Investor Fact Sheet

Sirma

Adding Technology to Life

SENIOR LEADERSHIP

Tsvetan Alexiev
CEO

Yordan Nedev
CFO

COMPANY OVERVIEW & KEY FACTS

BUSINESS LINE
IT Services and Enterprise Software

FOUNDED · FOUNDER-MANAGED
1992

EMPLOYEE-OWNED
50%+

IPO
2015 BSE

DUAL LISTING · FEB 2026
2026 FSE

MARKET CAP · JUNE 30 2026
€47 M
€0.795/share · 59,360,518 shares

CONSOLIDATED REVENUE · H1 2026
€34 M
six months to 30 June 2026

OUR VISION & WHAT WE DO

Sirma Group JSC (Sirma) is a European technology group delivering enterprise software solutions, with a strong and growing emphasis on artificial intelligence as a key enabler of business transformation, and with extensive expertise across banking, insurance, healthcare, travel and hospitality, transportation & logistics, retail, and the public sector. The company combines deep industry knowledge with proprietary platforms, complex enterprise systems, and advanced artificial intelligence, delivered through its Sirma.AI Enterprise platform, to support organizations in their digital, data, and process transformation. These solutions transform complex data into actionable insights, driving growth, resilience, and operational efficiency for hundreds of clients worldwide.

EMPLOYEES
800+

B2B CLIENTS
1000+

COUNTRIES SERVED
170

HEADQUARTERS
Sofia, Bulgaria

OFFICES
Germany, UK, USA, Brazil, UAE, Romania, Albania

COMPETITIVE POSITIONING

Leading IT player in Southeastern Europe
Largest publicly-listed Bulgarian software company, serving enterprise clients across Europe and international markets

Expert in Custom Software & AI
Over 30 years delivering custom software, AI solutions, and system integration across multiple industries

Proven M&A and Integration Track Record
Seven strategic acquisitions since 2018, successfully integrated to expand capabilities and market reach

Diversified and Resilient Business Model
Balanced mix of enterprise software and IT services, supported by long-term client relationships

GROWTH DRIVERS

Organic Growth in Core Verticals
Scaling vertical and cross-industry solutions, powered by AI and cloud

Continued Strategic Acquisitions
Acquiring software and IT service companies to expand capabilities and market reach

Expansion of SaaS and Recurring Revenue
Increasing adoption of subscription-based solutions and Sirma.AI Enterprise

Scaling Sirma.AI Enterprise Adoption
Deploying the platform across the customer base to drive efficiency and growth

FINANCIAL PERFORMANCE · 10Y IN NUMBERS · 2015 · 2025

REVENUE CAGR
14.3 %

EMPLOYEES
↑ 105 %
360 · 737

REVENUE(E)
↑ 279 %
€17.4 M · €66 M

PRODUCTIVITY
(REVENUE PER EMPLOYEE)
↑ 85 %
€40 K · €90 K

DIVIDENTS
PAID BETWEEN 2015 AND 31 JUL 2026
€4.526 M

SHARE BUYBACK
GROSS TO 31 JUL 2026
8,542,187 shares
1,876,453 in treasury (3.16%)
8.5 M

SHAREHOLDERS
↑ 206 %
747 · 1452

CLOSING PRICE AT 30.06.2026 OF SIRM
↑ 17 %
€0.677 · €0.795

FINANCIAL PERFORMANCE · KEY FINANCIAL INDICATORS H1 2026 VS H1 2025

REVENUE H1 2026
€34 M
↑ 14 %

EBITDA H1 2026
€2.6 M
↑ 48 % MARGIN

NET PROFIT H1 2026
€1.1 M
7.59 % MARGIN

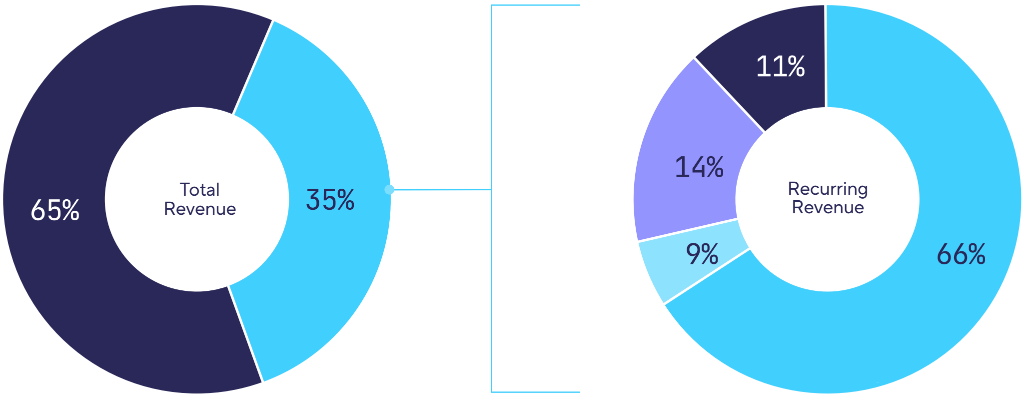
DEBT TO EQUITY
30 JUNE 2026
0.1744

RECURRING REVENUE
H1 2026
35 %
€11.7 M OF €33.7 M

NET PROFIT
↑ 113 %
€1.1 M VS €0.5 M

Note: Unaudited consolidated interim (period ended on 30 Jun) 2026 | Consolidated Key Financial Indicators H1 2026 | Ten-year metrics from audited consolidated annual reports 2015–2025, capital returns to 31 Jul 2026 | Market capitalisation at the BSE-Sofia closing price of 30 Jun 2026, on 59,360,518 shares

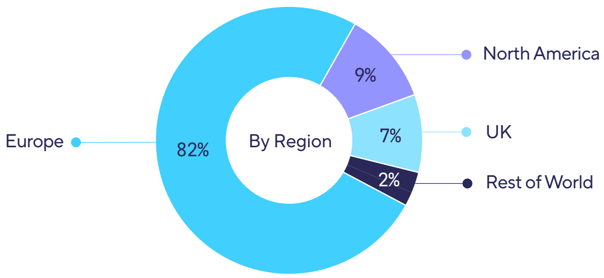
FINANCIAL PERFORMANCE RECURRING REVENUE H1 2026



- Total Recurring Revenue - €11.7 M
- Other Revenue - €22.0 M

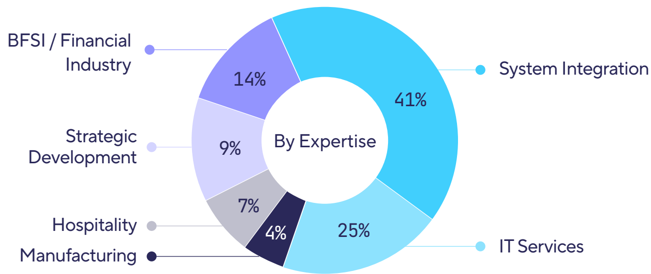
- IT Systems Development and Management - €7.8 M
- Support and Service - €1.6 M
- Subscriptions and Licenses - €1.3 M
- Long-Term Contract Services - €1.0 M

REVENUE BY GEOGRAPHIC MARKETS H1 2026



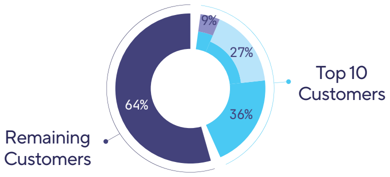
- Europe - €27.6 M
- North America - €2.9 M
- UK - €2.4 M
- Rest of the world - €0.8 M

SIRMA REVENUE BY EXPERTISE H1 2026



- System Integration - €13.8 M
- IT Services - €8.4 M
- BFSI / Financial Industry - €4.6 M
- Strategic Development - €3.1 M
- Hospitality - €2.4 M
- Manufacturing - €1.3 M

CUSTOMER CONCENTRATION CONSOLIDATED H1 2016



TIER	REVENUE
Top 1	9.37%
Top 5	26.60%
Top 10	36.29%

FEATURED CLIENTS

KPMG, Deloitte, DHL, A1, Heidelberg, BBC, the UK Parliament, Paysafe, BNP Paribas, Temenos, Bank of America, Vienna Insurance Group, KBC Group, Ligentia, National Gallery of Art Washington, OneHealth, X1, S&P Global, Transport of Canada, BoB, Jucari, Shiji, TECU, CBA, BRITANIA Bank&Thrust, and many others.

AWARDS, PARTNERSHIPS & CERTIFICATIONS

Awards
25+

Partnerships
Strategic partnerships with IBM, Apple, Oracle, Microsoft, Cisco, Lenovo, HPE, Oracle Financial Services (i-Flex), Temenos and Schwarz Digits|STACKIT

Certifications
ISO 9001:2015, ISO 14001:2015, ISO 20000-1:2018, ISO 27701:2019, ISO 27018:2019, and ISO 27001:2022

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Sirma Group JSC

SHARE & LISTING INFORMATION

Attribute	Bulgarian Stock Exchange (BSE)	Frankfurt Stock Exchange (FSE)
Segment	Main Market – EuroBridge Premium	Regulated Market – Prime Standard
Trading Venue	BSE-Sofia	Xetra / Börse Frankfurt
Ticker Symbol	SIRM	SIRM
ISIN	BG1100032140	BG1100032140
WKN	-	A142WT
Trading Currency	EUR	EUR
IPO/Admission Date (Primary)	November 2015 (BSE IPO)	24 February 2026 (FSE)
Number of Shares Outstanding	59,360,518 shares	59,360,518 shares
Free Float	~35% (meets EuroBridge Premium ≥25% requirement)	~35% (meets Prime Standard ≥25%)
Market Capitalization	EUR 55 M (as of 31 March 2026 EUR 0.93/share)	EUR 55 M (as of 31 March 2026 EUR 0.93/share)
Dividend Policy	Discretionary; paid in recent years up to 50% of annual profit	Discretionary; paid in recent years up to 50% of annual profit
Designated Sponsor / Liquidity Provider	Elana Trading AD	Wolfgang Steubing AG
Settlement / Clearing	Bulgaria Central Depository	Clearstream/Euroclear (via Bridge)
Fungibility	Shares fungible between BSE and Frankfurt via EuroBridge link	Shares fungible between BSE and Frankfurt via EuroBridge link

Note: Note: Unaudited consolidated interim (period ended on 30 Jun) 2026 | Revenue by region, by expertise and recurring revenue are stated on a EUR 33.7 M base; the headline consolidated revenue of EUR 34 M is rounded | Regional shares are to the nearest whole percent; Europe is stated excluding the UK | Share price at the BSE-Sofia close of 30 Jun 2026