

## **Report**

**by the Investment Relations Director of „Sirma Group Holding“ JSC**

**For the activity in 2022**

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

### **IRD**

In the period from 01.01.2022 to 31.12.2022 the activity of IRD was performed by Stanislav Tanushev.

#### **Main Guidelines**

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

### **Registers**

During the year, according to the requirements of the regulatory framework, a Register for the disclosed information, as well as a Register of the Board Meetings were kept, in accordance with the „Sirma Group Holding“ JSC document handling practice.

### **Activity during the year**

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

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

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

### **Site**

The [Investor Relations](https://sirma.com) section of the site [https://sirma.com/](https://sirma.com) was duly supported and all documents related to disclosure of information were also published there. The information on this section was published both in the Bulgarian and English language.

The “[News](#)” section on the company's website [www.sirma.com](http://www.sirma.com) was also duly supported, in order to fully inform investors and stakeholders about the development of products, companies, awards, events and other news from „Sirma Group Holding“ JSC and its subsidiaries.

### **Dividends**

Following the decision of the General Meeting of Shareholders in 2022, a dividend for 2021 was distributed. The IRD successfully organized and communicated the process so that all shareholders received their dividend on time.

### **Reporting Novelties**

During the year, the IRD assisted in the successful transition to the new ESEF format of disclosure of the company's annual reports and the corresponding new requirements of the FSC. 2022 was also the first year for non-financial reporting of "Sirma Group Holding" JSC, and the IRD actively participated in the preparation of the company's first non-financial report according to regulatory requirements.

### **Information for the Management of “Sirma Group Holding” JSC**

During the year IRD dully followed the methodology for informing the management of “Sirma Group Holding” JSC about the investor structure and its dynamics. IRD was also involved in market research of the markets of importance for “Sirma Group Holding” JSC and its daughter companies, informing the Management with reports and infographics accordingly.

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

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

- During the year managers of “Sirma Group Holding” JSC attended conferences and public discussions, such as: “The Next Big Thing” organized by Bloomberg TV, “Investor Finance Forum”, as well as interviews and articles. On these events the managers of “Sirma Group Holding” JSC shared the Vision of Sirma Group for the future, the targets which the company pursues, the strategy of the company for reaching its objectives as well as technological news and product presentations.
- During the year the news-letter “News from Sirma” continued to be issued. The news-letter is targeted at shareholders and interested persons, who have subscribed for it. Its issue was monthly. The platform, on which the news-letter is launched, offers the possibility for new subscribers, as well as easy un-subscription and is in total compliance with the regulations for protection of personal data.
- All direct questions, put forth by investors and interested parties, received a timely and comprehensive response.

### **Shareholders’ Meeting**

IRD supported the successful organization of the two General Shareholders Meetings of „Sirma Group Holding“ JSC during the year: on June 24, 2022 and November 11, 2022. In order to ensure a wider representation of the shareholders at the meetings, the practice of remote voting was successfully implemented during the year, as described in Art. 34a of the Articles of Association of the Company.

**Association**

During 2022 the participation of the IRD of „Sirma Group Holding“ JSC in the Association of the Bulgarian Investor Relations Directors was renewed. This provided methodological and best-practice support to the IRD of „Sirma Group Holding“ JSC.

Prepared by Stanisav Tanushev  
May 10, 2023  
Sofia

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