IT COMPANY OF THE YEAR

76.6 mil. €

TOTAL SALES REVENUE – SOITRON GROUP

THE FASTEST GROWING SLOVAK IT COMPANY

EMPLOYEES

728

1.

3.
Rational people like to support their assertions with facts. Facts, then, are often best interpreted with numbers. Although I tend to consider myself a pretty rational man, I would like to leave out numbers for now – they are included in the other parts of this Annual Report anyway. Instead, I will focus more on my feelings and impressions of 2010.

The paramount feeling was undoubtedly one of a change. After 7 years of a successful outsourcing project for HP, our client has decided to take this project into his own hands. For Soitron, this meant more than 300 people leaving the company. Aside from dealing with the financial implications of this issue, which will become visible not earlier than in 2011, we have tried to consider the positive side as well. As a result, we took advantage of available colleagues, ready to join the executive management of the company, thereby enabling it to focus on our primary activities, growth and development, including international acquisitions.

Another significant feeling was that of professionalism. I saw it in the form of improved competence in the Cisco TelePresence technology as well as in the area of Cisco Unified Computing data centers. The fact that we have built these within the “Soitron group” with several countries being involved was extremely important.

Last, but certainly not least, I feel we need to get back to basics in the post-crisis period. We must listen to the customer, be open to his requests, and mainly, contribute personally to the success of the entire team.

All changes we had been through in 2010 had followed a single aim – to fulfill the business goals of our customers and partners by adopting an innovative approach to information technology. And even though I can still see a lot of opportunities for improvement, I believe that in most cases we have succeeded.

Ondrej Smolár
VISION, MISSION, VALUES AND GOALS

SOITRON: a leader in introducing new technologies and innovative solutions. We operate on the European market as a system integrator for IT Infrastructure, Unified Communications, Customer Interaction, Content Management and Security.

OUR VISION
Our vision is to be recognised as a worldwide partner exceeding today’s boundaries with its approach towards IT.

OUR MISSION
Thanks to our competence, overview and creativity along with the ability to understand the clients’ business, we innovate and push their IT projects to the forefront. Our advantage becomes our clients’ advantage.

OUR VALUES
Constant improvement is not a necessity in Soitron, but a way of being. We always want to know more and do the best. Fair partnerships and reliability in relation to partners and colleagues alike are crucial to the company’s success. We care about our employees and make our business contribute to satisfaction in their personal and family lives.

- Education (in general) and high degree of expertise (in the field)
- Innovation and creativity
- Flexibility and open-mindedness
- Reliability and responsibility
- Fairness and openness
- Amity and understanding

THE COMPANY

SOITRON, a.s.

Statutory Body: Board of Directors

Ing. Ondrej Smolár – Chairman of the Board of Directors
Ing. Marián Skákala – Deputy Chairman of the Board of Directors

Bank account: Sava banka, s.r.o., bank account number: 261 183 2058

iban: SK40 1100 0000 003262351005

BIC (SWIFT): TATRASKBX

Company ID: 35 871 636

Tax ID: 202 177 47 99

VAT ID: SK202 177 47 99

Telephone number: +421 2 5822 4111

Fax: +421 2 5822 4119

E-mail: info@soitron.com

COMPANY PROFILE

Name: SOITRON, a.s.
Seat: Plynárenská 5; 829 75 Bratislava 25, Slovakia
Statutory Body: Board of Directors
Ing. Ondrej Smolár – Chairman of the Board of Directors
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Iban: SK40 1100 0000 003262351005
BIC (SWIFT): TATRASKBX
Company ID: 35 871 636
Tax ID: 202 177 47 99
VAT ID: SK202 177 47 99
Telephone number: +421 2 5822 4111
Fax: +421 2 5822 4119
E-mail: info@soitron.com
Our company was formed via the fusion of the activities of two companies - Tronet and Soitron. Stemming from the long-standing experience of Tronet on the Slovak ICT market and the know-how obtained via two years of collaboration between Soitron and Soitsa SA – the Spanish selective outsourcing specialists.

In 2005 Soitron, a.s. obtained Soitsa SA shares, thereby establishing itself as a leading IT service provider.

Today Soitron is one of the largest info-communication integrators and IT service providers with more than 650 employees and consolidated annual turnover of more than 76 million EUR. Soitron inherited all activities, know-how and the market position held by Tronet in its 15 year existence whilst also adding dynamic growth in the area of outsourcing services.

Today Soitron does not operate only on the Slovak market. The Czech Republic branch founded in 2006 has been expanded by two acquired companies – Caiacom and also Clarionet in 2009. Datanet Systems, which is the biggest Cisco partner in Romania, has become part of Soitron Group in 2009.

In 2010, Soitron has been awarded the IT Company of the Year in Slovakia.
VLADIMÍR ŠIKURA
General Director
- completed his studies of electronic computers at the Faculty of Electrical Engineering, SVŠT (at present STU) and during 1967-1986 he completed postgraduate studies in Computer and Terminal Networks at the Institute of Applied Cybernetics
- until 1989 he worked as a Head Technician of the Computer Centre in Hydrostav, a.s. He founded the company Tronet in 1991
- in 2003 he stood behind the birth of joint-venture Soitron with Soitsa and in 2005 when shareholders acquired 100% of Soitron’s shares, he managed the process of business integration into a single company, Soitron, a.s., in his position of a Chairman of the Board of Directors and General Director. He currently holds a position of a General Director

ONDREJ ŠMOLÁR
Chairman of the Board of Directors and Executive Director
- graduated from SVŠT (at present STU) in 1986, Robotics Department
- until 1990 he was working for Hydrostav in its computer centre
- in 1991 he co-founded the Tronet Company, and later held position of a Deputy Chairman of the Board of Directors and a Technical Manager. He is also one of the co-founders of Soitron, and as its Deputy Chairman and Technical Director, he was also building the technical department as well as the first IT delivery centre in Slovakia
- at present, he holds a position of the Soitron Chairman of the Board of Directors and since 2007 he is also an Executive Director

MARIÁN SKÁKALA
Deputy Chairman of the Board of Directors
- he graduated from the Faculty of Electrical Engineering, SVŠT (at present STU), Department of Microelectronics
- he went through different management positions in the Slovak and international IT companies, one of the most important ones was Regional Manager for Cisco Systems, in the Slovak and Czech Republics, which he left to take up a position of the Sales and Marketing Director in Soitron
- currently, he holds the position of a Deputy Chairman of the Board of Directors

COMPANY MANAGEMENT

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Chairman of the Board of Directors and Executive Director

MARIÁN SKÁKALA
Deputy Chairman of the Board of Directors

VLADIMÍR ŠIKURA
General Director
MICHAL MALÍČEK
Sales Director
- he is a graduate of the Faculty of Economics, the Matej Bel University in Banská Bystrica with a focus on management and marketing
- until 2008 he worked for Cisco Systems, where he from the position of the Regional Sales Director responsible for development of business strategy and support of small and medium enterprises joined Soitron. As Sales Director, he is responsible for business strategy development

PAVOL NÉMETH
Technical Director
- graduated from the Slovak University of Technology in Bratislava
- he has worked for Soitron since 1994 in various technical positions
- since 2008 he held the position of Technical Director responsible for the solutions supply management for Soitron customers and technological direction of the company in information and communication technologies

MARTIN LOHNERT
Presales and Marketing Director
- graduated from the Faculty of Management at the Bratislava Comenius University and holds the highest certifications from Cisco and Microsoft
- his previous work experience was primarily acquired from technically oriented positions in companies ABB (Slovakia) and Integra IS and Dimension Data (Australia). Since 2002 he has been working for Soitron and was involved in various activities from planning and implementation of solutions, technical support to pre-sales activities, consulting and training
- in 2007 he became head of the Communication Technologies department. In February 2009 he joined the company’s top management and filled the position of a Presales and Marketing Director responsible for product management, marketing strategy and communication

PETR ČERNOHorský
Finance and Administration Director
- has been working for Soitron for more than ten years
- initially he was a Project Manager, later he transferred from the position of a Head of the Project Management and Communication Technologies Department to a position of the Technical Director and a member of top management
- currently he is the Manager and Acquisitions Director and member of the Board of Directors
- his main goal is to seek out new opportunities to advance growth of the Soitron Group within local and international markets
- Peter Černohorský is a certified PMP (Project Management Professional), member of PMI

TOMÁŠ TURKOVÝ
Human Resources Director
- graduated from the University of Economics in Bratislava where he also finished his doctorate degree in 2008
- from 2008 he has been working for Soitron, initially in the area of personnel and payroll
- before joining Soitron in 2008 he became the Merges and Acquisitions Director and member of the Board of Directors. Prior to that he was working with the Kappa Obaly Bratislava s.r.o. as Financial Director for Slovakia and Hungary, and at the same time served as a Managing Director for its subsidiary in Hungary - Kappa Dunatrade Kft.
- from March 2009, he is a Financial Director responsible for efficient financial management of the company where he applies his experience from Soitron as well as international financial markets

ZOLTÁN VAŠŠ
Financial Director
- graduated from the University of Economics in Bratislava, where he also finished his doctorate degree in 2008
- from 2008 he has been working for Soitron, initially a project manager, later he transferred from the position of a Head of the Project Management and Communication Technologies Department to a position of the Technical Director and a member of top management
- currently he holds the position of Technical Director responsible for solutions supply management for Soitron customers and technological direction of the company in information and communication technologies

PETER HORŇÁK
Merges and Acquisitions Director
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- initially a Project Manager, later he transferred from the position of a Head of the Project Management and Communication Technologies Department to a position of the Technical Director and a member of top management
- currently he is the Manager and Acquisitions Director and member of the Board of Directors
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- Peter Horňák is a certified PMP (Project Management Professional), member of PMI

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ŠTĚPÁN BENYOVSKÝ
General Director
• after graduating in geodesy and cartography at VAAZ Brno, he has held various positions associated with performing and managing geodetic and cartographic assignments. Between 1986 and 1992 he worked as a chief analyst/programmer for digital processing and map making while heading the automated map creation technology development. He is a graduate of the Faculty of Electrical Engineering, Czech Technical University in Prague.
• as of 1992 he has worked as a systems engineer, solution architect, as well as the director of technology and managing director in SAS Praha which later transformed into ClarioNet, s.r.o. In the past 10 years he has focused primarily on identity management following the merger of Soitron, s.r.o. (CZ) and ClarioNet, s.r.o., he is the General Director responsible for management of the newly incorporated company Soitron, s.r.o.

TOMÁŠ STEJSKAL
Executive Director
• graduate of Brno University of Technology where he majored in technical cybernetics. He also completed MBA studies at Rochester University, USBSP Praha, and is a certified Trade Specialist with the eBSI.
• he started as a programmer and process analyst where he acquired skills that later proved useful in areas such as telecommunication infrastructure.
• in 2001 Tomáš founded Caiacom, a firm specializing in AVAYA solutions and call centre services.
• following the merger of Caiacom and Soitron, he has served as an Executive Director responsible for internal organization, marketing and finance of Soitron, s.r.o. (CZ)

JAN PÍSAŘÍK
Presales and Product Marketing Director
• is a graduate of University of South Bohemia in České Budějovice, and has since held several technical positions.
• in 2001 he joined ClarioNet as a systems engineer/consultant, where he went on to build a team charged with the entire management and end user security. Later he became the head of technology department, and subsequently the Director of Technology in ClarioNet.
• following the merger of Soitron, s.r.o. (CZ) and ClarioNet, s.r.o., he has worked as a Presales and Product Marketing Director.

MICHAL NOVÁK
Technical Director
• is a graduate of the Faculty of Electrical Engineering, Czech Technical University in Prague, specializing in telecommunications. Previously he held primarily technical positions in Avaya and Core Computer.
• in 2005 he joined Soitron as a systems engineer/consultant, where he is a department head of Cisco Infrastructure. The positions of Technical Director and member of management followed afterwards. Currently, he is in charge of completing customer solutions delivery as well as setting the technology trends for the company.

DUŠAN KOLÍNEK
Sales Director
• graduated from the Faculty of Electrical Engineering, Czech Technical University in Prague, specializing in electronics, computers and computer graphics.
• from 1989 to 1992 he worked for IBM Czech in the position of Territory Account Manager, where he was involved in commercial and public sectors of the market. From 2004, he worked for Cisco Systems, where he was responsible for his sales territory.
• since 2011 he has been working as a Sales Director for Soitron, s.r.o. (CZ), and is responsible for business strategy and leadership of the sales team.
VASILE VELICU
Managing Director

- graduate of “Politehnica” University of Bucharest, Faculty of Automatic Control and Computers. He has a Ph.D. in Enterprise Management
- until 1992 he worked in Computing Consultancy and Training Center as Expert Trainer and Deputy Director
- since 1992 he has held some strategic positions within the companies and institutions as: Oracle Romania - Public Sector & Service Providers Sales Manager, Alcatel Business Systems Romania - Data Communications Manager, Chamber of Commerce and Industry of Romania, Business Information Center - Deputy Director
- he is one of the co-founders of Datanet Systems in 1998 and since 2008 he has been the Managing Director of Datanet Systems

GABRIEL MUSAT
Executive Director

- graduated from the “Politehnica” University of Bucharest, Faculty of Telecommunications in 1991. He is a graduate of the EMBA program organized by ASEBUSS
- one of the co-founders of Datanet Systems in 1998
- from 1998 he was the General Director, subsequently the Executive Director of Datanet Systems
- he is currently responsible for marketing, pre-sales and business development activities

DRAGOS STROESCU
Sales Manager

- graduate of “Politehnica” University of Bucharest, Faculty of Telecommunications, 1994 and a Master degree in 1995
- one of the co-founders of Datanet Systems in 1998
- since 1998 he was the Technical Manager, then Sales Manager of Datanet Systems
- a certified CCIE engineer for 11 years

MIHĂELĂ GEORGHIU
Financial Manager

- graduate of University of Economics in Bucharest
- since 2009 she has been the Financial Manager of Datanet Systems
- she has previously worked as a Partner Manager with Microsoft Romania and Oracle Romania as Financial Senior Consultant, Project Manager and Project Director for Analysis and implementation of financial models of customers’ business in ERP applications
- previously has worked as a Financial Director for ATRON Romania, controlling and leading accounting, financial and salary activities

ODVIDIU LILAC
Technical Manager

- graduate of “Politehnica” University of Bucharest, Faculty of Telecommunications, 1994
- he has been working for Datanet Systems since 1994. He started as a System Engineer and then became Multiservice Consultant
- in the previous 4 years and currently he is the Technical Manager of Datanet Systems
- he is CCIE and also a certified PMP (Project Management Professional)

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Financial Director

- graduate of University of Economics in Bucharest
- since 2009 she has been the Financial Manager of Datanet Systems
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NEW PRODUCTS AND COMPETENCIES

A substantial broadening of our solutions portfolio includes the knowledge development in the area of "business video" for the purpose of Telepresence solutions integration. We see the company in the Slovak Republic to have obtained the license for implementing the Cisco Telepresence Solutions. This new form of conference organization utilizing the latest technology enables sharing and displaying of digital content – video records, live transmission, animation and interactive information on the same table.

In 2010 we finished the platform for the DMS – Digital Media Systems outsourcing process. It includes a set of solutions to facilitate the broadening of communication options and online video in a survey of sectors: education, healthcare, finance, etc. Products and services within the DMS enable sharing and displaying of digital content – video records, live transmission, animation and interactive information on the same table.

In the latter half of the year almost all projects within the public sector that are demonstrated mainly by the planning and preparation of new projects did not occur in 2010. Therefore, the outlook for the end of 2010 is rather conservative as there were no projects under preparation or before the end of 2010. However, the outlook for 2011 is rather optimistic due to the planning and preparation of new projects that are demonstrated mainly by the continuing of projects and the transfer of our employees to HP has begun in a consecutive and carefully planned manner.

After 7 years, the fall of 2010 brought some damping to our HP outsourcing project. Based on the decision of global HP's upper management to focus on its key competences, there have been several changes at the company's supervisory board. The in-sourcing of the second and third line teams was announced. The revival of the IT sector that is demonstrated mainly by the planning and preparation of new projects did not occur in 2010. However, the outlook for 2011 is rather conservative as there have been several new projects under preparation or before the end of 2010. Despite a difficult market situation, the year of 2011 saw a very good one for Soitron. The company brought more growth and financial results exceeding our expectations. In the face of the continuing economic crisis, there are two reasons behind our success: the continuing endeavor for internal efficiency and, considerably, the HP in-sourcing. We had carried out our new emphasis on internal efficiency in 2009, and the result of this has been rather productive. The overall result has been lower investments we have been preparing thoroughly enough. After the elections and the change of government in the first half of 2010, the social upgrading of public sector IT projects have been put on hold. The entire IT market was subjected to a great deal of uncertainty regarding future developments as all projects were being reconsidered subjected to a great deal of uncertainty. After the elections and the change of government, the overall result has been lower investments we have been preparing thoroughly enough. After the elections and the change of government in the first half of 2010, the social upgrading of public sector IT projects have been put on hold. The entire IT market was subjected to a great deal of uncertainty regarding future developments as all projects were being reconsidered subjected to a great deal of uncertainty.

The private sector in 2010 has been characterized by the positive economic situation in the realm of IT. We have witnessed the announcement of several new projects within the public sector that have brought questions as to whether these projects had been prepared thoroughly enough. After the elections and the change of government in the first half of 2010, the social upgrading of public sector IT projects have been put on hold. The entire IT market was subjected to a great deal of uncertainty regarding future developments as all projects were being reconsidered subjected to a great deal of uncertainty.

SOITRON AND THE CURRENT MARKET SITUATION

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Overall, our expansion activities abroad continued as planned. Despite a somewhat slower start of integration in Romania during the first half of the year, organizational changes in both Bucharest and the Czech Republic have been completed successfully, and new processes have been introduced to facilitate smooth continuation and further growth. Soitron is now well established in Bucharest, and the company's performance better than ever before. The conditions and restrictions imposed by the IMF have translated into halted investments and fierce competition. Moreover, the lack of opportunities in the public sector has been felt in most areas of business, thus making us focus our positions even more on our long-term and permanent clients. The overall economic situation in the Czech Republic has mirrored that of the Slovak market. Complementing the new Soitron star logo.

EMPLOYEE APPRECIATION

The first year of the Soitron Festival for customers and business partners has showcased the performance of the Slovak National Theater in Bratislava. Three of the most popular Slovak singers, Peter Lipa, Richard Müller, and Milan Lasica created a star-studded cast of the most important business partners; more than 600 of them met in the new building of the Slovak National Theater in Bratislava. Soitron's managing director Vladimír Šikura has complemented the usual acknowledgment by introducing them met in the new building of the Slovak National Theater in Bratislava.

The Gala Evening with the stars

In October, Šikura organized this 24th annual gala event with a performance of the Slovak National Theater in Bucharest to explain the customers benefits of continuing and even more support for the business. The conference was presented in cooperation with national and international companies working in the respective fields.

SOITRON FEST

The beginning of the year was traditionally characterized by looking back at the results of the previous year and setting new goals for the year to come. The kick-off event at the beginning of a new one.

Wine-tasting skills with their eyes blinded. A friendly atmosphere has offered an unforgettable summer party. The beaches of the Incheba Vidiek, Polemic, La3no Cubano, the Vidiek, Polemic, La3no Cubano, and Vrbovskí víťazi have witnessed the performance of Caligula Cabaret. The beaches of the Incheba Vidiek, Polemic, La3no Cubano, the Vidiek, Polemic, La3no Cubano, the Vidiek, Polemic, La3no Cubano, and Vrbovskí víťazi have witnessed the performance of Caligula Cabaret.

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In October, Šikura organized this 24th annual gala event with a performance of the Slovak National Theater in Bucharest to explain the customers benefits of continuing and even more support for the business. The conference was presented in cooperation with national and international companies working in the respective fields.

SOITRON FEST

The beginning of the year was traditionally characterized by looking back at the results of the previous year and setting new goals for the year to come. The kick-off event at the beginning of a new one.

Wine-tasting skills with their eyes blinded. A friendly atmosphere has offered an unforgettable summer party. The beaches of the Incheba Vidiek, Polemic, La3no Cubano, the Vidiek, Polemic, La3no Cubano, and Vrbovskí víťazi have witnessed the performance of Caligula Cabaret. The beaches of the Incheba Vidiek, Polemic, La3no Cubano, the Vidiek, Polemic, La3no Cubano, the Vidiek, Polemic, La3no Cubano, and Vrbovskí víťazi have witnessed the performance of Caligula Cabaret.
In the first phase, we implemented a multimedia contact center based on Cisco Contact Center Enterprise products located in two separate data centers in Poland, serving 20 offices in Slovakia. The project execution involved integrating the banking system with the contact center and modifying the online chat interface to be used on the bank website. The contact center will continue to expand into another 5 countries, overall including at least 4 other Slovak universities.

WebPresence for the Comenius University university

Comenius University in Bratislava – the largest and oldest university in Slovakia, adopted Cisco TelePresence at the end of 2012. This high-end form of videoconference, thanks to the most modern technologies, offers a life-like experience even at long distance connections. The technology has been introduced and created new possibilities for the universities to communicate with other universities and events, international and scientific institutions. A similar technology has been adopted by at least 4 other Slovak universities.

WebPresence enables universities to utilize the new technology to build direct long-distance discussions, distance learning, seminars, lectures, meetings, exchange of best practices among the staff and students, as well as distant thesis defenses.

LANDesk Management Suite implementation in Dalkia a.s. company

Dalkia is a daughter company of a French-based international company Dalkia International, that is a leader in energy-related services management. Dalkia is a majority shareholder of Dalkia a.s.

The purpose of the LANDesk Management Suite implementation project was to centralize the environment of end-user stations. The solution enables intradepartmental, actual and precise evidence and administration of end-user stations, remote administration and central push distribution of operating systems and third-party software.

LANDesk Management Suite implementation for Nafta a.s. company

Nafta a.s. is the largest Slovak gas storage and distribution company. We have implemented active components for the technology network for Nafta a.s., at locations Plavecký Štvrtok and Gajary. The network enables supervision and monitoring of the network and Internet access for students within the faculty campus, as well as entire operating systems. The solution is built on Cisco TelePresence technology. For standard operation 
The solution enables immediate, actual and precise evidence of end-user stations. The solution enables immediate, actual and precise evidence of end-user stations.

The main aim of the project was to increase reliability, suitability & capacity of the network to meet the constantly growing needs of its users. The project included equipment by Honeywell Catalyst switches using Cisco Catalyst 6500 with Virtual Switching support in the network core. To provide secure network and Internet access for students within the faculty campus, centralized WLAN infrastructure has been implemented.

The main aim of the project was to increase reliability, suitability & capacity of the network to meet the constantly growing needs of its users. We replaced the legacy networking equipment by Honeywell Catalyst switches using Cisco Catalyst 6500 with Virtual Switching support in the network core.

Faculty of Natural Sciences, Comenius University

In 2010, Faculty of Natural Sciences, one of the most recognized faculties within Comenius University, Bratislava, Slovakia, required complete networking infrastructure upgrade to satisfy the present and future needs of students, teachers, administration & researchers.

The main aim of the project was to increase reliability, suitability & capacity of the network to meet the constantly growing needs of its users. The project included equipment by Honeywell Catalyst switches using Cisco Catalyst 6500 with Virtual Switching support in the network core.

The main aim of the project was to increase reliability, suitability & capacity of the network to meet the constantly growing needs of its users. The project included equipment by Honeywell Catalyst switches using Cisco Catalyst 6500 with Virtual Switching support in the network core.
Virtualization of the IT Environment - Swedwood Trnava

The Virtualization of Swedwood Trnava IT environment project was realized at the end of 2010. Swedwood is a global group that serves as an integrated part of the IKEA concern with the goal to provide industrial production capacity for IKEA.

The reason for virtualization was a result of several factors, such as the obsolescence of hardware equipment, simplification of IT environment administration and cost reduction.

Expansion of Slovenská sporiteľňa bank contact center

Slovenská sporiteľňa, member of Erste Bank, is the largest commercial bank in Slovakia today. The intention of the bank was to optimize the agent work and expand the portfolio of services for customer care center.

As a result, the project was realized by implementing the Avaya Proactive Contact product into the existing Avaya contact center. The telephone campaigns can now be prepared and managed leveraging automatic dialing. The customer care department has fully automated its marketing campaigns during the contact center off-peak period, by effective use of agents’ capacity.

Work of collection department agents is now effective, as well, so the whole process of: all preparation and dialing itself, is carried out by predictive dialing (both predictive and dynamic), the time that agents spent waiting between conversations is minimized.

CETELEM

Cetelem is member of international BNP Paribas Group.

Outbound Contact Center for Cetelem Hungary

For Cetelem Bank Hungary, in cooperation with our subsidiary 2Ring, we have implemented a contact center solution, based on Cisco Unified Contact Center Enterprise (UCCE) with outbound functionality for 119 agents of the Collection department.

Thanks to the new Agent Desktop application, all the applications used by the operators are embedded into one common work environment. Moreover, we have directly embedded screens of Cetelem’s core banking system into its main window and provided all the functions necessary for the control of operators’ desk phones and contact center work states.

We have enhanced the standard Cisco UCCE system by the option of dynamic campaign change based on individual customer’s communication needs and contact center load. This solution processes the daily campaign dialing list produced by the banking system, distributes it to individual operators via a Cisco Dialer interface, and monitors the campaign flow. If needed, it adjusts the dialing strategy to deliver the highest possible collection rate.

Campaign manager for Cetelem Romania

Due to an increased volume of debt recovery activity and an increasing number of customers as well as the diversification of debt recovery actions, Cetelem Romania started a project to develop and integrate a web interface for the Collection Department.

Datanet, in cooperation with 2Ring designed the solution on the existing Cisco Unified Contact Center Enterprise with outbound dialer infrastructure. It is fully integrated with the core banking system and allows real-time management of the outbound campaigns.

Main benefits for the customers, in both projects, include growth of direct contact with customers, improved efficiency and increased customer satisfaction, as a result of providing customized services.

Also strong correlation between quantitative efficiency (number of clients) and qualitative efficiency (debt paid) was achieved. Thanks to the project, collection activity diversification and correlation with the payment delay and the profile of each client was achieved.
### 2010 EVENTS

#### January
- **Employee satisfaction survey** – in cooperation with a renowned international consulting firm Hewitt Associates
- **Evening with the stars** – traditional gala evening for business partners in the Slovak National Theater in Bratislava
- **Kick off** – strategic New Year’s get-together of the integration part of the Soitron team in Tále resort
- **Blood donation** – company initiative followed by 35 employees

#### February
- **eSkills week** – Soitron being one of the main partners of a nation-wide project aimed at testing IT skills of the Slovak population
- **Professional Testing Center** – broadening of the Soitron’s test center reach to include electronic testing in the area of academics, government, health care, financial sector and professional unions
- **New layout of Soitron’s website** as well as launch of company social networking

#### March
- **IBM Service partner of 2009** – Soitron awarded by IBM as being one of the best business partners of the previous year
- **New trends in the area of Unified Communications** – expert lecture for graduates and alumni of the Secondary vocational school of electrical engineering Zochova, Bratislava
- **Information security days** – educational activity for Soitron employees responsible for information security complemented with a company-wide employee test
- **Student job fair** – participation of the HR department at the National career days in Bratislava, iCareer in Žilina and Bratislava
- **Re-launching of the intra-company blog**

#### April
- **Cross EXPO-CZ 2010** – Soitron as main partner of the 11th annual conference in Prague
- **Devín – Bratislava run 2010** – participation of the team comprised of 20 employees
- **Soitron Cup 2010** – the 3rd annual employee futsal (indoor soccer) tournament in Bratislava
- **Romanian Air Traffic Control – ATC IP Network Users Conference** – Datanet presented its solution of integrated IP communication infrastructure implemented in Romania
- **D-Day** – team outing off after the acquisition of ClarioNet by Soitron in Prague

#### May
- **TREND TSP in Infotechnology** – Soitron placed high among the largest IT companies in the Slovak market
- **Soitron CSR activity “Support the project”** the winning projects: special school for handicapped children in Levoča, purchase of an electronic whiteboard for a school in Turany, support of ice ring construction in Most pri Bratislave
- **Children’s Day for employees’ kids in Senec**
- **New concept of waste recycling introduced in Soitron**

#### June
- **Protection from the inside** – firm’s own expert seminar about interaction of security incidents from the inside of the company network for clients in Bratislava
- **Soitron Federal 2010** – 1st year of a summer music event for business partners in Bratislava
- **Microsoft Office SharePoint Server 2010** – centerpiece of the firm – firm’s own expert seminar about a new version of the SharePoint Server for clients in Prague
- **Cisco AP** – Cisco TelePresence Partner in the South East Europe – certified license obtained
- **Sports day for the members of the outsourcing team in Studené**
- **MS Office SharePoint Server 2010** – centerpiece of the firm – firm’s own expert seminar about the utilization of the MOSS 2010 as an integration portal for company processes for clients in Prague

#### July
- **Danube knowledge cluster** – Soitron one of the founding members
- **Trend TOP 50 biggest nonfinancial Slovak corporations** – Soitron placed high in several categories

#### August
- **Hardware as a gift** – material support for the special elementary school with kindergartens for students and children suffering from autism in Prešov
- **Kelly’s Dubnice marathon** – participation of the Soitron team in the amateur mountain bike competition
### September
- IT Team of the year 2010 – Soitron awarded by an informal association of Slovak journalists and members of several professional unions within the IT sector (Bratislava night run – Soitron team participation)

### October
- Delticom Technology Part 50 – Soitron placed 4th in the Big Five category and 4th as the fastest growing IT company in Central Europe
- Cisco Expo Romania 2010 – Datanet presented a case study of a contact center implementation
- ITIL versus information security – firm’s own expert seminar about information security, most important standards and recommendations for clients in Prague

### November
- Delticom Technology Part 51 – Soitron placed 3rd in the Big Five category and 3rd as the fastest growing IT company in Central Europe
- Blood donation – company initiative followed by 40 employees
- Cisco Expo Romania 2010 – Datanet presented a case study of a contact center implementation
- Blood donation – company initiative followed by 40 employees

### December
- Delticom Technology Part 52 – Soitron placed 2nd in the Big Five category and 2nd as the fastest growing IT company in Central Europe
- Unified Communications – new ways to increase the employee efficiency – Seminars and technical training for customers in Bucharest

### SOITRON MARKET POSITION

<table>
<thead>
<tr>
<th>Category</th>
<th>2009</th>
<th>2010</th>
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<tr>
<td>The Fastest Growing Slovak IT Companies</td>
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<td>3</td>
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<tr>
<td>ICT Companies with the Highest EBITDA</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>The Most Profitable IT Companies in Slovakia</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Service Centers in Slovakia</td>
<td>3</td>
<td>2</td>
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<tr>
<td>IT Service Providers in Slovakia</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Suppliers of Information Technologies in Slovakia ranked by Added Value</td>
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<td>4</td>
</tr>
<tr>
<td>Suppliers of Information Technologies in Slovakia ranked by Sales</td>
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<td>7</td>
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<td>One Billion IT Companies</td>
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<tr>
<td>TOP IT Suppliers for Private Financial Sector</td>
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<td>TOP IT Suppliers for Public Sector</td>
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<tr>
<td>TOP IT Suppliers for Utility Companies</td>
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<tr>
<td>TOP IT Suppliers for Industrial/Production</td>
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<td>9</td>
</tr>
<tr>
<td>TOP IT Suppliers for Service Providers</td>
<td>2</td>
<td>4</td>
</tr>
</tbody>
</table>

The Economy and Business weekly – Trend, annually publishes in IT Infotechnology ratings in Slovakia.

The number states ranking of Soitron in such category.
We provide complex solutions in the following areas:

**IT Infrastructure**
- Defined set of all HW and SW components useful for entry, storage, processing and transfer of data. It is a common factor in IT solutions and a foundation for implementation and administration of all applications and services.
- **Offerings**
  - Data networks (LAN and WAN, fixed and wireless)
  - Data centres (connections, HVAC, OS platforms, applications etc.)
  - Workstations and peripheries
  - Virtual data centres, work stations and applications
  - Structured wiring networks
  - Users, computer and application management systems
  - Automated application and security policy distribution
- **Benefits**
  - Reliable and user-friendly applications are difficult without a reliable infrastructure. Once independent but now converging, new services require even greater capacity and thus make reliability of infrastructure more necessary. Investments in IT infrastructure and administration contributes to approximately 60% of all IT-related expenses (according to Gartner study “IT Key Metrics Data 2009”), thereby making optimization a priority of every IT department.
  - **Examples**
    - IP/MPLS upgrade for Orange triple-play (Fibernet)
    - Network infrastructure upgrade for VÚB Bank data center
    - Data center for Spoločná zdravotná poisťovňa

**Unified Communications**
- All forms of voice, video and multimedia communication among users, both on intra- and intercompany level. Simple and unified administration of all communication channels. To make sure communication makes work easier and not more complicated.
- **Offerings**
  - TelePresence
  - IP Telephony
  - Unified Messaging - consolidation of voice, fax and email messages into one inbox
  - Audio and video conference solutions - speak to and see participants in distant locations and watch conference presentations, use applications interactively with the audience, share applications or even create results together
  - Presence - consolidation of all communication channels, email integration, instant Messaging
  - Mobility - access via the entire range of mobile and landline networks
- **Benefits**
  - Increases efficiency and simplifies communication. Enables communication via a single contact, regardless of the number of phone numbers, email or chat addresses. Monitors presence status and preferred communication channel. Simplifies technically complex activities such as conference and/or video calls.
  - **Examples**
    - Country-wide voice network for the SEPS (Slovak Electrification and Transmission System)
    - Communication infrastructure in the Crowne Plaza Bratislava Hotel
    - New voice network of Spoločná zdravotná poisťovňa
    - Implementing Cisco TelePresence in Tatra banka
    - Implementing Cisco TelePresence for Comenius University in Bratislava

**定义**
- IT Infrastructure
- Unified Communications
- Customer Interaction
- IT Security
- Content Management

**IT Infrastructure**
- IT Infrastructure is a common factor in IT solutions. Investments in IT infrastructure and administration contribute to approximately 60% of all IT-related expenses.

**Unified Communications**
- Unified Communications enables communication via a single contact, regardless of the number of phone numbers, email or chat addresses.
CUSTOMER INTERACTION

Definition
Includes all customer contact solutions aimed at common contact center for all inquiries. Enables to utilize any communication channel (voice, email, web, fax) with equal level of service independent of the channel being selected.

Offerings
- Contact centers
- Interactive voice services – IVR (interactive voice response)
- Connection to CRM and information systems
- Workforce Management – control options and operator load optimization
- Recording & Reporting – quality measurement and assessment tools

Benefits
Contact center plays a key role in developing loyalty of customers through their experience with customer service. The usual rule applies, i.e. understanding the customer means being in charge. Earning customer’s loyalty is much more difficult than losing it. Therefore it is essential to constantly offer high quality service and to keep looking for new ways of how to improve both quality and efficiency of communication with the client. How to achieve a top-notch customer service? Elaborate and efficient company processes, stable and modern technology background and qualified staff are essential for success.

Examples
- E.ON – customer contact center for Západoslovenská energetika
- Contact center for Tatra banka (Raiffeisen Group) – Dialog
- First IP contact center in Central and Eastern Europe – Ferona Slovakia
- Connection to client’s CRM and information systems
- Workforce Management – control options and operator load optimization
- Recording & Reporting – quality measurement and assessment tools

SECURITY

Definition
Essential part of all our solutions and projects. Protects information systems as well as data from abuses, and ensures confidentiality, availability and trustworthiness.

Offerings
- Process security
- Network security
- End user security measures
- Complex building protection systems
- Identity and access management
- Single sign-on and unified user access

Benefits
Data stored within information systems are often the most precious assets of a company. Protecting these from security threats and abuse while ensuring their availability is a priority of every company.

Examples
- Implementing the Self-Defending Network concept for Spoločná zdravotná poisťovňa, a.s.
- Security as an integral part of network infrastructure for the Ministry of Justice of the Slovak Republic
- Closed circuit TV (motion detector) for DC Mileny
- Pilot project of Cargo train car identification using the RFID technology for Cargo Slovakia
- Protection against DDoS attacks for LightPoint Communication
- Optimization of operation and access over web service portal of the tax office for The Tax Directorate of the Slovak Republic
- Redesign and implementation of complex security network perimeter and corresponding management for Dexia bank
- Solution of Anti-X services on the network perimeter level for OMS
Digital content management involves faster and simplified information and document flow within an organization. It prevents influx of unwanted emails and detects inappropriate content in electronic communication.

**Offerings**
- Intranet portals
- Electronic approval and documentation
- Spam and inappropriate content detection

**Benefits**
Intranet portals such as Microsoft Sharepoint deal with storage and administration of growing amount of information generated as part of day-to-day intra-company communication. Increasing process efficiency in HR or finance departments is made possible by removing “paperwork” and digitalizing most of communication. Traditional approval processes, expense reporting, and inventory maintenance can be fully replaced via electronic documents and utilizing digital signatures.

**Examples**
- Approval process support in Orange and T-Com companies via using electronic document sharing with Microsoft Sharepoint
- Human resource agenda for more than 700 Sitema employees
- Spam detection solutions for the Ministry of Justice of the Slovak Republic

**Analysis and Consultancy**
Analysis and consultancy services scrutinize technology strategies and their impact on business of our customers. The purpose of consultancy is to get acquainted and understand the needs of our clients, and help them reach their strategic as well as operational goals. This is usually done through series of recommendations and IT project studies.

**Architectural Solution Design**
Combining the analysis outcomes, our experience and modern technology knowledge with our clients’ requests, we try to design and deliver solutions that fit, and surpass their needs. Solution architecture might include a wide range of components, hardware and software infrastructure, applications, implementation and management services. Architecture is proposed with respect to performance, reliability, scalability, and, of course, price.

**Implementation Services**
When implementing proposed architecture to production, we try to minimize associated risks by detailed planning and professional project management. Delivering on the agreed scope, deadlines and goals defined by the design is of utmost importance for us.

**Managed Services**
Managed services include transferring clients routine, day-to-day IT operations to us, in one or more areas, usually to improve service quality and efficiency. Relevant ERP and CRM is often part of the delivery, combined together as an Infrastructure as a Service offering.

**Specialist Training**
The main purpose of our training programs is to develop and maintain high standards of technical knowledge necessary for optimal product integration as well as complex solutions design. The official Cisco and Microsoft training programs are complemented with an option to become officially certified in our authorized test center.

**Outsourcing**
Outsourcing is a widely used method of decreasing IT costs and improving service efficiency. It involves a comprehensive transfer of one or all activities carried out by internal IT departments, with guaranteed qualitative and performance parameters, and a formalized Service Level Agreements.

**Project Management**
All projects carried out by us are driven by dedicated Project Management Office (PMO) using a unified set of tools and methods. Our project methodology is based on internationally recognized PRINCE2, ISO 9000 standards and Cisco project management guidelines. Combination of industry proven standards is further complemented by our experience with managing large-scale projects of diverse technological and disciplinary backgrounds.
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<th>PARTNERSHIPS AND MEMBERSHIPS</th>
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<td><strong>HEWLETT-PACKARD</strong></td>
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<tr>
<td>• HP GOLD Preferred Partner</td>
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<td>• HP Computing Systems Specialist</td>
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<td>• Cisco Gold Enterprise Channel Partner</td>
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<td>• Cisco Advanced Routing and Switching Specialization</td>
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<td>• Cisco Authorized Technology Provider - Data Center Unified Computing</td>
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<td><strong>TELEOPTI</strong></td>
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<td>• Teleopti Certified Partner</td>
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</table>
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- Slovak government administration facilities
- Statistical Office of the Slovak Republic
- Tax Administration of the Slovak Republic
- The Czech Government Office
- The Czech Ministry of Local Development
- The Czech Supreme

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- Alpha Bank
- Banca Română
- Bantrav
- BCB Brno
- Comens
- Czech Export Bank
- Česká revoluční obchodní banka
- Deka banka Slovensko
- EFG Eurobank
- Erste Bank
- Export Bank
- First Czech Bank
- IDB Bank
- Intesa
- J&T Finance
- Kaufland
- Kaufland Bank
- Kaufland Slovakia
- Kaufland Slovak Republic
- Kúpele Štrbské Pleso
- Markíza – Slovakia
- Nordea Bank
- Nordea Bank Slovakia
- Nordea Slovakia
- Raiffeisen Bank
- Raiffeisen Slovakia
- Raiffeisenbank
- Raiffeisenbank Slovakia
- Raiffeisenbank Slovak Republic
- Raiffeisenbanka
- Slovak Savings Bank
- Slovak State Savings Bank
- Slovakian Savings Bank
- Tatra banka
- UniCredit Bank
- UniCredit Leasing Slovensko
- Všeobecná výrobná banka
- Všeobecná zdravotná poisťovňa
- ZNOJ Bank
- ZNOJ Bank Slovakia

Industry
- Alex Slovakia
- Bešín, a.s.
- CALIFONE AMER
- Cetán
- Dabík
- Daipan
- Dotavialowy Body and Glass Systems Components
- Fagor Ederlan Slovensko
- Fagor Ederlan Slovakia
- Franta Slovakia
- Kép
- Kép Československo
- Komal Romania
- In Verto, t.e.
- John Manville Slovakia
- Mentor Group Slovakia
- Model Dáby
- Mond Business Paper SGP
- MONTA
- OMV, spol. s r.o.
- Pegaso Crniarični Autobus
- Pioncer Steiger
- Pioncera Ránč
- ROMPITOL
- SAT Automotive
- TOFEK
- U.S. Steel Košice
- Železničná spoločnosť Cargo
- Železničná spoločnosť Cargo Slovakia

Education
- Comenius University in Bratislava
- Czech University of Life Sciences in Prague
- University of South Bohemia in České Budějovice
- Technical University of Ostrava
- Institute of Chemical Technology, Prague

Utilities
- Alpha
- ABI
- Banca Română
- BCB Brno
- BCB Kúpele Štrbské Pleso
- BCB Nordea Slovakia
- BCB Raiffeisen Slovakia
- BCB Slovak Savings Bank
- BCB Slovak State Savings Bank
- BCB Slovakian Savings Bank
- BCB Slovakian State Savings Bank
- BCB Tatra Slovakia
- BCB Všeobecná výrobná banka
- BCB Všeobecná zdravotná poisťovňa
- BCB ZNOJ Bank
- BCB ZNOJ Bank Slovakia

Telecommunications
- Vodafone
- UPC România
- UPC Broadband Slovakia
- UPC Slovakia

Hotels
- Austria Trend Hotel Management Bratislava
- Comfort Hotels Slovakia s.r.o.
- Crowne Plaza Bratislava
- Crowne Plaza
- Markíza – Slovakia

Healthcare
- Central Military Hospital, Ružomberok
- Faculty Hospital of Comenius University
- General University Hospital in Prague
- Hospital of the Slovak Ministry of Defence
- Slovak Medical Chamber

Transport and deliveries
- DHL
- DHL ROMÁNIA
- DHL Slovakia

Commerce
- ACCENTURE SERVICES
- ACCOR SERVICES
- Ahold
- ARKO
- BAT ROMÁNIA

Protection
- Billa ROMÁNIA
- Coca-Cola CR
- Delhaize Mega Image
- DHL
- DHL Slovakia
- DHL ROMÂNIA
- E.ON IS Slovakia
- E.ON ROMÁNIA
- E.ON Slovakia
- ENERGIES
- EOM
- EOM Slovakia
- Fagor Ederlan Slovensko
- Fagor Ederlan Slovakia
- Fagor Ederlan Spoločnosť
- Fagor Ederlana
- Fagor Ederla
- Fagor Ederlan
- Fagor Ederlan Slovakia
- Fagor Ederlan Spoločnosť
- Fagor Ederlan Slovak Republic
- Fagor Ederlan Slovak Republic
- Fagor Ederlan Slovakia
- Fagor Ederlan Spoločnosť

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STRATEGIC INITIATIVE FOR THE YEARS 2010 – 2015

The People initiative is one of the four main company initiatives launched for the period of 2010 – 2015. The following key areas have been chosen from the 5-year strategy:

- The Best Employer of 2015 Initiative – The goal is, within the following 5 years, create a working environment that is very attractive and motivating for current as well as prospective employees.
- Support of internal communication under the heading “Stand-up & speak-up” – more bottom-up communication within the company.
- English as the company language – to address and facilitate acquisition-driven growth outside the Slovak and Czech Republics.
- “Inspire to Aspire” within the firm, or “Let’s challenge ourselves” – creating an atmosphere that motivates personal responsibility for tasks assigned as well as more individual contribution towards reaching the company-wide strategy.

THE BEST EMPLOYER OF 2015 INITIATIVE

One of our main strategic goals for 2015 is to be viewed by our current as well as prospective employees as one of the most attractive employers on the market. To meet this objective it was necessary to analyze the current situation and set up ways to measure advancement. In cooperation with the AON Hewitt consultancy we are able to look at ourselves from a different perspective as well as the possibility to compare ourselves with the best ones.

The survey’s results outperformed both the Slovak and Central-European markets, thus approaching the level of the best employers and confirming the company’s well-deserved reputation. The satisfaction indicator showed slightly above average. On the other hand, we believe that there is significant room for improvement in the way to provide incentives for a long-term stay in the company, and in the effort to reach goals set by the company.

Compared to the market results, it has been shown that it is crucial to invest further in employees’ career growth, professional training and personal development. Equally well viewed were the company benefits, working environment and the work-life balance. There has been less satisfaction in terms of the tasks being assigned, processes, feelings of fulfillment, direct supervisors, salary and the indicator of people’s importance.

The results tended to mirror the areas identified by the firm’s management as critical at the beginning of the year, and became the key focus of the “People” initiative.

04 PEOPLE

Soitron Group by gender

male
female

8
1

% 1

9

% 3

Soitron Group by age

Less than 30
31 – 40
51 and more

6
3
0

% 8

5

% 4

Soitron Group by education

University
Secondary

5
4

% 5

5

% 5

Soitron Group by country

Slovakia
Romania
Czech Republic

8
7
5

% 8

7

% 7

5

% 5
The survey has identified the following areas as in need of further development:

- **Employee motivation** - the need to provide more incentives to employees through better information flow within the company and about the firm’s management decisions. At the same time, more oral participation from employees is to be secured. The following has been undertaken so far:
  - Public communication regarding the 5-year strategy, individual steps and semi-annual evaluations
  - Blogs as a communication and discussion tool
  - Weekly blog records of management meetings

- **Direct Supervisor** - the need to increase employees’ satisfaction with management’s activities by utilizing feedback and strengthening leadership and managerial skills. In 2010 the following changes took place:
  - Introduction of the 360° feedback on an annual basis – evaluation of teams’ management skills by colleagues, supervisors as well as by self-evaluation
  - Adjusting the annual managers’ evaluations with goals regarding team spirit and management skills added based on the 360° evaluation

- **Processes and tools** - the need to increase employees’ motivation by making the work processes more efficient and providing them with the ability to influence them. The following measures have been implemented so far:
  - Creating a new position of the Business Processes Department Head responsible for the entire group
  - Strengthening the position of the HRM, developing the managerial potential
  - Introduction of the CRM (Customer Relationship Management) system with the aim to increase employee productivity when working with customers
  - Finishing the system of department controlling increasing transparency of intra-company financial flows and rules

- **Remuneration and the sense of fulfillment** - the need to foster employee motivation by building an incentivizing and transparent system of compensation based primarily on merit- and performance based evaluation and employee contribution. The system is to reflect both intra-firm as well as external “justice” with respect to current labor market conditions.

### „STAND-UP & SPEAK-UP“ INTRA-COMPANY COMMUNICATION SUPPORT

The goal is to create environment that provides sufficient information to employees regarding company-related issues, as well as giving them an opportunity to have their voices heard and contribute with their own ideas. In 2010 we strived for a greater degree of unification of both the internal as well as external communication. The cooperation of the HR and marketing departments mattered a great deal especially when jointly organizing company events. With the aim to facilitate bottom-up communication, the following intra-company communication tools were introduced:

- Intra-company blog and reports from weekly management meetings
- Quarterly coffee talks
- Company-wide satisfaction survey
- 360° feedback to management
- Partial intranet surveys

### Level of Motivation

| When opportunity arises, I praise my employment in front of others | 52% | 30% | 9% | 7% |
| When I have time, I encourage my employees to take initiative | 63% | 25% | 6% | 6% |
| I recommend our company to a friend without hesitation | 34% | 29% | 17% | 15% |
| There are only a few things that would make me leave | 18% | 27% | 14% | 21% |
| I rarely think of switching to a different employer | 32% | 36% | 16% | 18% |
| This company inspires me to work at my best | 29% | 34% | 18% | 10% |

This company motivates me to perform above expectations:
After acquiring the Romanian Datanet Company, using English in everyday communication has become a must. From the HR perspective this meant setting a goal of switching to an English speaking firm. In 2010 basic milestones have been defined with the so-called roadmap which clearly defines the final goal and two key paths towards that particular goal:

- **Tools:**
  - Change of corporate documentation
  - Utilizing of corporate applications
  - Communication tools and channels

- **Culture:**
  - Defining the critical minimum English language skills for respective job positions
  - Support of language learning
  - Support of culture change through more concentrated internal communication
  - Support of culture change through common business opportunities and projects within the group

**‘INSPIRE TO ASPIRE’ ALSO WITHIN THE FIRM OR ‘LET’S CHALLENGE OURSELVES’**

We would like to coin a culture and spirit conducive to performance, engagement and proactive approach. We would like to create a mood where each employee identifies with the company’s vision, and knows how to contribute to its fulfillment. It is important for us to have a compensation system that motivates to exceptional performances, rewards personal responsibility, creativity and leadership. To reach our goals, in 2010 we have realized the following projects:

- Introduction of pilot performance management change within the technology department where each manager is evaluated on the basis of measurable performance indicators (so-called Key Performance Indicator – KPI), as well as achieved material results
- Including the results of the 360° feedback in the annual management evaluation and reward
- Measuring of the work spirit and management styles most often used by respective department heads

Based on the steps outlined above, we have planned a concept for a new performance evaluation system within the entire company.

Compared to previous years, in 2010 we have witnessed an increase in the fluctuation of employees. The first three quarters were characterized by massive hiring primarily due to an increase of business opportunities in the outsourcing division. The main factor driving the movements was the project of services provision for Hewlett-Packard. The beginning of cooperation with an important player in the telecommunications market – AT&T, has proved no less important as we have created a team comprising approximately 15 systems engineers. The overall level of recruitment has therefore involved more than 220 newly hired employees within the group.

In September, however, Hewlett-Packard announced a change in its model of cooperation. This translated into yet another transfer and decreasing the number of employees within our company. Nevertheless, merely the last two months of the year have seen more important departures from the firm, thus making the year-end number of employees comparable to that in the previous years.

Employees’ transfers have, of course, had an impact on internal recruitment that reached an above average level of growth. During the year more than 177 employees switched from one internal position to another, while 10 were promoted to a managerial position.

**PERSONNEL CHANGES**

In April, an official merger of Soitron and ClarioNet took place in Prague during the so-called D-Day. Even though the official acquisition took place a year ago, the offices merged completely and remained to joint premises only in 2010.

**How satisfied are you with being employed in this company?**

<table>
<thead>
<tr>
<th>Overall, how satisfied are you with being employed in this company?</th>
<th>Satisfied employees</th>
<th>Neutral employees</th>
<th>Dissatisfied employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall:</td>
<td>5</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Better than others</td>
<td>7</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Probably worse than others</td>
<td>3</td>
<td>8</td>
<td>2</td>
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Our code of ethics formalizes all intra-company relationships from knowledge of the employees at the lowest level of management. It refers to relationships with current as well as potential clients, suppliers, employees and other business partners. The principles and values of the code of ethics have been created to reflect the real situation of working atmosphere within the company. That may be one reason why our code of ethics differs from one company to another. It is our firm's opinion that it is necessary to be constantly and widely known, justifiably considered experts in their respective fields.
COMMUNITY SUPPORT

We have not devoted our endeavors just to our clients. We have been continually spreading the idea of a better world in a number of volunteering activities, educational support, charity and foundations.

- In 2010 we purchased products from protected workshops amounting to almost 27,000 EUR.
- We have donated 25,436 EUR to 17 civic organizations, independent NGOs and foundations supporting, for example, research and development, physical education, prevention of drug addiction, physical disability help programmes, child/teen homes and other youth institutions, as well as organizations helping spread the ideas of peace, human rights protection, social reform, humanitarian aid and the fight against poverty, family rehabilitation and other services beneficial to society in general.
- We organized expert seminars about the Network Service concept for students of the Faculty of Electrical Engineering and Information Technology of the Slovak University of Technology in Bratislava, as well as that of Unified Communications for graduates and alumni of the Secondary Vocational Electro-technician School in Bratislava.
- We were one of the main partners of the IT Fitness Test – a nationwide project aimed at testing the IT skills of the Slovak people. The project was designed to help motivate young people to study and work in the field of computer science and information and communication technology.
- We co-founded the Danube knowledge cluster – a voluntary, independent, special-interest organization created with the aim to securing peace, security and prosperity for the citizens of the Podunajsky region (region of lower Danube). The goal of the organization is to create a platform from which Bratislava could be shown as a successful and transparent economic, cultural and research centre, and the Danube region as a knowledge community.
- We organized a company donation for a non-profit organization providing accommodation for the homeless in the St. Vincent de Paul and St. Louise de Marillac shelters.
- From the resources obtained as a result of repurchasing used hardware by company’s employees we provided material support to the special elementary school with kindergarten for students and children suffering from autism in Prešov. This “Hardware as a gift” initiative has become a tradition in Soitron.
- Through the Czech foundation of the Vodafone company we joined a charity that supports people with severe physical disabilities (most of them being a result of an injury). As the shared interest involves riding a hand bike, the marketing of the event involved hand bike riding in several European cities as well as participation in local and international competitions.
- The 5th annual charity titled “Support the Project” saw a record number of 18 projects from outside the company’s business being nominated by our employees, of which 3 are eligible to gain financial support from Soitron. Based on a variety of criteria, the commission composed of employees’ representatives provided financial support to the special school in Levoča, supported the purchase of an electronic whiteboard for a school in Turany and the construction of an ice rink in Most pri Bratislave.
- In cooperation with the National Transfusion Service, we have organized blood donation twice during the previous year in Soitron’s premises. Together, the initiative was supported by more than 75 employees.
- Employees responsible for the firm’s information security organized a training seminar for other employees called “Vulnerable Security (and)脆 during which they have informed not only about security threats, but also described ways how to protect against them. The event was complemented by a company-wide employee test.

05 CORPORATE SOCIAL RESPONSIBILITY
In 2010 we have defined a new initiative that will shape the relationship between us and our employees – Best Employer of 2015.

To reach the goal, we have so far taken the following steps:

• As part of improving the working environment we have added a second multimedia board Digital Media Signage (DMS) that will serve as another communication channel providing news about company-related matters, utilizing photographs and video as well.

• In the Prague office, we have facilitated consultation with experts on topics related to working with a personal computer. There have been provided advice on matters such as the right chair setups, height and sit of the screen, and the like. Also we have added a special tool used to teach the right way of sitting – the overball. Moreover, to alleviate from the pains that often come as a result of sedentary occupations, we continue to provide massages to employees on a weekly basis.

• We have continued to provide our employees with a wide array of company benefits divided into several “packages.” The social package has continued to include child birth, wedding support, or long-term sick leave contribution, food vouchers from the social fund, or eye-pension or free accommodation for the period of convalescence. An annual cultural event for employees and their spouses that is a part of the family package has been moved from the end of the year to the beginning of the next one to improve quality of the event. There have been two events this year – The Evening with Santa and International Children’s Day. In the area of sports, the Soitron team has been actively participating in the endurance mountain bike competition Dubnický Marathon, the Devín - Bratislava national run and the Bratislava night run. The 3rd year of Soitron Cup – the employee futsal tournament, also took place this year with 12 teams of employees participating.

• The loyalty package includes bonuses for employees who have been with the company more than 2 years while the health package would consist of a visit to the company doctor as well as an eye specialist. The benefits budget provides the opportunity to utilize all year long private healthcare services. The same budget also offers the opportunity to take advantage of a variety of sporting (sports package) or wellness facilities and massages (relaxation package). The financial package includes the option of using the company cell phone for private purposes, entertainment and relaxation vouchers, contribution to the 3rd pillar of the private pension plan, or employee store, pharmacy, hotel and sporting facility discounts, etc.

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• The need for continuing education is addressed by the company’s own training and certification test center in the firm’s premises, with internal instructors with more than a decade-long tradition. This, along with a system of external education, enables us to retrain the highest level of up-to-date knowledge of our employees in the field of technology. The overall complexity of education is achieved by offering further soft skills and languages training opportunities.

• We have conducted an employee satisfaction survey in cooperation with a renowned international consultancy Hewitt Associates. We discuss further the results in the part of the report devoted to the company’s HR policy.

We understand the responsibility we have for our environment. Therefore, as part of implementing and support of new technologies that show harmlessness to our environment, conserve resources and simplify everyday lives of our people we continue to utilize so-called Smart Cards. Their introduction has allowed people to use one single card to access to company premises and utilize various employee service. The Smart Card project has been a part of the employer competition to the company’s CSR policy.
Soitron, a.s., has had another successful year behind. It continues to hold the primacy among the info-communication integrators and IT service providers in Slovakia. In 2010, the Soitron group had a turnover of EUR 76.6 million, experiencing a 2.7% growth compared to the last year. Revenues from service provision accounted for more than 59.3% of all revenues, thus reaching 8.9% growth over the last year.

The operating profit of the Soitron group has grown by 2.3% over the last year to reach EUR 8.8 million in 2010. Soitron’s after-tax profit amounted to EUR 4.9 million, thus reaching 2% growth over the last year. Revenues from service provision represented 8.9% growth over the last year. The increase in profits was primarily a result of a higher economic value added as well as a continuous prudent cost policy.

The company continued this year with investments in internal company development as well as in new areas of technology, thereby further expanding its product portfolio.

Financially, Soitron, a.s. values stable supplier-consumer relationships and fulfills its obligations to state and other organizations regularly and without delay.

Financial situation of the company has been stable during the entire year. Company’s activities have been financed from its own resources for the most part. Nevertheless, the company has started to draw a loan of EUR 2.1 million.

Financial stability and credit risk management have been ensured through the use of hedging.

Financial Results

The economic value added increased compared to the previous year by 10.2% and reached EUR 7.2 million in 2010.

The company continued this year with investments in internal company development as well as new areas of technology, thereby further expanding its product portfolio.

SELECTED INDICATORS SOITRON, A. S.

In 2009 – 2010 SOITRON, a.s. achieved following results (in EUR) in the selected indicators:

<table>
<thead>
<tr>
<th>Indicator</th>
<th>2009</th>
<th>2010</th>
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<tbody>
<tr>
<td>Share Capital</td>
<td>EUR 99,600</td>
<td>EUR 99,600</td>
</tr>
<tr>
<td>Equity</td>
<td>EUR 18,513,908</td>
<td>EUR 17,846,827</td>
</tr>
<tr>
<td>Liabilities</td>
<td>EUR 19,494,065</td>
<td>EUR 17,797,593</td>
</tr>
<tr>
<td>Total Assets</td>
<td>EUR 38,050,666</td>
<td>EUR 35,773,745</td>
</tr>
<tr>
<td>Revenue from Sales of Goods</td>
<td>EUR 18,828,379</td>
<td>EUR 20,412,581</td>
</tr>
<tr>
<td>Revenue from Sales of Own Products and Services</td>
<td>EUR 36,383,147</td>
<td>EUR 38,248,842</td>
</tr>
<tr>
<td>Total Sales Revenue</td>
<td>EUR 55,211,526</td>
<td>EUR 58,661,423</td>
</tr>
<tr>
<td>Total Income</td>
<td>EUR 58,195,180</td>
<td>EUR 60,324,132</td>
</tr>
<tr>
<td>Profit Before Tax</td>
<td>EUR 6,219,970</td>
<td>EUR 6,378,786</td>
</tr>
<tr>
<td>Profit After Tax</td>
<td>EUR 5,833,749</td>
<td>EUR 4,937,815</td>
</tr>
<tr>
<td>Average Number of Employees</td>
<td>682</td>
<td>639</td>
</tr>
<tr>
<td>ROA – Return on Assets</td>
<td>15.3%</td>
<td>13.8%</td>
</tr>
<tr>
<td>Return on Sales</td>
<td>10.4%</td>
<td>8.4%</td>
</tr>
<tr>
<td>Current Ratio</td>
<td>2.23</td>
<td>1.94</td>
</tr>
<tr>
<td>Instant Liquidity</td>
<td>0.72</td>
<td>1.03</td>
</tr>
<tr>
<td>Receivables Collection in Days</td>
<td>95</td>
<td>92</td>
</tr>
<tr>
<td>Stock Turnover in Days</td>
<td>38</td>
<td>52</td>
</tr>
</tbody>
</table>
**SELECTED INDICATORS SOITRON GROUP**

Soitron Group achieved following results in the selected indicators (in million EUR):

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equity</td>
<td>25.7</td>
<td>25.0</td>
</tr>
<tr>
<td>Revenue from Sales of Goods</td>
<td>32.9</td>
<td>31.2</td>
</tr>
<tr>
<td>Revenue from Sales of Own Products and Services</td>
<td>41.7</td>
<td>45.4</td>
</tr>
<tr>
<td>Total Sales Revenue</td>
<td>74.6</td>
<td>76.6</td>
</tr>
<tr>
<td>Operating Profit (Loss)</td>
<td>8.5</td>
<td>8.8</td>
</tr>
<tr>
<td>Profit Before Tax</td>
<td>7.5</td>
<td>6.2</td>
</tr>
<tr>
<td>Average Number of Employees</td>
<td>772</td>
<td>728</td>
</tr>
<tr>
<td>ROE - Return on Equity</td>
<td>29.0%</td>
<td>24.1%</td>
</tr>
<tr>
<td>Return on Sales</td>
<td>9.98%</td>
<td>8.10%</td>
</tr>
<tr>
<td>Gross Profit</td>
<td>44.0%</td>
<td>48.0%</td>
</tr>
</tbody>
</table>

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**SELECTED INDICATORS SOITRON, S.R.O. (CZ) AND DATANET, S.R.L.**

Selected indicators Soitron, s.r.o. (CZ) and DATANET, s.r.l. (in EUR):

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Total Sales Revenue</td>
<td>4,948,741</td>
<td>13,534,710</td>
</tr>
<tr>
<td>Revenue from Sales of Own Goods and Services</td>
<td>2,275,130</td>
<td>4,888,348</td>
</tr>
<tr>
<td>Revenue from Sales of Goods</td>
<td>2,676,111</td>
<td>8,643,362</td>
</tr>
<tr>
<td>Gross Profit</td>
<td>2,424,679</td>
<td>3,722,611</td>
</tr>
<tr>
<td>Operating Profit (Loss)</td>
<td>123,881</td>
<td>1,933,422</td>
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**SOITRON CZ**

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<td>1,933,422</td>
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</tbody>
</table>
## Balance Sheet Soiton, A. S.

### Total Assets (netto)

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2010</th>
<th>Index 10/09</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Assets</td>
<td>38,050,666</td>
<td>35,773,745</td>
<td>0.94</td>
</tr>
<tr>
<td>Fixed Assets</td>
<td>14,230,085</td>
<td>8,700,709</td>
<td>0.61</td>
</tr>
<tr>
<td>Long-term intangible assets</td>
<td>4,008,687</td>
<td>2,190,609</td>
<td>0.54</td>
</tr>
<tr>
<td>Long-term tangible assets</td>
<td>3,176,659</td>
<td>939,029</td>
<td>0.30</td>
</tr>
<tr>
<td>Long-term financial assets</td>
<td>5,060,399</td>
<td>3,944,811</td>
<td>0.78</td>
</tr>
<tr>
<td>Current Assets</td>
<td>23,848,759</td>
<td>19,973,018</td>
<td>0.83</td>
</tr>
<tr>
<td>Inventory</td>
<td>1,605,339</td>
<td>322,207</td>
<td>0.20</td>
</tr>
<tr>
<td>Long-term receivables</td>
<td>647,327</td>
<td>221,026</td>
<td>0.34</td>
</tr>
<tr>
<td>Short-term receivables</td>
<td>13,737,734</td>
<td>16,816,630</td>
<td>1.22</td>
</tr>
<tr>
<td>Financial accounts</td>
<td>7,530,370</td>
<td>11,733,649</td>
<td>1.56</td>
</tr>
<tr>
<td>Accruals and deferrals</td>
<td>174,912</td>
<td>193,358</td>
<td>1.11</td>
</tr>
</tbody>
</table>

### Total Liabilities

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2010</th>
<th>Index 10/09</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Liabilities</td>
<td>38,050,666</td>
<td>35,773,745</td>
<td>0.94</td>
</tr>
<tr>
<td>Payables</td>
<td>19,494,065</td>
<td>17,797,593</td>
<td>0.91</td>
</tr>
<tr>
<td>Reserves</td>
<td>5,165,833</td>
<td>6,626,878</td>
<td>1.28</td>
</tr>
<tr>
<td>Long-term payables</td>
<td>271,512</td>
<td>277,629</td>
<td>1.02</td>
</tr>
<tr>
<td>Short-term payables</td>
<td>10,452,703</td>
<td>11,417,728</td>
<td>1.09</td>
</tr>
<tr>
<td>Bank loans and bonds</td>
<td>3,664,083</td>
<td>2,608,858</td>
<td>0.76</td>
</tr>
<tr>
<td>Accruals and deferrals</td>
<td>42,343</td>
<td>2,738,345</td>
<td>3.23</td>
</tr>
</tbody>
</table>

### Equity

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2010</th>
<th>Index 10/09</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registered capital</td>
<td>99,600</td>
<td>99,600</td>
<td>1.00</td>
</tr>
<tr>
<td>Capital funds</td>
<td>-82,481</td>
<td>-4,400,077</td>
<td>53.35</td>
</tr>
<tr>
<td>Funds created from net profit</td>
<td>9,940</td>
<td>9,940</td>
<td>1.00</td>
</tr>
<tr>
<td>Retained earnings</td>
<td>9,940</td>
<td>9,940</td>
<td>1.00</td>
</tr>
<tr>
<td>Net profit (loss) from current year</td>
<td>5,833,794</td>
<td>7,197,811</td>
<td>1.23</td>
</tr>
<tr>
<td>Retained earnings</td>
<td>5,833,794</td>
<td>7,197,811</td>
<td>1.23</td>
</tr>
</tbody>
</table>

### Index

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2010</th>
<th>Index 10/09</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Assets</td>
<td>100,000</td>
<td>100,000</td>
<td>1.00</td>
</tr>
<tr>
<td>Fixed Assets</td>
<td>100,000</td>
<td>100,000</td>
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<tr>
<td>Long-term intangible assets</td>
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<td>100,000</td>
<td>1.00</td>
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<td>Long-term tangible assets</td>
<td>100,000</td>
<td>100,000</td>
<td>1.00</td>
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<tr>
<td>Long-term financial assets</td>
<td>100,000</td>
<td>100,000</td>
<td>1.00</td>
</tr>
<tr>
<td>Current Assets</td>
<td>100,000</td>
<td>100,000</td>
<td>1.00</td>
</tr>
<tr>
<td>Inventory</td>
<td>100,000</td>
<td>100,000</td>
<td>1.00</td>
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<tr>
<td>Long-term receivables</td>
<td>100,000</td>
<td>100,000</td>
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<td>Short-term receivables</td>
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<td>100,000</td>
<td>1.00</td>
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<tr>
<td>Financial accounts</td>
<td>100,000</td>
<td>100,000</td>
<td>1.00</td>
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<tr>
<td>Accruals and deferrals</td>
<td>100,000</td>
<td>100,000</td>
<td>1.00</td>
</tr>
</tbody>
</table>
# PROFIT AND LOSS STATEMENT SOITRON, A. S.

## Revenues from sales of goods
- **2009**: 18,828,379 EUR
- **2010**: 20,412,581 EUR
- **Index 10/09**: 1.08

## Expenses of sales of goods
- **2009**: 16,282,579 EUR
- **2010**: 17,147,662 EUR
- **Index 10/09**: 1.05

## Margin
- **2009**: 2,545,800 EUR
- **2010**: 3,264,919 EUR

## Production
- **2009**: 36,383,147 EUR
- **2010**: 43,283,147 EUR
- **Index 10/09**: 1.05

## Production consumption
- **2009**: 14,272,133 EUR
- **2010**: 14,856,632 EUR
- **Index 10/09**: 1.01

## Added value
- **2009**: 24,611,014 EUR
- **2010**: 28,426,517 EUR
- **Index 10/09**: 1.08

## Personnel expenses
- **2009**: 19,389,087 EUR
- **2010**: 19,842,174 EUR
- **Index 10/09**: 1.03

## Taxes and fees
- **2009**: 5,926 EUR
- **2010**: 1,465 EUR
- **Index 10/09**: 0.25

## Depreciation of intangible and tangible assets
- **2009**: 611,928 EUR
- **2010**: 1,550,214 EUR
- **Index 10/09**: 2.53

## Revenues from sales of fixed assets and materials
- **2009**: 0 EUR
- **2010**: 8,587 EUR
- **Index 10/09**: 0.00

## Net book value of fixed assets and materials sold
- **2009**: 0 EUR
- **2010**: 6,387 EUR
- **Index 10/09**: 0.00

## Other operating revenues
- **2009**: 82,899 EUR
- **2010**: 63,987 EUR
- **Index 10/09**: 0.77

## Other operating expenses
- **2009**: 128,565 EUR
- **2010**: 75,966 EUR
- **Index 10/09**: 0.59

## Operating net profit (loss)
- **2009**: 4,684,207 EUR
- **2010**: 5,935,510 EUR
- **Index 10/09**: 1.23

## Other financial income
- **2009**: 0 EUR
- **2010**: 0 EUR
- **Index 10/09**: 0.00

## Other financial expenses
- **2009**: 31,954 EUR
- **2010**: 10,418 EUR
- **Index 10/09**: 0.33

## Other financial income
- **2009**: 4,684,207 EUR
- **2010**: 5,935,510 EUR
- **Index 10/09**: 1.23

## Income tax from ordinary activities - payable
- **2009**: 683,493 EUR
- **2010**: 1,362,400 EUR
- **Index 10/09**: 1.99

## Net profit (loss) from financial operations
- **2009**: 1,535,763 EUR
- **2010**: 623,285 EUR
- **Index 10/09**: 0.41

## Net profit (loss) from ordinary activities
- **2009**: 5,833,749 EUR
- **2010**: 4,937,815 EUR
- **Index 10/09**: 0.85

## Net profit (loss) from extraordinary activities
- **2009**: 0 EUR
- **2010**: 0 EUR
- **Index 10/09**: 0.00

## Net profit (loss) for current period
- **2009**: 5,833,749 EUR
- **2010**: 4,937,815 EUR
- **Index 10/09**: 0.85
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