| Rating | Buy |
|---|---|
| Price target | 1.50 EUR |
| Potential | 112% |

**Share data**

| | |
|---|---|
| Share price (last close price in EUR) | 0.71 |
| Number of shares (in m) | 57.5 |
| Market cap. (in EUR m) | 40.7 |
| Trading vol. (Ø 3 months; in K shares) | 11.8 |
| Enterprise Value (in EUR m) | 41.8 |
| Ticker | BUL:SIRM |

**Guidance**

-

-

Share price (EUR)


Source: Capital IQ

**Shareholder**

| | |
|---|---|
| Free float | 34.9% |
| Georgi Parvanov Marinov | 9.2% |
| Tsvetan Borissof Alexiev | 8.5% |
| Chavdar Velizarof Dimitrov | 8.1% |
| Veselin Antchev Kirov | 8.0% |

**Calendar**

| | |
|---|---|
| German Equity Forum (EKF) | November 23, 2026 |
| Q3 results | November 30, 2026 |
| - | |

**Changes in estimates**

| | 2026e | 2027e | 2028e |
|---|---|---|---|
| **Sales (old)** | **71.2** | **77.6** | **84.6** |
| Δ | 3.1% | 2.9% | 2.7% |
| **EBIT (old)** | **2.8** | **3.5** | **4.8** |
| Δ | 17.7% | 16.6% | 3.9% |
| **EPS (old)** | **0.03** | **0.04** | **0.06** |
| Δ | 33.3% | 25.0% | - |

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**Publication**

Comment September 4, 2026

## HIT Feedback and H1 Figures: Growth Accelerates in Q2

Sirma published the consolidated H1 figures, which were presented by CEO Tsvetan Alexiev and CFO Yordan Nedev at the Hamburg Investor Days.

| KPIs (in EUR m) | Q2/26 | Q2/25 | yoy | H1/26 | H1/25 | yoy |
|---|---|---|---|---|---|---|
| Revenue | 16.0 | 12.9 | +23.8% | 33.5 | 29.3 | +14.2% |
| EBITDA | 0.9 | 1.0 | -4.3% | 2.4 | 2.1 | +15.6% |
| EBITDA margin | 5.8% | 7.5% | -1.7PP | 7.3% | 7.2% | +0.1PP |

Source: Company, Montega

**System Integration and IT Services Drive Q2 Growth:** Sirma reported strong Q2 revenue growth of 23.8% yoy to EUR 16.0m in revenue, bringing half-year top-line growth to 14.2%. The development was driven by the System Integration segment (+65.9% yoy to EUR 6.3m), where the second quarter is usually somewhat softer, benefiting from the spillover of larger public sector projects in Bulgaria contracted in the previous year. IT Services continued its growth trajectory with an increase of 32.2% yoy in Q2 and +34.9% in H1, while Hospitality revenues declined to EUR 1.1m (-16.2% yoy) as clients reduce contracted developer capacity in favour of AI-based delivery. The project-heavy mix reduced the recurring revenue share to 34.8% (PY: 42.0%).

**Diversified Business Model Keeps Earnings Stable in Challenging Macro Environment:** Q2 EBITDA came in broadly in line with the prior-year level at EUR 0.9m (PY: EUR 1.0m). System Integration saw a sharp decline to EUR 0.1m (PY: EUR 0.5m), as the renewed conflict in the Middle East drove up equipment prices and disrupted logistics in the reselling-based business. This was largely offset by another strong quarter in IT Services with EUR 0.7m (PY: EUR 0.3m), which according to management reflects the increasing use of the Sirma.ai platform in client solutions.

**Margin Ambition Confirmed at HIT:** Management stated a mid-term target of an EBITDA margin between 10% and 15% alongside a net margin of at least 5%. For now, investments in areas such as the AI platform, the expansion of sales and marketing activities and acquisitions like DynamiXRM in Romania (revenue 2025: EUR 0.3m) and Australia-based Jucari are weighing on margins.

**Cloud Partnerships Open a Scalable Route to Market for the Platform:** Sirma positions its Sirma.ai Enterprise platform as a model-agnostic AI enablement layer that it takes to market alongside cloud providers. Under the partnership with STACKIT, the platform is deployed natively on the provider's certified cloud infrastructure, giving clients in highly regulated industries such as financial services and the public sector access to intelligent, agent-based process automation while keeping all processed data within European jurisdiction in data centres in Germany and Austria. Additionally, further joint projects with Schwarz Digits are possible. The partnership is not exclusive and Sirma intends to expand the network, naming IONOS and A1 as well as providers in the UK and the Middle East as candidates.

**Conclusion:** Sirma's strong top-line growth and increasing adoption of its AI platform support our positive view. We confirm our Buy rating and our price target of EUR 1.50.

| FYend: 31.12. | 2024 | 2025 | 2026e | 2027e | 2028e |
|---|---|---|---|---|---|
| Sales | 50.6 | 66.5 | 73.4 | 79.9 | 86.9 |
| Growth yoy | 22.8% | 31.4% | 10.4% | 8.8% | 8.8% |
| EBITDA | 2.9 | 5.8 | 5.9 | 6.7 | 7.6 |
| EBIT | 0.8 | 3.4 | 3.3 | 4.1 | 5.0 |
| Net income | 0.3 | 1.4 | 2.1 | 2.8 | 3.5 |
| Gross profit margin | 51.2% | 51.3% | 52.7% | 53.1% | 54.9% |
| EBITDA margin | 5.8% | 8.7% | 8.0% | 8.3% | 8.7% |
| EBIT margin | 1.5% | 5.1% | 4.5% | 5.2% | 5.8% |
| Net Debt | -3.6 | -1.1 | -1.2 | -2.9 | -4.7 |
| Net Debt/EBITDA | -1.2 | -0.2 | -0.2 | -0.4 | -0.6 |
| ROCE | 2.1% | 8.2% | 7.7% | 9.3% | 11.0% |
| EPS | 0.00 | 0.02 | 0.04 | 0.05 | 0.06 |
| FCF per share | 0.03 | 0.03 | 0.02 | 0.06 | 0.06 |
| Dividend | 0.01 | 0.02 | 0.02 | 0.03 | 0.03 |
| Dividend yield | 1.4% | 2.1% | 2.8% | 3.5% | 4.2% |
| EV/Sales | 0.8 | 0.6 | 0.6 | 0.5 | 0.5 |
| EV/EBITDA | 14.3 | 7.2 | 7.1 | 6.3 | 5.5 |
| EV/EBIT | 54.6 | 12.4 | 12.6 | 10.1 | 8.3 |
| PER | 155.6 | 35.4 | 17.7 | 14.2 | 11.8 |
| P/B | 1.0 | 1.0 | 0.9 | 0.9 | 0.9 |

Source: Company data, Montega, Capital IQ    Figures in EUR m, EPS in EUR, Price: 0.71 EUR

## Company Background

Sirma Group is a leading software technology company from Bulgaria, headquartered in Sofia, specializing in Artificial Intelligence (AI), data management, and digital transformation. The company develops intelligent systems, proprietary software products, and tailored solutions for core industries including financial services, healthcare, logistics, manufacturing, retail, and the public sector. The product portfolio is diverse, featuring AI-driven conversational platforms, vertical-specific software solutions for industries like packaging and healthcare, as well as comprehensive services in cloud migration, cybersecurity, and system integration. Sirma positions itself as an end-to-end technology partner, combining pioneering AI expertise with deep vertical industry knowledge to provide mission-critical platforms and custom software development that can be deployed flexibly (cloud or on-premise) while ensuring data control and regulatory compliance. Their differentiation lies in their long-standing B2B focus and their ability to integrate a wide array of advanced technologies into robust, enterprise-grade solutions rather than relying on a single product or ecosystem.

## Key Facts

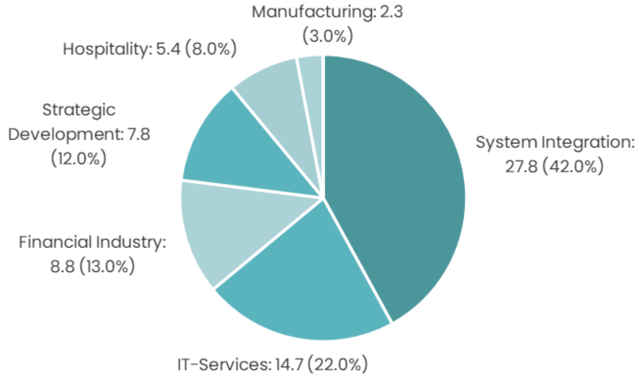
| | |
|---|---|
| **Sector** | IT Services |
| **Ticker** | SIRM |
| **Employees** | 711 |
| **Revenue** | EUR 66.5m |
| **EBITDA** | EUR 5.8m |
| **EBITDA margin** | 8.7% |
| **Business Model** | Digital transformation solutions for global key industries through a combination of specialized software development, system integration, and proprietary AI platforms |
| **Locations** | Worldwide operations with headquarters in Sofia, Bulgaria and additional locations mainly in Europe & North America |

Source: Company, Montega, as of: FY 2025

## Key Events in Company History

| | |
|---|---|
| 1992 | Foundation of Sirma Artificial Intelligence in Bulgaria & Canada |
| 1998 | Foundation of EngView Systems: Specializing in software for the packaging industry |
| 2002 | Collaboration with the leading Bulgarian bank for IT consulting and initiation & founding of the Bulgarian Association of Software Companies |
| 2008 | Establishment of the Daticum Data Center to meet the growing demand for cloud services, rental servers, server hosting, and enterprise solutions |
| 2012 | Launch of the Loyax platform for managing customer loyalty programs |
| 2015 | IPO on the Bulgarian Stock Exchange |
| 2021 | Acquisition of a majority stake in Sciant AD |
| 2023 | Complete takeover of Sciant AD<br>Establishment of Sirma AB in Sweden to penetrate Northern Europe, DACH, and BENELUX countries. |
| 2024 | Acquisition of a majority stake in Roweb Development<br>Comprehensive restructuring with the consolidation of six subsidiaries into the parent company. |
| 2026 | Dual listing on the Frankfurt Stock Exchange |

## Segments and Regions




Source: Company; as of FY 2025

**System Integration:** The System Integration segment focuses on the sale of hardware systems, professional setup, and ongoing maintenance, increasingly complemented by DevOps services. The target market primarily consists of the Bulgarian public sector as well as local and multinational companies with operations in Bulgaria, particularly in the financial and healthcare industries.

**Financial Industry**: Sirma is a dominant player in the Bulgarian financial market, counting approximately 60% of the country's financial institutions as clients. The segment specializes in core banking implementations (Oracle FlexCube, Temenos T24) and regulatory reporting solutions (e.g., RepXpress). The group acts as a strategic partners for institutions on their path toward digitization and the implementation of artificial intelligence.

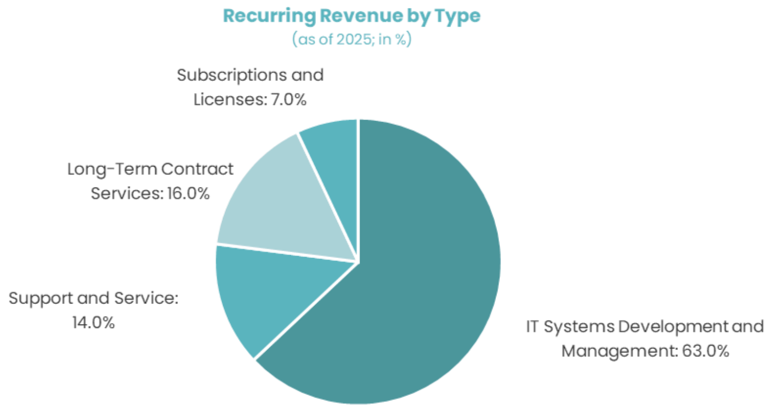
**Hospitality**: The Hospitality segment provides IT solutions to hotel groups and tour operators, focusing on a stable model of software development and integration adapter services. In 2024, the segment successfully expanded into Western Europe and North America, developing its subscription-based Managed Integration Services (MIS) system.

**IT Services**: This horizontal segment provides cross-industry custom software development, IT consulting, and managed services. With a regional focus on the UK, DACH, Belgium, Scandinavia, and Romania, the segment handles a wide variety of complex mandates. The revenue share grew significantly from the quoted 2024 value with the Roweb acquisition at the end of the year.

**Manufacturing**: The Manufacturing segment, operated by subsidiary EngView Systems AD, provides software and hardware solutions for Metrology, Quality Management, and automation of the packaging industry. The segment serves a global market of packaging and display manufacturers via an expanding network of distributors, with sales directed mainly to Europe and the USA.

**Strategic Development:** The Strategic Development segment functions as the group's internal incubator, housing knowledge-based verticals such as retail, logistics, transportation, and healthcare that have not yet reached standalone maturity. Beyond business development, this segment also consolidates non-allocable group costs related to the strategic development of the Group. Consequently, while it is a vital engine for long-term innovation and the source of future growth pillars, the segment's bottom line is typically negative.

Since 2025, Sirma also breaks down its recurring revenue in its reports. Recurring revenues amounted to EUR 25.3m, accounting for 38% of total revenues.



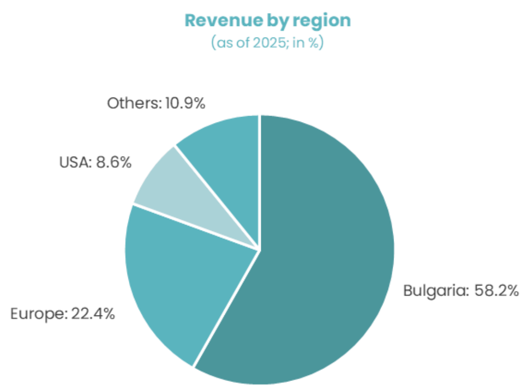

Source: Company, Montega

**IT Systems Development and Management:** Under this long-term model, the company takes full accountability for managing and optimising IT systems to improve security and operational reliability. Given the profound understanding of the client's internal requirements, these engagements are typically enduring and provide stable, predictable financial forecasts over the reporting periods.

**Long-Term Contract Services:** These engagements are based on agreements that renew automatically unless notice is given. They primarily concern the development of key software systems where displacing the incumbent supplier is rare and practiced only as a last resort. Consequently, this model provides high levels of stability and foresight for reporting periods

**Support and Service:** This encompasses activities related to sustaining seamless software and hardware function, achieved through prompt problem resolution, scheduled updates, and ongoing operational assistance. Such services are usually governed by long-term or perpetual contracts that establish significant, reciprocal obligations

**Subscriptions and Licenses:** Subscriptions involve periodic fees (e.g., monthly or yearly) in exchange for service access. Despite the flexibility to cancel, the model demonstrates high stability, as fewer than 10% of customers terminate their agreements annually.




Source: Company, Montega

Sirma generates a relatively high share of revenues domestically, mainly from IT equipment sales, as international deliveries are often invoiced to the customer's Bulgarian entity responsible for payment. Its remaining service business is largely international, with Bulgarian revenues contributing just 38.6%.

## Management

With Georgi Marinov and Tsvetan Alexiev, two of Sirma's founders continue to lead the company. Owing to their long-standing operational involvement, they bring deep institutional expertise and strategic continuity, while their positions as the company's largest shareholders ensure strong alignment with minority investors.

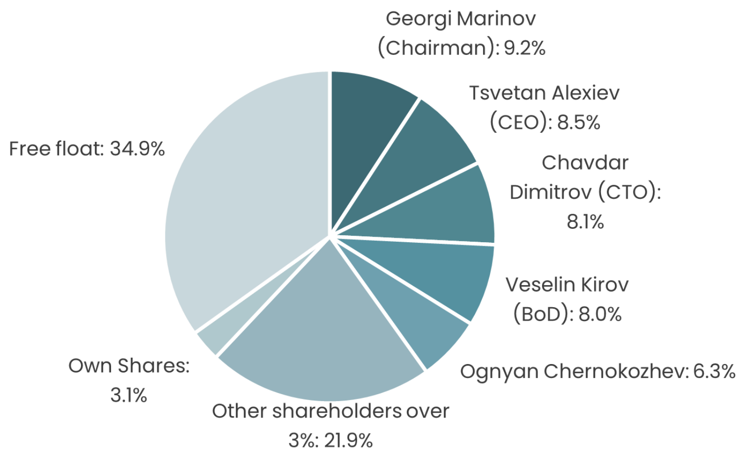
**Georgi Marinov** has been the Chairman of the Board of Directors of Sirma Group since the company's founding and has shaped the strategic development of the company for more than three decades. The trained computer scientist and economist graduated in 1991 from the Technical University of Sofia with both a Master's in Computer Science and in International Business.

Since 2000, Co-founder **Tsvetan Alexiev** has been at the helm of Sirma Group as CEO. Within the group, he was also the CEO of the subsidiary Sirma Solutions (2002–2024) and Chairman of the Board of Sirma Business Consulting (2007–2024). After studying computer science at the Technical University of Sofia, Alexiev started working for Sirma in 1992 as a software developer. His focus is on the development of products and services for several core areas, particularly finance, healthcare, transportation and logistics, hospitality, and industrial measurement and packaging technology.

**Yordan Nedev** has been the CFO of Sirma Group since 2022 and has been a member of the Board of Directors since 2014. Previously, he held various leadership positions, including as Managing Director of Bianor as well as the state-owned Bulgarian railway holding. Additionally, he led MMD Partners as a managing partner and was at the helm of companies such as MMD Scale, CEE Securities, and Investor.bg. He began his career as a consultant at Roland Berger Strategy Consultants, where he participated in privatization projects in the electronics industry.

## Shareholder Structure

**Shareholder structure**
**(as of 30.06.2026)**




Source: Company, Montega

## DCF Model

| Figures in EUR m | 2026e | 2027e | 2028e | 2029e | 2030e | 2031e | 2032e | Terminal Value |
|---|---|---|---|---|---|---|---|---|
| **Sales** | **73.4** | **79.9** | **86.9** | **94.5** | **102.8** | **111.7** | **120.4** | **122.8** |
| Change yoy | 10.4% | 8.8% | 8.8% | 8.8% | 8.8% | 8.7% | 7.8% | 2.0% |
| **EBIT** | **3.3** | **4.1** | **5.0** | **5.6** | **6.1** | **6.7** | **10.8** | **12.3** |
| EBIT margin | 4.5% | 5.2% | 5.8% | 6.0% | 6.0% | 6.0% | 9.0% | 10.0% |
| **NOPAT** | **3.0** | **3.7** | **4.5** | **5.1** | **5.5** | **6.0** | **9.8** | **11.1** |
| **Depreciation** | **2.5** | **2.5** | **2.6** | **2.6** | **2.9** | **2.9** | **2.9** | **2.9** |
| in % of Sales | 3.5% | 3.2% | 3.0% | 2.8% | 2.8% | 2.6% | 2.4% | 2.4% |
| **Change in Liquidity from** | | | | | | | | |
| **- Working Capital** | **-1.8** | **-0.5** | **-0.6** | **-0.8** | **-0.8** | **-0.8** | **-0.8** | **-0.2** |
| **- Capex** | **-2.2** | **-2.4** | **-2.6** | **-2.8** | **-2.8** | **-3.1** | **-3.0** | **-2.9** |
| Capex in % of Sales | 3.0% | 3.0% | 3.0% | 3.0% | 2.8% | 2.8% | 2.5% | 2.4% |
| **Other** | | | | | | | | |
| **Free Cash Flow (WACC model)** | **1.6** | **3.4** | **3.9** | **4.1** | **4.8** | **5.1** | **8.9** | **10.8** |
| WACC | 9.9% | 9.9% | 9.9% | 9.9% | 9.9% | 9.9% | 9.9% | 9.9% |
| Present value | 1.5 | 3.0 | 3.1 | 3.0 | 3.2 | 3.0 | 4.8 | 67.8 |
| **Total present value** | **1.5** | **4.5** | **7.6** | **10.6** | **13.7** | **16.8** | **21.6** | **89.4** |

| **Valuation** | |
|---|---|
| Total present value (Tpv) | 89.4 |
| Terminal Value | 67.8 |
| Share of TV on Tpv | 76% |
| Liabilities | 7.2 |
| Liquidity | 6.8 |
| **Equity value** | **89.0** |

| | |
|---|---|
| Number of shares (m) | 57.5 |
| **Value per share (EUR)** | **1.55** |
| **+Upside / -Downside** | **119%** |
| **Share price (EUR)** | **0.71** |

| **Model parameter** | |
|---|---|
| Debt ratio | 30.0% |
| Costs of Debt | 5.0% |
| Market return | 9.0% |
| Risk free rate | 2.5% |

| | |
|---|---|
| Beta | 1.5 |
| WACC | 9.9% |
| Terminal Growth | 2.0% |

| **Growth: sales and margin** | | |
|---|---|---|
| Short term sales growth | 2026-2029 | 8.8% |
| Mid term sales growth | 2026-2032 | 8.6% |
| Long term sales growth | from 2033 | 2.0% |
| Short term EBIT margin | 2026-2029 | 5.4% |
| Mid term EBIT margin | 2026-2032 | 6.0% |
| Long term EBIT margin | from 2033 | 10.0% |

**Sensitivity Value per Share (EUR)** — **Terminal Growth**

| WACC | 1.25% | 1.75% | **2.00%** | 2.25% | 2.75% |
|---|---|---|---|---|---|
| 10.43% | 1.35 | 1.40 | 1.43 | 1.47 | 1.54 |
| 10.18% | 1.39 | 1.46 | 1.49 | 1.52 | 1.60 |
| **9.93%** | 1.45 | 1.51 | **1.55** | 1.59 | 1.67 |
| 9.68% | 1.50 | 1.57 | 1.61 | 1.65 | 1.74 |
| 9.43% | 1.56 | 1.63 | 1.68 | 1.72 | 1.82 |

**Sensitivity Value per Share (EUR)** — **EBIT-margin from 2033e**

| WACC | 9.50% | 9.75% | **10.00%** | 10.25% | 10.50% |
|---|---|---|---|---|---|
| 10.43% | 1.38 | 1.41 | 1.43 | 1.46 | 1.49 |
| 10.18% | 1.43 | 1.46 | 1.49 | 1.52 | 1.55 |
| **9.93%** | 1.49 | 1.52 | **1.55** | 1.58 | 1.61 |
| 9.68% | 1.55 | 1.58 | 1.61 | 1.64 | 1.67 |
| 9.43% | 1.61 | 1.64 | 1.68 | 1.71 | 1.74 |

Source: Montega

| P&L (in EUR m) Sirma Group JSC | 2023 | 2024 | 2025 | 2026e | 2027e | 2028e |
|---|---|---|---|---|---|---|
| **Sales** | **41.2** | **50.6** | **66.5** | **73.4** | **79.9** | **86.9** |
| Increase / decrease in inventory | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Own work capitalised | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| **Total sales** | **41.2** | **50.6** | **66.5** | **73.4** | **79.9** | **86.9** |
| Material Expenses | 18.9 | 24.7 | 32.4 | 34.7 | 37.5 | 39.2 |
| **Gross profit** | **22.2** | **25.9** | **34.1** | **38.7** | **42.4** | **47.7** |
| Personnel expenses | 19.9 | 22.5 | 27.1 | 30.6 | 33.7 | 37.9 |
| Other operating income | 1.1 | 1.0 | 1.6 | 2.6 | 2.4 | 2.6 |
| Other operating expenses | 0.4 | 0.6 | 0.4 | 0.4 | 0.4 | 0.4 |
| **EBITDA** | **1.6** | **2.9** | **5.8** | **5.9** | **6.7** | **7.6** |
| Depreciation of fixed assets | 0.7 | 0.8 | 0.9 | 1.2 | 1.1 | 1.1 |
| **EBITA** | **0.9** | **2.1** | **4.9** | **4.7** | **5.5** | **6.5** |
| Amortisation of intangible fixed assets | 1.2 | 1.3 | 1.5 | 1.4 | 1.4 | 1.4 |
| Impairment charges and amortisation of goodwill | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| **EBIT** | **-0.3** | **0.8** | **3.4** | **3.3** | **4.1** | **5.0** |
| Financial result | -0.4 | 0.0 | -1.0 | -0.2 | -0.2 | -0.1 |
| **Recurring pretax income from cont. operations** | **-0.7** | **0.8** | **2.4** | **3.1** | **3.9** | **4.9** |
| Extraordinary income/loss | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| **EBT** | **-0.7** | **0.8** | **2.4** | **3.1** | **3.9** | **4.9** |
| Taxes total | 0.0 | 0.2 | 0.3 | 0.3 | 0.4 | 0.5 |
| **Net income from continuing operations** | **-0.7** | **0.6** | **2.1** | **2.8** | **3.6** | **4.4** |
| Income from discontinued operations (net of tax) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| **Net income before minorities** | **-0.7** | **0.6** | **2.1** | **2.8** | **3.6** | **4.4** |
| Minority interest | 0.2 | 0.3 | 0.7 | 0.7 | 0.8 | 0.9 |
| **Net income** | **-0.9** | **0.3** | **1.4** | **2.1** | **2.8** | **3.5** |

Source: Company (reported results), Montega (forecast)

| P&L (in % of Sales) Sirma Group JSC | 2023 | 2024 | 2025 | 2026e | 2027e | 2028e |
|---|---|---|---|---|---|---|
| **Sales** | **100.0%** | **100.0%** | **100.0%** | **100.0%** | **100.0%** | **100.0%** |
| Increase / decrease in inventory | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Own work capitalised | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| **Total sales** | **100.0%** | **100.0%** | **100.0%** | **100.0%** | **100.0%** | **100.0%** |
| Material Expenses | 46.0% | 48.8% | 48.7% | 47.3% | 46.9% | 45.1% |
| **Gross profit** | **54.0%** | **51.2%** | **51.3%** | **52.7%** | **53.1%** | **54.9%** |
| Personnel expenses | 48.4% | 44.5% | 40.8% | 41.7% | 42.2% | 43.6% |
| Other operating income | 2.6% | 2.0% | 2.4% | 3.5% | 3.0% | 3.0% |
| Other operating expenses | 1.0% | 1.1% | 0.6% | 0.5% | 0.5% | 0.5% |
| **EBITDA** | **4.0%** | **5.8%** | **8.7%** | **8.0%** | **8.3%** | **8.7%** |
| Depreciation of fixed assets | 1.8% | 1.6% | 1.4% | 1.6% | 1.4% | 1.3% |
| **EBITA** | **2.2%** | **4.2%** | **7.3%** | **6.4%** | **6.9%** | **7.4%** |
| Amortisation of intangible fixed assets | 2.9% | 2.7% | 2.2% | 1.9% | 1.7% | 1.7% |
| Impairment charges and amortisation of goodwill | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| **EBIT** | **-0.7%** | **1.5%** | **5.1%** | **4.5%** | **5.2%** | **5.8%** |
| Financial result | -1.1% | 0.0% | -1.4% | -0.2% | -0.2% | -0.2% |
| **Recurring pretax income from cont. operations** | **-1.8%** | **1.5%** | **3.6%** | **4.3%** | **4.9%** | **5.6%** |
| Extraordinary income/loss | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| **EBT** | **-1.8%** | **1.5%** | **3.6%** | **4.3%** | **4.9%** | **5.6%** |
| Taxes total | 0.0% | 0.4% | 0.5% | 0.4% | 0.5% | 0.6% |
| **Net income from continuing operations** | **-1.8%** | **1.1%** | **3.2%** | **3.8%** | **4.4%** | **5.0%** |
| Income from discontinued operations (net of tax) | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| **Net income before minorities** | **-1.8%** | **1.1%** | **3.2%** | **3.8%** | **4.4%** | **5.0%** |
| Minority interest | 0.5% | 0.6% | 1.1% | 1.0% | 1.0% | 1.0% |
| **Net income** | **-2.3%** | **0.5%** | **2.1%** | **2.8%** | **3.4%** | **4.0%** |

Source: Company (reported results), Montega (forecast)

| Balance sheet (in EUR m) Sirma Group JSC | 2023 | 2024 | 2025 | 2026e | 2027e | 2028e |
|---|---|---|---|---|---|---|
| **ASSETS** | | | | | | |
| Intangible assets | 23.8 | 31.3 | 31.7 | 31.9 | 32.3 | 32.8 |
| Property, plant & equipment | 5.2 | 7.4 | 7.9 | 7.6 | 7.5 | 7.5 |
| Financial assets | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| **Fixed assets** | **29.1** | **38.7** | **39.6** | **39.6** | **39.9** | **40.3** |
| Inventories | 1.1 | 0.9 | 1.8 | 1.2 | 1.3 | 1.4 |
| Accounts receivable | 8.0 | 11.8 | 11.5 | 14.4 | 15.6 | 17.0 |
| Liquid assets | 7.5 | 7.8 | 6.8 | 7.0 | 8.7 | 10.6 |
| Other assets | 3.2 | 1.5 | 2.4 | 2.4 | 2.4 | 2.4 |
| **Current assets** | **19.8** | **21.9** | **22.4** | **25.0** | **28.0** | **31.4** |
| **Total assets** | **48.8** | **60.6** | **62.0** | **64.6** | **67.8** | **71.7** |
| **LIABILITIES AND SHAREHOLDERS' EQUITY** | | | | | | |
| **Shareholders' equity** | **38.6** | **41.3** | **42.0** | **43.2** | **44.8** | **46.9** |
| **Minority Interest** | **2.1** | **2.0** | **1.5** | **2.2** | **3.0** | **3.9** |
| Provisions | 0.4 | 0.4 | 0.5 | 0.5 | 0.5 | 0.6 |
| Financial liabilities | 1.3 | 3.8 | 5.3 | 5.3 | 5.4 | 5.4 |
| Accounts payable | 2.4 | 7.8 | 6.1 | 6.0 | 6.6 | 7.1 |
| Other liabilities | 4.1 | 5.3 | 6.6 | 7.2 | 7.5 | 7.8 |
| **Liabilities** | **8.1** | **17.4** | **18.5** | **19.1** | **20.0** | **20.9** |
| **Total liabilities and shareholders' equity** | **48.8** | **60.6** | **62.0** | **64.6** | **67.8** | **71.7** |

Source: Company (reported results), Montega (forecast)

| Balance sheet (in %) Sirma Group JSC | 2023 | 2024 | 2025 | 2026e | 2027e | 2028e |
|---|---|---|---|---|---|---|
| **ASSETS** | | | | | | |
| Intangible assets | 48.9% | 51.7% | 51.1% | 49.5% | 47.7% | 45.7% |
| Property, plant & equipment | 10.7% | 12.2% | 12.7% | 11.8% | 11.1% | 10.5% |
| Financial assets | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| **Fixed assets** | **59.5%** | **63.9%** | **63.8%** | **61.3%** | **58.8%** | **56.2%** |
| Inventories | 2.2% | 1.4% | 2.9% | 1.9% | 1.9% | 2.0% |
| Accounts receivable | 16.3% | 19.4% | 18.5% | 22.3% | 23.0% | 23.7% |
| Liquid assets | 15.4% | 12.8% | 11.0% | 10.9% | 12.9% | 14.8% |
| Other assets | 6.6% | 2.4% | 3.8% | 3.7% | 3.5% | 3.3% |
| **Current assets** | **40.5%** | **36.1%** | **36.2%** | **38.7%** | **41.3%** | **43.8%** |
| **Total Assets** | **100.0%** | **100.0%** | **100.0%** | **100.0%** | **100.0%** | **100.0%** |
| **LIABILITIES AND SHAREHOLDERS' EQUITY** | | | | | | |
| **Shareholders' equity** | **79.1%** | **68.1%** | **67.8%** | **66.9%** | **66.1%** | **65.4%** |
| **Minority Interest** | **4.3%** | **3.2%** | **2.4%** | **3.5%** | **4.5%** | **5.4%** |
| Provisions | 0.8% | 0.7% | 0.8% | 0.8% | 0.8% | 0.8% |
| Financial liabilities | 2.6% | 6.2% | 8.5% | 8.2% | 7.9% | 7.5% |
| Accounts payable | 4.9% | 12.9% | 9.9% | 9.3% | 9.7% | 10.0% |
| Other liabilities | 8.4% | 8.8% | 10.6% | 11.2% | 11.1% | 10.9% |
| **Total Liabilities** | **16.7%** | **28.6%** | **29.8%** | **29.6%** | **29.5%** | **29.2%** |
| **Total Liabilites and Shareholders' Equity** | **100.0%** | **100.0%** | **100.0%** | **100.0%** | **100.0%** | **100.0%** |

Source: Company (reported results), Montega (forecast)

| Statement of cash flows (in EUR m) Sirma Group JSC | 2023 | 2024 | 2025 | 2026e | 2027e | 2028e |
|---|---|---|---|---|---|---|
| Net income | -0.7 | 0.6 | 2.1 | 2.8 | 3.6 | 4.4 |
| Depreciation of fixed assets | 0.7 | 0.8 | 0.9 | 1.2 | 1.1 | 1.1 |
| Amortisation of intangible assets | 1.2 | 1.3 | 1.5 | 1.4 | 1.4 | 1.4 |
| Increase/decrease in long-term provisions | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 |
| Other non-cash related payments | 3.3 | -1.9 | 0.8 | 0.0 | 0.0 | 0.0 |
| **Cash flow** | **4.6** | **0.9** | **5.3** | **5.4** | **6.1** | **7.0** |
| Increase / decrease in working capital | -3.1 | 2.5 | -1.1 | -1.8 | -0.5 | -0.6 |
| **Cash flow from operating activities** | **1.4** | **3.3** | **4.2** | **3.6** | **5.6** | **6.3** |
| CAPEX | -2.0 | -1.6 | -2.5 | -2.2 | -2.4 | -2.6 |
| Other | 6.6 | -3.3 | -1.8 | 0.0 | 0.0 | 0.0 |
| **Cash flow from investing activities** | **4.6** | **-5.0** | **-4.3** | **-2.2** | **-2.4** | **-2.6** |
| Dividends paid | -1.5 | -0.6 | -0.6 | -0.9 | -1.2 | -1.4 |
| Change in financial liabilities | -6.7 | 2.6 | 0.9 | -0.3 | -0.4 | -0.4 |
| Other | -1.0 | -0.2 | -0.9 | 0.0 | 0.0 | 0.0 |
| **Cash flow from financing activities** | **-9.2** | **1.9** | **-0.6** | **-1.2** | **-1.5** | **-1.8** |
| Effects of exchange rate changes on cash | 0.0 | 0.0 | -0.2 | 0.0 | 0.0 | 0.0 |
| **Change in liquid funds** | **-3.2** | **0.3** | **-0.8** | **0.2** | **1.7** | **1.9** |
| **Liquid assets at end of period** | **-3.2** | **0.3** | **6.8** | **7.0** | **8.7** | **10.6** |

Source: Company (reported results), Montega (forecast)

| Key figures Sirma Group JSC | 2023 | 2024 | 2025 | 2026e | 2027e | 2028e |
|---|---|---|---|---|---|---|
| **Earnings margins** | | | | | | |
| Gross margin (%) | 54.0% | 51.2% | 51.3% | 52.7% | 53.1% | 54.9% |
| EBITDA margin (%) | 4.0% | 5.8% | 8.7% | 8.0% | 8.3% | 8.7% |
| EBIT margin (%) | -0.7% | 1.5% | 5.1% | 4.5% | 5.2% | 5.8% |
| EBT margin (%) | -1.8% | 1.5% | 3.6% | 4.3% | 4.9% | 5.6% |
| Net income margin (%) | -1.8% | 1.1% | 3.2% | 3.8% | 4.4% | 5.0% |
| **Return on capital** | | | | | | |
| ROCE (%) | -0.8% | 2.1% | 8.2% | 7.7% | 9.3% | 11.0% |
| ROE (%) | -2.0% | 0.6% | 3.2% | 4.8% | 6.1% | 7.3% |
| ROA (%) | -1.9% | 0.4% | 2.2% | 3.2% | 4.1% | 4.9% |
| **Solvency** | | | | | | |
| YE net debt (in EUR) | -6.0 | -3.6 | -1.1 | -1.2 | -2.9 | -4.7 |
| Net debt / EBITDA | -3.6 | -1.2 | -0.2 | -0.2 | -0.4 | -0.6 |
| Net gearing (Net debt/equity) | -0.1 | -0.1 | 0.0 | 0.0 | -0.1 | -0.1 |
| **Cash Flow** | | | | | | |
| Free cash flow (EUR m) | -0.6 | 1.7 | 1.7 | 1.4 | 3.2 | 3.7 |
| Capex / sales (%) | 8.7% | 0.3% | 3.5% | 3.0% | 3.0% | 3.0% |
| Working capital / sales (%) | 10.7% | 9.7% | 6.6% | 8.0% | 8.7% | 8.7% |
| **Valuation** | | | | | | |
| EV/Sales | 1.0 | 0.8 | 0.6 | 0.6 | 0.5 | 0.5 |
| EV/EBITDA | 25.4 | 14.3 | 7.2 | 7.1 | 6.3 | 5.5 |
| EV/EBIT | - | 54.6 | 12.4 | 12.6 | 10.1 | 8.3 |
| EV/FCF | - | 24.1 | 24.8 | 29.5 | 12.9 | 11.2 |
| PE | - | 155.6 | 35.4 | 17.7 | 14.2 | 11.8 |
| P/B | 1.1 | 1.0 | 1.0 | 0.9 | 0.9 | 0.9 |
| Dividend yield | 1.4% | 1.4% | 2.1% | 2.8% | 3.5% | 4.2% |

Source: Company (reported results), Montega (forecast)

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The valuations underlying the investment judgements of Montega AG are based on generally accepted and widely used methods of fundamental analysis.

The fair value or price target of a share is primarily determined using the following methodologies:

Discounted Cash Flow (DCF) model: The DCF model applies projections of future free cash flows, which are discounted to determine their present value. As a rule, the weighted average cost of capital (WACC) is used as the discount rate in order to reflect the time value of money, the risks associated with the cash flows and the company's financing structure. The enterprise value is derived using the DCF analysis.

A sensitivity analysis of key underlying valuation parameters (WACC, growth rate, EBIT margin) is incorporated in the respective DCF models and illustrates the range of possible enterprise values per share resulting from variations in assumptions.

Peer group comparisons: A relative valuation approach used to derive enterprise value. The peer group generally comprises sufficiently comparable listed companies. Comparisons may be based on revenue, earnings metrics (e.g. EBITDA, EBIT, EPS) or other key performance indicators.

Historical multiples valuation (where applicable): A valuation method in which enterprise value is determined based on historical valuation multiples (e.g. EV/EBITDA, P/E ratio) of the company in relation to current or forecast financial metrics.

Sum-of-the-parts model (where applicable): A valuation approach deriving enterprise value from the aggregate value of individual assets. Equity value is determined by deducting net debt.

The outcome of this fundamental valuation may be adjusted to reflect the analyst's assessment of expected investor sentiment and its potential impact on the share price.

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The investment horizon for the following recommendations is generally twelve months, unless explicitly stated otherwise in the text.

| Investment Recommendation | Expected Price Performance of the Financial Instrument (within 12 months) |
|---|---|
| Buy | The price of the analysed financial instrument is expected to increase. |
| Hold | The price of the analysed financial instrument is expected to remain broadly stable. |
| Sell | The price of the analysed financial instrument is expected to decline. |
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| Company | Disclosure (as of 04.09.2026) |
|---|---|
| SIRMA GROUP JSC | 1, 5, 8, 9, 12 |

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## Price history

| Recommendation | Date | Price (EUR) | Price target (EUR) | Potential |
|---|---|---|---|---|
| Buy (Initiation) | 23.02.2026 | 1.30 | 1.50 | +15% |
| Buy | 04.06.2026 | 0.81 | 1.50 | +85% |
| Buy | 04.09.2026 | 0.71 | 1.50 | +112% |