JSC:

- is not the subject of consolidation;
- no transfer or pledge to the enterprise;
- No claims have been filed for the opening of insolvency proceedings of the company;
- There are no tenders from third parties to the Company or from the Company to other companies;

"Sirma Group" JSC, registered in the Commercial Register at the Registry Agency UIC, 040529004.

On 22.10.2010 as a result of the decision of the regular annual general meeting of the Company's shareholders, a reduction of the capital of "Sirma Group Holding" AD from BGN 77,252,478 to BGN 73,340,818 was entered by canceling 3,911,660 shares with a nominal value of one lev each. The Company's capital is reduced on the basis of Art. 200, para. 2, in connection with Art. 187e, para. 1, item 2pt TZ.

When the conversion was carried out, entered in the Commercial Register on 23.10.2014. the Company's capital is reduced to BGN 49,837,156 by canceling 23,503,662 shares. This reduction is the result of the calculated fair value of the shares of "Sirma Group Holding" AD by two independent appraisers. The shareholding structure of the Company does not change as a result of the spin-off to the extent that the shareholding structures in the transforming company and in the newly established company are mirrored.

On 30.10.2015, after a successful initial public offering, the capital was increased to BGN 59,360,518 by issuing 9,523,362 shares. new shares with a nominal value of one share of BGN 1 and an issue value of BGN 1.20.

Information on the terms of any vesting rights and / or liabilities for statutory but unissued capital

"Sirma Group Holding" JSC does not have information about the terms of any acquisition and / or liabilities for statutory but unissued capital.



3 STRUCTURE OF SHARE CAPITAL AND MANAGEMENT AUTHORITIES

3.1. Capital structure

As of 30.09.2024 the distribution of the share capital of Sirma Group Holding is as follows:

	30.09.2024 (BGN '000,%)	30.06.2024 (BGN '000,%)
Share capital	59 361	59 361
Number of shares (par value of 1 BGN)	59 360 518	59 360 518
Total number of registered shareholders	1 151	1 109
Including legal entities	43	38
Including Individuals	1 108	1 071
Number of shares held by legal entities	6 867 613	7 906 320
% of capital of legal entities	11,57%	13,32%
Number of shares held by individuals	52 492 905	51 454 198
% of capital held by individuals	88,43%	86,68%

Shareholders	Number of shares at 30.09.2024	Number of shares at 30.06.2024	Nominal VALUE (BGN)	Value (BGN)	% Shareholding	% of voting rights*
Georgi Parvanov Marinov	5 461 898	5 455 748	1	5 461 898	9,20%	9,47%
Tsvetan Borisov Alexiev	5 025 153	5 035 153	1	5 025 153	8,47%	8,71%
Chavdar Velizarov Dimitrov	4 817 386	4 817 386	1	4 817 386	8,12%	8,35%
Veselin Antchev Kirov	4 767 386	4 767 386	1	4 767 386	8,03%	8,27%
Ognyan Plamenov Chernokozhev	3 741 620	3 741 620	1	3 741 620	6,30%	6,49%
Krasimir Nevelinov Bozhkov	2 534 161	2 534 161	1	2 534 161	4,27%	4,39%
Vladimir Ivanov Alexiev	2 177 583	2 177 583	1	2 177 583	3,67%	3,78%
Rosen Vasilev Varbanov	2 156 687	2 156 687	1	2 156 687	3,63%	3,74%
Emiliana Ilieva Ilieva	1 990 209	1 990 209	1	1 990 209	3,35%	3,45%
Rosen Ivanov Marinov	1 907 900	1 907 900	1	1 907 900	3,21%	3,31%
Deyan Nikolov Nenov	1 814 748	1 814 748	1	1 814 748	3,06%	3,15%
Purchased own shares	1 689 786	2 279 969	1	1 689 786	2,85%	-
Atanas Kostadinov Kiryakov	1 545 287	1 542 787	1	1 545 287	2,60%	2,68%
Yavor Liudmilov Djonev	1 092 746	1 092 746	1	1 092 746	1,84%	1,89%
Mandjukov Ltd.	860 000	860 000	1	860 000	1,45%	1,49%
Peter Nikolaev Konyarov	803 538	828 735	1	803 538	1,35%	1,39%
UPF Doverie JSC	802 126	802 126	1	802 126	1,35%	1,39%
UPF DSK Rodina	747 036	747 036	1	747 036	1,26%	1,30%
DF Advance Invest	718 335	1 141 110	1	718 335	1,21%	1,25%
Asen Krumov Nelchinov	650 449	650 449	1	650 449	1,10%	1,13%
Momchil Nikolov Zarev	618 153	618 153	1	618 153	1,04%	1,07%
Others	13 438 331	12 398 826	1	13 438 331	22,64%	23,30%
Total	59 360 518	59 360 518		59 360 518	100%	100%

*Percentage of voting rights represents participation in the capital of the company net of the purchased own shares.



As of 30.09.2024 the total amount of repurchased own shares in the Group is 1 689 786 shares (2,85 % of share capital of "Sirma Group Holding" JSC), distributed as follows:

- "Sirma Group Holding" JSC owns 1 689 236 (30.06.2024: 2 279 419) repurchased own shares or 3,84 % of share capital. On 24.01.2024 the company purchased 1 000 000 own shares at an average price of BGN 0,74 per share, for a total value of BGN 740 000. The shares represent 1,68 % of share capital. On 28.05.2024 "Sirma Group Holding" JSC sold 500 988 of its shares at an average price of BGN 0,85 per share for a total value of BGN 425 839,80. The shares represent 0,84% of the company's capital. On 02.07.2024 „Sirma Group Holding" JSC sold 590 183 of its shares at an average price of BGN 0,96 per share, for a total price of BGN 566 575,68. The shares represent 0,99% of the company's capital.
- "SAI" AD owns 550 shares of the parent company "Sirma Group Holding" JSC. The company has no newly acquired shares during the reporting period.
- "Sirma Solutions" EAD doesn't own shares of the parent company "Sirma Group Holding" JSC. On 26.03.2024 "Sirma Solutions" EAD purchased 700 000 shares of the parent company "Sirma Group Holding" JSC, through transactions carried out on the Bulgarian Stock Exchange - Sofia, at an average price of BGN 0,729917 per share. The shares represent 1,18 % of share capital of the parent company. On 16.05.2024 "Sirma Solutions" EAD sold 732 389 shares from the capital of "Sirma Group Holding" JSC through transactions carried out on the unregulated over-the-counter market (Bulgaria) at an average price per share of BGN 0,80. The purchase represents 1,23% of the capital of "Sirma Group Holding" JSC.

Shareholders holding more than 5% of the company's capital are:

Shareholders	Number of shares at 30.09.2024	% Shareholding	% of voting rights
Georgi Parvanov Marinov	5 461 898	9,20%	9,47%
Tsvetan Borisov Alexiev	5 025 153	8,47%	8,71%
Chavdar Velizarov Dimitrov	4 817 386	8,12%	8,35%
Veselin Antchev Kirov	4 767 386	8,03%	8,27%
Ognyan Plamenov Chernokozhev	3 741 620	6,30%	6,49%

Shareholders	Number of shares at 30.06.2024	% Shareholding	% of voting rights
Georgi Parvanov Marinov	5 455 748	9,19%	9,56%
Tsvetan Borisov Alexiev	5 035 153	8,48%	8,82%
Chavdar Velizarov Dimitrov	4 817 386	8,12%	8,44%
Veselin Antchev Kirov	4 767 386	8,03%	8,35%
Ognyan Plamenov Chernokozhev	3 741 620	6,30%	6,55%

Inssofar as it is known to the Company, indicate whether the company is directly or indirectly owned or controlled and by whom and how the nature of that control and the measures introduced are introduced to avoid abusing such control.

"Sirma Group Holding" JSC is owned by its shareholders exercising full control over the company. Operational control is delegated to the Board of Directors and, respectively, the Executive Director. The company has implemented a number of internal documents aimed at regulating the work and preventing abuses. Such are the "Instruction on the Obligations and Responsibilities of Insiders with Insider Information", "Code of Conduct for Financial and Accounting Posts", "Rules of Procedure of the Board of Directors", "Good Corporate Governance Program".

Description of any arrangements known to the Company, the operation of which may at any subsequent date result in a change in the control of the Company

The Company is not aware of any arrangements the effect of which could lead to a change in the control of "Sirma Group Holding" JSC in the future.



3.2 Management authorities

Sirma Group Holding has a one-tier management system - Board of Directors.

The Board of Directors as of 30.09.2024 includes the following members:

Chavdar Velizarov Dimitrov
 Tsvetan Borisov Alexiev
 Atanas Kostadinov Kiryakov
 Georgi Parvanov Marinov
 Veselin Anchev Kirov
 Yordan Stoyanov Nedev
 Yavor Ludmilov Djonev - independent member
 Martin Veselinov Paev - independent member
 Peyo Vasilev Popov - independent member

Determination of the mandate of the Board of Directors: 2 years from the date of entry.

The current mandate of the Board of Directors: 05.07.2026

The company is represented by the CEO of "Sirma Group Holding" JSC Tsvetan Borisov Alexiev.

Competencies of the management

The competences of the management are in line with those listed in the Commercial Law, the Statute and the POSA.

Stock options of the company

As of the date of this report, no options are available to the members of the Board of Directors on shares of the Company.

Rights of the members of the BD to acquire shares and bonds of the company

The rights of the members of the BD to acquire shares in the company are regulated in the legal framework. The company does not have a bond issue.

Committees in The Company

"Sirma Group Holding" JSC creates the following internal committees, which are assigned to manage the respective activities at the operational level, as well as to propose decisions to the Board of Directors of the company:

- | | |
|--|---|
| <p>1. The Investment, Risk and Sustainability Committee , composed of:
 <i>Yordan Nedev – chairman</i>
 <i>Tsvetan Alexiev – member (until 20.03.2024)</i>
 <i>Stanislav Tanushev - member (after 20.03.2024)</i>
 <i>Georgi Marinov – member</i></p> | <p>3. Information Disclosure Committee, composed of:
 <i>Tsvetan Alexiev – chairman</i>
 <i>Stanislav Tanushev – member</i>
 <i>Chavdar Dimitrov – member</i>
 <i>Atanas Kiryakov - member</i></p> |
| <p>2. Remuneration Committee, composed of:
 <i>Georgi Marinov – chairman</i>
 <i>Martin Paev – member</i>
 <i>Yordan Nedev – member</i></p> | <p>4. Audit Committee, composed of:
 <i>Angel Petrov Kraychev - chairman</i>
 <i>Alexander Todorov Kolev - member</i>
 <i>Veselin Anchev Kirov – member</i></p> |

Accepted internal normative documents

The company adopts the necessary internal documents related to the company's working and management processes and fulfillment of its obligations as a public company:



System of Corporate Governance	Description	Adoption	Latest review	Application
Dividend Policy	Policy for the distribution of dividends of the public company		29.09.2022	SGH
Rules for the operation of the Board of Directors	Instructions and clarifications on the duties and responsibilities of the members of the Board of Directors		2015	All subsidiaries
Remuneration Policy	Remuneration policy for the members of the Board of Directors	2015	03.08.2021	SGH
Instruction for the obligations and responsibilities of insiders	Instructions and clarifications on duties and responsibilities when accessing and working with inside information.	2015	2021	All subsidiaries
Program for good corporate governance	A system of rules that protects the interests of shareholders and other stakeholders	2015	2021	All subsidiaries
Accounting Policy	Policy which governs the accounting and control in the companies	2015	30.06.2023	All subsidiaries
Code of conduct for the financial and accounting positions	A code that guarantees the transparent and reliable preparation of financial accounting documents		2015	All subsidiaries
Anti-corruption Policy	Policy against all corruption practices and related phenomena		2015	All subsidiaries
Rules for the protection of whistleblowers	Internal Rules for Submitting Signals and Protection of Persons Submitting Signals or Publicly Disclosing Information for Violations – "Whistleblowers"		04.05.2023	All subsidiaries
Ethical code of conduct for employees	The Code establishes the norms for ethical behavior of employees at Sirma Group Holding		2020	All subsidiaries
Data protection Policy	Privacy and data protection policy for the clients of Sirma		2021	All subsidiaries
Sustainability Policy	Policy for the sustainable function and development of the companies in Sirma	2021	30.09.2023	All subsidiaries
Human rights policy	Policy, which determines attitude to human rights in Sirma	2023	25.03.2024	All subsidiaries
CSR in procurement policy	A policy that integrates CSR into Sirma's procurement practice	2023	25.03.2024	All subsidiaries

All documents are publicly available on the company's website:

<https://investors.sirma.com/investors/corporate-governance.html>

The participation of members of the board of directors in the capital of the company is as follows:

Shareholders	Number of shares at 30.09.2024	Number of shares at 30.06.2024	Nominal VALUE (BGN)	Value (BGN)	% Shareholding	% of voting rights
Georgi Parvanov Marinov	5 461 898	5 455 748	1	5 461 898	9,20%	9,47%
Tsvetan Borisov Alexiev	5 025 153	5 035 153	1	5 025 153	8,47%	8,71%
Chavdar Velizarov Dimitrov	4 817 386	4 817 386	1	4 817 386	8,12%	8,35%
Veselin Anchev Kirov	4 767 386	4 767 386	1	4 767 386	8,03%	8,27%
Atanas Kostadinov Kiryakov	1 545 287	1 542 787	1	1 545 287	2,60%	2,68%
Yavor Ludmilov Djonev	1 092 746	1 092 746	1	1 092 746	1,84%	1,89%
Martin Veselinov Paev	126 920	126 920	1	126 920	0,21%	0,22%
Yordan Stoyanov Nedev	3 433	3 433	1	3 433	0,01%	0,01%
Peyo Vasilev Popov	100	100	1	100	0,0002%	0,0002%
Total	22 840 309	22 841 659		22 840 309	38,48%	39,60%

During the period the member of the BD Georgi Parvanov Marinov has acquired 6 150 shares, the member of the BD Atanas Kostadinov Kiryakov has acquired 2 500 shares and the member of the BD Tsvetan Borisov Alexiev has sold 10 000 shares of the capital of the company.



Remuneration under CMC of the members of the Board of Directors of "Sirma Group Holding" JSC:

Board Member	Company	Sums for the period 01.01.2024 - 30.09.2024
		(BGN)
Atanas Kostadinov Kiryakov	EngView Systems	(450)
	Sirma Group Holding	(15 660)
	Sirma Solutions	(4 500)
Veselin Anchev Kirov	Sirma Group Holding	(15 660)
Georgi Parvanov Marinov	EngView Systems	(99 900)
	Sirma Business Consulting	(4 500)
	Sirma Group Holding	(15 660)
	SAI	(900)
Yordan Stoyanov Nedev	Sirma Group Holding	(15 660)
	SAI	(900)
Martin Veselinov Paev	Sirma Group Holding	(15 660)
Peyo Vasilev Popov	Sirma Group Holding	(15 660)
Tsvetan Borisov Alexiev	Sirma Group Holding	(136 530)
	Sciant	(4 500)
	EngView Systems	(450)
	Sirma Business Consulting	(9 000)
	Sirma Solutions	(63 000)
Chavdar Velizarov Dimitrov	Sirma Medical Systems	(784)
	Sirma Group Holding	(13 644)
Yavor Ludmilov Djonev	Sirma Group Holding	(15 660)
Total		(448 678)

Information on the contracts of the members of the administrative, management or supervisory bodies with the company providing severance pay

In the contracts of the members of the board of directors, both with the Company itself and with subsidiaries of the Company, where such contracts are available to them, no benefits have been provided upon termination of their contracts.

Information on the company's audit committee or remuneration committee, including the names of the members of the committee and a mandate summary by which the committee functions

At the Annual General Meeting of the Shareholders of the Company held on 24.06.2022 was decided to relieve the member of the Audit Committee Emiliyat Ivanov Petrov from his position and elected Veselin Anchev Kirov as a member of the Audit Committee. The mandate of the Audit Committee was continued with 3 (three) years at the current remuneration. The Audit Committee consisting of:

Angel Petrov Kraychev - chairman
Alexander Todorov Kolev - member
Veselin Anchev Kirov – member

Statement on whether the company complies or does not to the regime for corporate governance

In view of the fact that "Sirma Group Holding" JSC is entered in the Register under Art. 30, para. 1, item 3 of FSCA, kept by FSC, the Company has implemented a Program prepared in accordance with internationally recognized standards for good corporate governance. In accordance with the provision of Art. 100n, para. 4, item 3 of POSA, the financial statements of "Sirma Group Holding" JSC comply with its Program for the application of internationally recognized standards for good corporate governance and maintains its accounting policy in accordance with International Accounting Standards.



4 FUNCTIONING OF THE GROUP

The economic group of "Sirma Group Holding" JSC includes the parent company and its subsidiaries and associates - all of them operating in the IT sector. The Group functions as a typical holding structure with the organization, coordination and subordination of the companies characteristic of a similar structure.

Group companies have a common strategic framework, corporate values, financial and accounting policies, a vision of good corporate governance and staff policy.

Subsidiaries of "Sirma Group Holding" JSC

Company	Value of the investment at 30.09.2024 BGN'000	Percentage of capital at 30.09.2024	Percentage of voting rights at 30.09.2024	Value of the investment at 31.12.2023 BGN'000	Percentage of capital at 31.12.2023	Percentage of voting rights* at 31.12.2023	Changes BGN'000
Sirma Solutions EAD	39 686	100%	100%	39 686	100%	100%	-
SAI EAD	17 865	100%	100%	17 865	84,56%	100%	-
Sciant EAD	14 076	100%	100%	14 076	100%	100%	-
Sirma Group Inc.	3 471	76,30%	76,30%	3 471	76,30%	76,30%	-
Sirma InsurTech EAD	1 476	100%	100%	914	55,00%	55,00%	562
Sirma CI EAD	248	100%	100%	106	80,00%	80,00%	142
Sirma Medical Systems AD	66	66,00%	66,00%	66	66,00%	66,00%	-
Engview Systems AD	50	72,90%	72,90%	50	72,90%	72,90%	-

*Percentage of voting rights represents participation in the capital of the company net of the purchased own shares.

Subsidiaries of "Sirma Solutions"

Company	Value of the investment at 30.09.2024 BGN '000	Percentage of capital at 30.09.2024	Value of the investment at 31.12.2023 BGN '000	Percentage of capital at 31.12.2023	Changes BGN '000
Sirma Business Consulting EAD	4 222	100%	1 374	54,08%	2 848
Daticum AD	468	59,00%	468	59,00%	-
Sirma ICS AD	279	93,00%	279	93,00%	-
Sirma AB	169	71,00%	4	71,00%	160
S&G Technology Services	117	100%	117	51,00%	-
Sirma ISG OOD	1 374	54,08%	1 374	54,08%	-

Subsidiaries of "EngView Systems"

Company	Value of the investment at 30.09.2024 BGN'000	Percentage of capital at 30.09.2024	Value of the investment at 31.12.2023 BGN'000	Percentage of capital at 31.12.2023	Changes BGN'000
EngView Systems Germany	235	100%	235	100%	-
EngView Systems USA	190	100%	190	100%	-
EngView Systems Latin America, Brazil	7	95%	7	95%	-
EngView Solutions Corp., Canada	-	95%	-	95%	-



Subsidiaries of Sirma Group Inc.

Company	Value of the investment at 30.09.2024 BGN '000	Percentage of capital at 30.09.2024	Value of the investment at 31.12.2023 BGN '000	Percentage of capital at 31.12.2023	Changes BGN '000
Sirma Sha, Albania	25	55%	25	55%	-

Subsidiaries of " Sirma InsurTech"

Company	Value of the investment at 30.09.2024 BGN '000	Percentage of capital at 30.09.2024	Value of the investment at 31.12.2023 BGN '000	Percentage of capital at 31.12.2023	Changes BGN '000
HRM Solutions	150	100%	150	100%	-

Subsidiaries of "Sciart"

Company	Value of the investment at 30.09.2024 BGN '000	Percentage of capital at 30.09.2024	Value of the investment at 31.12.2023 BGN '000	Percentage of capital at 31.12.2023	Changes BGN '000
Sciart Shpk., Albania	256	100%	256	100%	-

Subsidiaries of "SAI"

Company	Value of the investment at 30.09.2024 BGN '000	Percentage of capital at 30.09.2024	Value of the investment at 31.12.2023 BGN '000	Percentage of capital at 31.12.2023	Changes BGN '000
Saifort, Israel	-	70%	-	70%	-

Information about participations

Apart from the Company's stated participations in item 4 above, there are no other participations of the Company that are likely to have a significant effect on the valuation of its own assets and liabilities, financial position or profits or losses.

The Company has no branches.

5 SIRMA GROUP IN Q3 2024**5.1 The business**

Established in 1992, Sirma has become one of the largest IT companies in the region for 27 years, owning a range of proprietary, innovative technologies, a diverse product portfolio and growing market share in Europe and North America.

Sirma owns software solutions for a wide range of businesses with a focus on the development of cognitive technologies (AI). The Group has diversified market exposure exclusively to the private sector with a stable customer portfolio. Sirma's services and solutions are concentrated in the most promising and high-tech areas - financial technologies, transport and logistics, hospitality and retail, industrial software, healthcare technologies. The group has a large sales and marketing capacity, actively uses cross-selling strategies and modern marketing mechanisms.

Sirma has offices in Bulgaria, USA, UK, Canada, Germany, Sweden, Albania, Brazil and regional representatives and/or distributors in over 50 countries.

Sirma is a globally recognized company in areas such as financial technology, transportation and logistics, hospitality, healthcare technology and some classes of industrial technology. One of Sirma's products - EngView Package Designer Suite CAD is part of the packaging design and production solutions of world leaders in the printing industry. The Group is among the regional leaders of the IT market, with 60% of operators in the financial sector as clients. The Group's clients are among the world's largest logistics companies, the largest hotel chains, international banking and European institutions. One of the Group's products in the field of health care - Diabetes:M is in the Top3 global



products for the fight against diabetes. Sirma has a strong presence in the US market, executing a huge number of IT consulting projects. One of the companies in the group - Daticum is a first-class regional provider of cloud services with a Class 4 Data Center, licensed for data storage by the BNB and other organizations requiring increased data security. Through one of its companies, the Group is a leader in the delivery of SaaS for insurance intermediaries. Our philosophy for our strategic technologies and solutions is that we embed a sense of human thought – perception, interpretation, prediction and decision making. AI-based technologies have been in Sirma's DNA since its inception. In 2022, Sirma sold a majority stake in one of its subsidiaries, Sirma AI, and in early 2023, its remaining stake in it. Sirma AI (now Ontotext AD) is a company founded by Sirma and working in the field of semantic technologies. The flagship product of Sirma AI is GraphDB – one of the best graph databases in the world. An undeniably successful company, Sirma AI has reached the level where in order to continue to develop successfully and compete with its strong American competitors (companies such as Neo4J, Microsoft, Amazon, Oracle, IBM) it needs very large investments, such as Sirma can not afford. The company was valued at nearly 30M euros, which is an excellent reference for Sirma's abilities to create and develop successful businesses. In the last 2 years, Sirma's strategy has changed dramatically. The realities of business are such that it is almost impossible to develop a product business without significant investments. That's why Sirma started positioning itself as a service company with deep expertise in several strategic verticals and powerful solutions, often supported by AI technologies. The main revenue, focus, marketing and growth are concentrated in the service-related activity - software development, IT consulting, system integration, cloud services, etc. This activity generates over 90% of the group's business. Sirma also retains an investment part - its product companies such as EngView and Sirma Medical Systems. R&D and product development is done in these companies. The companies and businesses in the investment part of the Group can be subject to investments - internal and external, they can be sold to a strategic buyer, as we have already proven that we can successfully do (the sale of Sirma AI). Growth in the main - service part of the company takes place

5.2 Economic trends

Summary

The global economy is stabilizing, but inflation remains high in some economies, preventing central banks from cutting interest rates. Risks of geopolitical fragmentation and confrontation also remain. The ICT sector is expected to witness significant growth, which is mainly focused in preparation for GenAI by the IT giants of the world.

The economy of Bulgaria in 2024 and forecast for the future years

Despite more modest expectations, Bulgaria's economy is forecast to grow by 1.9% ([Economic Forecast Bulgaria, EC, May, 2024](#)) in 2024. This growth should accelerate to 2.9% in 2025, mainly driven by the recovery of external demand, respectively, of Bulgarian production and exports.

From the beginning of 2024, the Bulgarian economy experienced:

- political instability;
- limited external demand;
- strong decline in exports and production;

organically and through acquisitions. Here, the model is clear, understandable for investors, with a fairly clearly established dependence "investment size - growth". The investment part is more risky, but the chances of a "breakout" or a "very successful deal" are also much greater.

Sirma's mid-term goal is to reach \$100+ million in revenue and list on a major global exchange (most likely NASDAQ). Sirma's positioning at the time of listing will be:

- One of the largest Eastern European groups specializing in providing IT services
- R&D companies in several countries in South-Eastern and Eastern Europe, providing access to one of the world's most attractive IT specialist markets
- Companies, representative offices and distributors in over 50 countries around the world
- Specialization, know-how and solutions in several strategic industries
- Regional leader in a number of industries, very good global recognition, significant reference customers
- Revenues of more than 100 million dollars and attractive EBITDA
- Excellent working marketing and sales machine
- Promising investment part – product companies and businesses and companies in incubation

- reduced investments;
- and continued price pressure.

What held back a more significant reduction in economic growth in 2024 was:

- expansion of domestic consumption;
- supported by a strong labor market;
- increased consumer confidence;
- decline in inflation and
- expansion of credit activity.

Despite an expected recovery in exports in 2024, some of the slowdown from 2023 has carried over into 2024. Strong domestic consumption will persist, although it will not grow at the pace of 2023. After mid-2024, a smooth recovery is expected, strengthening the demand from other European countries and thereby increasing Bulgaria's exports. A recovery of investments is also expected, and they will mainly come along the lines of utilization of European funds, including the Fund for the Recovery and Sustainability of Bulgaria.

Annual inflation ([National Institute of Statistics](#)) fell from 8.7% in June 2023 to 2.5% in June 2024. For the whole of 2023,



inflation was reported at 8.6%. The fall in inflation is expected to continue in the coming years. It can be argued that inflation in Bulgaria is under control, as in 2024 it is expected to be 3.4%, with an expected decline to 2.9% in 2025.

The **risks** to the development of the Bulgarian economy in 2024 are:

- Escalation of the war in Ukraine: low probability / strong impact;
- Postponing the implementation of investment projects and keeping the insignificant investments in the economy from the last 3 years: strong probability / strong impact;
- Continued political instability: strong probability / strong impact;
- Inflation and rising interest rates on loans: low probability / average impact;
- Recession in some of the major trading partners (Germany) and reduction of Bulgaria's exports to them: medium probability / strong impact;
- Increase in the prices of energy carriers: low probability / strong impact;
- Slow rate of utilization of funds under European program:: strong probability / strong impact;
- Delayed implementation of the National Recovery Plan: strong probability / strong impact;

Development of global economy in 2024 and forecast for the future years

The global economy has demonstrated resilience, and the process of its stabilization continues. The IMF forecasts ([World Economic Outlook, July 2024, IMF](#)) that the growth of world GDP will be 3.2% in 2024 and 3.3% in 2025.

While these expectations are the same as expectations from the beginning of the year, there are some dynamics in the various economies during this period – the slowdown in some is offset by an acceleration in others. In the US, after several quarters of overperformance, there was a sharp cooling in the first and second quarters of 2024, driven by modest domestic consumption and a negative contribution from trade. A decline in GDP was also observed in Japan, which was mainly due to decreased consumer spending, persisting inflation, a temporary shutdown of production at a major car plant in the first quarter, and related supply difficulties. On the other hand, the countries of the Eurozone have probably bottomed out and are starting their slow recovery. This recovery is most significant in the service sector. China also posted a better-than-expected first half in 2024, driven by a moderate pick-up in domestic consumption and some stimulus in exports (linked to global demand growth in late 2023).

Despite these optimistic expectations, some of the risks from last year remain. Rising trade tensions in various parts of the

world may slow down economic stabilization and overall economic growth. In addition, the global contraction in inflation is slowing in mid-2024. The reason is the containment of inflation in the service sector. This also delays the possibility of normalizing monetary policy worldwide.

Risks to the world's economic development still remain. Such risks are:

- Risk of a greater than expected effect from monetary restrictions: low probability / medium impact
- escalation of Russia's war in Ukraine: low probability / high impact;
- potential sustainability of inflation and the related need to maintain high interest rates for a longer period: average probability / high impact ;
- stronger-than-expected contraction of the Chinese economy, deepening deflation and contraction of domestic consumption and sales problems in the Chinese property market that generate liquidity and/or risk of debt defaults: low probability / high impact ;
- deepening of the geopolitical fragmentation that began in 2022: average probability / high impact ;
- escalation of the war between Israel and Hamas to a regional conflict and/or limitation of traffic of fuel and foods through the Middle East: low probability / high impact ;
- extreme climatic events: high probability / average impact.

After a prolonged period of stagnation in 2023, the European economy began its recovery (European Commission, Spring 2024 Economic Forecast). A change in trend was noticed as early as the first quarter of 2024, and is expected to continue for the rest of the year as well as in 2025. Forecast GDP growth is 1% for the EU and 0.8% for the Eurozone in 2024. This growth is expected to strengthen to 1.6% in the European Union in 2025. Private consumption (driven by wage and job growth, as well as falling inflation) is expected to be the main driver of this recovery.

The sharp decline in the prices of energy resources throughout 2023 contributed significantly to the reduction of inflation. In 2024, inflation continues to shrink, but at a slower pace. In the EU, inflation is expected to decrease from 6.4% in 2023 to 2.7% in 2024 and 2.2% in 2025.

The Industry of Sirma

Sirma Group companies specialize in the information technology (IT) industry, predominantly focused on businesses (B2B). Industrial data is usually combined with data on the "communications segment" because this segment is completely dependent on information technology. Accordingly, the industry acquired the name "Information and



Communication Technologies" or ICT for short. Out of all the variety of ICT segments, the companies in the group mainly work in the segments "IT services" (system integration, infrastructure as a service, software as a service, software support, consulting) and "Business software" (various software products and services aimed at different business verticals and custom software development).

The two main segments ('IT Services' and 'Software') in which the Group operates have been the fastest and most sustainably growing in the past ([Gartner, July, 2024](#)). Currently, both segments are seen as the solution to all problems arising from global economic uncertainty and, accordingly, as "immunized from crises". The mass digitization that is unfolding relies precisely on "Software", for the various technological solutions and "IT services" through which these solutions are implemented. This has led to growth in both segments even during the turbulent past years, as well as expectations for continued growth in 2024 and beyond.

Expectations for 2024 are that both segments will not only maintain their growth - 12.6% for "Software" and 7.1% for "IT Services", but that this growth will be sustainable and will accelerate in the near years.

Geographically, Sirma is focused on the world's leading markets (US, UK, and Europe), which are also the leading geographic centers for demand for ICT products and services.

Sirma is a B2B IT provider. Sirma's client portfolio - Digital Business (Consulting and Integration, Chatbots, IT Security and Software Development), Financial Institutions (Consulting, Integration, IT Security, Chatbots, and the products of Sirma Business Consulting AD), Insurance (The platform for insurance broker of Sirma), hospitality (Sciant), and healthcare (Sirma Medical Systems) show sustainable development and strong growth in 2023, that is expected to continue in the following years.

The global ICT market in 2024 and forecast for the future years

After a better-than-expected 2023, Gartner revised its forecasts for the development of the ICT market in 2024 ([Gartner, July, 2024](#)) and its expectations for 2025. 2024 is expected to bring the impressive growth of 7.5% in current prices, or 8.9% at constant prices. The ICT market is expected to reach USD 5.1 trillion in 2024.

Unlike the previous few years, in 2024 all ICT segments are expected to grow. Nevertheless, the different rate of growth persists: "Data center systems" are expected to grow by as much as 25%, while "Communication services" by only 3%. After parity with TELCO in absolute spending in 2023, in 2024 "IT services" become the leading segment in the ICT sector.

Table 1. Worldwide IT Spending Forecast (Millions of U.S. Dollars)

	2023 Spending	2023 Growth (%)	2024 Spending	2024 Growth (%)
Data Center Systems	236,098	4.0	293,091	24.1
Devices	692,784	-6.5	730,125	5.4
Software	974,089	11.5	1,096,913	12.6
IT Services	1,503,698	4.9	1,609,846	7.1
Communications Services	1,491,733	3.2	1,537,188	3.0
Overall IT	4,898,401	3.8	5,267,163	7.5

Source: Gartner (July 2024)

Gartner revised its growth expectations from 10% from the beginning of 2024 for "Data Center Systems" to as much as 24% growth in mid-2024. These expectations are related to the preparation for Generative AI (GenAI) of all technology giants. One of the sub-segments of "Data Center Systems" is dedicated servers. Server sales in 2024 are expected to grow by an impressive 41.5% in constant prices, with this growth driven entirely by sales of servers ready to meet the needs of AI and GenAI. Although the growth is significant, Gartner believes that it is just beginning, and the needs of AI and GenAI will strongly contribute to the growth of sales of "Devices" in the coming years.

Sources of growth

IT investment growth is maintained for all countries worldwide in 2024. India is expected to break away from all countries in the growth of its IT spending, with growth exceeding 12%. The largest IT market in the US is expected to record strong growth again, approaching 8% in 2024, rivaling spending in China. European countries are slightly behind, but are also expected to record steady growth of around 7%. Japan and Latin American countries recorded the most modest growth of around 5%. However, it should be noted that even this weaker growth of 5% per year would have looked impressive 10 years ago.

The growth of IT spending is related to the IT saturation of the respective economy and the related IT spending per capita. The countries that lead the ranking in terms of growth are those that have realized that their economic development is related to IT.

Expected growth varies significantly between countries, but no country is expected to shrink its ICT spending. Even countries experiencing economic difficulties and hyperinflation (Turkey, Argentina) are also expected to increase their ICT spending in the coming years.

The graph is similar when considering verticals. Again, absolutely every industry is expected to increase its ICT spending. Banking, Financial Services, Telecommunications, Healthcare and various forms of government are expected to lead the growth of ICT spending. This process started in 2023 and is expected to continue in the coming years. These sectors are witnessing near-double-digit growth in 2023 at constant prices, and are expected to remain around and above 10% CAGR 2022-2027 levels.

All segments are expected to grow in 2024, accelerating (around 8%) compared to last year's expectations (around 6%). For the first time, the "Servers" sub-segment is outpacing standard growth expectations, posting an



impressive 41.5% growth through 2024 and 17.3% CAGR through 2028. Around USD 100 billion is expected to be spent on servers tailored to meet the needs of AI. These investments are only expected to accelerate, reaching USD 200 billion in 2028. The preparations for AI are also driving other sub-segments of "Devices", including consumer ones - "Mobile Phones" and "PCs".

The "Software" and "IT services" segments maintain their traditionally sustainable growth.

The expected average growth for 2024 is expected to be 8%, with approximately the same CAGR 2023 -2028. Something striking is the huge difference in growth (which is also negative for some sub-segments) between the fastest growing and the slowest growing sub-segments: Infrastructure as a Service (IaaS) continues to be unable to fit into the chart due to its impressive growth of 22.4% in 2024, while fixed voice services are shrinking by over 5%.

When looking at the components of growth in the leading segment "Software", huge differences can again be observed between the development of its various sub-segments - from -7% to +27%. In this segment, growth of 10% is seen as "laging". Gartner believes the world is still in the "digital construction" stage, building the digital infrastructure needed to drive sales growth, increase efficiency, and, more recently, increase margins. The leading segments we can expect in the near future to be strengthened by the addition of artificial intelligence (which is currently not yet a major market factor).

It is also interesting to note the massive dominance of cloud software relative to non-cloud solutions. Although the latter have their place in the future as well, the cloud software has recorded (and is expected to continue to record) a much stronger growth, which suggests the full focus of the market on cloud solutions. Almost all sub-segments are already predominantly "in the cloud", and this share is only expected to increase in the coming years.

The various components of the third (2024) dynamic segment - "IT services" also have very different growth relative to each other. The growth of "Infrastructure as a service" is also difficult to fit on the graph. All IT services related to access to the cloud and the "edge" are expected to have strong growth. IT services in "Design" and "Building" in all their varieties are expected to have significant growth in 2024, as well as in the coming years. These are also the

markets where the problem of the shortage of skilled labor is most acute. The lack of talent in enterprises is much more acute than in large IT companies. Accordingly, when enterprises move their operations to the cloud, or implement a new software platform that needs to be managed, the only way out for them is to hire "Managed services". Hence the dramatic growth of "Managed services for the cloud" (Managed services for cloud and edge), - about 13% per year, "Corporate Strategy" - growth of about 12%, "Marketing and customer management" - growth of about 11%, " Risk Management", "Human Resource Management", "Financial Management", "Business Operations" and more, with a growth of about 10%.

Design-related services are expected to see the fastest growth in 2024. Gartner suggests that the incorporation of AI capabilities into "Risk Management", "Business Operations", and "Consulting" is also the reason for this growth in Design-related services.

For a long time, the "Communication Services" segment was the largest in the ICT sector. From 2024 onwards, this will no longer be the case. "IT services" displaced "TELCO" from the first place (USD 1.6 trillion in 2024), and are expected to maintain their leading growth in the coming years.

The "Software" sub-segment market is also expected to eclipse TELCO, but only in 2028.

5.3. Additional information for Q3 2024

Impact of exclusive factors

The information in this report is not affected by the presence of exceptional factors.

Summary information relating to the state of which the company depends on patents or licenses, industrial, commercial or financial contracts or from new processing processes

Sirma Group Holding is not dependent on patents or licenses, industrial, commercial or financial contracts, as well as new production processes.

For all employees of the Group, it has the appropriate licenses for operating systems and application software for PCs and servers required for the normal workflow.



Information, concerning significant factors, including non-ordinary or rare events or new developments, that expressly render the income of the Company's activity

There are no significant factors, including unusual or rare events or new developments that materially affect the Group's revenue and future investments.

Significant changes in net sales or revenues disclosed in the accounts

Significant changes in net sales or earnings reported in the Group's accounts detailed in Section 9 of this Report are observed during the period considered.

Information on governance, economic, fiscal, monetary policy or political course or factors that significantly have been concerned or may contribute to significant, direct, or consequential activity of the Group

During the period under review, there were no factors of government, economic, fiscal, monetary or political factors that had a significant impact on the company's operations.

The main factors that may affect the Company's operations and how it manages the risk are described in the Risk Factors of this document.

5.4. Major news in Q3 2024

The following events and business news took place in Q3 2024:

17.09.2024

Conducting an extraordinary general meeting of "Sirma Group Holding" JSC and publishing the Minutes from the meeting.

17.09.2024

The classes of the fifth season of Sirma Academy begin.

13.09.2024

Disclosure of purchase of shares from "Sirma Group Holding" JSC by member of the Board of Directors Atanas Kiryakov.

12.09.2024

Disclosure of the purchase of shares from "Sirma Group Holding" JSC by the Chairman of the Board of Directors, Georgi Marinov.

10.09.2024

The leading CRM platform Creatio is now available in Bulgarian thanks to the efforts of the daughter company Sirma Insurtech JSC.

27.08.2024

Disclosure of the sale of shares from "Sirma Group Holding" JSC by the Executive Director Tsvetan Alexiev.

22.08.2024

Disclosure of the consolidated financial statements of "Sirma Group Holding" JSC as of 30.06.2024.

22.08.2024

Announcement of the purchase of the minority share of the capital of "S&G Technology Services" LTD by the subsidiary "Sirma Solutions" JSC.

05.08.2024

Publication of the Invitation to the extraordinary general meeting of the shareholders of "Sirma Group Holding" JSC.

26.07.2024

Disclosure of the individual financial statements of "Sirma Group Holding" JSC as of 30.06.2024.



23.07.2024

Disclosure of received approval from the Financial Supervisory Service for the consolidation of subsidiaries in "Sirma Group Holding" JSC.

01.07.2024

Disclosure of sale of own shares by "Sirma Group Holding" JSC.

28.06.2024

Disclosure of Minutes of the General Meeting of Shareholders of "Sirma Group Holding" JSC and Notification of Dividend.

27.06.2024

Holding a regular annual meeting of the shareholders of "Sirma Group Holding" JSC.

21.06.2024

Notice of initiation of the acquisition procedure of the Romanian company RoWeb.

18.06.2024

The subsidiary "Engview Systems Sofia" JSC presented the latest version of its packaging software at the DRUPA 2024 exhibition.

13.06.2024

Notice of launch of consolidation procedure of "Sirma Group Holding" JSC

04.06.2024

Sirma representatives took part in the international fintech exhibition Money 20/20 in Amsterdam.

03.06.2024

Announcement of the complete purchase of the minority share of the ownership of the subsidiary "Sirma Solutions" JSC by "Sirma Group Holding" JSC.

29.05.2024

Disclosure of sale of own shares by "Sirma Group Holding" JSC.

24.05.2024

Publication of the accompanying documents for the General Shareholders' Meeting of "Sirma Group Holding" JSC.

17.05.2024

Announcement of the Invitation to a regular general meeting of the shareholders of "Sirma Group Holding" JSC.

17.05.2024

Disclosure of sale of shares by a person closely related to "Sirma Group Holding" JSC - "Sirma Solutions" JSC.

15.05.2024

Disclosure of interim consolidated reports of "Sirma Group Holding" JSC as of 31.03.2024.

30.04.2024

Disclosure of interim individual reports of "Sirma Group Holding" JSC as of 31.03.2024.

29.04.2024

Announcement by "Sirma Group Holding" JSC of the purchase of the minority share from the subsidiary "Sirma Insurtech" JSC.

26.04.2024

Publication of the audited consolidated reports of "Sirma Group Holding" JSC for the year 2023.

23.04.2024

VP of Sirma's financial vertical, Mr. Tsvetomir Doskov, took part in the Banking Today event.

28.03.2024

The telemedicine system developed by Sirma Medrec-M Clinic launched new features and a new app. It now links doctors to the NHS.

27.03.2024

Disclosure of the purchase of 700.000 shares from "Sirma Group Holding" JSC from the daughter company "Sirma Solutions" JSC.

26.03.2024

The CEO of "Sirma Group Holding" JSC shares in an interview for Forbes the plans of the Group for growth and for structural improvements.



25.03.2024

Disclosure of strategic plan for consolidation of the activity and property within "Sirma Group Holding" JSC.

The main guidelines of the Consolidation Strategy are:

- Objective of the Strategy: By strengthening the vertical specialization of services, achieving organic and inorganic (through acquisitions) sales growth up to EUR one hundred million and listing on a major world stock exchange;
- Time frame: 2023 – 2026;
- Continuation of the process of consolidation of ownership in subsidiaries;
- Maximum consolidation of the number of companies in the Group (with the exception of foreign companies);
- Full transition to a vertical business organization with the following main verticals: - Financial Services; Transport and Logistics; Hospitality; Industrial; Insurance; Healthcare; Retail.
- Adequate restructuring and optimization of management in the Group and full use of all synergies.

19.03.2024

Disclosure of audited individual financial reports of "Sirma Group Holding" JSC for the period ending on 31.12.2023.

01.03.2024

Momchill Zarev and Fabrice Gouttebroze from Sirma took part in Finovate Europe in London.

28.02.2024

Disclosure of interim consolidated financial reports of "Sirma Group Holding" JSC for the period ending on 31.12.2023.

02.02.2024

Sirma demonstrates the double materiality of its activity, which brings sustainability both to the Group, as well as to its clients.

31.01.2024

Sirma Group enters into strategic partnership with UK based fintech Fimple UK.

30.01.2024

Disclosure of interim individual financial reports of "Sirma Group Holding" JSC for the period ending on 31.12.2023.

29.01.2024

Disclosure of finalized financial audit of "Sirma Group Holding" JSC by BDO AFA OOD, which concluded full compliance between initial documents and booked data for the reviewed periods.

25.01.2024

Disclosure of 1 000 000 share buy-back by "Sirma Group Holding" JSC.

15.01.2024

The ranking system for universities developed by Sirma was used for their ranking for 2023.

09.01.2024

Sirma shares how its telemedicine solutions are facilitating the advance of the ESG agenda.

04.01.2024

Sirma shares first results of the constructed in 2023 own photovoltaic system.

5.5. Main legal information in Q3 2024

Transactions with shares for the period 01.01.2024 – 30.09.2024:

- **Buyback of shares**

By decision of the General Meeting of Shareholders of "Sirma Group Holding" JSC, dated 09.01.2023, on 24.01.2024 "Sirma Group Holding" JSC bought back 1 000 000 of its shares at an average price of BGN 0.74 per share at a total price of BGN 740 000. The shares represent 1.68% of the company's capital. The purchase was made on the Bulgarian Stock Exchange - Sofia AD.

- **Purchase of shares by subsidiary company**

On 26.03.2024 "Sirma Solutions" EAD – a subsidiary of "Sirma Group Holding" JSC, bought 700 000 shares from the capital of "Sirma Group Holding" JSC, through transactions, made on the Bulgarian Stock Exchange - Sofia AD, at an average price of BGN 0,729917 per share. The shares represent 1.18% of the company's capital.



- **Purchase of a minority block of shares from the capital of a subsidiary**

On 15.04.2024 "Sirma Group Holding" JSC concluded contracts for the purchase of shares with three individuals and one legal entity, owners of the minority package of shares of "Sirma Insurtech" AD. The total number of shares is 178 200, and the total sale value of the shares is BGN 561 950. As a result of the transaction, "Sirma Group Holding" JSC becomes the sole owner of "Sirma Insurtech".

In one of the share purchase agreements with one of the persons, there is a commitment by the Group to transfer to that person an additional number of shares from "Sirma Group Holding" JSC as of 31.01.2026, if the price of the shares of "Sirma Group Holding" JSC is below a certain value.

- **Purchase of a minority block of shares from the capital of a subsidiary**

On 26.04.2024 "Sirma Group Holding" JSC concluded contracts for the purchase of shares with two individuals, owners of the minority package of shares of "Sirma CI" AD. The total number of shares is 26 600, and the total sale value of the shares is BGN 141 918. As a result of the transaction "Sirma Group Holding" JSC become the sole owner of "Sirma CI".

- **Sale of shares by subsidiary company**

On 16.05.2024 "Sirma Solutions" EAD – a subsidiary of "Sirma Group Holding" JSC, sold 732 389 shares from the capital of "Sirma Group Holding" JSC through transactions carried out on the unregulated over-the-counter market (Bulgaria) at an average price per share of BGN 0,80. The purchase represents 1.23% of the capital of "Sirma Group Holding" JSC.

- **Sale of shares by the company**

On 28.05.2024 "Sirma Group Holding" JSC sold 500 988 of its shares at an average price of BGN 0,85 per share for a total value of BGN 425 839,80. The shares represent 0,84% of the company's capital. The sale was made on an unregulated OTC market (Bulgaria).

"Sirma Group Holding" JSC sold 590 183 of its shares at an average price of BGN 0,96 per share for a total value of BGN 566 575,68. The shares represent 0,99% of the company's capital. The sale was carried out on an unregulated OTC market (Bulgaria) and was registered by the Central Depository on 02.07.2024.

- **Purchase by "Sirma Solutions" EAD of shares from the capital of "Sirma Business Consulting" AD**

"Sirma Solutions" EAD – a daughter company of "Sirma Group Holding" JSC bought the minority share of 45,91% of the capital (BGN 2 539 768) of the company "Sirma Business Consulting" AD. On 03.06.2024 "Sirma Solutions" EAD was registered in the Commercial Register as the sole owner of the capital of "Sirma Business Consulting" EAD.

- **Initiation of procedure for consolidation within "Sirma Group Holding" JSC**

At its meeting on 13.06.2024 the Board of Directors of "Sirma Group Holding" JSC adopted a decision to initiate a procedure for the transformation of "SIRMA GROUP HOLDING" JSC under the conditions and in accordance with Chapter XVI of the Commercial Law and Art. 122 et seq. of the Public Offering of Securities Act, by merging SIRMA CI EAD, SIRMA INSURTECH EAD, SIRMA SOLUTIONS EAD, SIRMA BUSINESS CONSULTING EAD, SCIANTECH EAD and HRM SOLUTIONS EAD in "SIRMA GROUP HOLDING" JSC.

- **Commitments**

On 20 June 2024, the Company has signed a contract, initiating the procedure for the acquisition of a majority stake in the IT company RoWeb Development SRL, Romania.

The successful finalization of the transaction is related to the fulfillment of certain conditions by both parties, the implementation of which will make Sirma the owner of 51% of the capital of the Romanian company.

- **Purchase from "Sirma Solutions" EAD of shares from the capital of "S&G Technology Services"**

On 21.08.2024 "Sirma Solutions" EAD (subsidiary of "Sirma Group Holding" JSC) bought the minority share of 49% of the capital of the company "S&G Technology Services", London (subsidiary of "Sirma Solutions" EAD). With this acquisition, Sirma Solutions EAD becomes the 100% owner of S&G Technology Services, London.



Litigation for the period 01.01.2024 – 30.09.2024:

There are no lawsuits filed against the company for the period.

Other legal information for the period 01.01.2024 – 30.09.2024:

- **Reduction of capital**

On 21.12.2023 the Board of Directors of the subsidiary "SAI" AD made a decision to buy the shares of the company from the individual shareholders. As a result of this decision, the sole owner of the company became "Sirma Group Holding" JSC. The decision was entered and announced in the Commercial Register on 12.01.2024. As of that date, SAI is a sole proprietorship and its capital is BGN 13 588 241, divided into 13 588 241 ordinary (only) shares with a nominal value of BGN 1, whose sole owner is Sirma Group Holding JSC.

- **The business consolidation strategy**

On 21.03.2024 "Sirma Group Holding" JSC announced pending steps towards the implementation of the Strategy for the consolidation of activities and ownership within the Group. The main guidelines of the Consolidation Strategy are:

- Objective of the Strategy: By strengthening the vertical specialization of services, achieving organic and inorganic (through acquisitions) sales growth up to EUR one hundred million and listing on a major world stock exchange;
- Time frame: 2023 – 2026;
- Continuation of the process of consolidation of ownership in subsidiaries;
- Maximum consolidation of the number of companies in the Group (with the exception of foreign companies);
- Full transition to a vertical business organization with the following main verticals: - Financial Services; Transport and Logistics; Hospitality; Industrial; Insurance; Healthcare; Retail.
- Adequate restructuring and optimization of management in the Group and full use of all synergies.

- **Notification for the distribution of dividend for 2023**

At the General Meeting of Shareholders of "Sirma Group Holding" JSC held on 27 June 2024, following a discussion under item 4 of the previously announced Agenda, the following decision for distribution of dividend for 2023 was taken:

"Distribution of profit from 2023:

- Realized profit after taxes: BGN 1 508 408,05;
- Distribution to the reserve fund (10%): BGN 150 840,81;
- Remaining profit for distribution for 2023: BGN 1 357 567,25;

The company distributes a dividend of BGN 0.02 per share.

The remainder of the amount after distribution of dividend remains as retained earnings."

All shareholders of "Sirma Group Holding" JSC registered in the Central Depository as of the 14th day after the holding of the above-mentioned GMS (11 July, 2024) have the right to receive a dividend, according to Article 115c, paragraph 3 of the POSA.

The dividend will start to be paid out within 60 days from the holding of the above-mentioned GMS according to the requirements of the Central Depository.

Shareholders who have accounts with investment intermediaries will receive their dividend through them.

Shareholders who are not serviced by investment intermediaries, and whose shares are kept in personal accounts of Register "A" with the Central Depository, will receive their dividends through the branch network of a commercial bank.

- **Approval by the Financial Supervision Commission (FSC)**

With decision No. 483 - PD dated 18.07.2024, the Financial Supervision Commission (FSC) approved the Agreement dated 14.06.2024 for transformation by merger of "Sirma CI" EAD, "Sirma Insurtech" EAD, "Sirma Solutions" EAD, "Sirma Business Consulting" EAD, "Sciart" EAD and "HRM Solutions" EAD in "Sirma Group Holding" JS according to Art. 262g of the Trade Law.



5.6 Information for contracted large transactions in Q3 2024

In Q3 2024, the Group made several large contracts with customer and subcontracts, in connection with the new strategy of the Group:

Purchases:

- Deal 1 for BGN 7 493 thousand
- Deal 2 for BGN 1 833 thousand
- Deal 3 for BGN 1 629 thousand

Sales:

- Deal 1 for BGN 8 314 thousand
- Deal 2 for BGN 2 299 thousand
- Deal 3 for BGN 2 179 thousand

5.7 Information of the used financial instruments in Q3 2024

In Q3 2024 the company has not used any financial instruments.

5.8 R&D activity of the company in Q3 2024

The strategy for growth and development of Sirma Group foresees the concentration of the intellectual property of the Group in the Holding company. This concentration also implies the concentration of the Group's research and development activities at Sirma Group Holding JSC.

5.9 Possible future development of the company

The forecasts for the development of the Information and Communication Technologies sector in 2023 and the following years are a function of the expected development of the health crisis, as well as of the effects caused by the ongoing military actions in Ukraine and the resulting economic crisis.

Although a direct impact of the war in Ukraine and Middle East on the ICT sector is not expected, it will strengthen other risks for the global economy – inflation, volatility of exchange rates, difficult supply chains, geopolitical uncertainty. In addition, the BNB expects the postponement of the implementation of investment projects, the slow rate of absorption of funds under European programs and the delayed implementation of the National Recovery Plan to be associated risks in 2024. The annual budget has been prepared taking into account the current situation in order to maintain stable financial performance.

In 2024 Sirma Group Holding plans to integrate the companies into the holding structure. Through the integration, the holding's management aims for better competitiveness and market positioning, which will lead to access to new business opportunities, providing customers with a wider and more diverse range of services, professional growth and development of the company's employees, optimization of administrative processes, which will lead to better productivity, communication and collaboration between employees.

The Group is in a continuous process of searching for companies in which to invest in order to improve the profitability of the company's shares.

5.10 Contracts under Art.240b of the Commerical Code in Q3 2024

During Q3 2024 the Group has not been notified for contracted transactions with the members of the Board of Directors or parties related to them, which fall outside the line of activity of the company or the terms of which differ substantially from the current market.



6 RESULTS BY COMPANY

DATICUM

- <https://www.daticum.com/>
- **Daticum JSC is a subsidiary of Sirma Solutions EAD**
- **Capital:** BGN 793 810 divided into 79 381 shares with a nominal value of BGN 10. Sirma Solutions EAD holds 46 834 shares or 59% of the capital.

Main markets:

Bulgaria, North and South America, Europe

Main clients:

The main clients of the company are the following industries - insurance, ICT, utilities, media and information services, industrial production, wholesale and retail, transport and courier services.

Main competitors:

International companies providing cloud services such as Amazon, Google (Alphabet), Microsoft, IBM and others. At the local level, competitors can be considered "Netera" OOD, "Evolink" AD, "Telepoint" OOD, "3DC" EAD, SuperHosting.BG EOOD

Business model of the company

The Company's core business model is to build infrastructure to provide computing resources for data processing and storage and to provide these resources for a fee to a wide range of customers who prefer not to maintain such infrastructure or have a temporary need for these resources.

Resources of the company

The company has the necessary resources and is able to invest in the development of its business without using debt capital.

New products, new business or business models for the period

The company focused on consolidating its market positions and expanding its IaaS and PaaS cloud services. Thanks to our partners, we can now offer a new Remote Backup as a Service, through which we can back up our data center data from client servers and end user devices regardless of their geographic location. Along with the increasing tendency of customers to use leased computing resources on a monthly use basis, there is a similar tendency on the part of the company's suppliers to switch to business models for the provision of licenses and services based on monthly consumption.

HR policy

Preserve current staff. Maintaining and increasing its qualification through training, courses and participation in affiliate programs. Staff costs are rising in line with an increase in business volumes by up to 10-15% per year.

Daticum in Q3 2024

Regional and international factors affecting the company's business

- The ongoing war in Ukraine has an impact on the business risks of local companies and is reflected in the retention of demand for Daticum's services. At this time, customers from Ukraine increased, but this did not sufficiently compensate for the retained costs of local customers.
- Military actions in the Middle East are also expected to adversely affect the economic environment.
- Fears of an impending recession in the global and Bulgarian economy make companies cautious and restrained in seeking and hiring the services provided by Daticum.

Business development in Q3 2024 and realization of the investment plan

- Daticum continued to raise the level of revenues above the levels before the announcement of the epidemiological situation and the subsequent negative results for the economy. The demand for cloud services has exceeded our expectations, and thus we are able to compensate for the decline in demand for colocation and hardware rental services.
- Daticum continued to upgrade the storage infrastructure of its cloud platform with new capacities..

Important events

- Daticum is developed a new website launched in the second quarter of 2024.
- The two executive directors of Daticum are among the winners of the index Top 100 most influential IT personalities in Bulgaria. "Top 100 most influential IT personalities in Bulgaria" is an annual index of the Career Show, distinguishing individuals who have made a significant contribution to the development of the IT industry in Bulgaria and serve as an example of good practices and high professionalism.

New clients:

- Daticum has signed a deal for several server racks for rent with a company engaged in collecting, organizing, analyzing, presenting and selling data related to sports events.
- Two large French companies with representative offices in Bulgaria chose Daticum to promote their services on the Bulgarian market.

Implementation of the business plan in Q3 2024

- The company's revenues in the third quarter of 2024 exceed those in the third quarter of 2023 by 3%.



Perspectives and forecasts for 2024

The wars in the Ukraine and the Middle East and their adverse economic consequences, concerning the prices of fuels, electricity and hardware equipment, are further aggravating the global economic crisis.

At the moment, electricity prices are decreasing and are expected to reach normal levels in 2024.

Greater growth in usage of our cloud platform is expected at the expense of services such as colocation and hardware rental.

We expect the investments made in equipment and software to have their effect towards the end of the year.

FINANCIAL RESULTS

	30.09.2024	30.09.2023/ 31.12.2023	Change BGN '000	Change %
Revenues	2 543	2 460	83	3,37%
EBITDA	1 087	1 045	42	4,02%
Depreciation	(461)	(233)	(228)	97,85%
Net Result	620	803	(183)	(22,79%)
EBITDA margin	42,74%	42,48%	0,27%	0,62%
Net Profit margin	24,38%	32,64%	(8,26%)	(25,31%)
Sales per share	1,1047	1,0686	0,04	3,37%
EPS	0,2693	0,3488	(0,079)	(22,79%)
ROE	0,3767	0,4417	(0,065)	(14,72%)
Total Assets	3 245	3 531	(286)	(8,10%)
Intangibles	1 211	1 422	(211)	(14,84%)
Book value	435	396	39	9,85%
Equity	1 646	1 818	(172)	(9,46%)
Total Liabilities	1 599	1 713	(114)	(6,65%)
Interest bearing	308	360	(52)	(14,44%)
D/E	0,9714	0,9422	0,03	3,10%
ROA	0,1911	0,2274	(0,036)	(15,98%)

SIRMA SOLUTIONS

- <http://www.sirmasolutions.com>
- Sirma Solutions is a subsidiary of Sirma Group Holding JSC
- Capital: BGN 28 334 910

SIRMA SOLUTIONS IN 2024:**General information**

"Sirma Solutions" EAD is a global provider of complex software systems, IT consulting and system integration, in various industrial verticals. Founded in 1992, the company is the largest in "Sirma Group Holding" JSC. Since its inception, Sirma Solutions has developed organically, thanks to the unique combination of innovative spirit, solid technology expertise and business flair.

The company specializes in the creation of corporate software systems and solutions, system integration and IT consulting for both specific industries and multi-industrial

solutions. Sirma Solutions AD is among the leading Bulgarian software developers, thanks to its excellent reputation, proven expertise and comprehensive know-how used in software product development and the successful implementation of numerous complex projects for clients on a regional and global scale. Sirma Solutions also specializes in hardware delivery, infrastructure development, cloud services and virtualization.

The company maintains excellent relationships with leading software and technology vendors for the fastest growing industries, as well as independent software companies. Also, there are excellent interactions with the other holding company, which ensures the successful realization of projects, regardless of the degree of complexity. Depending on the size and complexity of a project, the company has



access to an expanded range of resources from over 500 people.

Sirma Solutions is Microsoft Gold Partner, IBM Advanced Partner, Oracle Gold Partner, HP Preferred Gold Partner, and so on. The company is certified to ISO 9001: 2015 and ISO 27001: 2005 to meet the regulatory and contractual requirements in terms of security and data integrity and IT management.

Business activity of Sirma Solutions in Q3 2024

General

After the relatively weak 2023, Gartner expects the ICT industry to return to its rapid growth in 2024 (the forecast growth for the year is 8%). This time, even the "Devices" segment, which has been stagnant in recent years, is returning to growth.

Revenues for the company have reached BGN 33.5 million by the end of Q3 2024. This represents a growth of 0.70% compared to the same period in 2023. Hardware sales (related to the System Integration service) fell slightly by 0.93%, but IT service sales increased by 2.16%. The geographical structure of sales is preserved, with Bulgaria leading with a share of 73% of sales, followed by Europe and the USA.

Market in North America

Although the recession in the USA has been avoided (at least for now), the economic development of the country is slowing down from the beginning of 2024. As a result, the target customer group of "Sirma Solutions" EAD in the USA - startups and small enterprises - are starting to suffer from a lack of funding for their projects. Accordingly, the orders to Sirma also decreased sharply. The company's sales in the United States marked a decline of nearly 50% for the first nine months of 2024 compared to Q3 of 2023. On the other hand, sales in Canada saw a significant upswing, already exceeding BGN 1.86 million, or 5.58% of the company's total sales. However, the decline in sales in North America could not be avoided.

In 2024, work continued on projects started last year, and several new projects were also launched:

- Complete equipment and system integration with Cisco servers of a large fintech company in North America;
- Delivery and integration of CISCO APP Dynamics, VM Ware contract renewal, and HP Enterprise support contract renewal for an international fintech company;
- Data center equipment and its integration for a large financial company.

North American sales revenue of "Sirma Solutions" EAD by the end of Q3 in North America amounted to 12.88% of the company's total sales.

European Market

Unlike the US, Europe's economic growth appears to have bottomed out in late 2023 and is seeing a timid recovery in Q3 2024. This also affects the revenues of "Sirma Solutions" EAD from the various European countries. Sales in almost all countries are up, with a decline only in Great Britain and Spain.

By the end of Q3 2024, several new deals were concluded, and work continued on active projects from 2023, such as:

- Complete equipment of two data centers of a large Bulgarian bank with IBM Storage Infrastructure;
- Complete renovation and integration of the user workstations of another large Bulgarian bank with NR equipment;
- Sale and integration of IBM Storage Infrastructure for a data center for a fintech company in the UK;
- Delivery and integration of 700 professional Lenovo mobile workstations for an international fintech company;
- System integration in UBB in Bulgaria;
- IT service contract for a large Bulgarian bank;
- IT service contract for a large Bulgarian insurance company;
- Contract for full provision of the work stations of a bank with operations in Romania and Greece;
- Global contract with a large Bulgarian IT company for replacement and modernization of their IT equipment with Lenovo

The Bulgarian market remains dominant for the company, accounting for 73% of sales in Q3 of 2024.

In 2024 "Sirma Solutions" EAD launched a new service, which was prompted by market demand: Hardware as a Service (HaaS). If until now our customers who use Sirma's cloud services only had to purchase their workstations, now even that is no longer necessary. With this service, IT equipment for client companies is provided by Sirma on rent and converted from CAPEX to OPEX. After the first six months of operations, the new service has already placed over 200 hardware units to its customers. We look forward to the future development of this innovative service.

Public sector

The public sector in Bulgaria continues to experience difficulties due to political uncertainty in the country. At the same time, the plan for the development of new business in



the public sector of "Sirma Solutions" EAD in 2024 is for a growth of 15%. In fulfillment of this, the company applied for and won the following public tenders:

- Provision and integration of the cloud infrastructure of the NHIF;

- Provision and integration of network equipment for the NRA;

- Provision of cyber security services to Bulgartransgas

Work on projects from 2023 and previous years continues:

- construction of the complete IS for managing the activity of the Financial Mechanism Office (EEA Grants, Brussels),

- the step-by-step construction of the MusIT IS for managing Music Author's activities;

- the development of the system for electronic protocols at the NHIF,

- Migration to Oracle Cloud on Premise of a large company in the aviation industry and development of a training management module (Learning Management System – LMS);

- Creation of an electronic National map of higher education in the Republic of Bulgaria, by upgrading and developing the rating system of higher schools with the Ministry of Education and Science as the contracting authority. The deadline for implementation is until August 2027.

The provision of warranty and out-of-warranty support for all key government IT systems developed by us also continued:

- out-of-warranty maintenance of the BDZ (the Bulgarian State Railways) operating system

- the overall IS of the NSCRLP, supporting the LP registers and playing a key role in the field of electronic health care,

- Updating the kindergarten application system and upgrading the system to also manage the first grade application process.

In 2024, the company was registered under ISO 27701 for the creation, implementation, maintenance, and improvement of privacy management information systems. This certification will make the company more competitive when participating in public tenders for the development of systems that require a high level of security.

FINANCIAL RESULTS

	30.09.2024	30.09.2023/ 31.12.2023	Change BGN '000	Change %
Revenues	33 518	33 286	232	0,70%
EBITDA	508	41	467	1 139,02%
Depreciation	(1 417)	(1 402)	(15)	1,07%
Net Result	(460)	(891)	431	(48,37%)
EBITDA margin	1,52%	0,12%	1,39%	1 130,45%
Net Profit margin	(1,37%)	(2,68%)	1,30%	(48,73%)
Sales per share	0,9476	0,9411	0,01	0,70%
EPS	(0,0130)	(0,0252)	0,012	(48,37%)
ROE	(0,0141)	(0,0264)	0,0124	(46,81%)
Total Assets	40 311	41 740	(1 429)	(3,42%)
Intangibles	3 528	4 530	(1 002)	(22,12%)
Book value	29 182	29 167	15	0,051%
Equity	32 710	33 697	(987)	(2,93%)
Total Liabilities	7 601	8 043	(442)	(5,50%)
Interest bearing	-	2 169	(2 169)	(100%)
D/E	-	0,064	(0,064)	(100%)
ROA	(0,0114)	(0,0213)	0,0099	(46,54%)



SIRMA INSURTECH AND HRM SOLUTIONS

"Sirma InsurTech" EAD is a subsidiary of "Sirma Group Holding" JSC

- Share Capital: BGN 396 000

The company has been part of Sirma Group since the beginning of July 2022, with the main goal of concentrating within itself and developing the technological and business knowledge of Sirma Group in the field of insurance.

Conditions for the business development in Q3 2024

Sirma InsurTech operates in the financial non-banking sector, with the main focus on insurance. Insurance companies, as well as Brokers, are in their early stage of digital business transformation, which in recent years was catalyzed as a process mainly by the pandemic Covid situation, but also by the change in the profile and requirements of users of insurance services. In order to continue to exist and to meet the needs of their increasingly demanding customer, otherwise rather clumsy and resistant to change, insurance companies are forced to turn to consulting services and new technological solutions that the IT sector offers, building long term partnership and business.

The company has its almost 20-year rich history in consulting services in the IT sphere, as well as in the implementation and development of software solutions for business management. The main expertise and experience is in the field of insurance as a specific area of non-banking financial services. On the one hand, the company continues to be a trusted partner of its current customers on the way to the digitization of their business processes, and on the other hand, the specific know-how in the field became the basis for creating the first own product (Sirma InSuite), developed on the basis of the Creatio platform. The product aims to help insurance companies easily integrate a CRM solution with existing insurance systems, which will lead to the automation of part of the business processes and increase efficiency, while at the same time improving the customer experience and increasing their satisfaction. The solution can be implemented in any existing ecosystem at an extremely competitive price, taking into account all the specifics of the business process and relationships between the entities of the particular insurer. A potential customer is any insurance company, regardless of its location, product portfolio or size. The solution can also be used by Brokers or other types of insurance intermediaries. The model of use of the solution is on a subscription, license basis. The initial implementation will be done by the Company's team, and the one-time price for implementation and configuration will be estimated according to the specific client and the scope of the project.

The creation of Sirma InSuite was made possible thanks to the company's partnership with CREATIO. The team includes certified consultants, architects and developers who have the necessary knowledge and skills to implement standard CREATIO solutions for any business other than insurance.

Another business line is the development of custom solutions in the field of insurance. The company has a team that has developed legacy systems for life insurance and pension insurance. Bespoke solutions continue to occupy an

Shares:

- Ordinary Shares, Number: 396 000, Nominal: BGN 1.
- "Sirma Group Holding" JSC owns 100% of the capital of the company.

extremely large share in insurance companies, due to the specifics of each individual company.

Regional and international factors, reflected on the business of the company

The company has business in Bulgaria and potential for development in Europe, as the solutions it offers for insurance are applicable in any type of company, regardless of the location and the specifics of the environment. The processes that catalyze the digital transformation of insurers are the same in Bulgaria and around the world, and the solution we offer can become part of any existing ecosystem.

At the European level, Sirma InsurTech is the only representative of CREATIO that has specific expertise related to insurance.

Business development in Q3 2024 and realization of the investment plan

In Q3 2024, Sirma InsurTech continued to fulfill its strategic objectives:

- We continued work on the development of the Bulstrad Life system, based on Creatio and Sirma InSuite.
- We have been working hard to complete the remaining modules (related to claims and payout) of the B-Unit system in Bulstrad Life.
- Work continues on the implementation of Creatio in Elmark Group. Real operation is expected to start at the beginning of August.
- We are working on opportunities with Millennium Insurance Serbia. An RFP has been received and documentation has been sent to participate in a tender organized by EY Serbia.
- The services of Eurotrust have been integrated in CREATIO and the certification of the application is pending.
- A maintenance contract was signed with POC Doverie.
- We have participated in a number of conferences and have generated partnerships and leads.
- Agreed partnership with Adacta. The NDA was signed and the first meetings were held.
- Possibility of partnership with Sapiens.
- We held meetings with Vienna Insurance Group in order to expand the client base. Opportunities are open in North Macedonia. Clarification of the scope is pending in the third quarter.



Currently, we have open negotiations with LevIns Bulgaria, Wiener Serbia, NetRisk Group Hungary, Groupama Bulgaria, Unicredit Bulbank, Milenium Osiguranje Serbia, Service Design Network Germany, VIG, PAC Doverie.

The company continues to rely on a stable and sustainable model of selling products with a monthly license fee, rather than relying on large one-off deals that are more difficult to predict.

"HRM Solutions" EAD is a subsidiary of "Sirma InsurTech" AD

- **Share Capital: BGN 150 000**

HRM Solutions has been part of Sirma Group since July 2022, and is a subsidiary of "Sirma InsurTech" AD, with the main goal of concentrating and developing Sirma Group's technological and business knowledge in the field of human resources management, resources and personnel administration.

Conditions for the business development in Q3 2024

The company provides an electronic employment file solution. In the market, especially after the pandemic in 2021, there is an increased desire to digitize employer-employee communication. There is a clear legal framework that regulates the order in which this can happen.

The company has been offering the sHRedy product since September 2020. For these 2 years, there has been a very serious interest in the product and it is the most recognizable on the market, mainly because of the very serious work on building the brand.

The solution is aimed at companies with more than 80 employees. The usage model is subscription-based, with a one-time cost for configuration and deployment.

sHRedy is the first product that integrates all the necessary qualified authentication services required by the Ordinance for electronic employment records within itself.

The product is also positioned well with the existing customers to date – Telus, KPMG IT, Soitron, Nexo, Software Group, Tavex, AmRest, Circles.

Regional and international factors, reflected on the business of the company

The company has business in Bulgaria and this is the main location we are targeting at the moment. There is potential to upgrade with additional functionalities available in other group companies (HRistina) and potential for development in Europe, but there are a number of differences in the legislation and treatment of signing and service in the other EU countries.

Business development in Q3 2024 and realization of the investment plan

In Q3 2024, HRM Solutions continued to fulfill its strategic goals:

The company continues to develop the team and its specific expertise in the field of CREATIO solutions. In the second quarter, 5 new employees were certified for Creatio products.

A contract was signed with Wiener Serbia for the sale of the source code of a mobile application.

Shares:

- **Ordinary Shares, Number: 150 000, Nominal: BGN 1.**
- **"Sirma InsurTech" EAD owns 100% of the capital of the company.**

- 2 new clients were attracted
- More than 100 demonstrations were conducted with customers, and in the mass case the active party was the customer.
- We have developed new package plans to target smaller companies between 15 and 50 employees
- We purchased a database of companies with over 20 employees. We planned and executed a marketing campaign with two types of targets – medium-sized companies for the package offers and large companies for the standard offer.

At the moment, we have open negotiations with a number of large companies: Experian, Neway, Dynamo Software, Kone Bulgaria, Genius Sport, Ucha.se, HP Enterprise.

It is being implemented in several clients in parallel, and in order to speed up the implementation processes, we have changed the terms of the contract, and the entire value is paid in advance. Our expectation is that this will engage the client's team to a greater extent, resulting in a faster completion of the implementation.

The company continues to rely on a stable and sustainable model of selling products with a monthly license fee.

Partnered with Survey Sparrow to integrate 360-degree staff assessment at sHRedy. So far, interest has been expressed in signing a contract with two more clients in 2024 – Soitron and Tavex. It is planned to sign a contract with Ninety-Nine consulting company.

An annex was signed with Eurotrust, and the licensing model was completely renegotiated. With the new model, we will significantly reduce the fee paid for authentication services for our largest clients – Telus, Nexo and KPMG. We have successfully completed deployment in Circles and AmRest.

A contract has been signed and the price for infrastructure services has been reduced by over 30%

The new release of the system was successfully implemented and delivered to all clients.

Negotiations have been held with Borika for a partnership - work is underway to integrate their services into sHRedy.



FINANCIAL RESULTS**Sirma Insurtech**

	30.09.2024	30.09.2023/ 31.12.2023	Change BGN '000	Change %
Revenues	2 764	2 275	489	21,49%
EBITDA	(202)	48	(250)	n/a
Depreciation	(71)	(78)	7	(8,97%)
Net Result	(283)	(47)	(236)	502,13%
EBITDA margin	(7,31%)	2,11%	(9,42%)	n/a
Net Profit margin	(10,24%)	(2,07%)	(8,17%)	395,60%
Sales per share	6,9798	5,7449	1,23	21,49%
EPS	(0,7146)	(0,1187)	(0,596)	502,13%
ROE	1,2251	(0,9038)	2,129	n/a
Total Assets	2 187	2 250	(63)	(2,80%)
Intangibles	1 013	962	51	5,30%
Book value	(1 244)	(910)	(334)	36,70%
Equity	(231)	52	(283)	n/a
Total Liabilities	2 418	2 198	220	10,01%
Interest bearing	4	440	(436)	(99,09%)
D/E	(0,0173)	8,4615	(8,4789)	n/a
ROA	(0,1294)	(0,0209)	(0,1085)	519,47%

HRM Solutions

	30.09.2024	30.09.2023/ 31.12.2023	Change BGN '000	Change %
Revenues	429	325	104	32,00%
EBITDA	103	56	47	83,93%
Depreciation	(47)	(43)	(4)	9,30%
Net Result	49	8	41	512,50%
EBITDA margin	24,01%	17,23%	6,78%	39,34%
Net Profit margin	11,42%	2,46%	8,96%	364,02%
Sales per share	2,86	2,17	0,69	32,00%
EPS	0,3267	0,0533	0,27	512,50%
ROE	0,3161	0,0748	0,24	322,82%
Total Assets	1 038	1 120	(82)	(7,32%)
Intangibles	744	791	(47)	(5,94%)
Book value	(589)	(684)	95	(13,89%)
Equity	155	107	48	44,86%
Total Liabilities	883	1 013	(130)	(12,83%)
ROA	0,0472	0,0071	0,040	560,89%



ENGVIEW SYSTEMS

- **EngView Systems JSC is a daughter company of Sirma Group Holding JSC**
- **Capital : BGN 68 587.**

Shares: 68 587 ordinary named voting shares, with right to dividend and liquidation share, proportional to the participation in the capital.

Sirma Group Holding owns 50 000 shares or 72,9 % of the company capital.

EngView Systems JSC is a joint-stock company, member of Sirma Group, with main activity - development of software products.

EngView Systems in Q3 2024

Conditions for business development in Q3 2024

EngView Systems operates in two main markets that of software and hardware solutions in the field of Metrology and Quality Management in the production of metal products, as well as software for video measuring machines in partnership with manufacturers, and complete solutions for automation and management of the production process of the packaging industry. The company works with manufacturers of packaging and displays around the world, served by a developed and expanding network of distributors and partners, as well as our own offices in Brazil, Germany and USA.

A large share of packaging production remains in the established offset printing segment. The spread of digital technologies is happening at an ever-increasing pace and more and more companies are investing in digital printing and production machines. New niche markets are being formed, related to personalization, small circulations of cardboard and corrugated packaging, products for advertising purposes and better visualization of selected brands (shelves) or entire structures, exhibition stands, shows, printed and cut from thick materials (Rigid Board). In Europe and the United States, there is a trend for the entry and production of materials and products from them, which are directly related to nature conservation and are environmentally friendly and easily recycled.

This determines the direction of the predominant investments in the packaging industry - along with those in machines, companies from different niches are looking for solutions to further save time and resources, modernize their production to improve their competitiveness, and follow modern technologies that improve the relationship with the customer and optimize the order channels. Such solutions are Internet and cloud-based solutions for communication with customers and shortening the Order-Delivery cycle (web-to-print, web-to-pack), which become possible precisely in combination with new digital technologies.

After the pandemic, software companies in the industry are looking for partnerships with each other to offer automated and integrated solutions.

In the market of technologies for monitoring and quality management of mass production, there are growing trends towards digitalization of processes. This is determined by the mass penetration of new modern technologies for measurement and communication, as well as the growing availability of instruments based on such technologies. Confidence in cloud-based technologies and SaaS solutions is also increasing. The advantages of this type of solutions such as quality of service, accessibility for a wide range of users, accelerated exchange and fast access to information, replacement of many analog processes with digital ones, the ability to quickly make accurate informed decisions based on real data and analysis, determines the future trends and market demand for such solutions and related to their work measuring equipment.

Another driving factor is the growing competition among metal manufacturers and their desire to expand their markets. This is possible only if the highest quality criteria are set and the ISO 9000 standards are met. More and more small and medium-sized companies strive to achieve this standard and this causes the demand for products that digitize processes and provide opportunities for successful management of quality.

EngView Systems successfully develops its products in its two main areas for the packaging and video measuring industries. In recent years, the company has invested in the development of new products based on its already implemented solutions and the accumulated knowledge and expertise in individual niches. They meet the latest trends, as well as customer requirements for high-quality software capable of accelerating production, increase sales through optimization and maintenance of additional processes. The company's marketing efforts combine both the traditional way of branding, advertising and product positioning, as well as new trends in digital marketing, online demonstrations, multimedia, participation in panels, membership in associations, etc.

The company continues to develop its core product for the packaging industry, the Packaging Suite. In the first month of the year, the main version 2024 of the CAD product was



released, continuing the policy of Continuous Delivery. The year is very important for the division as the Drupa exhibition held after a gap of 8 years. Efforts in product development and marketing were fully focused on the successful presentation of the company at Drupa as the only Bulgarian company with its own stand. The company's presence at Drupa, Dusseldorf was the biggest event of 2024. The team achieved success for which it was preparing hard during the first 5 months of the year. Hundreds of demonstrations were made, some of them held at another software company's booth, offering Drupa for the first time integration between the two software for structural packaging design and subsequent pre-press processes, closing the entire workflow of users in printing houses. Several distribution contracts based on this integration were signed and numerous meetings were held with Hybrid Software Group representatives to cement the partnership of the two companies worldwide.

After Drupa, two new software distribution contracts were signed with the Hybrid Solution – in Dubai and China. There are first pilot customers in both locations. The new partner successfully presents the integration to its entire network of distributors, creates videos and advertises the solution as competitive on the market. This promotion is expected to bring in customers from the prepress industry who need faster, more efficient and high-quality processes in their production.

Meetings were also held with established partnerships in the third quarter, which in the last quarter should lead to new contracts for the development of functionalities.

Contacts with other software companies in the field of cloud services also led to various partnerships related to integrated solutions in the packaging industry. Talks have begun for integration projects with web to print and ERP solutions for the packaging industry, which should be launched by the end of the year.

Immediately after Drupa, steps were taken to follow up on marketing leads from all EngView companies. By the end of the year, several marketing campaigns are planned to lead to sales in different regions of the world.

The purchase of services on a subscription basis is a very important trend in the global market in the last few years. This is due to the advent of cloud technology and the ability to sell even very complex software products as services rather than licenses. This makes them more affordable both in terms of price and in terms of time to master and start in real business. For this reason, SaaS sales are growing rapidly, and the pressure on suppliers to offer this type of service is growing.

After launching the policy of offering the software on a subscription basis in 2021, during 2022 and in early 2023 customers benefit from this model with smaller but ongoing payments for EngView Suite licenses. More and more customers are starting to use the software without the need to make a large investment or bear a large risk. Since this model relies on a large number of subscribers to reach the turnover

of selling the software, the company still maintains its old sales model. However, in the revenue part, purchases of permanent licenses have a larger share, but in the long term this trend should reverse. In the first half of 2024, a greater part of the number of sales was carried out precisely on this principle. In the USA and Brazil, almost all sales revenue is based on this principle, where there is an absolute growth in the number of customers who use the subscription model.

From 2023 EngView invests in online products based on CAD technology. The company hopes that through the realization of online products aimed at different types of users from the packaging industry, this product will also be found that is useful for the mass consumer.

Development of the core CAD API-based technology to offer developments integrated with other products or platforms continues. The first pilot client in Bulgaria has already integrated parts of the main system into its own online store, with the use and payment model being pay per use.

New mechanisms, partnerships and representations around the world are also being sought to increase brand recognition, increase sales and search for new niche markets.

Products oriented to Metrology and Quality Control such as ScanFit&Measure and mCaliper, TurnCheck are also being developed.

During this half year, an MVP is being developed with one of the largest manufacturers of calipers and micrometers in the world based on the mCaliper product. Online demos of ScanFit&Measure are held as well as visits to factories that need measuring systems for quality control. A prestigious conference in Orlando, USA, where new applications of ScanFit&Measure will be demonstrated, is being prepared. Sales of this product are increasing, campaigns continue worldwide.

Regional and international factors influencing the business of the company

2024 is off to a shaky start in terms of revenue due to changing sales models. Costs and investments in marketing and sales also affect the overall financial statement.

From last year until now, specialized sales campaigns have been carried out for different regions of the world and for different products from EngView's portfolio. An external specialized company is used, which carries out both targeted branding and sales activities.

The company develops all its products in Bulgaria, but has a network of distributors worldwide, as well as its own offices in the USA, Germany, Canada and Brazil. The factors influencing the business are mainly related to the saturation of the market with competitive products or the degree of development of the given market. Still a major share of sales of software for the packaging industry is generated in Europe, but the market is also expanding in the US through marketing efforts, with the number of customers doubling compared to last year..



EngView as one of the leading names in the packaging industry works with strategic partners from Germany Heidelberg for which new versions of their products are developed every year for the printing industry and from the USA - QVI for their video measuring machines. EngView has been working with both companies for years, consolidating its positions by providing quality and modern software for their customers. The company is investing in a new QVI solution in 2019 and 2020 - Turn Check. New licenses were ordered in 2023, and it is expected that they will increase by the end of the year.

Business development and investments in Q3 2024

In Q3 2024, the company continues to develop its products and prepare for more online services and developments. The preparation of several events at which products and partnerships will be presented and consolidated is intensive.

The company is gradually increasing its capacity and resources for innovation developments in the two areas in which it operates.

In the US, the company is very actively working for brand recognition, to win new partnerships and customers and to

impose the subscription model that will bring stability and growth from sales in the coming years.

The German company EngView Systems GmbH hired and trained a new person in 2023 to deal with customer support. The company is still young, but it is already successfully establishing its name and making sales. There is already a website in German, we are working with an external company to search for new customers, process leads and conduct specialized campaigns. The company is establishing itself as the company with the most signed maintenance contracts.

In Brazil, it is established as the main sales model through the subscription principle. Sales from there show an increase compared to last year, and we hope that this trend will continue in the following periods.

Perspectives and forecast for 2024

An increase in customers is expected in 2024, which will also increase sales volume. The largest show in the packaging and printing industry, Drupa, was held in June 2024 in Düsseldorf, for which the company was preparing hard. Campaigns are developed, new distributors are sought and presence is strengthened in both niche markets.

FINANCIAL RESULTS

	30.09.2024	30.09.2023/ 31.12.2023	Change BGN '000	Change %
Revenues	2 693	2 973	(280)	(9,42%)
EBITDA	823	798	25	3,13%
Depreciation	(654)	(614)	(40)	6,51%
Net Result	146	160	(14)	(8,75%)
EBITDA margin	30,56%	26,84%	3,72%	13,86%
Net Profit margin	5,42%	5,38%	0,04%	0,74%
Sales per share	39,0290	43,0870	(4,06)	(9,42%)
EPS	2,1159	2,3188	(0,20)	(8,75%)
ROE	0,0283	0,0319	(0,004)	(11,37%)
Total Assets	5 943	5 708	235	4,12%
Intangibles	4 570	4 085	485	11,87%
Book value	593	930	(337)	(36,24%)
Equity	5 163	5 015	148	2,95%
Total Liabilities	780	693	87	12,55%
Interest bearing	111	176	(65)	(36,93%)
D/E	0,0215	0,0351	(0,014)	(38,74%)
ROA	0,0246	0,0280	(0,003)	(12,36%)



SIRMA BUSINESS CONSULTING

- <https://sirmabc.com/>
- **Sirma Business Consulting is a subsidiary of Sirma Solutions**
- **Capital: BGN 2 539 768**

Sirma Solutions EAD owns 100% of the company's capital.

Sirma Business Consulting (SirmaBC) is a subsidiary of Sirma Solutions JSC, which is highly specialized in the provision of software products and services in the financial sector. The SirmaBC implements Universal Banking Solutions (UBS) individually or based on the FlexCube (Oracle platform). This is a complete banking solution which has received worldwide recognition as one of the most preferred systems in the banking and financial industries.

The range of services provided by the company covers mainly banking, retail and wholesale banking, regulatory compliance and risk management as well as the whole range of implementation and advisory services. SirmaBC is the third largest holding company and accounts for about 20% of revenue.

SirmaBC was established as a consolidated unit in 2007 and has since become one of the leading technology players in the financial sector. The company has been established not only in the local market, but has continued to seek to increase its presence on international markets, especially in Europe, North and South America, Asia and the Caribbean. SirmaBC has a team of highly specialized professionals with complementary expertise in the financial field. This helps to develop a wide range of products designed to respond to growing demand and evolving industry trends tailored to the banking and financial industry specification both locally and globally.

Conditions for business development in Q3 2024

Several serious challenges are emerging for the company that delivers solutions and services to financial players:

- Price adjustment of the offered services and products.
- Finding and retaining highly qualified personnel within the Bulgarian market.
- Adaptation of the business model and approaches in project implementation.
- Adaptation of existing solutions in the company's portfolio to meet new regulatory requirements and trends in the direction of robotization of digital operations and processes. The advent of artificial intelligence and machine learning technologies to optimize service delivery times for end customers will lead to new demand, but also lead time for new projects.

SirmaBC will continue to be focused on providing IT and consulting services and products, and the first half of the year, in addition to active actions to stabilize several ongoing

projects, will focus on offering versions of the FlexCube banking system and opening all systems to solutions that give possibility of implementation of "Open banking" API based services. Projects in the direction of "Open Digital Business" and regulatory reporting will be the main focus for the company until the end of 2024.

Regional and international factors, influencing the business of the company

Macro environment

The development of the financial market in Bulgaria in 2024 continues to be influenced by numerous factors, both internal and external to the country. Among them are the economic stagnation in Europe, the political instability in the region and the country, energy uncertainty and unclear deadlines for the country's accession to the Eurozone. Despite the EC's optimism about the results and GDP growth in the country, Bulgaria is hesitating and foresees a reduction to levels of 1.8% for 2024. The main problems are the increased inflation and the reduction in the consumption and production of electricity, as well as the export of electricity.

The ongoing hostilities in Palestine, Israel and Ukraine and the accompanying trade war are affecting the prices of energy resources, metals and commodities.

An increase in interest rates and a devaluation of any of the major currencies creates additional uncertainty in the financial market and opens many questions for companies that provide services and in addition to market risks, interest rate and currency risk will have to be managed.

In the country, appetites, intentions and real actions for the consolidation of the banking and financial market continue, which conditions on the one hand the competition between the many relatively small players and on the other hand provokes an active dialogue for the consolidation of the companies in the market. At the end of March, information appeared in the press about a new acquisition on the market, which envisages the sale of Tokuda Bank.

The last elected regular government in Bulgaria quickly resumed actions to join the Eurozone (but unfortunately the fulfillment of the convergence criteria is unclear). Despite the adopted changes in the legislation, there is a lack of clear communication about the dates of the replacement of the main currency in the country. In conclusion, the financial market in Bulgaria continues to be challenging and requires adaptation and reforms, which slows down investments in innovation and new projects. The main reserves and budgets



have been set aside for adaptation to the euro, which has not been confirmed with implementation deadlines.

The trend continues to expand the business volume of companies and support centers with investments and employers from the USA, Canada, Germany and England, which significantly raise the average salary in the industry and additionally pump resources into projects that are focused in other markets.

Industrial vertical

The development of the IT business in Bulgaria at the beginning of 2024 is associated with a number of challenges and opportunities. On the one hand, the sector needs a skilled workforce, modern infrastructure and an appropriate regulatory environment, which continues to lag behind. Still, the presence of a regular government does not give stability and confidence in business for strategic investments and creation of long projects. On the other hand, the IT business continues to use various funding programs, both from European funds and local national initiatives, but this too will be inert in the case of disturbed political trust and stability. The IT sector until the end of 2024 will continue to grow, albeit at a slower pace, and although it will reach a turnover of over BGN 10 billion by the end of the year, it will face a huge challenge of the slowing pace of development in all leading economies.

The lack of stable government management, global conflicts, inflation puts pressure on all companies in the IT industry. One part of which is directly affected and dependent on government contracts and projects and another part, because of the tension of the public climate and uncertainty about the tax and fiscal policy of a future regular government. The problems with this defocusing of working resources are invisible at the national level, but they significantly exhaust the mainly nationally oriented players, in which category SirmaBC also falls.

In the long term, we will have to completely change the final price for customers or seek to enter foreign markets by providing services on an isleme basis or renting out resources.

New clients, projects, products and services in Q3 2024:

- Clients

All the company's clients show and declare that they are partially or strongly affected by the uncertain financial framework, inflationary processes, military activities and the shortage of energy resources, as well as the late or lack of financial measures to overcome them. Despite the difficulties in the real economy, the income of financial players is increasing, but in parallel, the regulations that all participants must apply are also increasing. These legal obligations are a good opportunity to generate new revenue. A significant part of the additional income from customers is expected to be income from the sale of resources on the basis of time worked.

- Projects

Until now in 2024, the company successfully completed a FlexCube 14 implementation project and numerous small orders for the adaptation of reporting systems in view of

changes in the legal framework. As well as numerous assignments for changes and adaptation of systems related to the transition to the euro.

The implementation of several projects for the implementation of payment and other satellite solutions, covering: "RepXpress", "ceGate" and "UBX Suite", DIGI Bank, continues.

- Products

The company is actively trying to advertise and distribute the first versions of:

- Open banking API hub, which implements the BISTRA standard for all services in the scope of PSD2;
- Up2Pay - a payment software terminal that resides with a mobile application provider or as a Plug-in for a web site;
- Up2Seal - a portfolio for generating one-time passwords and codes, which also serves as an advanced electronic signature and provides SCA, which is within the meaning of the Payments Regulation.
- RepXpress – regulatory reporting system and own DHW.
- ceGate – a system for collecting customer data and evaluating customers.

- Services

The company positions a package of consulting services for analysis and documentation regarding the selection of digital solutions. The methodology used is based on Assist Knowledge Development and the British Business Analysis Association.

- Events

The most important event for the company was the decision made by the shareholders to consolidate and merge Sirma Business Consulting EAD into Sirma Group Holding JSC. Within the first half of the year, the first stage of this transformation was also completed, with all the shares of the company passing into the possession of Sirma Solutions EAD.

All important events for the company are related to participation in specialized forums and exhibitions at which it attends and presents its improved solutions.

The company actively participates in the regular events of BASSCOM, BFA (Bulgarian Fintech Association), as well as new initiatives organized by AMCHAM Bulgaria and BFA and various working groups in line with European and national initiatives in the sector.

The company goes through regular certification according to 3 ISO standards, preparing for regular audits of security and process continuity.

- Contracts

At the beginning of 2024, SirmaBC finalized the conclusion of several contracts for:



- Adaptation of systems to the euro
- Renewal of electronic channels with customers.
- Changes and adaptation of all systems according to payment standards and the national plan for the transition to the euro and use of ISO 20022.

New versions of RepXpress and ceGate are planned for 2024.

Perspectives and forecasts for 2024

Despite some positive signals of improvement in the economic climate and easing of strict commercial and social restrictive measures, the stagnation and inertia of financial players does not suggest a quick recovery and revival of the market from the levels of 2018-2019. This will require more efforts in finding fresh projects and solutions without a focus in a certain area, despite the clear preferences of Sirma BC

to develop and work on data analysis projects and complete solutions for banking and transactional business.

The uncertain environment and redirection of part of the resources in the company to work for rent will slow down the development of the company's own products. Only the vision of reducing risks and guaranteeing the set levels of income is an argument in maintaining a team of experts to work in shared projects with clients.

In the planned new revenues for the company, the share of revenues that are related to adaptation and changes in customer systems, which will have to respond to the legal changes for Bulgaria's accession to the Eurozone, is increasing.

Retention of all employees and customers will be key to the successful implementation of all the company's plans, which must go with a clear policy and communication for increasing the prices of the provided solutions and services for all directions in the company's portfolio.

FINANCIAL RESULTS

	30.09.2024	30.09.2023/ 31.12.2023	Change BGN '000	Change %
Revenues	4 743	4 251	492	11,57%
EBITDA	258	1 209	(951)	(78,66%)
Depreciation	(344)	(302)	(42)	13,91%
Net Result	(99)	894	(993)	n/a
EBITDA margin	5,44%	28,44%	(23%)	(80,87%)
Net Profit margin	(2,09%)	21,03%	(23,12%)	n/a
Sales per share	1,8673	1,6736	0,19	11,57%
EPS	(0,0390)	0,3520	(0,39)	n/a
ROE	(0,0362)	0,3151	(0,35)	n/a
Total Assets	5 051	4 746	305	6,43%
Intangibles	804	987	(183)	(18,54%)
Book value	1 934	1 850	84	4,54%
Equity	2 738	2 837	(99)	(3,49%)
Total Liabilities	2 313	1 909	404	21,16%
Interest bearing	7	40	(33)	(82,50%)
D/E	0,0026	0,0141	(0,012)	(81,87%)
ROA	(0,0196)	0,1884	(0,208)	n/a

SIRMA GROUP INC.

- <http://panatonsoftware.com/>
- Sirma Group Inc. is a subsidiary of Sirma Solutions

Business development in Q3 2024

Sirma USA continued to develop our business in Healthcare and Automotive retail sales. We have made tremendous progress in applying artificial intelligence and generative

large language models technology to practical applications in Medical Information Systems. In an industry first, we developed the ability to describe workflows using plain-



spoken language and automatically generate and configure ready-to-execute mini-apps inside Healthcare applications built on top of our BoCore platform. The systems powered by our real-time Analytics engine also continued to gain ground with automotive dealers, and we were highly recognized by

leaders in the field and the annual Digital Dealer conference. Also, this quarter we recruited a Director of Digital Marketing with management experience in both international retail banking and US Healthcare marketing.

FINANCIAL RESULTS

	30.09.2024	30.09.2023/ 31.12.2023	Change BGN '000	Change %
Revenues	2 699	4 972	(2 273)	(45,72%)
EBITDA	(897)	(707)	(190)	26,87%
Depreciation	(5)	(3)	(2)	66,67%
Net Result	(905)	(718)	(187)	26,04%
EBITDA margin	(33,23%)	(14,22%)	(19,01%)	133,72%
Net Profit margin	(33,53%)	(14,44%)	(19,09%)	132,19%
Sales per share	0,1251	0,2304	(0,11)	(45,72%)
EPS	(0,0419)	(0,0333)	(0,01)	26,04%
ROE	(0,1214)	(0,0851)	(0,04)	42,77%
Total Assets	10 909	10 475	434	4,14%
Intangibles	1 653	1 675	(22)	(1,31%)
Book value	5 799	6 766	(967)	(14,29%)
Equity	7 452	8 441	(989)	(11,72%)
Total Liabilities	3 457	2 034	1 423	69,96%
Interest bearing	38	36	2	5,56%
D/E	0,0051	0,0043	0,0008	19,56%
ROA	(0,0830)	(0,0685)	(0,014)	21,03%

Sirma ICS

- <http://sirmaics.com/>
- **Sirma ICS is a subsidiary of Sirma Solutions**
- **Capital:** BGN 300 000 divided into 300 000 number of registered nominal shares with a nominal value of 1 BGN per 1 share with voting right, dividend and liquidation share. Sirma Solutions owns 279 000 number of shares or 93% of the capital.

Sirma ICS is part of Sirma Group, with the main goal to concentrate the technological and business knowledge of Sirma Group's in the insurance sphere.

Conditions for Business Development in Q3 2024

The company operates in the Insurance sector with target customers insurance brokers and insurance companies. Both segments recorded minimal revenue growth due to an increased number of insured persons as well as an increase in insurance premiums.

The company offers a product covering all of the processes in the structure of an insurance broker - Sirma Insurance Enterprise Platform. There is also a developed opportunity for clients to integrate through the Sirma Insurance Enterprise MTPL API and to integrate the policy issuing a policy payment in any system and application. Regarding the

online presence of brokers, we offer Sirma Insurance Enterprise Web Calculator. With this product, end visitors to websites can calculate their price and place an order. The company also creates individual solutions and developments on assignment such as websites, web portals for end customers, administrative portals and mobile applications. In general, the online market in Bulgaria remains underdeveloped due to the sticker restrictions and the mandatory "Civil Liability" license plate.

Regarding the main broker platform, we have attracted several new start-up clients that have the potential to grow and move into the Mid-sized segment.

It continues to support the business in terms of portals and applications for insurance companies, in both cases these are "tailor made" products according to the client's requirements.



Business Development in Q3 2024 and investment plan

In Q3 2024 Sirma ICS continued with the execution of its strategic objectives:

- Building new functionalities for "tailor made" products.
- Increasing the product range of the software for insurance brokers and optimizing the product and its functionalities
- Attraction of new insurance broker-clients and upgrading the services.
- The company continues to rely on a stable and sustainable model of selling products with a monthly license fee, instead of relying on large one-off transactions which are more difficult to predict.

New:**- Events**

A competing company presents dumping prices for similar services, which is essential for brokers in the "small" segment. Through commercial efforts, we manage to retain them. Medium or larger brokers are harder to attract on price alone, so we rely on our deep integration with them, good service and providing additional functionality as an upgrade to our current relationships.

Perspectives and forecasts for 2024

We anticipate retaining the monthly fee revenue of Sirma Insurance Enterprise Platform mainly from large new clients that are being negotiated, but individual small brokers may terminate contracts due to cessation of activity. We are striving to attract large brokers to the broker platform. Improving the online insurance solution to be more widely distributed.

FINANCIAL RESULTS

	30.09.2024	30.09.2023/ 31.12.2023	Change BGN '000	Change %
Revenues	758	719	39	5,42%
EBITDA	145	123	22	17,89%
Depreciation	(61)	(75)	14	(18,67%)
Net Result	82	45	37	82,22%
EBITDA margin	19,13%	17,11%	2,02%	11,82%
Net Profit margin	10,82%	6,26%	4,56%	72,85%
Sales per share	2,5267	2,3967	0,13	5,42%
EPS	0,2733	0,1500	0,123	82,22%
ROE	0,0775	0,0461	0,031	68,27%
Total Assets	1 251	1 220	31	2,54%
Intangibles	830	866	(36)	(4,16%)
Book value	228	111	117	105,41%
Equity	1 058	977	81	8,29%
Total Liabilities	193	243	(50)	(20,58%)
Interest bearing	60	83	(23)	(27,71%)
D/E	0,0567	0,0850	(0,028)	(33,25%)
ROA	0,0655	0,0369	0,029	77,71%



S&G TECHNOLOGY SERVICES

- <http://www.sngservices.co.uk/>
- **S & G Technology Services operates in the Financial Segment**

S & G Technology Services is a joint venture of Sirma Solutions, which operates in the United Kingdom. The company provides technology services in the areas of software integration, data integration and mobile technologies for the financial service sector.

S & G Technology Services has accumulated tremendous expertise on the banking industry and the development of technology solutions for some of the world's largest banks. This enables the company to better understand the challenges faced by customers, identify the areas in which it can provide innovative solutions and integrate seamlessly into its specific solutions within a broader delivery program. S & G Technology Services specializes in providing IT consulting services, software products and services to the software ecosystem of one of the most popular banking systems - the Temenos T24.

FINANCIAL RESULTS

	30.09.2024	30.09.2023/ 31.12.2023	Change BGN '000	Change %
Revenues	1 732	1 468	264	17,98%
EBITDA	33	226	(193)	(85,40%)
Net Result	-	168	(168)	(100%)
EBITDA margin	1,91%	15,40%	(13,49%)	(87,62%)
Net Profit margin	-	11,44%	(11,44%)	(100%)
ROE	-	0,2421	(0,242)	(100%)
Total Assets	679	814	(135)	(16,58%)
Equity	482	694	(212)	(30,55%)
Total Liabilities	197	120	77	64,17%
ROA	-	0,2064	(0,206)	(100%)

SIRMA CI

- **Sirma CI** is a subsidiary of Sirma Group Holding JSC
- **Capital:** BGN 133 000. Sirma Group Holding JSC owns 100% of the capital.

Conditions for Business Development in 2024

The war in Ukraine will not end soon, which brings uncertainty for certain sectors. In addition, the war between Israel and Gaza also provides prerequisites for crisis situations and dynamics in the energy market in Europe.

The outcome of new elections in the country will again be an unclear horizon, but it seems that the caretaker government will continue to manage and implement the plan to meet the Schengen indicators and the acceleration of the national recovery and resilience plan.

Regardless of the current situation, we continue the adaptation of the business in the direction of income diversification from additional IT activities.

We continue to adapt the business to the new rules (digital transformation is everyday), for which we believe we are

prepared and will take adequate measures based on short-term and long-term goals.

Despite the stagnation on a global scale, Sirma CI will continue its development with the aim of positive balance and diversification in the sector and revenues.

For 2024 our focus remains on the trends defined by Gartner and internal analysis of market demand and our customers.

We will maintain a focus on the need to provide services by our experts and work in collaboration with partners to develop and integrate our products, which leads to diversification and increased revenue.

The top 3 services for Digital Retail, which are at their peak of demand for them:

- Software solutions for user engagement
- Conversational commerce, ie. technological solutions that recognize speech, speech, language processing via AI. These are applied in chatbots



- Algorithmic sales, ie. AI-based software solutions

According to Gartner the top 3 services of Digital Retail, which will be in demand in the next 2-5 years:

- Unified Commerce Ecosystem
- Real-Time Pricing
- Smart Check-Out
- eCommerce software (web and mobile apps)

Of the top 3 services that Gartner defines at their peak, we offer two. The other products and expertise that we have and are described in the Technology stack (item 5) are very up to date. Regarding the services that will be in demand in the next 2-3 years, we are already working on one of them.

We are actively continuing our partnering activities with US companies and plan to launch activities in Northern Europe for entry in the second quarter, maintaining our focus on current markets and customers.

We have provided a marketing budget for PR materials to advertise our new concept in the "retail" vertical.

Fully focused on unified commerce trends, which will unite our implementation solutions for large retailers: e-shop, loyal mobile application program and chatbots.

The development of the new product based on current software designed to increase Conversion Rate for product and service marketers is on schedule and progressing very well. Due for release in the second half of 2024.

Technology stack and Microservices - Sirma Customer Intelligence expertise and products:

- Consultations for digital transformation and innovation
- Business analysis and planning
- Individual web and mobile design (responsive)
- Personalized e-commerce (back-end and front-end development)
- Integration of loyalty program (back-end and front-end development)
- ERP integration / optimization
- Implementation of logistics integrations / optimizations
- Integrations for online payments
- Billing integrations
- Mobile applications - native Android and iOS
- RTS - real-time user behavior analysis system

- Chatbots - based on Melinda

- Others

The war in Ukraine and Israel are a significant factor that makes us accelerate our development in markets outside Bulgaria in order to diversify.

We hope for a regular government to be formed in the middle of the year, bringing stability, restarting infrastructure, capital investment and economic stimulus to rebuild the economy.

New contracts during Q3 2024:

- The contracts we signed in 2023 are already being implemented. They are long-term and include maintenance and development.
- We are negotiating to sign two new long-term contracts with an international customer for two new countries for the license and support of our product
- Our current customers continue to be active with orders for new features to their current solutions, in order to sell more to end customers.

Perspectives and forecasts for 2024

We expect to attract several new customers, currently negotiating with them, as well as develop our current partnerships with additional functionality, integrations and expert advice.

We are waiting for the launch of the new product that we are developing with the R&D department.

In 2024, a positive business development is expected to continue, because large companies continue to digitize their processes, which maintains interest in online sales, i.e. the search for B2B and B2C solutions to generate direct sales with integrations to ERPs, virtual POS, logistics solutions and others.

In 2024, we expect to increase revenue growth over the forecast range of 20-35% compared to the previous year. However, we plan to have a positive balance, aiming to compensate for the slower growth by the end of the year.



FINANCIAL RESULTS

	30.09.2024	30.09.2023/ 31.12.2023	Change BGN '000	Change %
Revenues	1 608	710	898	126,48%
EBITDA	42	14	28	200%
Depreciation	(14)	(8)	(6)	75%
Net Result	26	3	23	766,67%
EBITDA margin	2,61%	1,97%	0,64%	32,46%
Net Profit margin	1,62%	0,42%	1,19%	282,67%
Sales per share	5,3600	2,3667	2,99	126,48%
EPS	0,0867	0,0100	0,08	766,67%
ROE	0,1376	0,0183	0,12	652,03%
Total Assets	654	433	221	51,04%
Intangibles	-	30	(30)	(100%)
Book value	189	134	55	41,04%
Equity	189	164	25	15,24%
Total Liabilities	465	269	196	72,86%
Interest bearing	52	61	(9)	(14,75%)
D/E	0,2751	0,3720	(0,097)	(26,03%)
ROA	0,0398	0,0069	0,03	473,80%

SIRMA MEDICAL SYSTEMS

- **Sirma Medical Systems** is a subsidiary of Sirma Group Holding

- **Capital:** BGN 100 000. **Sirma Group Holding** owns 66% of the capital.

Conditions for business development in Q3 2024

The beginning of 2024 was dominated by the development of artificial intelligence technologies and their possibilities

healthcare applications. The digitalization of health care systems is now entering a period of development in which technologies are proving their usefulness in practice. The imposed strict regulatory frameworks are already being actively implemented, which has a positive impact on the quality of digital health services offered, as well as serving as a starting point for future developments. The concept of personalized medicine, where the patient takes an active role in their health care, continues to gain traction.

In this environment, the two main products of Sirma Medical Systems are well positioned in the market and have the capacity for medium and long-term development by precisely targeting efforts in the development of new functionalities and marketing activities.

In view of the changing environment, the target markets in which the company will seek implementation in 2024 have been adjusted. For Diabetes:M, the activities in the United Kingdom and Bulgaria remain the priority, and exploratory activities for the implementation of the product in the USA have also begun. For Medrec:M, implementation efforts in Bulgaria are a priority, with an additional focus on the USA.

For MPI-2, the priority is the US, UK and Canada, with additional focus on India and South Africa.

Sirma Medical Systems continues to develop its products in its two main areas - for self-monitoring and remote monitoring of diabetic condition and telemedicine. Additional

focus is on product development for self-treatment for stutterers.

During this reporting period, the work was completed and the new developments in the Medrec:M platform - a link with the National Health Information System (NHIS) and a mobile application for Medrec:M Clinic - were launched. These new functionalities expand the possibilities for doctors to work with the platform and improve their communication with patients.

The development of a new version of the MPI-2 application for stutterers, developed in partnership with professors from the University of California at Santa Barbara, USA, has also been completed. The new version will allow users to use the app for self-healing, independently, without the intervention of a supervising professional. In the first quarter of this year, video production of over 25 instructional videos was

organized as an integral part of the program implementation. The product is expected to be launched in the middle of the second quarter of this year.

This reporting period, the company became a member of the extended supervisory board of the Bulgarian Cluster for Digital Solutions and Innovations in Healthcare (DHI Cluster), where it is responsible for relations with the members and partners of the cluster. This opens up new opportunities for joint work, as well as participation in key projects of the organization under national and European programs.

Since the beginning of the year, the company has started a new practice for additional training of customers on the platform for doctors Medrec:M Clinic. Through these



trainings, doctors become familiar with the innovations in the platform and receive ideas and guidance on how they can integrate the new functionalities into their work processes.

The implementation of videos with health tips and webinars with the participation of prominent medical specialists from various fields continues, as well as the publication of informative articles on the blogs of the Diabetes:M and Medrec:M products. The practice of sending a monthly newsletter with useful information to app users and Medrec:M webinar audiences also continues.

During this reporting period, the work on the inclusion in the Medrec:M platform and the offering of digital health services of the diabetes clinic of Prof. Dr. Radka Savova was completed. It is planned to launch the newly offered services in the second quarter.

Perspectives and forecasts for 2024

An increase in revenue is expected on an annual basis compared to 2023. There is an increased investment interest in all of the company's products. Sirma Medical Systems is working for its successful positioning and increase in sales of its products, in which it has invested in recent years.

In 2024, the main goal of business development and marketing activities will be to increase and maintain the customer base of the two mobile applications Diabetes:M and Medrec:M, as well as to attract new customers for the medical platforms Diabetes:M Monitor and Medrec:M Clinic on the company's strategic markets. Additional efforts will be

focused on marketing the self-treatment version of the MPI-2 stuttering program, as well as implementing the initial marketing and advertising campaigns for this product. It is planned to develop the current partnerships with various commercial and non-governmental organizations, as well as media from the country and abroad. It will also seek key partnerships with leading healthcare organizations and manufacturers of connected IoT devices, as well as support and referrals from medical professionals.

Sirma Medical Systems is expected to be ISO 27001 certified.

By the end of the year, it is expected to complete the certification procedure of the bolus calculator on the Diabetes:M platform as a class 2 medical device.

It is expected that by the end of the year, a clinical study of the Diabetes:M platform will be conducted regarding the medical effect and improving the quality of life of patients through the application.

FINANCIAL RESULTS

	30.09.2024	30.09.2023/ 31.12.2023	Change BGN '000	Change %
Revenues	174	211	(37)	(17,54%)
EBITDA	(190)	(151)	(39)	25,83%
Depreciation	(27)	(29)	2	(6,90%)
Net Result	(220)	(210)	(10)	4,76%
EBITDA margin	(109,20%)	(71,56%)	(37,63%)	52,58%
Net Profit margin	(126,44%)	(99,53%)	(26,91%)	27,04%
Sales per share	0,5800	0,7033	(0,12)	(17,54%)
EPS	(0,7333)	(0,7000)	(0,03)	4,76%
ROE	0,5213	(2,2826)	2,80	n/a
Total Assets	1 310	1 513	(203)	(13,42%)
Intangibles	1 224	1 284	(60)	(4,67%)
Book value	(1 646)	(1 192)	(454)	38,09%
Equity	(422)	92	(514)	n/a
Total Liabilities	1 732	1 421	311	21,89%
Interest bearing	1	250	(249)	(99,60%)
D/E	(0,002)	2,72	(2,72)	n/a
ROA	(0,1679)	(0,1388)	(0,0291)	21,00%



SCIANT

- **Sciانت is a subsidiary of Sirma Group Holding JSC**
- **Capital: BGN 257 000. Sirma Group Holding owns 100% of the capital.**

Sciانت has been part of Sirma Group since November 2021, with the main goal to concentrate in itself the technological and business knowledge of Sirma Group, related to the development and export of software products and services specialized in the following industries: Hospitality, Logistics and Transport, Finance and Banking.

Conditions for business development in Q3 2024

Sciانت provides software services in the following industries: Hospitality, Logistics and Transport, Finance and Banking.

The company works with clients from the United States, Singapore, Australia, China and the European Union.

The company provides software services to customers in the industries in which it specializes. The services have added value with the fact that the company's software engineers also have knowledge of the respective industry. Combined with the presence of consultants and business analysts, this leads to attracting customers from a higher segment of the market. The rights to the developed software are owned entirely by the Company's customers.

Sciانت also provides services for maintenance of integration adapters through a developed system for semi-automated maintenance. The support is with monthly subscription contracts.

Although rearer, the company also works with Bulgarian companies. For them he performs development, maintenance, optimization of web sites; development of internal platforms for management of various processes; project management.

Regional and international factors affecting the company's business

The company is export oriented and has no business in Bulgaria. The regional factor that influences is the labor market.

The main international factor is the war in Ukraine and Israel. There is no influence of this factor on the company's business. Customers from Hospitality, Logistics and Transport, Finance and Banking continue to increase their orders. The company manages to add new customers and new projects.

In Q3 2024 Sciانت continued to fulfill its strategic goals:

- All contracts from the previous year have been renegotiated and extended for 2024. New

customers in Western Europe and North America have been attracted from the existing verticals: Hospitality, Logistics and Transport, with a significant increase in Hospitality business. So far, the practice is 20% ahead of the quarterly revenue and gross profit plan.

- The Company continues to rely on a stable and sustainable model of selling software development services and integration adapter support services. New integrations are being built to systems and products of external companies established in the respective industries.
- The construction of our own system for the support of integration adapters - Managed Integration Services (MIS) continues. The contracts are for a monthly subscription, with the growth of revenues on a monthly basis averaging 10%, and the number of hotels served to customers reached 1 770 at the end of the first half of the year.
- In the past quarter, Saint's sales team participated with its own stand at the event in the field of hospitality - ITB in Berlin, which generated significant interest and new opportunities for the hospitality practice.
- The SITL exhibition in Paris, focused on transport and logistics, was also visited, generating new contacts and opportunities for the logistics practice.
- Sciانت's sales team attended the Phocuswright conference in Barcelona and the HITEC exhibition in the USA, which should bring new commercial opportunities and partnerships for the hospitality practice.
- The number of personnel is also growing, as at the end of the first quarter the company had nearly 160 employees in Bulgaria and Albania. There is a positive movement in the labor market, with the rate of hiring of new employees increasing.
- Processes have been optimized, where productivity (revenue per unit of production resource) has also improved and is above the plan for the quarter.

Perspectives and forecasts for 2024

Due to the slowing economy and shrinking budgets, the company plans to increase the number of employees more conservatively and cautiously.

The slowdown in trade and transport worldwide, logistics practice will continue its slower development.

The company is actively looking for new partnerships and commercial channels to generate new business opportunities for the Hospitality and Logistics practices.



FINANCIAL RESULTS

	30.09.2024	30.09.2023/ 31.12.2023	Change BGN '000	Change %
Revenues	13 856	11 156	2 700	24,20%
EBITDA	(112)	1 184	(1 296)	n/a
Depreciation	(268)	(296)	28	(9,46%)
Net Result	(471)	832	(1 303)	n/a
EBITDA margin	(0,81%)	10,61%	(11,42%)	(107,62%)
Net Profit margin	(3,40%)	7,46%	(10,86%)	n/a
Sales per share	0,3917	0,3154	0,08	24,20%
EPS	(0,0133)	0,0235	(0,037)	n/a
ROE	(2,2976)	0,5645	(2,862)	n/a
Total Assets	4 624	4 645	(21)	(0,45%)
Book value*	205	1 474	(1 269)	(86,09%)
Equity	205	1 474	(1 269)	(86,09%)
Total Liabilities	4 419	3 171	1 248	39,36%
Interest bearing	88	648	(560)	(86,42%)
D/E	0,4293	0,4396	(0,0104)	(2,35%)
ROA	(0,1019)	0,1791	(0,2810)	n/a

SAI

"SAI" EAD is a subsidiary of "Sirma Group Holding" JSC since 2008, with the main goal of concentrating within itself the knowledge and expertise of "Sirma Group Holding" JSC, in the field of artificial intelligence and in the last year, its application in the field of cyber security. The company's activity is oriented towards specialization in the field of corporate cyber security and application of artificial intelligence to achieve the main goals of the same.

The company aims to modernize the cyber-security system of the group of companies owned and/or under the control of "Sirma Group Holding" JSC, as well as to attract external customers in need of a comprehensive solution in the same area.

Conditions for Business Development in 2024

"SAI" EAD provides complete "holistic" services in the field of cyber security, company security, auditing according to modern cyber security standards and drafting of policies and procedures in this area.

In 2024, development of the already structured, through the Bulgarian and Israeli subsidiary, business in the field of comprehensive services in the field of cyber security is expected:

- Main target markets - Israel, Middle East, Romania, Greece, Bulgaria, Scandinavian countries.
- Participation in at least three leading events, in the field of cyber security, hospitality and logistics.
- Development of a strategy for entering the market in the USA, through the subsidiary companies of "Sirma Group Holding" JSC.

- Improving the processes of using the "Sirma Cyber Security Management Platform", by implementing artificial intelligence (AI).

- Hiring and training of highly qualified sales experts to operate the strategically planned markets.

- Conducting Penetration Tests and simulated attacks in the system of "Sirma Group Holding" JSC;

The company plans to provide a full package of services in the field of company and cyber security, by providing the following services:

A. "SOC" and "Response" team

The evolution of cyber threats and attacks in recent years has led to uncertainty in cyber ecosystems. Vital to meeting these challenges is building advanced Cyber Security Operations Centers (SOCs) providing an operational risk management framework within organizations to manage, monitor and respond to cyber security threats.

B. "CISO as a Service"

A key challenge facing the sector is the global shortage of skilled cybersecurity workers and the expertise available to help protect data at risk.

C. "Penetration Testing"

Growing demand for security solutions for software-based web and mobile applications is expected to boost the growth of the global security testing market. Additionally, the growing use of cloud-based cybersecurity services is expected to drive demand for vulnerability and security testing services. Moreover, with the increasing digitization in developing countries, it is expected to boost the



trend of IoT-based connected devices. This, in turn, reinforces the need for vulnerability and security testing.

D. Audit, risk assessment and subsequent implementation of cyber security procedures

The continuing dynamic international environment and economic trends, in 2023 and the beginning of 2024, show the growing need for comprehensive services in the field of cyber security and will allow the company, through the built, modern SOC center, to add new clients to the portfolio of your services.

In 2024, "SAI" EAD will follow the implementation of its strategic goals, namely:

A. Development and development of main target markets - Israel, Middle East, Romania, Greece, Bulgaria, Scandinavian countries.

B. Hiring and training of qualified sales and marketing specialists who meet the requirements of the activity for the markets described above.

C. Maintaining and constantly updating the cyber security system of the group of companies owned and/or under the control of Sirma Group Holding JSC

D. Preparation of a set of procedures and policies for compliance with the requirements of the NIS 2 directive of the EU, for the companies of the group and external customers.

E. Attracting new, international clients in need of developing and implementing comprehensive solutions in the field of cyber security.

Overview of the Activity During Q3 2024

In the first quarter of 2024, the company implemented the following important activities for the realization of its strategic goals:

- Development and deployment of the activity, mainly through the subsidiary company in Israel - "Saifort".
- Confirmation of the activity of the already built, modern and compliant with modern requirements operating center for cyber security "SOC" and attraction of new clients for the activity of the center - "NIMBLE", "PRI GALIL", "CRYPTO ASHDOT", with a total of 64 new users of the 24/7 monitoring service.
- Implementation of procedures and practices for cyber security at HR management level, for "Sirma Group Holding" JSC and the companies of the Group.
- Hiring a sales consultant for the region of Hungary, Czech Republic, Slovakia, Austria.
- Continuing the development of the training program for the employees of Sirma Group, on the topic of cyber security, including the preparation and distribution of educational materials and training leaflets on the topic of Internet fraud and cyber security practices.
- Operation of "Sirma Cyber Security Management Platform"
- Preparation of procedures and policies for compliance with the requirements of the NIS 2 directive of the EU.
- Preparation and reorganization of the policies and procedures of "Sirma Group Holding" AD, in order to bring them into line with the requirements of the processes of the upcoming merger of the subsidiaries into the holding.

SIRMA GROUP HOLDING – individual financial results

	30.09.2024	30.09.2023/ 31.12.2023	Change BGN '000	Change %
Revenues*	4 388	4 328	60	1,39%
EBITDA	1 599	2 319	(720)	(31,05%)
Depreciation	(499)	(453)	(46)	10,15%
Net Result	1 082	1 482	(400)	(26,99%)
EBITDA margin	36,44%	53,58%	(17,14%)	(31,99%)
Net Profit margin	24,66%	34,24%	(9,58%)	(27,99%)
Sales per share	0,0739	0,0729	0,001	1,39%
EPS	0,0182	0,0250	(0,01)	(26,99%)
ROE	0,0148	0,0203	(0,01)	(27,17%)
Total Assets	91 583	90 077	1 506	1,67%
Intangibles	3 970	4 225	(255)	(6,04%)
Book value	69 240	68 804	436	0,63%
Equity	73 210	73 029	181	0,25%
Total Liabilities	18 373	17 048	1 325	7,77%
Interest bearing	205	245	(40)	(16,33%)
D/E	0,0028	0,0034	(0,001)	(16,53%)
ROA	0,0118	0,0165	(0,005)	(28,19%)

* according to the FSC's instructions, the dividend income is included in the income from the main activity of "Sirma Group Holding" JSC



7 RESULTS BY SEGMENTS

The group defined operation in several segments:

Segment INTELLIGENT EVOLUTION OF ENTERPRISES

Companies of Sirma Group operating in the segment are: EngView Systems, Sirma Solutions, Sirma Medical Systems, Datium, Sirma CI, Sirma Group Inc., Sciant, SAI, Sciant Shpk., Sirma AB and Saifort.

FINANCIAL RESULTS OF THE SEGMENT

	30.09.2024 BGN'000	30.09.2023 BGN'000
Revenue from:		
- external customers	29 065	29 049
Segment revenues	29 065	29 049
Cost of materials	(731)	(656)
Hired services expenses	(6 106)	(6 814)
Employee benefits expense	(22 995)	(20 100)
Depreciation and amortisation of non-financial assets	(2 536)	(2 240)
Other expenses	(1 183)	(1 042)
Segment operating profit	(4 486)	(1 803)

In Q3 2024, the segment's revenue recorded a minimal growth of 0,06% compared to Q3 2023, and operating loss recorded a growth of 148,81% compared to the third quarter of 2023.

Segment SOLUTIONS, PRODUCTS AND CONSULTING IN FINANCE

Companies of Sirma Group operating in the segment are: Sirma Business Consulting, Sirma ICS, Sirma Solutions, S&G Technologies Inc., Sirma Group Inc., Sciant and Sirma InsurTech.

FINANCIAL RESULTS OF THE SEGMENT

	30.09.2024 BGN'000	30.09.2023 BGN'000
Revenue from:		
- external customers	13 574	10 159
Segment revenues	13 574	10 159
Cost of materials	(42)	(34)
Hired services expenses	(1 879)	(1 085)
Employee benefits expense	(8 438)	(6 387)
Depreciation and amortisation of non-financial assets	(523)	(498)
Other expenses	(229)	(193)
Segment operating profit	2 463	1 962

In Q3 2024 the revenues of the segment increased by 33,62%, and operating profit increased by 25,54% compared to Q3 2023.

Segment SYSTEM INTEGRATION

Companies of sirma group operating in the segment are: Sirma Solutions

FINANCIAL RESULTS OF THE SEGMENT

	30.09.2024 BGN'000	30.09.2023 BGN'000
Revenue from:		
- external customers	20 589	20 615
Segment revenues	20 589	20 615
Cost of materials	(16 950)	(17 473)
Hired services expenses	(1 631)	(1 296)
Employee benefits expense	(1 287)	(624)
Depreciation and amortisation of non-financial assets	(38)	(9)
Other expenses	(2)	(3)
Segment operating profit	681	1 210

In Q3 2024 the revenues of the segment decreased minimally by 0,13%, and operating profit of the segment increased by 43,72% compared to Q3 2023.



8 MAIN MARKETS

Consolidated earnings of Sirma Group Holding for the historical period under review are of different nature and geographic origin. Traditionally, revenues from services and goods have the highest share. At the same time, Europe, North America and the United Kingdom are at the forefront of geographic distribution of earnings. Revenues by region and countries are presented in the following table.

Revenue by regions and countries:

Region	30.09.2024 BGN '000	30.09.2023 BGN '000	Change BGN '000	Change %
Europe	42 215	40 618	1 597	3,93%
North America	11 032	10 109	923	9,13%
United Kingdom	8 037	7 942	95	1,20%
Asia	1 461	744	717	96,37%
South America	350	199	151	75,88%
Australia	119	122	(3)	(2,46%)
Africa	14	89	(75)	(84,27%)
Total	63 228	59 823	3 405	5,69%

"Sirma Group Holding" JSC and the companies of the Group realize their production and services without geographical restrictions. However, the Group traditionally generates the highest sales in Europe and North America. Together with the revenue from United Kingdom, they traditionally account for 96,93% of the total amount of consolidated revenues. Nevertheless, due to the extreme diversification of its products and services, which are applied in many completely different sectors and customers, there can be no question of any dependence of the Group on individual customers or on certain services.

In Q3 2024, the Group made sales in 61 countries. In the consolidated revenues, the largest share is the revenues from Bulgaria in the amount of BGN 32 747 thousand or 51,79% of total consolidated revenues, followed by the USA with BGN 8 389 thousand or 13,27% and from United Kingdom with BGN 8 037 thousand or 12,71%.

9 CONSOLIDATED FINANCIAL RESULTS

Consolidated revenues

Consolidated revenues includes:

	30.09.2024 BGN '000	30.09.2023 BGN '000	Change BGN '000	Change %
Revenue from contracts with customers	62 705	59 459	3 246	5,46%
Revenue from financing	10	17	(7)	(41,18%)
Gain on sale of non-current assets	2	13	(11)	(84,62%)
Other income	511	334	177	52,99%
Total	63 228	59 823	3 405	5,69%

Consolidated revenues in Q3 2024 increased by 5,69% or BGN 3 405 thousand compared to Q3 2023.

Consolidated revenue by product line includes:

	30.09.2024 BGN '000	30.09.2023 BGN '000	Change BGN '000	Change %
Software services	28 993	27 867	1 126	4,04%
Sale of IT equipment	19 507	19 638	(131)	(0,67%)
Subscriptions	4 464	3 816	648	16,98%
Support	2 115	2 065	50	2,42%
Licenses	2 100	1 900	200	10,53%
Cloud services	1 382	1 210	172	14,21%
Consulting services	2 452	1 180	1 272	107,80%
System integration	370	316	54	17,09%
Others	1 322	1 467	(145)	(9,88%)
Total	62 705	59 459	3 246	5,46%



Consolidated expenses

	30.09.2024	30.09.2023	Change
	BGN '000	BGN '000	(BGN '000,%)
Cost of materials	(832)	(1 011)	179
<i>Change in %</i>			(17,71%)
Hired services expenses	(9 616)	(9 425)	(191)
<i>Change in %</i>			2,03%
Employee benefits expense	(32 720)	(28 713)	(4 007)
<i>Change in %</i>			13,96%
Depreciation and amortisation of non-financial assets	(3 097)	(2 747)	(350)
<i>Change in %</i>			12,76%
Cost of goods sold and other current assets	(16 891)	(17 152)	261
<i>Change in %</i>			(1,52%)
Other expenses	(1 414)	(1 238)	(176)
<i>Change in %</i>			14,22%
Total expenses	(64 570)	(58 454)	(6 116)
<i>Change in %</i>			10,46%

In Q3 2024 consolidated operating expenses increased by BGN 6 116 thousand or by 10,46% compared to Q3 2023. The highest share in the consolidated operating expenses is the consolidated employee benefits expense (50,67%), followed by the expenses for hired services expenses (14,89%).

Consolidated financial income / costs (net)

	30.09.2024	30.09.2023	Change	Change
	BGN '000	BGN '000	BGN '000	%
Financial costs	(429)	(403)	(26)	6,45%
Financial income	216	153	63	41,18%
Financial income / costs (net)	(213)	(250)	37	(14,80%)

Consolidated financial income increased by by BGN 63 thousand or by 41,18% in Q3 2024, mainly due to the increase in income from foreign exchange operations. Consolidated financial costs increased by BGN 26 thousand or by 6,45% in Q3 2024, mainly due to the increase of expenses on foreign exchange operations.

Consolidated assets

Consolidated assets posted an decrease of BGN 8 020 thousand or 8,40% in Q3 2024.

Non-current assets

	30.09.2024	31.12.2023	Change	Change
	BGN '000	BGN '000	BGN '000	%
Goodwill	26 252	26 252	-	-
Property, plant and equipment	9 127	10 181	(1 054)	(10,35%)
Intangible assets	19 542	20 387	(845)	(4,14%)
Long - term related party receivables	295	295	-	-
Deferred tax assets	1 469	1 467	2	0,14%
Total non-current assets	56 685	58 582	(1 897)	(3,24%)

Non-current assets decreased by BGN 1 897 thousand or 3,24% in Q3 2024.



Current assets

	30.09.2024	31.12.2023	Change	Change
	BGN '000	BGN '000	BGN '000	%
Inventory	1 141	2 104	(963)	(45,77%)
Trade and other financial receivables	18 212	15 661	2 551	16,29%
Prepayments and other assets	943	1 059	(116)	(10,95%)
Short-term related party receivables	351	99	252	254,55%
Income tax receivables	45	27	18	66,67%
Financial assets at fair value through profit or loss	2 182	3 292	(1 110)	(33,72%)
Cash	7 939	14 694	(6 755)	(45,97%)
Total current assets	30 813	36 936	(6 123)	(16,58%)

Current assets decreased by BGN 6 123 thousand or by 16,58 % in Q3 2024.

Equity

	30.09.2024	31.12.2023	Change
	BGN '000	BGN '000	(BGN '000,%)
Share Capital	59 361	59 361	-
<i>Change</i>			-
Purchased own shares	(1 689)	(1 799)	110
<i>Change</i>			(6,11%)
Reserves	8 855	8 957	(102)
<i>Change</i>			(1,14%)
Retained earnings	3 807	8 981	(5 174)
<i>Change</i>			(57,61%)
Equity attributable to the owners of the parent	70 334	75 500	(5 166)
<i>Change</i>			(6,84%)
Non-controlling interest	2 416	4 126	(1 710)
<i>Change</i>			(41,44%)
Total	72 750	79 626	(6 876)
<i>Change</i>			(8,64%)

Equity in Q3 2024 decreased by BGN 6 876 thousand or by 8,64 %.

Consolidated liabilities

Consolidated liabilities increased by 1 146 BGN thousand or 7,21% in Q3 2024.

Non-current liabilities

	30.09.2024	31.12.2023	Change	Change
	BGN '000	BGN '000	BGN '000	%
Pension obligations	596	596	-	-
Long-term lease liabilities	400	1 283	(883)	(68,82%)
Long-term related party payables	328	328	-	-
Deferred tax liabilities	280	280	-	-
Total non-current liabilities	1 604	2 487	(883)	(35,50%)

Non-current liabilities decreased by BGN 883 thousand or by 35,50% in Q3 2024.



Long-term and short-term bank loans

Recipient of credit	In Bank	Type of loan	Currency	Total amount of credit (BGN)	Outstanding obligation to 30.09.2024 (BGN)	Date of contract	Interest rate	Maturity date	Pledges
Loans for which the Issuer is a debtor									
Sirma Group Holding JSC	Unicredit BulBank AD	Overdraft	BGN	2 800 000	-	15.12.2022	The applicable variable interest rate for the relevant interest period +1.5 points, but not less than 1.5%	15.12.2025	Pledge of receivables
Loans for which the Issuer is a guarantor									
Sirma Solutions EAD	United Bulgarian Bank AD	Overdraft	BGN	4 025 000	-	12.12.2019	RIR + 1.2%, but no less than 1.3% per year	20.09.2024	Pledge of receivables, pledge of commercial enterprises, pledge of real estate
Sirma Solutions EAD	United Bulgarian Bank AD	Revolving credit line	BGN	4 000 000	-	28.10.2020	RIR + 1.4%, but no less than 1.5% per year	20.09.2024	Pledge of receivables
Sirma Solutions EAD	United Bulgarian Bank AD	Overdraft	BGN	2 080 000	47 776	15.12.2022	The applicable variable interest rate for the relevant interest period +1.5 points, but not less than 1.5%	15.12.2025	Pledge of receivables
Sciart EAD	Unicredit BulBank AD	Overdraft	BGN	500 000	-	18.5.2020	The applicable variable interest rate for the relevant interest period +2 points, but not less than 2.08%	8.8.2025	Pledge of receivables
Sciart EAD	Unicredit BulBank AD	Overdraft	BGN	500 000	-	7.4.2022	The applicable variable interest rate for the relevant interest period +2 points, but not less than 2.08%	7.4.2025	Pledge of receivables
EngView Systems JSC	Unicredit BulBank AD	Overdraft	BGN	1 000 000	-	15.12.2020	The applicable variable interest rate for the relevant interest period +2 points, but not less than 2.08%	14.12.2025	Pledge of receivables



Other loans and deposits provided by "Sirma Group Holding" JSC and its subsidiaries:

Lender	Recipient	United identification code	Relationship	Type	Currency	Liability as of 30.09.2024 (BGN '000)	Date of contract/ last annex	Interest rate %	Term of contract	Pledges
SAI	Sirma Medical Systems	204054855	Subsidiary	Loan	BGN	1 612	20.12.2022	2.80	31.12.2025	No pledges
SAI	Sirma Group Holding	200101236	Parent company	Deposit	BGN	2 050	18.07.2023	0.1	31.12.2025	No pledges
SAI	Saifort		Company under common control	Loan	ILS	22	21.02.2024	2.5	31.12.2025	No pledges
SAI	Sirma Solutions	040529004	Company under common control	Loan	BGN	1 649	28.05.2024	2	31.12.2024	No pledges
Sirma Group Holding	Sirma ICS	203940550	Company under common control	Loan	BGN	13	23.01.2017, 31.01.2021	1.3	31.12.2024	No pledges
Sirma Group Holding	Pirina Technologies	175149906	Company under common control	Loan	BGN	295	10.01.2022	2	31.12.2025	No pledges
Sirma Group Holding	Sirma InsurTech	205982173	Subsidiary	Loan	BGN	960	03.10.2022	1.3	31.12.2024	No pledges
Sirma Solutions	Sirma Group Holding	200101236	Parent company	Deposit	BGN	15 156	29.10.2020	0.1	31.12.2025	No pledges
Sirma Solutions	*Individual S.S.		Non related party	Loan	BGN	150	27.06.2017, 20.09.2017	3	31.12.2024	No pledges
Sirma Solutions	*Individual S.S.		Non related party	Loan	BGN	133	31.05.2022	2	31.12.2024	No pledges
Sirma InsurTech	HRM Solutions	206096810	Subsidiary	Loan	BGN	283	14.07.2021	3.2	31.12.2024	No pledges
EngView Systems	EngView Systems GmbH		Subsidiary	Loan	EUR	81	05.12.2022	3	31.12.2025	No pledges
EngView Systems	EngView Systems Inc.		Subsidiary	Loan	USD	31	01.02.2024	2	01.02.2029	No pledges
Sciant	Sciant Shpk.		Company under common control	Loan	EUR	84	25.7.2023	3	01.09.2025	No pledges



Other loans and deposits received from Sirma Group Holding and its subsidiaries:

Recipient	Lender	United identification code	Relationship	Type	Currency	Liability as of 30.09.2024 (BGN '000)	Date of contract/ last annex	Interest rate %	Term of contract	Pledges
Sirma Medical Systems	SAI	200356710	Company under common control	Loan	BGN	1 612	20.12.2022	2.80	31.12.2025	No pledges
Sirma Group Holding	Sirma Solutions	040529004	Subsidiary	Deposit	BGN	15 156	29.10.2020	0.1	31.12.2025	No pledges
Sirma Group Inc	Worklogic Canada		Non related company	Loan	USD	85	31.07.2017	0,01	31.12.2024	No pledges
Sirma InsurTech	*Individual Y.M.		Related party	Loan	BGN	37	30.08.2022	2.9	31.12.2024	No pledges
Sirma InsurTech	Sirma Group Holding	200101236	Parent company	Loan	BGN	960	03.10.2022	1.3	31.12.2024	No pledges
Sirma Group Holding	SAI	200356710	Subsidiary	Deposit	BGN	2 050	18.07.2023	0.1	31.12.2025	No pledges
Sirma Solutions	SAI	200356710	Company under common control	Loan	BGN	1 649	28.05.2024	2	31.12.2024	No pledges

*The Issuer has disclosed only the initials of the individuals to whom it has granted loans, in compliance with the provisions of the Personal Data Protection Act and the General Regulation on Data Protection (Regulation (EU) 2016/679, GDPR).



Current liabilities

	30.09.2024	31.12.2023	Change	Change
	BGN '000	BGN '000	BGN '000	%
Provisions	77	77	-	-
Employee obligations	5 787	5 066	721	14,23%
Short-term borrowings	93	578	(485)	(83,91%)
Short-term lease liabilities	188	589	(401)	(68,08%)
Trade and other payables	4 621	4 682	(61)	(1,30%)
Contract liabilities	1 802	1 822	(20)	(1,10%)
Short-term related party payables	576	532	44	8,27%
Income tax liabilities	-	61	(61)	(100%)
Total current liabilities	13 144	13 407	(263)	(1,96%)

Current liabilities decreased by BGN 263 thousand or 1,96% in Q3 2024.

Cash flows

The Group has no liquidity problems and operates with the available resources while maintaining a low level of indebtedness for the period under review. Traditionally, the largest pay-out in revenue streams is paid by customers, while the role of a negative item is paid by payments to suppliers and payments for staff and social security contributions.

Summary of cash flow

	30.09.2024	30.09.2023	Change	Change
	BGN '000	BGN '000	BGN '000	%
Net cash flow from operating activities	(272)	1 757	(2 029)	n/a
Net cash flow from investing activities	(4 353)	9 462	(13 815)	n/a
Net cash flow from financing activities	(2 080)	(17 506)	15 426	(88,12%)
Net change in cash	(6 705)	(6 287)	(418)	6,65%
Cash at the beginning of the year	14 694	21 146	(6 452)	(30,51%)
Exchange gains/(losses) on cash and cash equivalents	(50)	(41)	(9)	21,95%
Cash at the end of the year	7 939	14 818	(6 879)	(46,42%)



Indicators and ratios

№	Indicators (in BGN '000)	30.09.2024	30.09.2023/ 31.12.2023	Change	Change
				(value)	%
1	Revenue from operating activities	63 228	59 823	3 405	5,69%
2	Cost of sales	(63 156)	(57 216)	(5 940)	10,38%
3	Gross profit / loss	72	2 607	(2 535)	(97,24%)
4	Other operating costs	(1 414)	(1 238)	(176)	14,22%
5	Operating profit / loss	(1 342)	1 369	(2 711)	(198,03%)
6	Financial income	216	153	63	41,18%
7	Financial costs	(429)	(403)	(26)	6,45%
8	Profit / loss before tax expense	(1 555)	1 119	(2 674)	(238,96%)
9	Tax costs	-	(515)	515	n/a
10	Net profit / loss	(1 555)	604	(2 159)	(357,45%)
11	Dividend	1 491	3 597	(2 106)	(58,55%)
12	Cash and cash equivalents	7 939	14 694	(6 755)	(45,97%)
13	Inventories	1 141	2 104	(963)	(45,77%)
14	Short-term assets	30 813	36 936	(6 123)	(16,58%)
15	Total amount of assets	87 498	95 520	(8 022)	(8,40%)
16	Average arithmetic total asset value for 5 quarters	93 749	107 937	(14 188)	(13,14%)
17	Current liabilities	13 144	13 407	(263)	(1,96%)
18	Debt	681	2 450	(1 769)	(72,20%)
19	Liabilities (borrowed funds)	14 748	15 894	(1 146)	(7,21%)
20	Equity	72 750	79 626	(6 876)	(8,64%)
21	Equity averaged 5 quarters	77 538	84 946	(7 408)	(8,72%)
22	Turnover capital	17 669	23 529	(5 860)	(24,91%)
23	Number of shares at the end of the period (in thousands)	59 361	59 361	-	-
24	Profit / loss minority interest	218	714	(496)	(69,47%)
25	Interest expenses	(41)	(136)	95	(69,85%)
26	Weighted average price of last trading session	1,0950	0,7450	0,3500	46,98%
27	Last price per share of last trading session	1,12	0,76	0,3600	47,37%



Indicators	30.09.2024	30.09.2023/ 31.12.2023	Change	Change
			(value)	%
EBITDA	1 583	4 002	(2 419)	(60,44%)
DEPRECIATION	(3 097)	(2 747)	(350)	12,74%
EBIT	(1 514)	1 255	(2 769)	n/a
FIN/INVEST NET	(213)	(250)	37	(14,80%)
EBT	(1 555)	1 119	(2 674)	n/a
ROA	(0,0203)	(0,0012)	(0,0191)	1 659,59%
ROA(BSE)	(0,0189)	(0,0010)	(0,0179)	1 755,74%
Debt/EBITDA Ratio	0,4302	0,6122	(0,1820)	(29,73%)
Quick Ratio	2,2575	2,5980	(0,3406)	(13,11%)
ROE	(0,0201)	0,0071	(0,02717)	n/a
Debt/Equity Ratio (BSE)	0,2027	0,1996	0,0031	1,56%
Profitability ratios				
Gross profit margin	0,0011	0,0436	(0,0424)	(97,39%)
Operating profit margin	(0,0212)	0,0229	(0,0441)	n/a
Net profit margin	(0,0246)	0,0101	(0,0347)	n/a
Return on Assets	(0,0166)	0,0056	(0,0222)	n/a
Return on Equity	(0,0201)	0,0071	(0,0272)	n/a
Coefficients for assets and liquidity				
Assets turnover ratio	0,6767	0,5557	0,1211	21,79%
Assets turnover ratio (BSE)	0,6744	0,5542	0,1202	21,69%
Operating cycle	3,5785	2,5425	1,0359	40,74%
Current ratio	2,3443	2,7550	(0,4107)	(14,91%)
Quick ratio	2,2575	2,5980	(0,3406)	(13,11%)
Cash ratio	0,6040	1,0960	(0,4920)	(44,89%)
Odds per share				
P/S ratio	1,0280	0,7392	0,2888	39,06%
P/E ratio	(41,8008)	73,2185	(115,0193)	n/a
Revenue per share	1,0651	1,0078	0,0574	5,69%
Earnings per share	(0,0262)	0,0102	(0,0364)	n/a
Book value of equity per share	1,3062	1,4310	(0,1248)	(8,72%)
Development Ratios				
Revenue growth	0,0569	0,0294	0,0276	93,90%
Gross profit growth	(0,9724)	(0,1145)	(0,8579)	749,46%
Assets growth	(0,0840)	(0,2192)	0,1352	(61,69%)
Leverage Ratios				
Debt/total assets	0,0073	0,0227	(0,0154)	(68,00%)
Debt/capital	0,0087	0,0280	(0,0193)	(68,94%)
Debt/equity	0,0088	0,0288	(0,0201)	(69,55%)
Total assets/equity	1,2091	1,2707	(0,0616)	(4,85%)
Market value of the company	66 484	45 114	21 370	47,37%



Related companies transactions

The Group's related parties include its owners, associates and key management

Unless otherwise stated, none of the transactions incorporate special terms and conditions and no guarantees were given or received. Outstanding balances are usually settled in cash.

Transactions with subsidiaries and other related parties

	30.09.2024	30.09.2023
	BGN'000	BGN'000
Sales of:		
- goods	261	140
- services	67	98
Purchases of:		
- goods	-	22

Transactions with key management personnel

Key management of the Company includes members of the board of directors. Key management personnel remuneration includes the following expenses:

	30.09.2024	30.09.2023
	BGN'000	BGN'000
Short-term employee benefits:		
Salaries	449	586
Social security costs	11	9
Total remunerations	460	595



10 EMPLOYEES AND ECOLOGY

Ecology

Sirma Group Holding maintains and observes its commitments in compliance with the national legislation in the field of environmental protection. The company applies measures for consolidated collection of waste, minimization, recovery and recycling of municipal waste. The Group stopped the use of plastic cups, and they were replaced with porcelain and glass.

Employees

The Company believes that its employees play a key role in the development of its business and the overall corporate goals and therefore pays special attention to the development of a common human resources management strategy and policies. Sirma Group Holding's policies in this regard are aimed at stimulating the responsibility and motivation of the staff to fulfill the assigned tasks and objectives.

The company and the companies in the group apply certain selection criteria and consider that they have an ambitious team of professionals capable of pursuing the strategic and operational objectives. Sirma Group Holding invests in various training programs for its employees and provides its employees with opportunities for professional development.

Count of employees in the Group:

30.09.2024

Company	LC	CMC	Total
SIRMA SOLUTIONS	172	7	179
SCIANT	132	3	135
SIRMA BUSINESS CONSULTING	76	5	81
SIRMA INSURTECH	36	1	37
ENGVIEW SYSTEMS	32	4	36
SCIANT SHPK., ALBANIA	27	1	28
SIRMA GROUP HOLDING	24	9	33
SIRMA SHA, ALBANIA	16	3	19
S&G, UK	11	1	12
SIRMA ICS	8	1	9
DATICUM	7	2	9
SIRMA MEDICAL SYSTEMS	4	3	7
SIRMA CI	2	3	5
SIRMA AB	2	0	2
SIRMA GROUP INC., USA	2	1	3
SAI	2	3	5
ENGVIEW SYSTEMS GERMANY	1	1	2
Total	554	48	602



30.09.2023

Company	LC	CMC	Total
SIRMA SOLUTIONS	167	7	174
SCIANT	125	5	130
SIRMA BUSINESS CONSULTING	73	5	78
ENGVIEW SYSTEMS	35	4	39
SIRMA INSURTECH	34	1	35
SCIANT SHPK. (RESOLUTIONS)	28	1	29
SIRMA GROUP HOLDING	20	9	29
SIRMA SHA, ALBANIA	17	3	20
S&G, UK	10	1	11
SIRMA ICS	9	1	10
DATICUM	8	2	10
SIRMA MEDICAL SYSTEMS	4	3	7
SIRMA CI	2	3	5
SIRMA AB	2	-	2
SAI	1	3	4
ENGVIEW SYSTEMS GERMANY	1	1	2
SIRMA GROUP INC., USA	-	1	1
Total	536	50	586

11 RISK FACTORS

Risk management objectives and policies

The Group is exposed to various risks in relation to financial instruments. The main types of risks are market risk, credit risk and liquidity risk.

The Group's risk management is carried out by the central administration, in close co-operation with the board of directors and focuses on actively securing the Group's short to medium-term cash flows by minimizing the exposure to financial markets.

The Group does not actively engage in the trading of financial assets for speculative purposes nor does it write options.

The most significant financial risks to which the Group is exposed are described below.

Market risk analysis

The Group is exposed to market risk through its use of financial instruments and specifically to currency risk, interest rate risk and certain other price risks, which result from both its operating and investing activities.

As the economic consequences of the war in Ukraine unfolded, strong inflationary pressures arose, but they weaken and annual inflation for the period September 2024 compared to September 2023, as measured by National Statistical Institute with the Harmonized Index of Consumer Prices (HICP) fell to 1,5%.

The expected retention of the level of inflation will continue to affect the maintenance of high levels of purchase prices of the goods and services used by the Group, which could lead to an unexpected contraction in consumer demand and, consequently, future revenues.

Foreign currency risk

Most of the Group's transactions are carried out in Bulgarian leva (BGN). Exposures to currency exchange rates arise from the Group's overseas sales and purchases, which are primarily denominated in US-Dollars and British Pounds.

To mitigate the Group's exposure to foreign currency risk, non-BGN cash flows are monitored. Generally, Group's risk management procedures distinguish short-term foreign currency cash flows (due within 6 months) from longer-term cash flows. Where the amounts to be paid and received in a specific currency are expected to largely offset one another, no further hedging activity is undertaken.



Despite the small amount of financial instruments in foreign currency, the impact of the general economic situation and the dynamics of the international markets could have an impact that would lead to unexpected changes in the exchange rate of the US dollar and this would affect the financial results of the Group in the future.

Interest rate risk

The Group's policy is to minimize interest rate cash flow risk exposures on long-term financing.

In Q3 2024, the Group was not exposed to a significant risk of changes in market interest rates on its bank loans, which are at variable interest rates, as it has repaid its long-term investment loan. All other financial assets and liabilities of the Group have fixed interest rates.

Credit risk

Credit risk is the risk that a counterparty fails to discharge an obligation to the Group. The Group is exposed to this risk for various financial instruments, for example by granting loans and receivables to customers, etc. The Group's maximum exposure to credit risk is limited to the carrying amount of financial assets recognized at the reporting date, as summarized below:

Financial assets	30.09.2024	31.12.2023
	BGN'000	BGN'000
Financial assets at fair value through profit or loss:		
Current financial assets	2 182	3 292
Long-term related party receivables	295	295
Trade and other receivables	18 212	15 661
Related party receivables	351	99
Cash	7 939	14 694
	28 979	34 041

The Group continuously monitors defaults of customers and other counterparties, identified either individually or by group, and incorporates this information into its credit risk controls. Where available at reasonable cost, external credit ratings and/or reports on customers and other counterparties are obtained and used. The Group's policy is to deal only with creditworthy counterparties. The Group's management considers that all the above financial assets that are not impaired or past due for each of the reporting dates under review are of good credit quality.

None of the Group's financial assets are secured by collateral or other credit enhancements in regard to transactions.

In respect of trade and other receivables, the Group is not exposed to any significant credit risk exposure to any single counterparty or any group of counterparties having similar characteristics. Trade receivables consist of a large number of customers in various industries and geographical areas. Based on historical information about customer default rates management consider the credit quality of trade receivables that are not past due or impaired to be good.

The credit risk for cash and cash equivalents is considered negligible, since the counterparties are reputable banks with high quality external credit ratings.

Liquidity risk

Liquidity risk is the risk arising from the Group not being able to meet its obligations. The Group manages its liquidity needs by monitoring scheduled debt servicing payments for long-term financial liabilities as well as forecast cash inflows and outflows due in day-to-day business. Liquidity needs are monitored in various time bands, on a day-to-day and week-to-week basis, as well as on the basis of a rolling 30-day projection. Long-term liquidity needs for a 180-day and a 360-day lookout period are identified monthly. Net cash requirements are compared to available borrowing facilities in order to determine headroom or any shortfalls. This analysis shows that available borrowing facilities are expected to be sufficient over the lookout period.

The Group's objective is to maintain cash and marketable securities to meet its liquidity requirements for 30-day periods at a minimum. Funding for long-term liquidity needs is additionally secured by an adequate amount of committed credit facilities and the ability to sell long-term financial assets.

As at 30 September 2024, the Group's non-derivative financial liabilities have contractual maturities (including interest payments where applicable) as summarized below:



30 September 2024	Current		Non-current	
	Within 6 months	6 to 12 months	1 to 5 years	Over 5 years
	BGN'000	BGN'000	BGN'000	BGN'000
Borrowings	47	47	-	-
Finance lease obligations	94	94	395	-
Trade and other payables	4 621	-	-	-
Related party payables	576	-	328	-
Total	5 338	141	723	-

This compares to the maturity of the Group's non-derivative financial liabilities in the previous reporting period as follows:

31 December 2023	Current		Non-current	
	Within 6 months	6 to 12 months	1 to 5 years	Over 5 years
	BGN'000	BGN'000	BGN'000	BGN'000
Borrowings	289	289	-	-
Finance lease obligations	295	294	1 325	12
Trade and other payables	3 682	-	-	-
Related party payables	530	-	328	-
Total	4 796	583	1 653	12

The above amounts reflect the contractual undiscounted cash flows, which may differ from the carrying values of the liabilities at the reporting date.

Financial assets used for managing liquidity risk

The Group considers expected cash flows from financial assets in assessing and managing liquidity risk, in particular its cash resources and trade receivables. The Group's existing cash resources and trade receivables do not significantly exceed the current cash outflow requirements. Cash flows from trade and other receivables are all contractually due within six months.

12 OTHER INFORMATION AS PER APPENDIX 11 OF ORDINANCE 2 OF THE FSC

12.1 Information about events and indicators with unusual nature for the Group, having a significant effect on the activity and the income and expenditure; evaluation of their impact on results in the current period

There are no events and indicators with an unusual nature for the Group that have a significant impact on its operations and its realized revenues and expenses.

12.2 Information about out of the balance sheet transactions - type and business purpose, financial impact of the transaction on activity if the risks and benefits of these transactions are essential for the company and the disclosure of this information is essential for assessing the financial position of the group.

There are no deals out of the balance sheet of the Group.

12.3 Information about the use of funds from the new issue of securities, carried out during the reporting period.

The Group did not use funds from a new issue of securities in the reporting period.



12.4. Analysis of the relationship between the financial results achieved, reported in the financial statement for the reporting period and earlier published projections for these results.

The financial results of the Group correspond to the forecasts made in the Development Strategy of Sirma Group Holding, which is published on the company's website.

12.5 Analysis and financial evaluation of the financial resources management policy with the position of opportunities for the service of the obligations, the eventual threats and measures which the group was prevented or provided to take for the purpose of removing them.

The management of financial resources is subject to the requirement of maximizing efficiency while respecting payment deadlines agreed with both suppliers and customers. This means a predominant use of own funds, resulting in lower financial costs and interest costs. On the other hand, there is a significant reserve of undrawn loans that can serve both current and investment costs, which maintain high liquidity of payments.

The entity's ability to service obligations is expressed in terms of liquidity ratios in the description of the liquidity risk in this report. As evidenced by the values of the liquidity indicators, Sirma Group Holding JSC has no problems in meeting its obligations, both in the medium and long term. The company has regular proceeds from sale, while also using bank overdrafts, which allows it to service its obligations by successfully managing its financial resources and to properly and timely service its obligations.

12.6 Assessment of the possibilities for the implementation of investment intentions with the significance of the amount of expenditure and the effectiveness of the possible changes in the structure of financing that activity.

The management estimates that it is possible to realize the investment intentions declared with the prospectus for initial public offering.

12.7 Information about occurring changes for the reporting period in the main principles for the management of the Group.

There were no changes during the reporting period in the Group 's main management principles.

12.8 Information about the main characteristics of the financial reporting processing internal control system and risk management system

Under Bulgarian law, the management should prepare an annual report on the operations and a financial statement for each quarter to give a true and fair view of the Company's financial position as of the end of the year, financial performance and cash flows in accordance with the applicable accounting framework. Management's responsibility also includes the implementation of an internal control system to prevent, detect and correct mistakes and false statements as a result of the accounting system's actions. In this respect, the management observes the following basic principles in its activities:

- adherence to a particular management and accounting policy disclosed in the financial statements;
- carrying out all operations in compliance with the laws and regulations; coverage of all events and operations in a timely manner, with the exact amount of the amounts in the appropriate accounting articles.
- accounts and the relevant reporting period so as to allow the financial statements to be prepared in accordance with the specific accounting framework;

- observance of the precautionary principle in the valuation of assets, liabilities, income and expenses;
- detection and termination of frauds and errors;
- completeness and regularity of accounting information;
- preparation of reliable financial information;
- adherence to international financial reporting standards and adherence to the going concern principle.

The interim consolidated financial statements have been prepared in accordance with the going concern principle, taking into account the possible effects of the emerging geopolitical situation and other risks accompanying the Group's activity.

During the reporting period, there have been no changes in the basic principles of management of Group.

12.9 Information on changes in management and supervisory authorities in the reporting period.

There were no changes during the current period.



12.10 Information about the known to the Group agreements (including also after the closing of the period) as a result of which changes may occur at a future time in the owned percent of shares or bonds by current shareholders or bondholders.

The Group has no information of agreements which may alter the owned percent of shares by current shareholders. The Group has not issued bonds.

12.11 Details of the Director for relations with the investors, including a telephone and address for correspondence.

Stanislav Tanushev

Bul. 135 Tsarigradsko shose, fl. 3

Sofia 1784

ir@sirma.com

Contact phone: +359 2 976 8310



13 CHANGES IN THE PRICE OF THE SHARES OF THE COMPANY

Market Capitalisation: **66 483 780** BGN as of 09/30/2024

Start Price	0.7272	BGN	-	01.01.2024
Last Price	1.1200	BGN	-	30.09.2024
Max Price	1.1600	BGN	-	11.07.2024
Min Price	0.6781	BGN	-	07.03.2024
Percent Change	-	%	+54.0154	
Value Change	-	BGN	+0.3928	

ROA	0.01	ROA cons	-0.02
ROE	0.01	ROE cons	-0.03
ROA/EBIT	0.01	ROA/EBIT cons	-0.02
ROE/EBIT	0.01	ROE/EBIT cons	-0.03
Asset turnover	0.08	Asset turnover cons	0.86
Current ratio	2.05	Current ratio cons	2.25
D/A	0.20	D/A cons	0.19

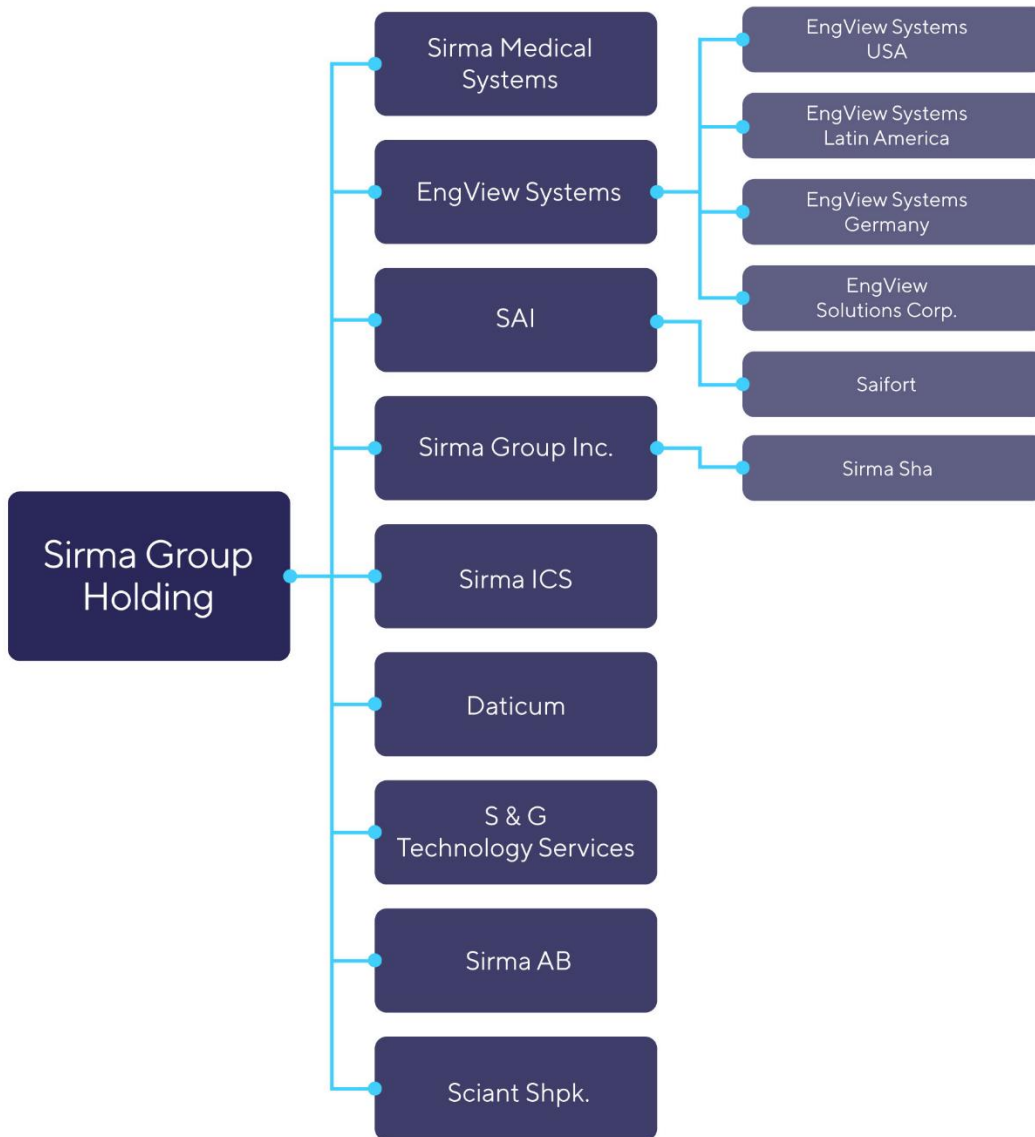


14 EVENTS AFTER THE END OF THE REPORTING PERIOD

Merger of subsidiary companies into "Sirma Group Holding" JSC

The administrative organization and management are carried out by the Board of Directors of "Sirma Group Holding" JSC, which has a two-year mandate and is elected by the General Assembly of the company. The current composition of the Board of Directors was elected at the General Meeting of Shareholders on 27 July 2024, and has a mandate until 27 July 2026:

After the successful consolidation, the organization chart of Sirma Group looks like this:



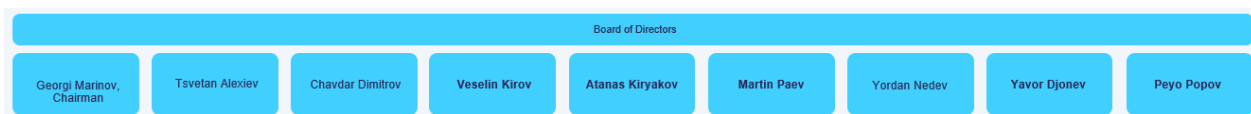
The intended effect of these mergers includes (but is not limited to):

- Reduction of administration and related costs;
- Vertical specialization and full focus on the relevant sector or segment;
- Overcoming internal competition between different subsidiaries;
- Greater transparency of activity, revenue, and profit.

As a result of the consolidation, the holding activity of "Sirma Group Holding" JSC is also enriched with operational activity of providing IT products and services to its customers.

Administrative organization and management

The administrative organization and management are carried out by the Board of Directors of "Sirma Group Holding" JSC, which has a two-year mandate and is elected by the General Assembly of the company. The current composition of the Board of Directors was elected at the General Meeting of Shareholders on 27 June 2024:



Business organization and management

In addition to the administrative organization and management, a business organization and management is also introduced, where the directors are responsible for various aspects of the company's business:



The position of CEO (administrative-management position) is performed together with the position of President (business-management position). This facilitates full synchronization between the two management structures. The position is currently held by Mr. Tsvetan Alexiev.

The specialization of the individual directors is as follows:

- CFO (Chief Financial Officer) Mr. Yordan Nedev
- COO (Chief Operating Officer), Mr. Tsvetan Trenchev
- CGO (Chief Growth Officer), Mr. Momchil Zarev
- CCO (Chief Commercial Officer), Mrs. Rumyana Stoykova
- CTO (Chief Technology Officer), Mr. Tihomir Totev
- CPaO (Chief Partner Officer), Mr. Rosen Marinov
- CTaO (Chief Talent Officer), Mr. Chavdar Dimitrov

To support the activities of the business directors, senior vice president positions (SVP) are distinguished according to the main verticals of specialization, as follows:

- Business vertical system integration

The system integration business vertical is led by Senior Vice President Rosen Marinov. The vertical has two vice presidents who are respectively responsible for Sirma Group's cloud services and cyber security. The vertical team offers its customers



system integration, cloud services, and cyber security services. The target market is mainly Bulgarian financial institutions, insurance companies, healthcare related organizations, multinational companies with operations in Bulgaria and state and municipal administrations.

- Business vertical financial industry

The financial industry business vertical is led by senior vice president Tsvetomir Doskov. The business vertical is the second most profitable in Sirma Group. The mission of this business vertical is to guide financial institutions on their path to digitization and implementation of artificial intelligence in their operations. The vertical's target customers are small and medium-sized banks and fintech companies. The activity of the "Financial Industry" vertical is divided into 5 segments - Financial Services, Financial Consulting, Oracle, Temenos, and IT Solutions.

- Business vertical hospitality

The hospitality business vertical is led by Senior Vice President Rумыana Stoykova. The team from this vertical offers IT solutions, consulting, system integration, and data analysis to its hospitality industry clients. The vertical's target customers are hotel groups, tour operators, travel agencies, and technology providers for the hospitality industry. The vertical has one vice president.

- Business vertical IT services

The business vertical IT services is led by senior vice president Momchil Zarev. The efforts of the team and its two vice presidents are focused on cross-industry services, cross-selling, and services to the public sector.

- Business vertical production

The business vertical production is led by Senior Vice President Georgi Marinov. The main segments in this vertical are two – packaging manufacturing software and industrial measurement software. This vertical has one vice president.

- Business vertical transport and logistics

The transport and logistics business vertical is led by Senior Vice President Angel Mitev. The target customers of this vertical are freight forwarders, couriers, transport companies, and terminal operators. The team from this vertical offers IT solutions and consulting to its clients and has two vice presidents.

- Business vertical insurance

The insurance business vertical is led by Senior Vice President Galina Koleva. The vertical has three vice presidents and two lines of business, servicing respectively insurance companies and insurance brokers. The vertical team offers its clients IT business solutions, IT security products, and compliance related services.

- Business vertical healthcare

The healthcare business vertical is led by Senior Vice President Deyan Nenov. This vertical serves one of the most promising industry segments.

In addition to the eight business verticals, two additional units are also distinguished:

- Incubator and laboratories

The Incubator and Laboratories Unit is headed by Senior Vice President Nikolay Kondikov. The unit's mission is to develop new products and services, explore new potential markets, and create new technologies for use in Sirma Group's business solutions.



- International services

The International Services Unit is led by Senior Vice President Fabrice Gouttebroze. The unit's mission is to increase sales revenue in international markets across all verticals.

Acquisition of a majority stake in Roweb Development SA, Romania

On 23.10.2024, the procedure for acquiring a majority stake in the IT company Roweb Development SA, Romania, was completed. The transaction has the following parameters:

- Name of the acquired company: Roweb Development SA, Romania;
- Size of acquired share of the company: 51% of the capital of the company Roweb Development SA;
- Year of foundation of the company: 2004;
- Number of employees: over 140;
- Revenue: RON 31 117 thousand (EUR 6 198 thousand) for 2023 (15% growth compared to 2022);
- EBITDA: RON 6 415 thousand (EUR 1 277 thousand) for 2023 (16% growth compared to 2022);
- Specialization: IT services mainly focused on web applications for the financial sector, real estate agents, human resources and tourism.

As of today, Roweb Development SA officially becomes part of Sirma Group. This acquisition will increase Sirma Group's revenue from sales in Romania and other target markets, while complementing the Group's IT services portfolio.

Additional information about Roweb Development SA can be found on the company's website: <https://www.roweb.ro/>

No adjusting or significant non-adjusting events have occurred between the reporting date and the date of authorization.

Sofia
29.11.2024



www.sirma.com

Executive Director:
Tsvetan Alexiev

