



# COMARCH



# Annual Report 2012

# COMARCH CAPITAL GROUP ANNUAL REPORT 2012

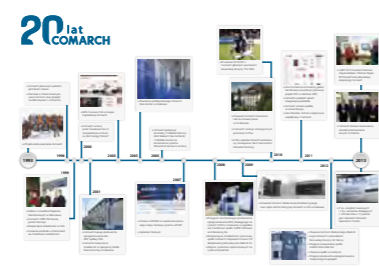
Consolidated statement of financial position as of 31 December, 2012







**7** | *Key pieces of information for investors and analysts. Financial statement, quotations.*



**24** | *Comarch commemorates 20 years of operations in 2013. Company history.*



**32** | *Sustainable development, business with corporate responsibility, corporate governance.*



**40** | *Research and development centers continuously develop new IT products as well as improve existing ones.*



**58** | *Business activities: products, latest implementations, clients.*



**66** | *Comarch opens a Data Centre in Dresden and has a strong position on the Austrian, German and Swiss markets.*

## TABLE OF CONTENTS

Comarch Operations: Summary .....	4	Employees .....	38
A Letter from Comarch SA CEO, Prof. Janusz Filipiak to Shareholders .....	7	Innovation .....	40
An Independent Auditor Provides an Expert Opinion .....	8	Research and Development Expenditure .....	40
Financial Analysis of the Comarch Capital Group 2012 .....	10	History of Products .....	41
Sales Structure .....	11	European Union Funds .....	42
Balance Sheet .....	14	Cooperation with Research Centers, Comarch Innovation Lab .....	43
Share Price .....	19	Selected Projects .....	44
Strategy and Clients .....	20	Organisational structure of the Comarch Capital Group .....	54
Company Bodies, Shareholders .....	22	Organisational and Competence Structure .....	56
Board of Directors .....	23	Public .....	58
Supervisory Board .....	23	e-Health .....	61
History of Comarch .....	24	ERP: Poland .....	64
Sustained Business .....	26	ERP: Austria, Germany and Switzerland .....	66
Mission, Vision, Quality .....	26	Financial Services .....	68
Culture and System of Values, Internal Control System .....	27	Telecommunications .....	74
Code of Ethics .....	28	Services .....	80
Corporate Governance .....	30	Contact and addresses .....	86
CSR – Corporate Social Responsibility .....	32		
Awards and Rankings .....	36		

# INTEGRATOR AND CREATOR OF INNOVATIVE IT SYSTEMS

# COMARCH

## EUROPE

**Albania:** Tirana  
**Austria:** Innsbruck, Vienna,  
**Belgium:** Brussels  
**Finland:** Espoo  
**France:** Grenoble (Mont Bonnot St-Martin), Lille (Lezennes)  
**Germany:** Berlin, Bremen, Dresden, Düsseldorf, Frankfurt,  
Hamburg, Hannover, Munich, Münster.  
**Luxembourg:** Strassen  
**Poland:** Cracow (HQ), Bielsko-Biala, Gdansk, Gliwice, Katowice,  
Lublin, Lodz, Poznan, Warsaw, Wroclaw  
**Russia:** Moscow  
**Switzerland:** Arbon, Buchs, Luzern  
**UK:** London  
**Ukraine:** Kiev, Lviv

## 883.9 m PLN

Proceeds from sales

## 30.8 m PLN

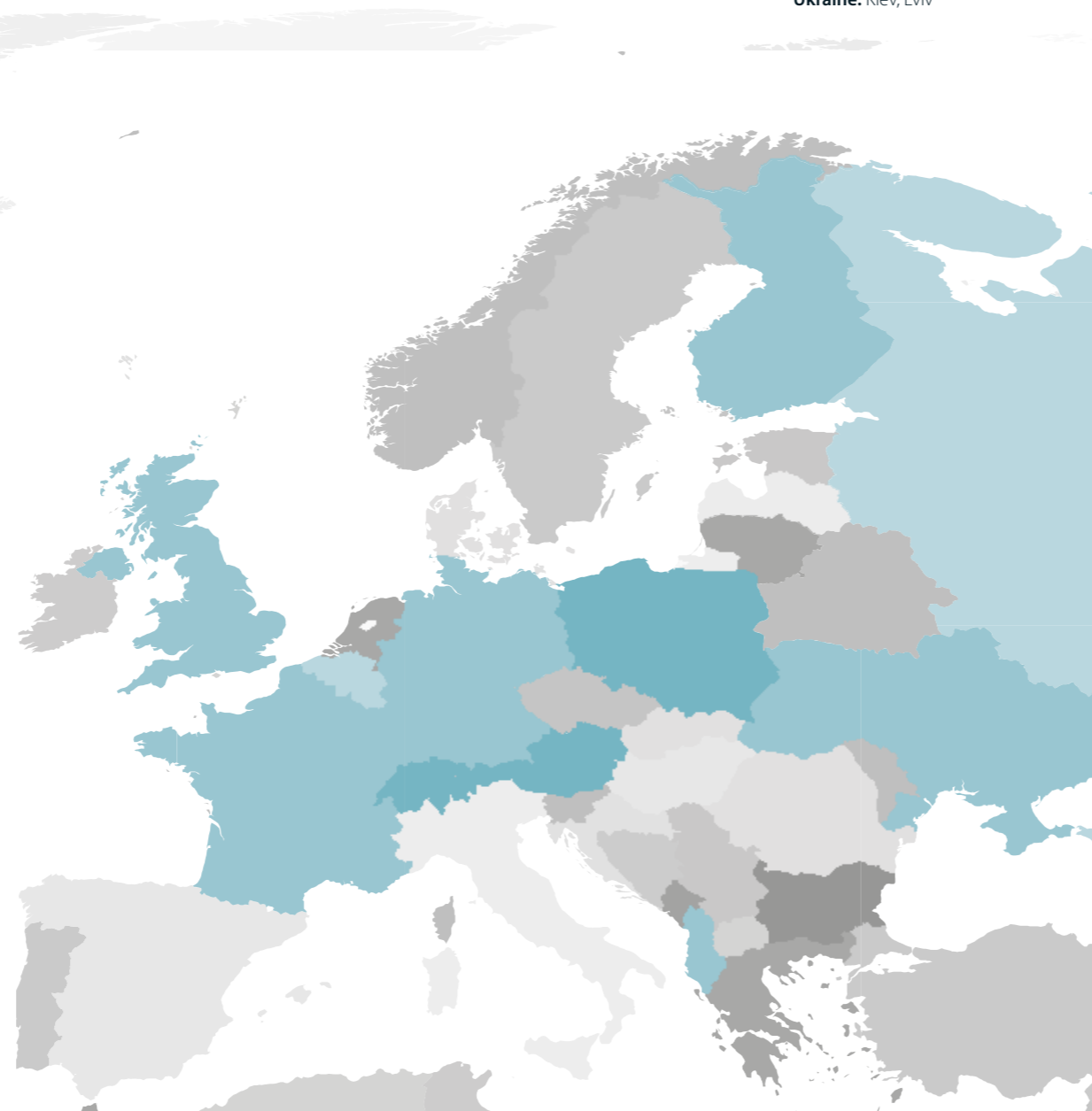
Operational profit

## 40.7 m PLN

Net profit for Company  
shareholders

## 5.05 PLN

Profit per share



**Polish capital, with head office  
located in Krakow**

**Several thousand** successfully completed  
projects on **5 continents**  
and in over **40 countries.**

**References from clients from all over the  
world.**

**Own research and development centers**  
which employ highly proficient  
IT engineers.

High position with influential IT analysts:  
**DiS, Gartner, IDC, Truffle 100.**

**Own Data Centre** which allow Comarch  
to provide services in various models,  
including SaaS and Managed Services.

## AMERICAS

**Canada:** Saint John  
**Chile:** Santiago  
**Panama:** Panamá City  
**USA:** Chicago

## MIDDLE EAST

**United Arab Emirates:** Dubai





# A LETTER FROM COMARCH SA CEO, PROF. JANUSZ FILIPIAK TO SHAREHOLDERS

Krakow, 30<sup>th</sup> April, 2013

*Dear Shareholders,*

*2012 was a year of dynamic growth for the Comarch Group. Revenue from Comarch Group sales increased by 12.5% and amounted to 883.9 million PLN. The Group achieved very favorable financial results thanks to the sale of core proprietary products and services. In 2012, the operating profit of the Group amounted to 30.8 million PLN, and net profit attributable to the parent company's shareholders reached 40.7 million PLN. Net margin amounted to 4.6%.*

*In 2012, export sales continued to grow and were one of the main reasons for our growth. The company successfully continued its long-term growth strategy based on proprietary products and the development of foreign activity, which could be seen, among others, in acquired lucrative contracts with ING Group, UniCredit Bank, Heathrow Airport and the extension of our cooperation with E-Plus. The Comarch brand is renowned both domestically and internationally and is associated with technologically advanced IT systems and high quality services. In order to strengthen Comarch's market position as a global provider of IT products and services, the Group continues to deliver the stable development and improvement of existing IT products. In 2012, research and development activities related to innovative IT solutions within e-health were particularly important. Their continuation remains a strategic goal for 2013. Within the next few years, the medical sector will become one of the main sources of customers for Comarch products and services, and this will ensure the further diversification of the Group.*

*In 2012, the Group acquired two companies: A-MEA Informatik AG, an integrator of finance and ERP systems on the Swiss market and ESAProjekt Sp. z o.o. offering IT solutions for customers from the medical sector in Poland. The Group is one of the largest IT enterprises on the domestic market and has undertaken a large number of projects from all sectors of the economy. The main success achieved by the Comarch Group over the course of 2012 resulted in selling proprietary software to enterprises in the financial sector (with an increase of 93.2 million PLN in revenue).*

*Comarch has placed great emphasis on investing in human resources in the most advanced technologies and in novel and innovative products to secure and maintain a long-term competitive advantage. Expenditure on research and development has now exceeded 11% of sales revenue, which has been financed both from Comarch's own resources and by proactively acquiring European funds. In 2012, Comarch Group hired over 313 new employees, mostly IT specialists, as this is a key factor in executing an increased number of contracts, and in the further development of the company.*

*In 2012, Comarch Group continued to expand its production resources. The most significant investment was the construction of a new office and data center in Dresden, Germany. These buildings were opened during the first quarter of 2013 and they will provide access to a high quality infrastructure, enabling the efficient execution of IT projects. Due to the infrastructure in Dresden, the Group can now offer a wide range of IT solutions in the cloud computing model, especially within the area of finance, ERP and ECM systems to demanding markets in the DACH region.*

*Comarch Group's Management Board will make every effort to ensure that the consistent growth of company operations is aligned with its profitability. A high level of innovativeness, acquiring new types of customers and stable gains in the efficiency of operations means that we can take an optimistic view of Comarch Group's future for the following years.*

**Professor Janusz Filipiak**  
President of the Management Board  
Comarch S.A.



# OPINION OF AN INDEPENDENT AUDITOR

## Do Akcjonariuszy i Rady Nadzorczej Comarch S.A.

### To the Shareholders and the Board of Supervisors of Comarch S.A.

We have conducted an audit of the Comarch Capital Group's consolidated financial report that included the consolidated balance sheet as of 31<sup>st</sup> of December, 2012, consolidated income statement, total income consolidated statement, changes in consolidated equity, consolidated cash flow statement for the period from 1<sup>st</sup> of January, 2012 to 31<sup>st</sup> of December, 2012, and additional information and annotations.

The Management Board of the dominant unit takes responsibility for drawing up the consolidated financial report and the report regarding the activities of the Capital Group compliant with binding regulations.

The Management Board of the parent company and members of the Supervisory Board are obliged to ensure that the consolidated financial statement and report regarding the activities are compliant with the regulations of the Act on Accounting dated the 29<sup>th</sup> of September, 1994 (Journal of Laws from 2013, pos. 330), hereinafter referred to as the "Act on Accounting".

Our task was to audit this consolidated financial statement and present our opinion regarding whether this consolidated financial statement has been prepared according to the accounting principles applied by the company, and whether it presents, in all significant aspects, a true and fair view of equity and the financial situation as well as the financial results of the Capital Group.

The audit of the consolidated financial report was prepared and conducted according to:

- » provisions of chapter seven of the Act on Accounting,
- » national standards for financial review, issued by the National Board of Expert Auditors in Poland ("KRBR").

The audit was planned and executed so as to provide sufficient certainty in order to allow us to present our opinion regarding this consolidated financial statement. The audit included, in particular, verification of the correctness of the accounting principles applied by the parent company and subsidiaries, as well as verification, largely on the basis of the sample, evidence and accounting records confirming the amounts and information presented in the consolidated financial statement. The audit also included the general assessment of the presented consolidated financial statements. We believe our audit constitutes a sufficient basis for expressing our opinion.

In our opinion, the audited consolidated financial statement, in all significant aspects:

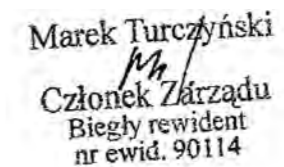
- » presents a true and fair view on the Capital Group's equity and financial situation as of 31<sup>st</sup> of December, 2012, and on the financial results for the financial year from 1<sup>st</sup> of January to 31<sup>st</sup> of December, 2012,
- » was compliant with the International Accounting Standards, the International Financial Reporting Standards, and their interpretations have been announced in a form compliant with the regulations of the European Union; and whereas not regulated within these standards – in compliance with the regulations of the Act on Accounting and regulations formed on the basis of this act,
- » was compliant with the law binding the capital group.

The report regarding the activities of the Capital Group in 2012 is complete in the sense of art. 49 sec. 2 of the Act on Accounting and the Regulation issued by the Minister of Finance on 19<sup>th</sup> of February, 2009 concerning current and periodical information pertaining to companies traded on the stock exchange, as well as conditions for recognizing the equivalence of information required by legal regulations binding in a country which is not a member state and included information comes directly from the audited consolidated financial statement and are compliant with it.



Marek Turczyński  
Key Expert Auditor, Registration no. 90114

On behalf of Deloitte Polska Spółka z ograniczoną odpowiedzialnością Sp. k. (formerly: Deloitte Audyt Sp. z o.o.)  
– the entity entitled to audit financial statements registered in the list of entities entitled under item no. 73:



Marek Turczyński-Vice-President  
of the Management Board of Deloitte Polska Sp. z o.o.,  
a general partner of Deloitte Polska  
Spółka z ograniczoną odpowiedzialnością Sp. k.

Warszawa, 30<sup>th</sup> of April, 2013

# FINANCIAL ANALYSIS OF THE COMARCH CAPITAL GROUP 2012

## SELECTED FINANCIAL DATA

	2012	2011	2010	2009	2008	2007	2006
Sales Revenue	883,876	785,653	761,361	729,403	700,965	581,048	491,550
Operating profit	30,767	38,783	24,819	14,373	45,919	44,006	45,551
Profit before income tax	39,737	39,764	24,979	18,465	244,521	45,519	54,572
Net profit attributable to the company's shareholders	40,660	36,257	43,717	32,306	199,126	42,770	52,760
Profit per share	5.05	4.50	5.44	4.06	25.01	5.46	7.13
Assets	1,146,743	1,022,474	968,105	895,106	915,247	558,489	461,559
Equity	624,942	609,851	584,189	554,316	534,174	300,780	256,983

In 2012, Comarch Group sales revenue climbed by 12.5%, i.e. 98.2 million PLN year on year. Operating profit reached 30.8 million PLN (a decrease of 20.7% compared to 2011). Net profit attributable to the parent company's shareholders increased by 12.1% and amounted to 40.7 million PLN. EBIT margin was at 3.5% (4.9% in 2011) and net margin amounted to 4.6% (also 4.6% in 2011). On the 31<sup>st</sup> of December, 2012, Comarch Group employed 3,759 people, excluding employees of MKS Cracovia SSA. This represented an increase of 313 people compared to the end of 2011.

The value of Comarch Group's assets at the end of 2012 grew by 12.2%. This resulted from both an increase in non-current assets (11.1%) and current assets (13.1%). Equity grew by 2.5% over 2012 and was due in large measure to the sizeable increase in retained earnings in 2011.

Backlog for the current year (excluding Comarch Software und Beratung AG)	At 30 April 2013	At 30 April 2012	Change
Revenues contracted for 2013	624,461	503,153	24.1%
including export contracts	257,643	230,686	11.7%
% of export contracts	41.3%	45.8%	
including services and proprietary software	517,082	466,277	10.9%
% of services and proprietary software	82.8%	92.7%	

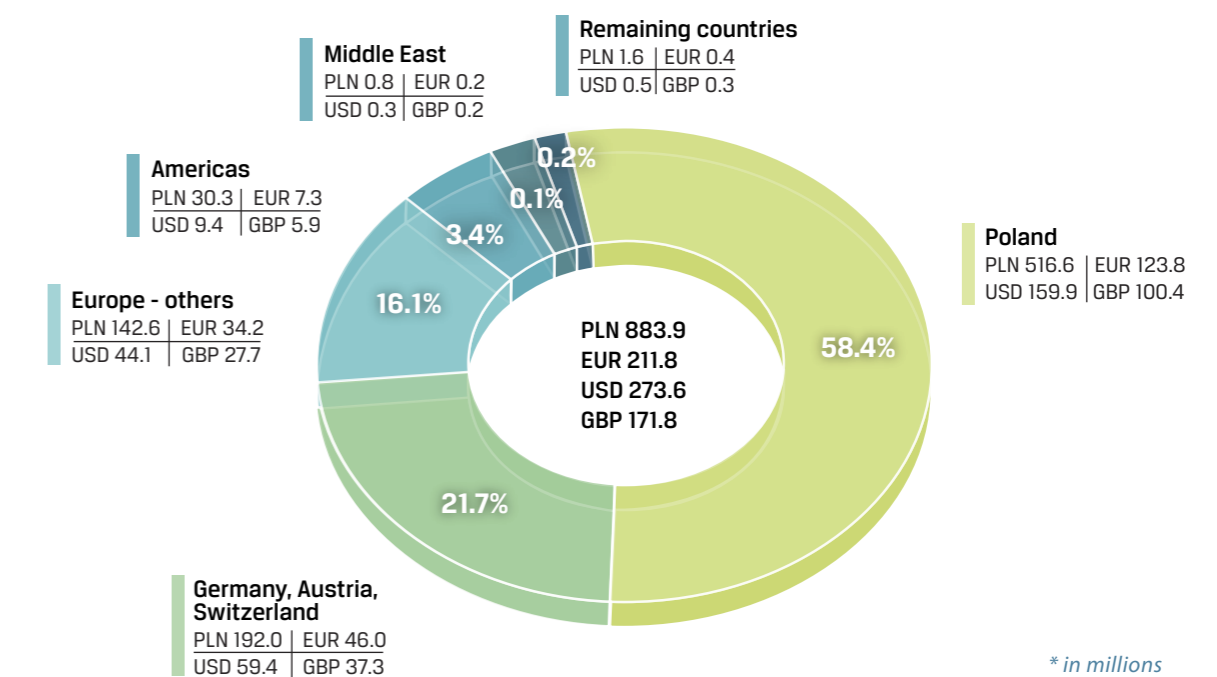
As of the 30<sup>th</sup> of April, 2013, the backlog for the current year amounted to 624.5 million PLN and was therefore higher by 24.1% compared to the same period in the previous year. The value of services and proprietary software sales increased by 10.9% up to 517.1 million PLN, and as a consequence, their share in the total backlog reached 82.8%. Export contracts grew by 11.7% and reached 257.6 million PLN. As a result, the current backlog's value and structure confirms the very favorable financial position of Comarch. Moreover, they have strengthened the effectiveness of its expansion strategy abroad and the development of proprietary software.

## SALES STRUCTURE

### Geographical Sales Structure (PLN'000)

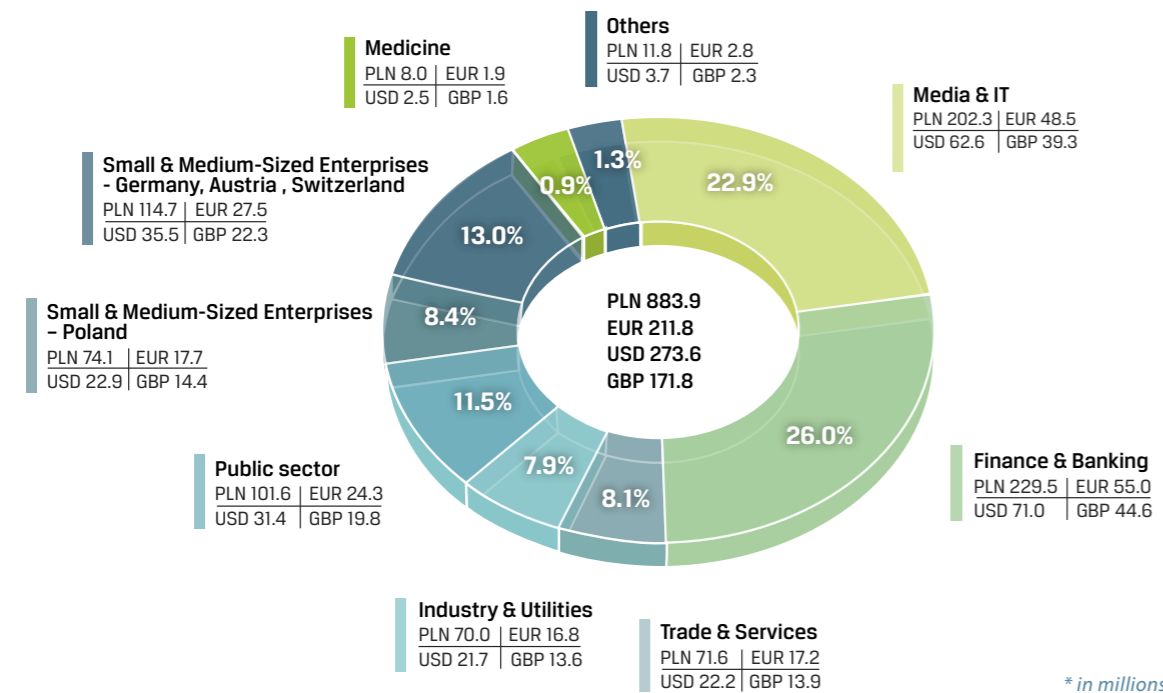
	2012	%	2011	%	2010	%
Domestic (Poland)	516,577	58.4%	423,299	53.9%	445,666	58.5%
Export	367,299	41.6%	362,354	46.1%	315,695	41.5%
<b>Revenue from sales</b>	<b>883,876</b>	<b>100.0%</b>	<b>785,653</b>	<b>100.0%</b>	<b>761,361</b>	<b>100.0%</b>

In 2012, Comarch Group's export sales grew, despite negative currency exchange influence, by 4.9 million PLN, i.e. 1.4% compared to 2011. Domestic sales increased by 93.3 million PLN, i.e. 22%. The significant increase in domestic sales was mostly due to the sale of third party software to Bank PKO BP in Q4 2012.



## Geographical sales structure (market structure):

	2012	%	2011	%
Poland	516,577	58.4%	423,299	53.9%
DACH	192,017	21.7%	187,436	23.9%
Europe – other countries	142,561	16.2%	143,892	18.3%
North and South America	30,264	3.4%	26,623	3.4%
The Middle East	846	0.1%	2,523	0.3%
Remaining countries	1,611	0.2%	1,880	0.2%
<b>Total</b>	<b>883,876</b>	<b>100.0%</b>	<b>785,653</b>	<b>100.0%</b>



The Group's sales in the DACH (Germany, Austria & Switzerland) region increased by 4.6 million PLN, i.e. 2.4%, in other European countries there was a decrease of 1.3 million PLN (0.9%). Sales in the Americas reached a significantly higher level (30.3 million PLN) compared to those in the previous year (an increase of 3.6 million PLN, i.e. 13.7%).

## Revenues from Sales – Market Structure (PLN'000)

Over 2012, sales to customers in the TMT sector amounted to 202.3 million PLN (a decrease of 11.5 million PLN, i.e. 5.4% less compared to 2011) and their share in total sales was 22.9%. There was a significant increase of 93.2 million PLN, i.e. 68.5% in demand in the finance and banking sector and sales to customers in this sector constituted 26% of total sales compared to 17.3% in the previous year. The significant increase is mostly the result of a delivery of third party software to PKO BP

Bank. There was also an increase in sales to the industry and utilities sector (an increase of 6.8 million PLN, i.e. 10.7%) and their share in total sales was 7.9%. Customers in the public sector acquired products and services to the amount of 101.8 million PLN which increased by 11 million PLN, i.e. 12.2% higher than the previous year. Sales to customers in the trade and services sector diminished by 2.4 million PLN, i.e. 3.2%. Sales to small and medium sized enterprises (SMEs) in Poland increased by 1.8 million PLN, i.e. 2.5%, and in the DACH region there was a decrease of 4.6 million PLN, i.e. 3.9%. Their share in total sales diminished from 15.2% to 13% in the previous year. This is a consequence of a significant limitation of sales of hardware by CSuB AG. Sales to customers in the medicine sector amounted to 8 million PLN and constituted 0.9% of total Group sales. Sales to other customers declined by 3.8 million PLN, i.e. 24.5% as a result of a decrease of revenues gathered from MKS Cracovia SSA.

	2012	%	2011	%	2010	%
Telecommunication, Media, IT	202,331	22.9%	213,870	27.20%	165,311	21.7%
Finance and Banking	229,439	26.0%	136,189	17.30%	136,277	17.9%
Trade and Services	71,615	8.1%	74,011	9.40%	94,016	12.3%
Industry & Utilities	70,189	7.9%	63,377	8.10%	72,539	9.5%
Public Sector	101,762	11.5%	90,717	11.50%	66,641	8.8%
Small and Medium Enterprises – Poland	74,049	8.4%	72,251	9.20%	67,498	8.9%
Small and Medium Enterprises - DACH	114,681	13.0%	119,318	15.20%	147,328	19.4%
Medicine	7,994	0.9%	278	0.10%	-	-
Other	11,816	1.3%	15,642	2.00%	11,751	1.5%
<b>Total</b>	<b>883,876</b>	<b>100.0%</b>	<b>785,653</b>	<b>100.00%</b>	<b>761,361</b>	<b>100.0%</b>

## Products Sales Structure (PLN'000)

	2012	%	2011	%	2010	%
Services	580,946	65.7%	559,000	71.2%	513,387	67.4%
Proprietary software	106,178	12.0%	110,178	14.0%	91,460	12.0%
Third party software	136,231	15.4%	53,986	6.9%	78,983	10.4%
Hardware	41,481	4.7%	41,678	5.3%	61,809	8.1%
Others	19,040	2.2%	20,811	2.6%	15,722	2.1%
<b>Total</b>	<b>883,876</b>	<b>100.0%</b>	<b>785,653</b>	<b>100.0%</b>	<b>761,361</b>	<b>100.0%</b>

During 2012, demand for services offered by the Comarch Group increased and slightly decreased for proprietary software. Sales of services increased by 21.9 million PLN, i.e. 3.9% and the sale of proprietary software decreased by 4 million PLN, i.e. 3.6%. Sales of third party software increased by 82.2 million PLN, i.e. 152.3%. Sales of computer hardware is of little significance to the Comarch Group and maintained a similar level to those of the previous year (41.5 million PLN). Other sales diminished by 1.8 million PLN, i.e. 8.5%.



## FINANCIAL ANALYSIS

## Balance Sheet

ASSETS	31 December 2012	%	31 December 2011	%	2012/2011	%
<b>Non-current assets</b>						
Property, plant and equipment	357,715	31.2%	327,971	32.1%	29,744	9.1%
Goodwill	44,061	3.8%	37,155	3.6%	6,906	18.6%
Other intangible assets	96,401	8.4%	80,41	7.9%	15,991	19.9%
Non-current prepayments	904	0.1%	61	0.0%	843	1382.0%
Investment in associates	244	0.0%	28	0.0%	216	771.4%
Other investments	48	0.0%	1,106	0.1%	-1,058	-95.7%
Deferred income tax assets	27,791	2.4%	27,775	2.7%	16	0.1%
Other receivables	1,844	0.2%	1,732	0.2%	112	6.5%
	<b>529,008</b>	<b>46.1%</b>	<b>476,238</b>	<b>46.6%</b>	<b>52,77</b>	<b>11.1%</b>
<b>Current assets</b>						
Inventories	62,307	5.4%	44,192	4.3%	18,115	41.0%
Trade and other receivables	399,84	34.9%	294,736	28.8%	105,104	35.7%
Current income tax receivables	408	0.0%	141	0.0%	267	189.4%
Long-term contracts receivables	10,165	0.9%	12,284	1.2%	-2,119	-17.3%
Available-for-sale financial assets	1,616	0.2%	1,521	0.1%	95	6.2%
Other financial assets at fair value – derivative financial instruments	1,059	0.1%	-	0.0%	1,059	-
Stock or shares	22	0.0%	25	0.0%	-3	-12.0%
Cash and cash equivalents	142,318	12.4%	193,337	18.9%	-51,019	-26.4%
	<b>617,735</b>	<b>53.9%</b>	<b>546,236</b>	<b>53.4%</b>	<b>71,499</b>	<b>13.1%</b>
<b>Total assets</b>	<b>1,146,743</b>	<b>100.0%</b>	<b>1,022,474</b>	<b>100.0%</b>	<b>124,269</b>	<b>12.2%</b>

As of the end of 2012, the value of the company's assets grew by 12.2% as compared to 2011 from 1,022.5 million PLN to 1,146.7 million PLN. This is the result of both an increase of 11.1% in Comarch Group's non-current assets and an increase of 13.1% in current assets. The growth of 52.8 million PLN in non-current assets is mostly the result of an increase in property, plant and equipment from 328 million PLN to 357.7 million PLN and an increase in other intangible assets, which are the consequences of purchasing new buildings and lands by companies in the Comarch Group, and by acquiring shares in subsidiaries. The share of particular items of non-current assets in the total structure of assets has remained at a similar level

to those in 2011. Current assets grew by 71.5 million PLN, mostly as a result of an increase of 35.7% in trade receivables from 294.7 million PLN to 399.8 million PLN. There was also an increase in inventories (of 18.1 million PLN, i.e. 41%), which is a consequence of high purchases of goods in relation to contracts realized by the Group. The share of other items of current assets in the total structure of assets has remained at a similar level to those in 2011.

EQUITY	31 December 2012	%	31 December 2011	%	2012/2011	%
<b>Capital and reserves attributable to the company's equity holders</b>						
Share capital	8,051	0.7%	8,051	0.8%	0	0.0%
Other capitals	142,332	12.4%	142,007	13.9%	325	0.2%
Exchange differences	3,090	0.3%	6,595	0.6%	-3,505	-53.1%
Net profit for the current period	40,660	3.5%	36,257	3.5%	4,403	12.1%
Retained earnings	427,490	37.3%	407,444	39.8%	20,046	4.9%
	621,623	54.2%	600,354	58.7%	21,269	3.5%
Minority interest	3,319	0.3%	9,497	0.9%	-6,178	-65.1%
<b>Total</b>	<b>624,942</b>	<b>54.5%</b>	<b>609,851</b>	<b>59.6%</b>	<b>15,091</b>	<b>2.5%</b>
<b>LIABILITIES</b>						
<b>Non-current liabilities</b>						
Credit and loans	94,892	8.3%	88,895	8.7%	5,997	6.7%
Deferred income tax liabilities	41,575	3.6%	48,172	4.7%	-6,597	-13.7%
Provisions for other liabilities and charges	-	0.0%	2	0.0%	-2	-100.0%
	<b>136,467</b>	<b>11.9%</b>	<b>137,069</b>	<b>13.4%</b>	<b>-602</b>	<b>-0.4%</b>
<b>Current liabilities</b>						
Trade and other liabilities	232,316	20.3%	146,332	14.3%	85,984	58.8%
Current income tax liabilities	7,323	0.6%	5,350	0.5%	1,973	36.9%
Long-term contracts liabilities	17,045	1.5%	8,363	0.8%	8,682	103.8%
Credit and loans	36,325	3.2%	27,435	2.7%	8,890	32.4%
Financial liabilities	180	0.0%	686	0.1%	-506	-73.8%
Provisions for other liabilities and charges	92,145	8.0%	87,388	8.5%	4,757	5.4%
	<b>385,334</b>	<b>33.6%</b>	<b>275,554</b>	<b>26.9%</b>	<b>109,780</b>	<b>39.8%</b>
<b>Total liabilities and charges</b>	<b>521,801</b>	<b>45.5%</b>	<b>412,623</b>	<b>40.4%</b>	<b>109,178</b>	<b>26.5%</b>
<b>Total equity and liabilities</b>	<b>1,146,743</b>	<b>100.0%</b>	<b>1,022,474</b>	<b>100.0%</b>	<b>124,269</b>	<b>12.2%</b>

Over the course of 2012, the share structure of equity and liabilities did not change significantly. Equity grew over 2012 by 2.5%, mostly as a result of high net profit generated in 2011. The share of equity in total equity and liabilities diminished slightly (54.5% in 2012 compared to 59.6% in 2011). Total liabilities and charges constituted 45.5% in total equity and liabilities compared to 40.4% in the previous year. It is noticeable that as in the previous year, there was a significant increase (of 86 million PLN) in trade liabilities. Their share in total equity and liabilities grew from 14.3% to 20.3%. Credit and loans increased by 14.9 million PLN, i.e. 12.8%, and their share in total equity and liabilities remained at the previous

year's level. There was also an increase in long-term contracts liabilities (17 million PLN compared to 8.4 million PLN in 2011). The share of other items of total liabilities and charges did not change significantly.

Debt analysis	31 December 2012	31 December 2011	31 December 2010	31 December 2009	31 December 2008
Debt ratio	11.44%	11.38%	10.11%	10.69%	13.24%
Debt/equity ratio	21.11%	19.38%	17.03%	17.82%	24.42%

In 2012, debt ratios increased slightly compared to the previous year's levels. Debt/equity ratio slightly grew from 19.38% to 21.11% and debt ratio increased from 11.38% to 11.44%. This is related to bank credit taken out by the Comarch Group to finance various investments. The Group is financed by internal means to 54.5% and by external means to 45.5%.

	2012	%	2011	%	2012/2011	%
<b>Revenue</b>	<b>883,876</b>	<b>100.0%</b>	<b>785,653</b>	<b>100.0%</b>	98,223	12.5%
Cost of sales	-688,379	-77.9%	-593,576	-75.6%	-94,803	16.0%
Gross profit	<b>195,497</b>	<b>22.1%</b>	<b>192,077</b>	<b>24.4%</b>	3,420	1.8%
Other operating income	16,299	1.8%	22,970	2.9%	-6,671	-29.0%
Sales and marketing costs	-85,396	-9.7%	-82,683	-10.5%	-2,713	3.3%
Administrative expenses	-73,295	-8.3%	-74,681	-9.5%	1,386	-1.9%
Other operating expenses	-22,338	-2.5%	-18,900	-2.4%	-3,438	18.2%
<b>Operating profit</b>	<b>30,767</b>	<b>3.5%</b>	<b>38,783</b>	<b>4.9%</b>	-8,016	-20.7%
Finance costs - net	8,993	1.0%	1,019	0.1%	7,974	782.5%
Share of profit/(loss) of associates	-23	0.0%	-38	0.0%	15	-39.5%
<b>Profit before income tax</b>	<b>39,737</b>	<b>4.5%</b>	<b>39,764</b>	<b>5.1%</b>	-27	-0.1%
Income tax expense	-2,485	-0.3%	-6,697	-0.9%	4,212	-62.9%
<b>Net profit for the period</b>	<b>37,252</b>	<b>4.2%</b>	<b>33,067</b>	<b>4.2%</b>	4,185	12.7%
Including:						
<b>Net profit attributable to equity holders of the company</b>	<b>40,660</b>	<b>4.6%</b>	<b>36,257</b>	<b>4.6%</b>	4,403	12.1%
Minority interest	-3,408	-0.4%	-3,190	-0.4%	-218	6.8%

In 2012, Comarch Group sales revenue climbed by 12.5%, i.e. 98.2 million PLN year on year. Operating profit reached 30.8 million PLN (a decrease of 20.7% compared to 2011). Net profit attributable to the parent company's shareholders increased by 12.1% and amounted to 40.7 million PLN.

Profitability analysis	31 December 2012	31 December 2011	31 December 2010	31 December 2009	31 December 2008
Margin on sales	22.12%	24.45%	23.14%	19.01%	21.39%
EBIT margin	3.48%	4.94%	3.26%	1.97%	6.55%
Gross margin	4.50%	5.06%	3.28%	2.53%	34.88%
Net margin	4.60%	4.61%	5.74%	4.43%	28.41%

Profitability analysis in 2012 indicates that the Comarch Group achieved very favorable results. Although, margins diminished as a result of an increase in sales of third party software made by the parent company in 2012, compared to those in 2011, they have maintained satisfactory levels.

Liquidity analysis	31 December 2012	31 December 2011	31 December 2010	31 December 2009	31 December 2008
Current ratio	1.60	1.98	2.21	2.37	2.28
Quick ratio	1.41	1.78	1.98	2.16	2.09
Cash to current liabilities ratio	0.37	0.70	0.81	1.01	0.99

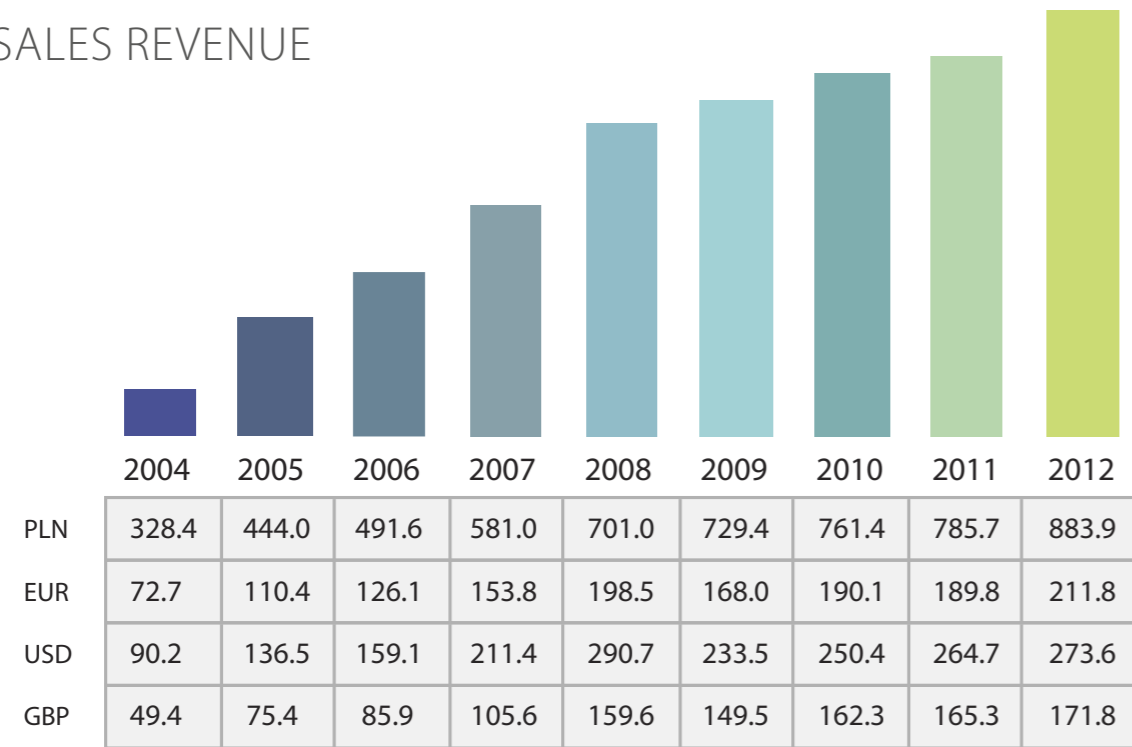
In 2012, Comarch Group maintained very good financial liquidity. In the Management Board's opinion, the Group has no problems with meeting contracted financial liabilities on-time. Temporarily free funds are invested by the company in safe financial instruments like bank deposits and shares in financial investment funds.

Turnover analysis	31 December 2012	31 December 2011	31 December 2010	31 December 2009	31 December 2008
Current asset turnover ratio	1.43	1.44	1.38	1.52	1.39
Receivable turnover ratio (days)	163	135	136	110	126
Inventories turnover ratio (days)	107	140	121	75	39
Liabilities turnover ratio (days)	209	189	184	166	205
Liabilities turnover excluding liabilities due to investment credit ratio (days)	162	139	140	122	142

Turnover ratios confirm the effective use of the Comarch Group's funds. In 2012, the receivables turnover ratio increased; however at the same time the liabilities turnover ratio and the liabilities turnover excluding liabilities due to non-current credit ratio, also increased. The inventory turnover ratio decreased in comparison to the previous year due to an increase in costs. The current assets turnover ratio maintained the previous year's level.

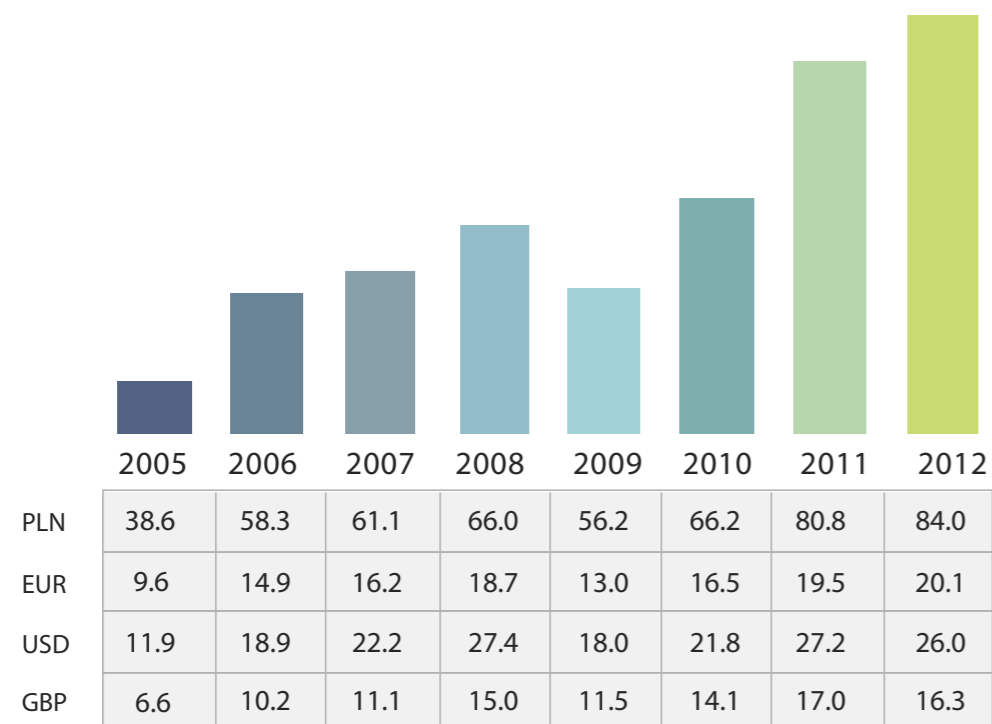


## SALES REVENUE



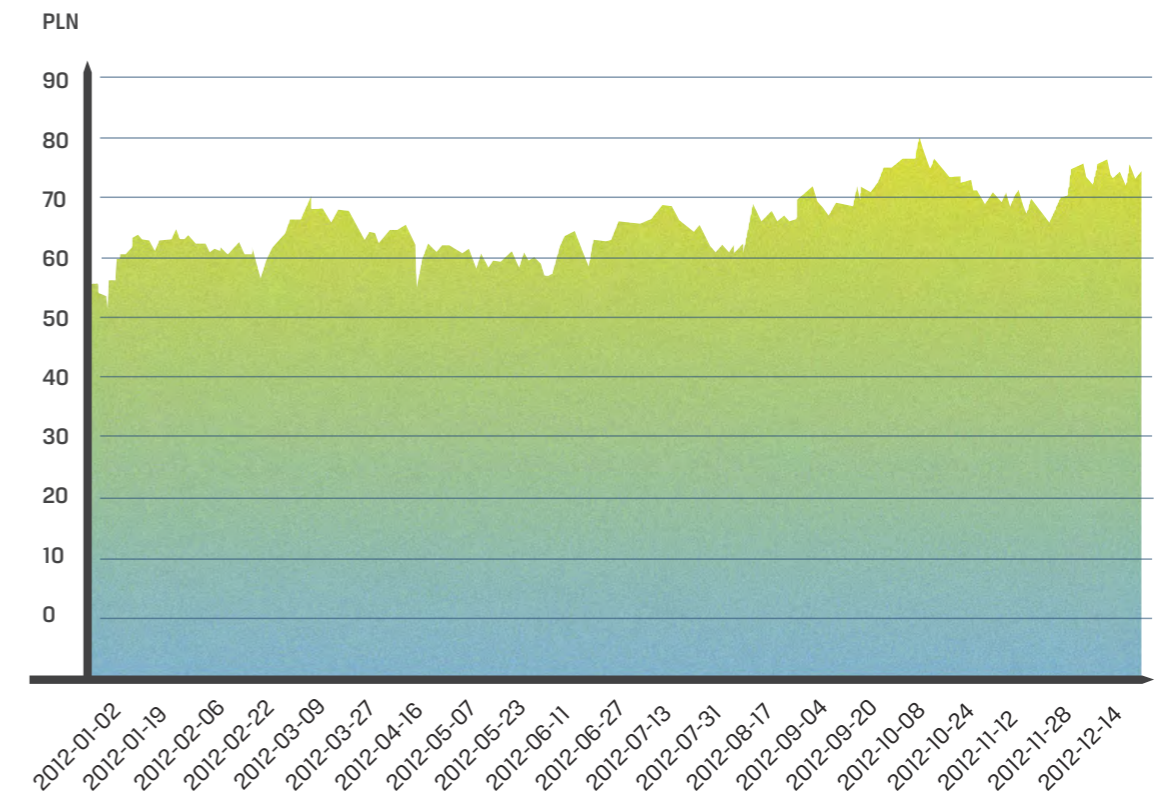
\* in millions

## EBITDA



\* in millions

## COMARCH SA SHARE PRICE 2012



Period	Highest	Lowest
2012, Quarter 1	69.50	53.90
2012, Quarter 2	65.40	56.45
2012, Quarter 3	71.60	62.00
2012, Quarter 4	79.90	66.25

On 31 December 2012 Comarch SA shares closed at PLN 73,5 on the Warsaw Stock Exchange. This was a 32,1% increase compared to the final closing rate of PLN 55,56 in 2011.

## STRATEGY

- I. Development of own products. Major investment in research and development.
- II. Employing professionals with the highest qualifications.
- III. Concentration on international sales.
- IV. Caring about the quality of products and client satisfaction.
- V. Stable shareholders.
- VI. Conservative finance management.

## COMARCH FINANCIAL POLICY

The financial policy of Comarch is governed by the following rules:

- » High EBITDA each year.
- » Significant surplus of cash and its rational management.
- » Conservative policy on cost activation.
- » No net debt, low level of short-term external financing. Financial credit is used by the company for financing the development of production and office areas.
- » Development of production space without increasing risk levels.

## GA RESOLUTION ON PAYMENT OF DIVIDENDS FOR 2011

The General Assembly decided that the net profit generated in the accounting year from 1 January, 2011 to 31 December, 2011 to the amount of PLN 55,191,262.72 would be allocated so that:

1. The amount of PLN 12,077,455.50 was to be paid in the form of dividends. A dividend to the amount of PLN 1.50 per share was to be allocated for those who were shareholders of the Company as of 31 July, 2012 (the day of dividend). The number of shares eligible for a dividend was 8,051,637. The dividend was paid on 16 August, 2012.
2. The remaining portion of the net profit amounted to PLN 43,113,807.22 was to be allocated as supplementary capital.

## PHILOSOPHY OF WORKING WITH CLIENTS

- » We implement projects within the defined budget and schedule.
- » We understand the business and technological needs of our clients. We develop solutions with our clients.
- » We ensure faster implementation and easier integration, this reduces the risk level of each project.
- » We develop solutions which are easily configurable and which will develop along with the client's business.
- » We offer products with the best ratio of quality to price.
- » We provide services for many business models, from traditional and wireless to virtual operators.
- » We specialise in ERP enterprise management systems, IT security, CRM systems and sales support, electronic communication and business intelligence.
- » We offer IT outsourcing and consulting services.

## SELECTED CLIENTS

» **ERP:** Auchan Telecom (France), BnB NORD Bank, BP, Rovese, De Heus (Republic of South Africa, Russia, Poland), TAURON Polska Energia, Kupiec, Neonet, SG Dynamo Dresden (Germany), Skagen Funds (Norway), Stock Polska, Torf Corporation Fabryka Leków.

» **TRADE:** BP, Statoil, Lotos, OMV, Mapco, OKKO, Heineken, Carlsberg, Red Bull, Diageo, Nestle Waters, Hortex, Auchan, Carrefour, Tesco, Metro Group, Jeronimo Martins Distribution, ING, Credit Suisse, Credit Agricole, JetBlue Airways, S7 Airlines, London Heathrow, Enterprise Holdings, Azul Brazilian Airlines.

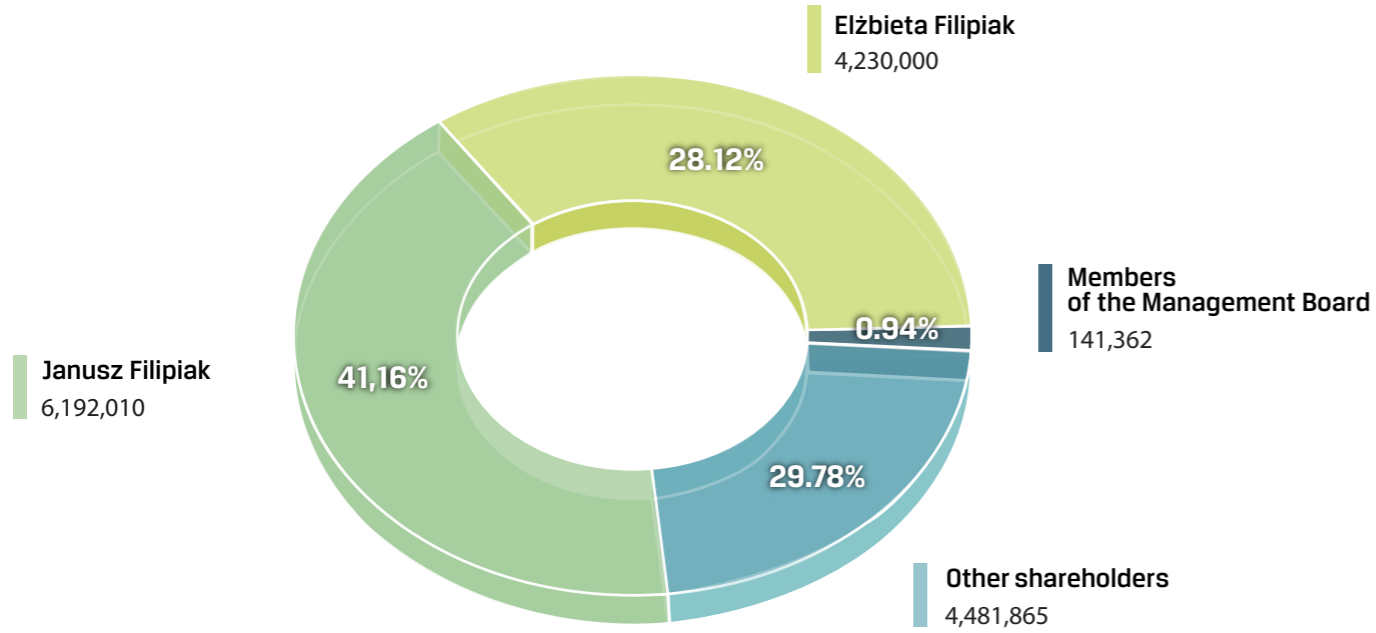
» **FINANCIAL:** AEGON, Alior Bank SA, Allianz, Amplico Life SA, Aviva, AXA, BZ WBK, CitiFinancial, Delta Loyd Life, Deutsche Bank Polska SA, Deutsche Bank PBC SA, DZ BANK Polska S.A., BNP Paribas Fortis, Bank BPH, Generali, ING Bank Śląski, PZU, Raiffeisen Bank Polska SA, Rossgostrakh, SKAGEN Funds, UniCredit, UNIQA.

» **TELECOMMUNICATIONS:** BICS (Belgium), E-Plus Gruppe (Germany), KPN (Netherlands), MTS (Russia), Netia (Poland), Orange (Poland), Polkomtel (Poland), T-Mobile (Austria), T-Mobile/PTC (Poland), Telefónica O2 (Germany), Telekom Deutschland (Germany), Vectra (Poland), Vodafone (Germany).

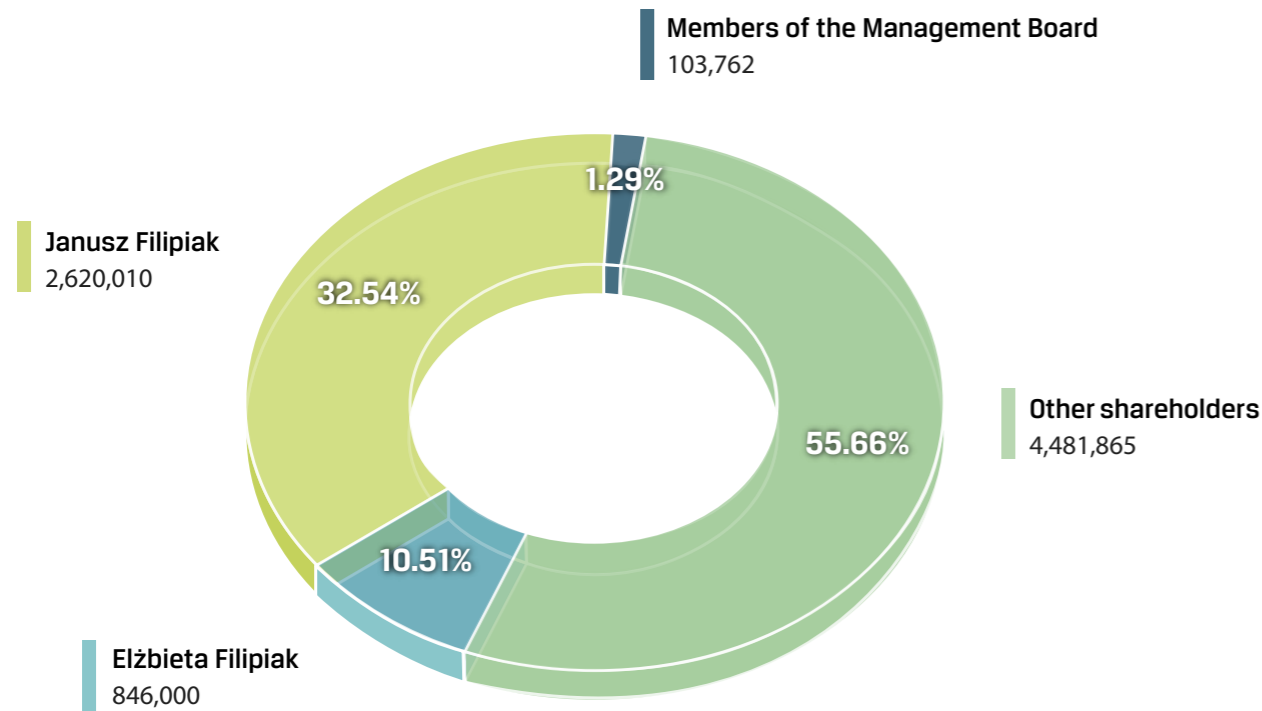
» **PUBLIC SECTOR:** Agricultural Market Agency, ENION - TAURON, Head Office of Land Surveying and Cartography, Central Statistical Office, Social Insurance Institution, Karpacka Spółka Gazownictwa, Agricultural Social Insurance Fund, Ministry of Administration and Digitalization of Poland, Ministry of Finance, Ministry of Infrastructure, Ministry of Regional Development, Ministry of the Treasury, Ministry of the Interior, Ministry of Foreign Affairs, Ministry of the Environment, National Bank of Poland, Supreme Audit Office, Polish Agency for Enterprise Development, Polish Transmission System Operator, Przedsiębiorstwa Energetyki Ciepłej, Wodociągów i Kanalizacji, Silesian Province Office, Hospital of St. Wojciech, Gdansk.



# SHAREHOLDERS



Shareholding Structure. Number of votes. 30<sup>th</sup> April 2013



Shareholding Structure. Number of shares. 30<sup>th</sup> April 2013

# BOARD OF DIRECTORS



**Professor JANUSZ FILIPIAK**  
 Founder, President of the Management Board, Chief Executive Officer Comarch SA



**PIOTR PIĄTOSA**  
 Vice President of the Management Board Comarch SA  
 Director of the Telecommunications Business Unit



**ZBIGNIEW RYMARCZYK**  
 Vice President of the Management Board Comarch SA  
 Director of the ERP Business Unit



**PAWEŁ PROKOP**  
 Vice President of the Management Board Comarch SA  
 Director of the Public Administration and Utilities Business Unit



**MARCIN WARWAS**  
 Vice President of the Management Board Comarch SA  
 Director of the Services Business Unit



**PIOTR REICHERT**  
 Vice President of the Management Board Comarch SA  
 Director of the Financial Services



**KONRAD TARAŃSKI**  
 Vice President of the Management Board Comarch SA  
 Chief Financial Officer

# SUPERVISORY BOARD



**ELŻBIETA FILIPIAK**  
 Chairman of the Board



**MACIEJ BRZEZIŃSKI**  
 Deputy Chairman of the Board



**DANUTA DROBNIAK**  
 Member of the Board



**WOJCIECH KUCHARZYK**  
 Member of the Board



**ANNA ŁAWRYNOWICZ**  
 Member of the Board



**TADEUSZ SYRYJCZYK**  
 Member of the Board



# 20 years COMARCH

1993



» Comarch begins operations

1998

- » Comarch becomes Oracle's first Polish partner.
- » The first Authorised Java Centre in Poland is completed (a project of Sun Microsystems and Comarch).

1999



- » Debut on the Warsaw Stock Exchange.
- » Comarch and RMF FM create Interia.pl.
- » Operations are launched in the USA.
- » First German branch is opened in Frankfurt am Main.



- » MKS Cracovia SSA becomes part of the Comarch Capital Group.
- » A contract is signed with the Department of Information Services of the State of Washington.
- » Branches are opened in Moscow and Wrocław.
- » CDN, a producer of ERP software is acquired.

2000

- » Comarch is recognised by the World Economic Forum in Davos as a "Technology Pioneer".

2002

- » Business development operations are launched in Central America.
- » A contract with Enitel, the Nicaraguan national telecoms operator is signed.
- » A contract with British Petroleum is signed.

2001



- » Comarch locates its operations to the Special Economic Zone, Krakow.
- » Offices are opened in Warsaw and Frankfurt am Main.

2005



» A professional Comarch Data Centre is established in Krakow.

2006

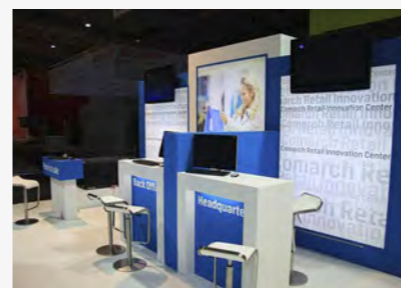
- » Comarch signs contracts with T-Mobile Germany (now Telekom Deutschland) and T-Mobile Austria for the delivery of a Network & Service Inventory system.
- » Comarch signs a contract with Auchan.

2007



- » A contract with the Ministry of the Interior for the execution of the first stage of constructing the ePUAP system is signed.

2008



- » A German SMB software producer operating in the Austrian, German and Swiss markets publicly traded in Frankfurt, SoftM Software und Beratung AG is acquired.
- » Operations begin of the first Comarch Corporate Finance FIZ company dedicated to tele-medical services, iMed24 SA.
- » Introduction of Comarch loyalty systems to the US market.
- » Sale of Interia.pl.

2009

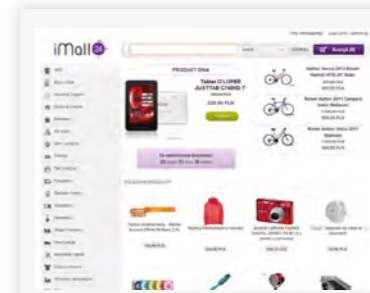


- » The Comarch Innovation Lab is opened in Innsbruck University.
- » Comarch becomes a strategic partner of E-Plus.
- » E-Plus chooses Comarch as the supplier of their Next Generation Network Planning solution.

2008

2009

2010



- » The virtual shopping mall everything.pl is established (the first B2C project in the ERP sector).
- » Inauguration of the e-protocol system.
- » Comarch opens a branch in Luxembourg.
- » Azul Brazilian Airlines initiates cooperation with Comarch.

2011



» The German Chancellor and the Polish Prime Minister visit the Comarch exhibition at CeBIT 2013

2012



» A Conference and Training Centre, and the administrative part of Comarch in the Krakow SEZ is opened

2013



» Comarch opens a modern data processing center in Dresden.



» 5,000 network devices and 2,000 servers operating with 100 clients from 17 countries are under the supervision of the Comarch Network Operations Center.



- » The iMed24 Medical Centre is opened.
- » Comarch becomes the sponsor of the AC Nancy, a professional French football team.
- » The Swiss company A-MEA Informatik AG is acquired
- » A London branch is opened.
- » The medical software producer Esaprojekt is acquired



# SUSTAINED BUSINESS

Comarch SA Management, based on the tradition of long-term cooperation with scientific circles, built on the latest technologies, and with its experienced and highly qualified team of employees, undertakes to execute the Integrated Management System Policy for Quality, Information Security, Environmental and Occupational Safety to safeguard its clients.

## MISSION

*Providing international markets with high-quality IT products and services for companies, while simultaneously caring about the security of information assets, the natural environment and the safety of employees.*

## VISION

*Delivering innovative IT solutions to key sectors of the economy worldwide.*

## QUALITY

*Comarch takes special care for the quality of the products and services it provides.*

The Integrated Management System ensures the proper, system-based management of executing all business processes which affect the quality of products and services. Efficient operation of the system guarantees monitoring of all processes in terms of efficiency and effectiveness, their improvement and adjustment to the continuously changing market and technological conditions, and to the changing requirements and expectations of clients. The high quality of products and services is supported with the continuous care for ensuring the safety of information assets and care for the environment and the safety of employees. The system-based attitude of Comarch to executed processes contributes to the increased trust between Comarch, clients and suppliers. It also strengthens the image of the company in the eyes of all entities interested in the results of Comarch activities in the scope of the quality of offered products and services, impact on the environment, work safety and hygiene conditions, as well as ensuring security of information and data, and control in trading dual-use goods. As a result, Comarch is perceived as a reliable and trustworthy business partner.

Comarch meets the high expectations of clients from the domestic and international markets. With continuous work on improving and developing the quality management system, Comarch has been awarded the certificate of the Integrated Management System issued by the Polish Centre for Testing and Certification (PCBC), compliant with the requirements of the following standards:

- » PN-EN ISO 9001:2009 Quality management systems
- » PN-EN ISO 14001:2005 Systems of Environmental Management
- » PN-ISO/IEC 27001:2007 Information Security Management Systems
- » PN-N 19001:2006 Internal Control System
- » PN-N 18001:2004 Occupational Safety and Hygiene Management Systems

POLSKIE CENTRUM BADAŃ I CERTYFIKACJI S.A.  
02-699 Warszawa, ul. Kłobucka 23A



# CULTURE AND SYSTEM OF VALUES

- » Continuous and systematic care for the quality and competitiveness of our products and services.
- » Adjusting products and services to the expectations and requirements of our clients.
- » Developing mutually beneficial cooperation with suppliers in order to improve the quality of offered products and services.
- » Protection of information assets and strengthening the trust of our clients and other parties interested in the scope of information security.
- » Continuous improvement of the occupational safety and hygiene of employees.
- » Undertaking active activities in favor of reducing negative impacts on the environment.
- » Observing the applicable legal and other requirements.
- » Continuously improving the efficiency of the Integrated Management System
- » Continuously enhancing the qualifications of employees with the appropriate system of education and training focused on issues related to quality, information security, protection of the environment and occupational safety.



# INTERNAL CONTROL SYSTEM

Comarch is a global supplier of business IT solutions which are used to provide comprehensive support for client relationships and to optimise operational activities and business processes. Technological progress and dynamically growing competition pose new challenges for software, implemented IT systems and trading goods. The necessity of meeting these requirements results in the fact that products supplied by Comarch can be dual-use items which may be used in ways that do not comply to domestic regulations and international laws. To prevent such practices, Comarch has implemented the Internal Control System (ICS) within which the company undertakes to observe the following principles:

- » Exclusion of the possibility of profiteering in a way contrary to ICS requirements
- » Discontinuance of support for commercial operations if they are not in compliance with domestic and international laws
- » Enforcement of ICS principles in all work stations related to the trading of goods
- » Supervision of the Plenipotentiary for Trading Control over ICS processes.

With understanding, implementing and applying the requirements of the Internal Control System, Comarch joins the activities undertaken by the international community, aimed at preserving international peace and safety.

# COMARCH CAPITAL GROUP CODE OF CONDUCT

## I. The Highest Ethical Standards

The Comarch CG is aware of the importance of abiding by the regulations, legal provisions, working procedures and ethical standards set by the company. As a leader of the IT market in Central Europe, Comarch is committed to promoting ethics and to striving to be among the world leaders in fostering corporate responsibility, respect for human rights and environmental protection. The achievement of this goal is the joint responsibility of all Comarch employees.

The present Code of Conduct has been approved by the Comarch CG Management Board, which is committed to the regular assessment of the observance of the code and to amending it on the basis of the proposals submitted.

The Code reflects the ethical values that Comarch upholds and intends to abide by. For the employees of Comarch CG, it constitutes a standard of behavior towards fellow-employees as well as towards superiors, customers, partners, and local communities when doing business and also when involved in business-related activities.

The present Code of Conduct shall be circulated and publicized by the activity of Comarch SA's PR department.

## II. The Mission of the Comarch Capital Group

### Responsibility for the Success of our Customers

Comarch is a global supplier of IT services, which comprehensively support customer relationships, and optimize operational activity and business processes. The company's in-depth knowledge of the industry is its main advantage and we hand this on to our customers in the form of integrated IT solutions. Ever since its establishment Comarch has placed great emphasis on the delivery of applications and professional services of the highest quality in such a way as to ensure that they can be optimally applied in the Customers' day to day activities. In this respect, Comarch has already acquired a strong position as a supplier of comprehensive IT solutions. The Comarch CG aims at delivering innovative IT solutions to all sectors of the economy. Almost 3,500 experienced specialists and consultants work for our customers in the US, Europe and the Middle East. We have conducted 3,000 comprehensive implementations and these have benefitted from the use of the most modern technologies, in-depth knowledge of market trends and a sense of responsibility. More than 60,000 customers in Poland and abroad use Comarch software and we are proud of the fact that many of our international customers consider Comarch to be an excellent example of a thriving Central European IT company that is efficiently winning global markets. The company's domestic and international product development strategy is supported by extensive R & D investments, whose value amounted to more than 13% of revenue for 2008. In concentrating its efforts on spreading knowledge, Comarch organizes research and development programs based on cooperation with consultants, analysts and customers. The main idea of these programs is to disseminate knowledge and to check, compare and revise our ideas for the development of new technologies while also taking into account market trends. Comarch's strategy is based on using the diversified experience and knowledge of its employees to deliver a full range of IT services from consulting and the implementation of individual solutions through to outsourcing.

## III. The Values Cherished by the Comarch Capital Group

Both in the Group's internal as well as external relations with its stakeholders, Comarch cherishes universal values by fostering honesty, diligence and conscientiousness in the delivery of the tasks the Group is entrusted with, quality and innovation as individual goals the employees set themselves, free cooperation for the benefit of all, the building and maintenance of trust among co-workers and business partners, as well as respect, understanding and a willingness to lend help and assistance regardless of the position held in the company or diversity of opinion.

## IV. Maintenance of the Highest Standards of Work

The Comarch Capital Group respects and maintains international standards regarding human rights as well as international standards of work, perceiving them as fundamental and universal.

The Comarch CG respects and executes labor law regulations as well as health and safety provisions and ensures that employees are always treated in accordance with the requirements in force.

The group respects the prohibition of discrimination based on: race, social status, ethnicity, religion, impairment, disability, sex, sexual orientation, political affiliation and views, age and marital status. The company guarantees freedom of conscience and religion as well as freedom of speech and opinions.

The Comarch CG promotes teamwork that is free from any prejudice and consciously derives strength from the values which are there to draw on and that stem from the diversity among the employees. In return, the group makes every effort to ensure their employees fair remuneration paid regularly, development possibilities, stimulating challenges as well as very good conditions of work.

The Comarch CG protects its employees' copyright and, with regard to international standards, respects their intellectual property as a personal good that should be free from any abuse.

The group respects the prohibition of the following: the work of children below the age of fifteen, the use of corporal punishment, mental and physical coercion, insults and sexual harassment and considers the workplace as one which is free of such practices.

## V. Lack of Tolerance for Corruption, Fair Competition

The Comarch Capital Group observes the rules of fair competition and prevents bribery, illegal payments and corruption.

It is the duty of Comarch Capital Group employees to avoid any activity leading to a conflict of interests, namely receiving and offering presents as a part of business and commercial activity. It is forbidden to pay or to propose bribes or illegal services to state officials or to the representatives of political parties in order to make or to keep a transaction. Comarch employees shall not derive benefits or assist in deriving benefits from opportunities which may arise as a result of using company information or their position within the Group.

## VI. Partnership in Business Customer Relationships

Comarch CG's main principles are responsibility for its customers' success as well as respect and openness to their needs. Comarch delivers innovative IT services of the highest quality, which result from the employees' experience and exceptional

skill, and from cooperation with the leading research and development centers in Poland and abroad. The Group spares no effort in ensuring that the IT solutions delivered correspond with the highest standards and customer requirements.

## Contacts with Public Administration

As far as contact with public sector customers (central and local government, community partnerships, treasury companies, public health centers) is concerned, the provisions of the Public Procurement Act of 29 January 2004 (Journal of Laws, 2007 no. 223, item 1655 with amendments) are applied. These provisions regulate the method of communication with the ordering person during the tender procedures, the scope of activities which can be undertaken by the parties to the procedure as well as the resources available for legal protection.

## Security in International Business

In order to ensure control and security in the trading of products, technologies and services which are strategically important for your security, Comarch CG has implemented the Export Control System, which guarantees that international and domestic standards and requirements are applied.

## VII. Integrated Management System

Comarch Capital Group sets particular store by the quality of the products it offers and the services it provides. Quality-raising initiatives are therefore undertaken to ensure that the ever-increasing and more specific expectations of customers on both the Polish and international markets can be met.

The Integrated Management System guarantees the correct and system-administered realization of all business processes which have a bearing upon the product and on service quality. The effective operation of this system ensures that processes are continuously monitored and that they are improved and adapted according to changing market conditions, technologies and customer requirements. The emphasis placed upon the quality of products and services runs parallel to the Group's active support of environmental protection and strict adherence to the security principles that apply to employees and suppliers.

Compliance with the rules and systems implemented at Comarch results in relations of trust being developed between the company and its customers and suppliers. In this way Comarch's corporate image is reinforced in the eyes of all parties interested in the effects of the company's activities within such areas as product and service quality, impact upon the natural environment, occupational safety and health, information and data security and the sale of dual-use products.

## VIII. Corporate Governance – Observing the Principles

Comarch adheres to the Code of Practice for Companies Listed on the Warsaw Stock Exchange and operates in accordance with the 'comply or explain' principle which requires a company to provide the market with an unambiguous explanation of having violated a good practice.

Listed companies are obliged to devote a section of their annual reports to detailing their compliance with corporate governance principles. The Comarch SA Management Board has resolved to observe all the principles specified in the Code of Practice of Companies Listed on the Warsaw Stock Exchange within the scope of the 'comply or explain' principle.

Principles of Corporate Governance that the Issuer does not Observe with an Explanation Thereof

Recommendations regarding the Code of Practice for Listed Companies.

## IX. Ecological Awareness

The Comarch Capital Group follows the legal regulations regarding the protection of the natural environment. Comarch makes great efforts to limit the impact of its activities upon the natural environment by minimizing the exploitation of natural resources and the amount of waste resulting from current activities. Moreover, the company promotes an ecological lifestyle among its employees by supporting initiatives that encourage the active protection of the natural environment.

## X. Corporate Social Responsibility

The Comarch Capital Group has been deeply involved in social activities since its inception by propagating the idea of an extended social platform for promoting sport and advanced IT technologies.

As far as promoting and supporting sports is concerned, the principal object of Comarch's engagement is MKS Cracovia SSA, the oldest sports club in Kraków which participates in professional leagues and competitions in several sports disciplines with a focus on football and ice hockey. The Comarch Capital Group is also involved in promoting sports among young people.

Comarch provides its employees with permanent and free access to recreation facilities located in one of the company buildings, and so encourages them and their families to lead an active life.

Another idea widely promoted by the Comarch Capital Group is the popularization of knowledge regarding the most recent IT technologies. Every year a group of approximately 200 students of IT participate in a three-month summer internship program at Comarch which enables young people from all over the world to become familiar with cutting-edge IT solutions for business. Furthermore, Comarch supports Polish science by taking part in and co-financing scientific conferences.

Finally, the Comarch Capital Group is also a frequent sponsor of cultural events, including festivals, concerts and other socially significant events.

## XI. Implementation and Enforcement

All obscurities, ambiguities and problems related to the interpretation of the Code of Conduct should be submitted to the Spokesperson on Ethics appointed by the Management Board. Comarch employees are encouraged to present any remarks or suggestions regarding the modification of the Code of Conduct.

The Spokesperson on Ethics is responsible for:

- » Supporting employees with regard to complying with the Code of Conduct
- » Promoting the Code within the company
- » Updating the Code

Taking the proper steps in response to current problems that employees may have as regards the ethical dimensions of the business activities they undertake.

Employees of the Comarch Capital Group are entitled to expect assistance and support from the Spokesperson on Ethics regarding questions submitted by e-mail to: etyka@comarch.com



## XI. CORPORATE GOVERNANCE

**Corporate Governance** is a set of principles of operation addressed to both companies and the members of these entities, as well as to majority and minority shareholders. The principles of corporate governance refer to the broadly understood management over a company.

On 4 July 2007, the WSE Supervisory Board, on the motion of the Stock Exchange Management, adopted new rules for corporate governance under the name of The Code of Best Practice for WSE Listed Companies. They were amended with the following resolutions of the WSE Supervisory Board: the resolution of 19 May, 2010 (effective on 1 July, 2010), the resolution of 31 August, 2011 (effective on 1 July, 2012), the resolution of 19 October, 2011 (effective on 1 January, 2012), and the resolution of 21 November, 2012 (effective on 1 January, 2013).

To supplement the annual report released on 30 April, 2013 Comarch SA Management enclosed, in accordance with the contents of Article 29(5) of the stock exchange regulations, a report on the application of the principles of corporate governance by Comarch SA in 2012.

The Board of Directors and the Supervisory Board of Comarch SA do their best to observe most of the principles of the Good Practices of Companies Listed in SE in the scope covered by the principle of “comply or explain”

The document is divided into four parts:

- I. Recommendations related to good practices in stock exchange listed companies
- II. Best practices executed by the management of stock exchange listed companies
- III. Best practices used by the members of the supervisory boards
- IV. Best practices used by the shareholders.

which consists of the Company providing the market with unanimous information about practice violation. The Code of Best Practice for WSE Listed Companies is the subject of annual reports on the proceedings in the scope of observing the corporate order principles, prepared by companies listed in the stock exchange. Comarch SA fully observes all the rules included in the Good Practices of Companies Listed in SE except for the recommendation related to broadcasting the sessions of the General Assembly of Shareholders. The Company does not observe some recommendations in the scope of the salary policy and sustained participation of men and women in the execution of the management and supervision functions in the companies. The detailed information on these issues may be found in the report on the observation of corporate governance principles by Comarch SA in 2012.

Comarch Capital Group pays special attention to the activities which improve the communication of the company with its external surroundings. The team responsible for investor relations along with the Department of Communication spare no effort to ensure credible, complete and transparent information about Comarch is readily available with the company’s website, email communication, and with direct contact. The main source of information is the expanded website, as well as numerous meetings with company management organised during the year on the request of investors, analysts or public media. Comarch SA management representatives also participate in conferences dedicated to the issues of capital markets, during which they characterise the activities conducted by Comarch, the current successes of the Comarch Group, the achieved results, as well as business plans for the coming years.

The source of current information about Comarch also comes in the form of presentations of periodical results of the Comarch Capital Group organised most often in the head office of in Krakow, in which investors, analysts and representatives of public media take part. For those who cannot come to the meetings in person, live broadcasts are organised during which answers may be given to questions related to Comarch SA and the Comarch Capital Group.

The Company prepares video recordings with commentaries to the results, broadcasts and rebroadcasts of conferences, uploaded to the Comarch SA website after the meetings.

The Management of Comarch SA is responsible for managing the company’s accounting pursuant to the Accounting Act of 29 September, 1994 (Journal of Laws, No 121, Item 591 as amended) and in accordance with the requirements set forth in the Ordinance of the Minister of Finances of 18 October, 2005 regarding the scope of information given in financial statements and consolidated financial statements, required to be included in the prospectus for the issuers with the office in the territory of the Republic of Poland, to whom the Polish accounting principles apply (Journal of Laws, No. 209, Item 1743 as amended) and in the Ordinance of the Minister of Finance of 19 February, 2009 regarding current and periodical information provided by the issuers of securities and the conditions for considering the information equivalent as required by the regulations of the law of the country which is not a member country (Journal of Laws, No 33 Item 259).

The consolidated statements of the Comarch Capital Group are prepared according to the International Financial Reporting Standards in a format approved by the European Union (EU). In determining the scope and methods of consolidation, as well as in the relation to dependency, the criteria are used as set forth in the International Financial Reporting Standards. The consolidation of the statements of the Capital Group in reference to the subsidiary units is conducted with the full method by summing up the total amounts of all respective items in the financial statements of the dominant entity and of the subsidiary units covered by the consolidation. The method of rights of ownership is used for the affiliated units. The value of the share of the dominant unit in the affiliated unit is adjusted by the relevant increase in equity of the affiliated unit within the period covered by the consolidation. The internal control and risk management in reference to the process of preparing financial statements in the Comarch Capital Group are executed according to internal procedures for preparing and approving financial statements in force in the Group. The dominant company manages the documentation (pursuant to the regulations of the Accounting Act of 29 September, 1994) describing the adopted accounting principles, which includes, among others, information related to the method of valuation of assets and liabilities and determination of the financial result, the method of managing the books of account, the system of protection of data and their sets. Postings of all business events are done with computer-based accounting systems (including EGERIA and Comarch ERP Suite) which are provided with protection measures against access of unauthorised persons and functional access limitations.

Both unit and consolidated statements are prepared jointly by employees of the Departments of Control, Finance and Accounting under the inspection of the Chief Accountant and the Chief Financial Officer. The annual unit and consolidated statements are also subject to auditing by an expert auditor selected by the Supervisory Board of the Company, whereas the six-month statements are subject to review by an independent auditor. The financial statements of some dependent units are also subject to examination by the entities authorised for auditing financial statements.



The full contents of the *Report on Application of Corporate Governance Principles* is available at: [www.comarch.pl/relacje-inwestorskie/lad-korporacyjny](http://www.comarch.pl/relacje-inwestorskie/lad-korporacyjny)



# CORPORATE SOCIAL RESPONSIBILITY

Comarch has implemented elements of corporate social responsibility based on the requirements of the international Social Accountability 8000 standard (SA 8000). This standard is based on, among others, the conventions of the International Labour Organisation and the Universal Declaration of Human Rights. The answer to the requirements of the standard come in the form of the implemented and published Code of Ethics, which declares the values adhered to by Comarch. Comarch Capital Group has been intensely committed to social activities since its establishment. The CSR objectives are defined in Chapter 10 of "The Comarch Code of Ethics" on "Socially responsible business."

## MKS CRACOVIA SSA

Cracovia has value in itself. It has a community of faithful fans all over the world. It takes part in professional football and ice hockey matches. Cracovia is perceived as a cult sports club and commonly regarded as the strongest brand in Polish football. The head office of Comarch and a majority of its employees are based in Krakow, which helped to make the decision of committing to the club. It is an item of business with social responsibility.

Comarch has been supporting the club for 12 years (since 2001). Cracovia, a club with over 100 years of history and a legend of Polish football tradition, has once again become a recognisable brand in the Polish leagues with support from Comarch. Comarch achieved better financial results and maintained the image of a fully reliable, solvent employer, which is not a common phenomenon in Polish football. Comarch owns 62.16% of Cracovia shares.

Comarch, the majority shareholder of MKS Cracovia SSA, is the sponsor of further development of the Club.

Cracovia was established in 1906 and is the oldest continuously existing Polish sports club. The football team is a five-time Polish champion (1921, 1930, 1932, 1937 and 1948). The hockey team has won ten championship titles (1937, 1946, 1947, 1948, 1949, 2006, 2008, 2009, 2011, 2013). The hockey team is the current champion of Poland. The most eminent fan of Cracovia was Pope John Paul II.

The previously not-so-modern club facilities have been turned into a professional sport complex including a stadium which meets all UEFA and FIFA requirements, a hall with a skating rink, and a training center.

The Cracovia stadium, which is one of the most successful sport facilities developed in Poland in recent years, is not the only investment planned by the Board of Directors. The Club is also looking to invest in the development of sports infrastructure in "Cichy Kącik."

Comarch also supports the School of Sport Mastery.



– We have changed Cracovia, but our ambitions reach even further, says Professor Janusz Filipiak.



## WOJTASZEK COMARCH TEAM



Comarch, as the main sponsor of the Wojtaszek Comarch Team of chess talents, supports the preparation of candidates to represent Poland in the Chess Olympics in 2018.

- » The best Polish chess players of the young generation.
- » The leader of the team is Grandmaster Radosław Wojtaszek (25), along with the World Master runner-up, Vishwanathan Anand.
- » The greatest achievements for some of the young players of the team include: two World Master titles for Dariusz Świercz (<18 and <20) and a European Championship for Jan Krzysztof Duda (<14).
- » The team players participate in the most prestigious national and international matches.
- » Participating on this team allows the exchange of experience between winning competitors and young stars in junior chess games.
- » Being part of the team ensures access to an elite group of trainers and innovative training forms.
- » The team uses ultra-modern computer hardware, necessary for the preparation of challenging chess matches.
- » Members of the team are idols and models for the youngest lovers of this royal game.

- » Membership of the team is a prestigious award and goal strived for by young Polish chess players.
- » Members of the team enjoy spectacular success on an international stage.
- » The team promotes chess in Poland and attracts more lovers of this discipline. Currently, over 46,000 players are registered in the Polish Chess Federation.



## POPULARISATION OF IT TECHNOLOGY



- » **The traineeship program:** every year around 300 students of IT faculties take advantage of a 3-month, paid summer internship.
- » **Full support** for projects, workshops, and scientific conferences.
- » **Educational tours** in Comarch's head office.
- » **Comarch Innovation Lab:** this program provides students with the possibility to verify their knowledge in a practical way.
- » **ICT Promotion Foundation**
- » Promoting telecommunications and IT knowledge, with special emphasis on widely available training events in this scope.

- » Various training activities for university-level facilities and secondary schools and businesses.
- » Organising specialised training courses, lectures, scientific seminars and conferences of various levels of knowledge, including a broad range of subjects in IT, telecommunications, project management, and communication.
- » Continuous participation in research and development work in the field of communication and information technologies.
- » Managing autonomous projects in training development, including those financed by the European Social Fund.



## Secondary school pupils under the patronage of Comarch win a European Space Agency competition

A group of students from the V Liceum Ogólnokształcące (Secondary School No. 5) in Krakow and the Andrychów Liceum won first place at the CanSat contest organised by the European Space Agency in April 2013.

Financial support provided by Comarch enabled them to complete the contest task (the construction of a space probe model) and provided transportation of the team to the competition. Support from Comarch allowed these young students to gain new experience, which will surely bring about benefits in the future.



## COMARCH SOCIAL PROJECTS

- » Christmas food packages prepared for the AGAPE Foundation.
- » Purchase of food and cleaning products for the Single Mother Home on Strzegomska Street, Wrocław.

» Providing cleaning products, sweets and toys for the Multi-Functional Care Facility "Przystań" in Dąbrowa Górnicza.

» Support for the Fundacja Niesiemy Nadzieję before Christmas.

» Organisation of pre-Christmas packages within the Szlachetna Paczka action.

» Participation of 9 teams (45 employees of Comarch) in the charity Krakow Business Run.

» A collection of money for Fundacja Jaśka Meli during the Krakow Business Run 2012.



## HEALTH PROJECTS OF IMED24 MEDICAL CENTRE (GK COMARCH)

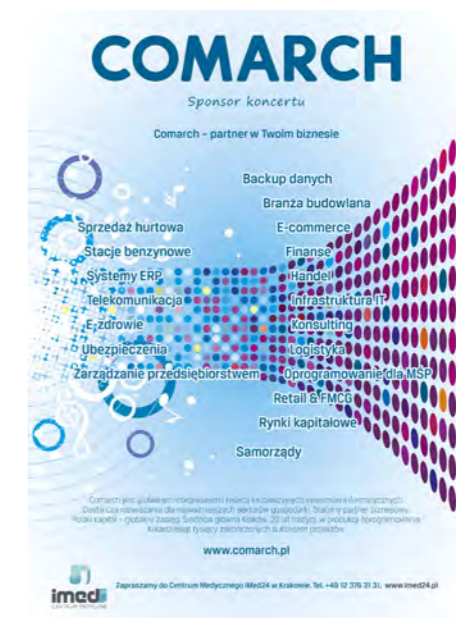
- » "Yellow Week" free immunisation against hepatitis.
- » Free orthopedic consultations.
- » "Pink Ribbon" prophylactic examinations organised with the Twój Styl monthly.
- » Christmas actions: "Package for Mummy," "Package for Daddy" and "VIP Prophylactic Packages."
- » Prophylactic examinations in cooperation with the TTV television network.
- » Promotional action for the Week of Battling against Cervical Cancer for gynecological examinations.
- » Discounts for medical services for women on Women's Day.



## CULTURE

### Last Night of the Proms in Krakow.

Comarch, for the 11th time, sponsored a concert inspired by the most important event in the UK classical music calendar.





# AWARDS

**Professor Janusz Filipiak was decorated with the Officer's Cross of the Order of Polonia Restituta.** The President of the Republic of Poland honored the founder and president of Comarch, Professor Janusz Filipiak, with the Officer's Cross of the Order of Polonia Restituta. The national decoration was awarded for outstanding services for the development of the national economy and achievements in charity and social activities.



**Comarch won "The Company of the 15th Anniversary" statuette of the CRN magazine.** On the 20th anniversary of founding the "CHIP" monthly and the 15th anniversary of "CRN" Polska, during the jubilee Tech Trends gala, Comarch was awarded "The Company of the 15th Anniversary" statuette.

**Golden Website award for Comarch.** Comarch's website won the Golden Website V contest in the category of sWIG80 companies. In the second stage of the contest, Comarch scored the maximum number of points among all the websites in the contest.



**Comarch in the prestigious Truffle ranking.** The Truffle ranking presents one hundred of the best European IT leaders.

**Comarch, the most innovative company in the "Rzeczpospolita" ranking.** Comarch was recognised as the most innovative company in the "Rzeczpospolita" Lista 2000. Comarch has been on top of this ranking of the most innovative Polish companies in the trade and services sector for many years now.

**Comarch won the prestigious Innovator 2012 award of the "Wprost" weekly magazine.**

**Comarch, the most innovative company in the ICT sector according to the Polish Academy of Sciences.** The Polish Academy of Sciences (PAN) ranked Comarch as number one among the most innovative companies in the ICT sector in 2010. PAN announced this ranking in 2012.

**Comarch was awarded the CSR Silver Leaf in the "Polityka" 500 List.**

**The Comarch website won the e-diamond Forbes & Onet.pl award twice in a row.** Forbes & Onet.pl chose Comarch as the winner of the best company website in the Małopolskie province for the second year in a row.

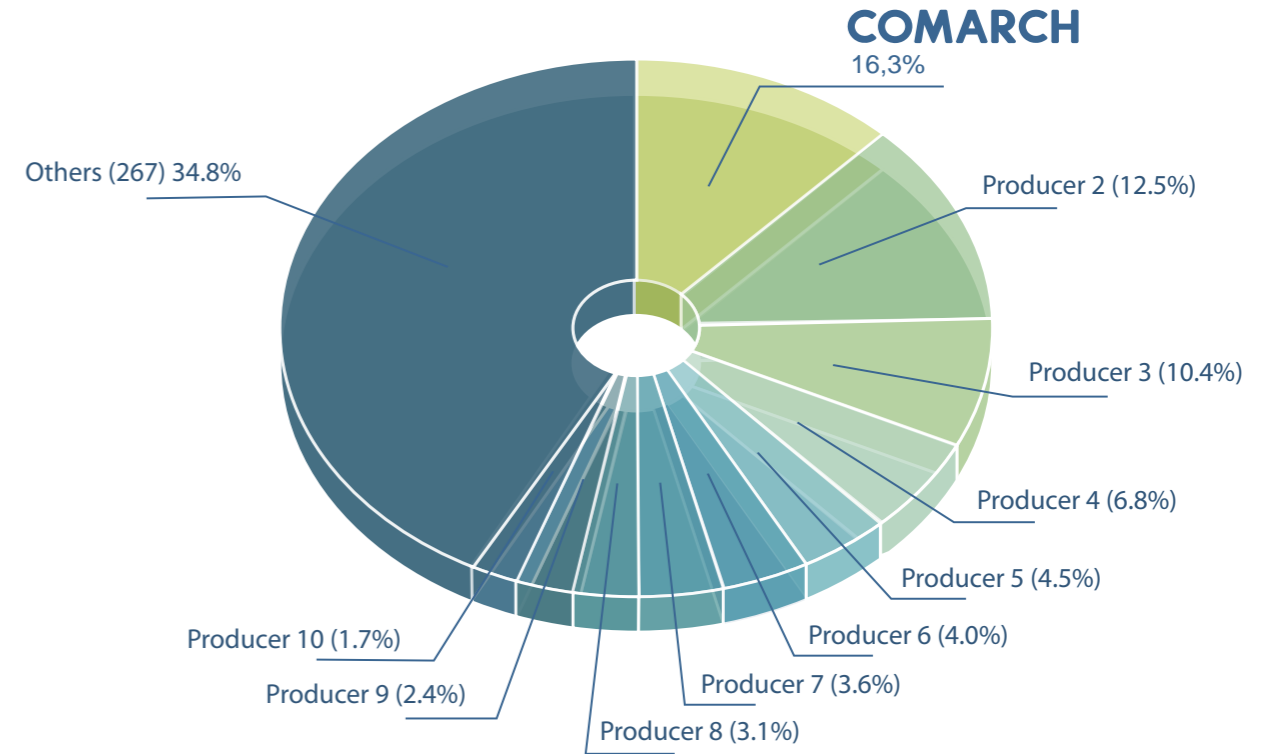
**Comarch, the sponsor of the year.** During the ceremonial opening of the Polish Chess Championships, 2012 and the Polish Championships of Women, the Hetman awards were awarded for outstanding achievements. Comarch, under the presidency of Professor Janusz Filipiak, received the "Sponsor of the Year" title for sponsoring the "Wojtaszek Comarch Team" chess team.

**Comarch awarded by Microsoft.** Comarch was awarded the title of Microsoft Partner of the Year 2011 in the category of ISV Royalty (Independent Software Vendor). The award for the Krakow IT company recognised its high sales of Microsoft ISV Royalty licenses in the SMB market and the simultaneous achievement of increasing sales.

**The Comarch M2M Platform won the Pipeline 2013 Innovation Award in the "Innovation in Connectivity" category.** Comarch was awarded for its intelligent solutions in M2M communication which support operators in entering the Machine-to-Machine communication market.

**iBard24 distinction for the Best Affiliate Program.** For the contribution of building the partnership channel and ensuring attractive cooperation rules for resellers, Comarch was distinguished in the Best Affiliate Program contest organised by ITR, the publisher of "IT Reseller" and "Cyfrowa Polska" magazines.

# RANKINGS



SME software producers share in the license market in 2011. Source: DiS, 2012

## Leader among IT solutions for small and medium-sized businesses.

According to the "Software for SMB 2011" report prepared by the DiS research office, which is a review of the IT software market for small and medium-sized companies, Comarch is the leader among Polish suppliers of IT systems in this category, with its share in sales of licenses at 16.3%. The Krakow-based IT company is also among the largest suppliers offering solutions in the service model (cloud computing) for the SMB sector.

## IT@BANK 2012 Ranking.

First place among companies in the financial sector and the main award for second place in the ranking of IT companies supporting the Financial and Public Institutions sector.

## GARTNER Report.

Comarch Commission & Incentive was recognised and described in a report by the Gartner analytical company, The MarketScope for Insurance Incentive Compensation Management, among 13 solutions of the main suppliers of commission and incentive solutions.

## CELENT reports.

Comarch Insurance Claims was among the top ten solutions of European producers of claims adjustment and processing systems selected and described in a report by the Celent analytical company, Claims Systems Vendors: European General Insurance 2012.

Comarch Client Reporting & Communication was highlighted in a report of the Celent analytical company, Client Reporting Tools Update 2012: An Overview of the European Market, among 13 solutions of the major European suppliers of reporting tools.

## Comarch Cloud rising in 2012.

The sale of Comarch products in the cloud, available for the past 12 months, amounted to over PLN 4 m in 2012, i.e. over 30% more when compared to the corresponding period of the previous year.

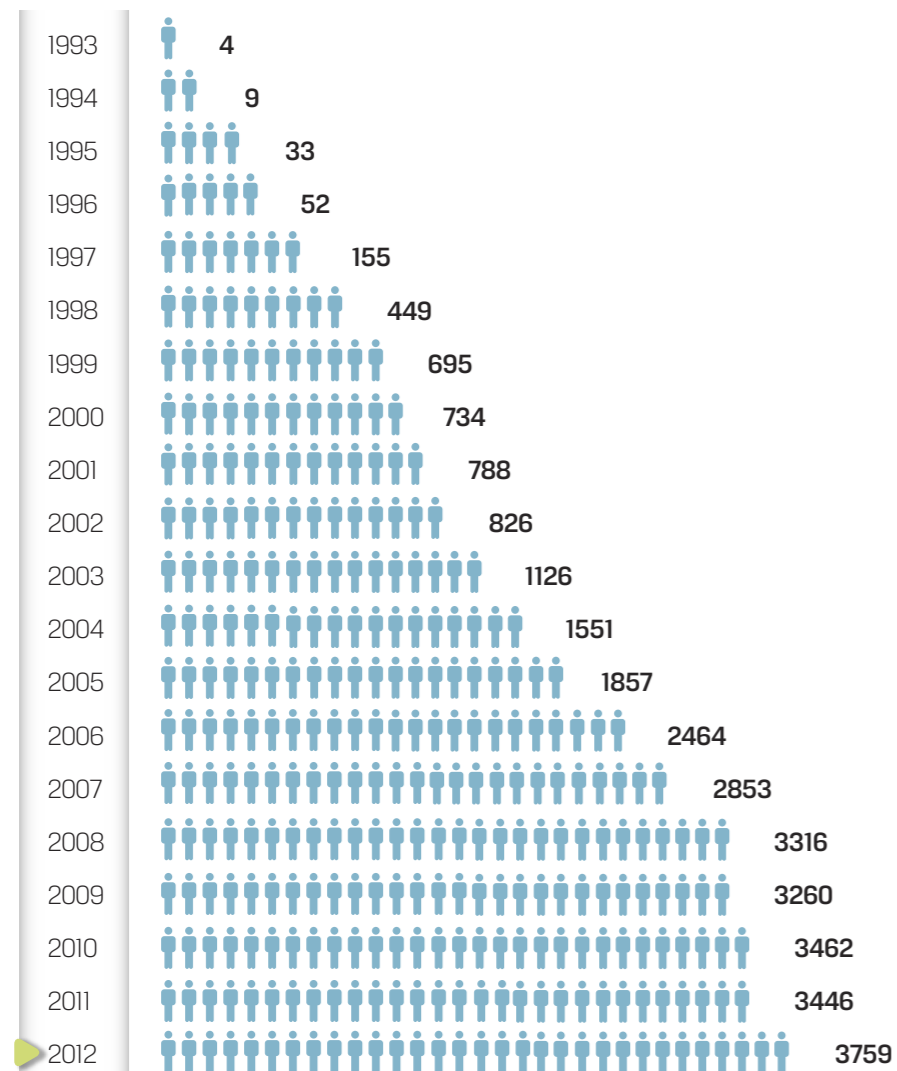
**Comarch appreciated in the Computerworld TOP 200 ranking.** Comarch ranked high in most of the ranking categories. The Krakow company won first place in three categories, and second place in seven summaries.



# ONE OF THE LARGEST AND MOST STABLE EMPLOYERS IN THE IT INDUSTRY

Comarch systematically increases employment throughout the Capital Group. It employs professionals of the highest class (programmers, IT specialists and economists), graduates from the best Polish and international colleges and universities. One of the main sources of acquiring employees is the summer holiday Comarch Placement program, its 10th edition was held in 2012. During the spring recruitment process, the company received 1,234 applications. Following the entry exam, Comarch invited 325 students to participate in the summer placement program. They were working on real-life projects, in groups of several members, under the supervision of experienced specialists. 208 students remained with Comarch following the trainee program. *Życie w firmie*

## EMPLOYEES OF THE COMARCH CAPITAL GROUP.



The summary does not include employees of MKS Cracovia SSA and Interia.pl

## LIFE IN THE COMPANY

Comarch offers many different non-financial benefits to its employees, including development possibilities. Everyone in the company may participate in training activities, both external and internal, conducted within the Comarch Training Centre. Additionally, employees benefit from the welfare package: private medical care, a modern Sports and Recreation Centre in Krakow, including a swimming pool, a gym and sauna, and passes for sport activities and cultural events in other cities.

Comarch also cares about integrating its employees, so annual events are organised for them and their families. The company recognises employees with a longer history of employment, every year awarding Bene Meritus medals to those who have worked with Comarch for 10 years. The Board of Directors of Comarch awarded 19 people in this way in 2012.

**31** average age of employees

**77 %** of all employees are university-level educated

**26 %** of all employees graduated from AGH

**57%** of all employees are employed in Krakow.

**27%** of all employees are women.



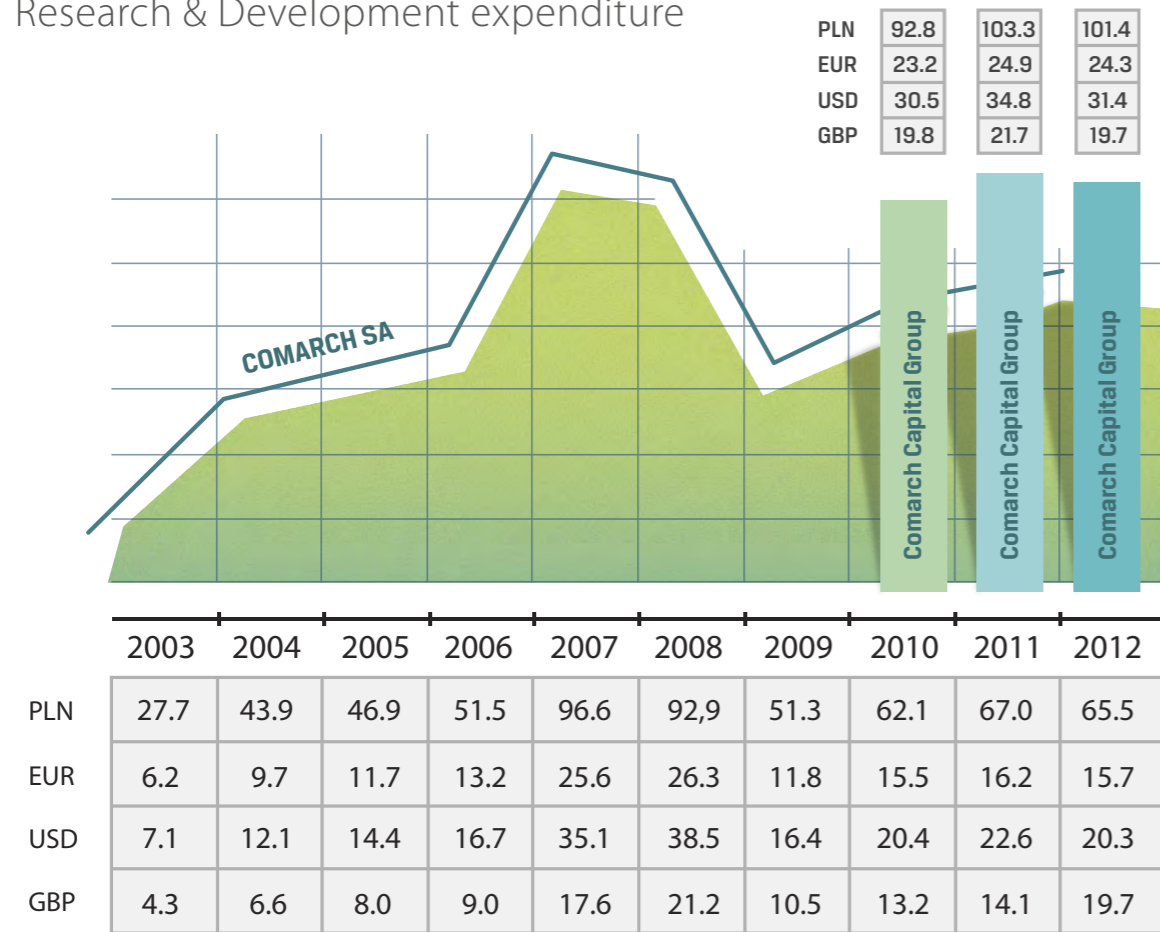
# INNOVATIONS

Comarch is a company based on knowledge. It has wide experience in developing specialised IT software and solutions for key sectors of the economy. The impressive possibilities of Comarch in the scope of continuous innovations are based on employing long-term experience, developing human resources and investment. Every day engineers in the Comarch R&D centers work on new products and on improving existing ones so they meet future requirements.

## Comarch software production and development centers:

- » **Poland** (Krakow, Warsaw, Katowice, Wrocław, Poznań, Łódź, Gdańsk)
- » **Germany** (Hannover, Munich, Bremen, Dresden)
- » **Switzerland** (Buchs)
- » **France** (Grenoble)

## Research & Development expenditure



\* in millions

Expenditure for research and development in 2012 amounted to 9.8% of Comarch SA proceeds and 11.5% of Comarch CG proceeds.

## HISTORY OF DEVELOPING OUR OWN PRODUCTS

### 2012

Comarch Order-to-Cash Automation for Telecoms  
 Comarch Business Consulting Services for Telecoms  
 iMall24.pl – portal e-commerce  
 Comarch UpnP Compliance Test Tool  
 Comarch Spectrum Migration Management Platform

### 2011

Comarch Pricing & Billing  
 Comarch Investment Advisor  
 Comarch Enterprise Customer Management for Telecoms  
 Comarch e-Investor  
 Semiramis Accounting, Brokerage, Office  
 Comarch Workflow  
 Comarch Self-Organizing Network  
 Comarch Policy & Charging Rules Function  
 Comarch M2M Platform for Mobile Operators  
 Comarch Exchange Trading  
 Comarch Customer Experience Management

### 2010

Comarch Cloud Service Management & Billing  
 Comarch Client Reporting and Communication  
 Comarch Central Product Manager for Telecoms  
 iFin24  
 iFaktury24  
 iComarch24  
 Comarch Service Quality Management  
 Comarch Performance, Attribution & Risk  
 Comarch Next Generation Service Fulfillment  
 Comarch Next Generation Network Planning

### 2009

Comarch Field Service Management  
 Comarch Enterprise Mobility Solutions  
 Comarch Altum & Comarch Retail  
 iReward24 Loyalty Platform  
 iMed24

### 2008

Comarch ECM  
 Comarch Wholesale Billing  
 Comarch Self Care

### 2007

Comarch Next Generation Service Assurance  
 Comarch Voucher & Top-Up Management

### 2006

Comarch Solution for MVNOs  
 Comarch Process-Driven Inventory

### 2005

Comarch CAFE  
 Comarch Life Insurance

### 2004

Comarch Fault Management  
 Comarch Commission & Incentive  
 Comarch GenRap i Ocean

### 2003

Comarch Deal Management  
 Comarch 3ARTS (Compact BSS)

### 2002

Comarch e-urząd  
 Comarch Credit Process Management  
 Comarch ECOD (obecnie Comarch EDI i Comarch SFA)

### 2001

Comarch OSS Mediation  
 Comarch Non Life Insurance

### 2000

Comarch CRM for Telecoms  
 Comarch OPTIMA

### 1999

Comarch Loyalty Management

### 1998

Comarch Internet Investments Platform  
 Comarch Internet Banking Platform

### 1997

Comarch Leasing

### 1995

Comarch Asset Management  
 Comarch Custody

### 1994

Comarch CDN XL  
 Comarch CDN Egeria

### 1993

Comarch Convergent Billing  
 Platforma Comarch OSS  
 Infostore iSeries



## SUPPLEMENTARY FINANCING FOR RESEARCH AND DEVELOPMENT WORK

In the scope of undertaken projects, Comarch SA continued work on 11 contracts signed in 2010 under the Innovative Economy Operational Programme (IEOP) Measure 1.4 – 4.1 (contracts for supplementary financing signed in December 2010). The research and development projects financed within IEOP include:

1. A modern IT platform to improve the development of business applications in the SaaS model
2. Automated interchange of information between telecommunications operators
3. A Secure System for the Authorization of Online Transactions Based on External Devices
4. Implementation of environment supporting tools for analyzing management efficiency over financial instrument portfolios
5. The Comarch Mobile Finances System
6. A system for managing client relationships
7. Implementation of innovations in IT systems for the management of factoring processes
8. Modern comprehensive interfaces for an electronic data interchange system

9. An Advanced Platform for Marketing Information Management
10. An innovative platform for mobile sales support, ECOD Agent 3.0
11. A platform for reporting and supporting a traditional distribution channel, ECOD Dystrybucja 3.0

In 2012, Comarch continued its execution of the "Development of an Innovative Platform for Companies for Reporting on Strategic Market Analyses (Market Research Analysis)." The project was executed within an IniTech Undertaking, on the basis of a contract for supplementary financing concluded with the National Centre for Research and Development (PL abbr: NCBiR).

2012 also saw the completion of a project carried out under the agreement for supplementary financing with the Ministry of Science and Higher Education (PL abbr. MNiSW) called: "Integration of Elements of PLM Functions in the ERP System for the Needs of the SMB Market."

In December 2012, a project entitled "Protection of the Critical ICT Infrastructure to Secure Business Processes Continuity in the Economy, Administration and Defense" was completed. The project was executed jointly with the AGH University of Science and Technology in Krakow, which was the coordinator of the project (under an agreement with the Ministry of Science and Higher Education).

## NEW PROJECTS IN 2013

Within Measure 1.4 of the Innovative Economy Operational Program, a contract was signed with the National Centre for Research and Development for supplementary financing of a project called: "Efficient, Ergonomic and Secure Systems of Browsing and Transmission of Medical Images" in the e-Health field.

Within the 7<sup>th</sup> Framework Program of the European Union, a contract was signed for supplementary financing of a project entitled "Shaping the Future of Electronic Identity" (FutureID), in which Comarch SA is a partner. This project deals with solutions in the area of security.



**COMARCH**

EUROPEAN UNION  
EUROPEAN REGIONAL  
DEVELOPMENT FUND



European Funds: for the development of an innovative economy

## COOPERATION WITH RESEARCH CENTRES

Comarch actively cooperates with scientific centers to execute research and development projects financed from both EU and domestic funds. Contact with the world of science ensures that experience is shared in both directions and supports innovativeness. This combination provides results in the commercialization of research work on one hand, while on the other it is an opportunity for Comarch to engage in continuous contact with academic circles.



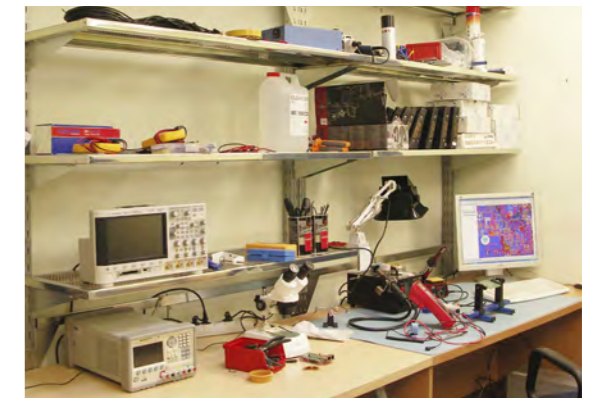
Comarch Innovation Lab (CIL) is a program developed for Comarch to cooperate with universities in Poland and abroad. It is addressed to students in IT, telecommunications and academics.

Comarch Innovation Lab operates at four sites across Europe:

- » Innsbruck (Austria)
- » Krakow (Poland)
- » Lviv (Ukraine)
- » Wrocław (Poland)

The program's objective is to make these studies more attractive and to provide students with the possibility to verify their knowledge in a practical way. The students who take part in the Comarch Innovation Labs can work on their MA and MSc projects which they are obliged to complete during their studies. They receive remunerations for the execution of their projects within the program. The best works which receive positive assessments may be included in future commercial products. CIL is a new Comarch program addressed to the best students intending to start work in Comarch with a joint MA thesis or project.

The CIL office in Krakow is located at the Cracovia stadium, at Józefa Kałuży 1. It is a very attractive location, with some of the rooms (including the kitchen) overlooking the football pitch. The closeness of the location to the University of Science and Technology along with flexible working hours facilitates an easier combination of work with study. Students participating in the program may work in the CIL office or in the Comarch office buildings in Krakow's Special Economic Zone, depending on arrangements with Project Managers and the selected subject of the project.



## “MOBILE” CARS

As a driver spins along the motorway listening to his/her favorite music, the car notifies them of when the car needs refueling, and a special application developed by a network of petrol stations proposes stations to choose from, not only to refuel, but also ones where points can be earned thanks to the loyalty program they are a member of. A driver wishing to stop for lunch won't need to look for suggestions on the GPS device or come up with something by themselves. An application of a restaurant network installed on their smartphone will suggest menus of the day, offered along the route, and will report what the driver ordered on a previous stop there. If the car's oil filters are not working properly, the car will generate a notice, and the relevant application will send it to a service station to arrange a replacement. Significant data concerning a journey, such as the driver's speed in developed areas, will be sent by the relevant application to the insurance company, to calculate an insurance fee based on the analysis of the given person's driving style. Sounds unreal?

Soon, this method of communication between cars and smartphones will become a reality.

Developing innovative methods of communication between mobile devices and cars is an area in which Comarch specialists from the Cloud, Connectivity and Mobility departments are actively engaged. Comarch has become a technological partner of the **Car Connectivity Consortium (CCC)**, an organization driving global innovation for phone-centric car connectivity solutions.

MirrorLink™ is a technology standard for controlling a nearby smartphone from the steering wheel or via dashboard buttons and screens. It is currently considered to be the most progressive standard in the field, as it frees up the development of the technology from specific phone and car manufacturers. The MirrorLink™ standard has been created by the Car Connectivity Consortium. The members of the organization include more than 80% of the world's automakers, more than 70% of global smartphone manufacturers and a who's who of aftermarket consumer electronics vendors.

*At present, it is not possible to use applications written by any developer when connecting a telephone to a car using the MirrorLink™ technology. In the past it was not possible to assess mobile applications in terms of their safety for use while driving. Now, with the system for managing application certificates created by Comarch, the ACMS (Application Certification Management System), this problem will be solved, and work on the development of this technology will be taken to the next level. It is planned that the next step, after offering the possibility of using mobile applications in a vehicle, will be the possibility of sending a car's status data from the computer of a specific vehicle and processing it into useful information for the driver, says Grzegorz Wąchocki, Cloud, Connectivity & Mobility Business Unit Director, Comarch.*

### Comarch and the Car Connectivity Consortium

Comarch, together with CCC, is developing MirrorLink™ technology, and are working on a system to certify mobile devices and mobile applications. The first of these areas means certification at the device level, i.e. confirmation that a smartphone will communicate with a car correctly, regardless of the brand. The other area refers to the ap-

plication level – it means checking whether the given application may be activated in the car with a telephone, irrespective of its developer. Security is a significant criteria of application assessment, which is why applications are certified in two groups, one approved for use while driving, and the other one when the vehicle is stationary.

*A major challenge for us in the future, after the activation of the Application Certification Management System, will be its scalability. The forecasts, based on the current increase in the number of smartphones in use, indicate that the number of devices operating with MirrorLink™ technology will exceed one billion by 2016. The number of vehicles equipped with this technology will not increase at the same rate, but applications will have to periodically obtain confirmation of certificate validity. This means that smartphones will have to be reconnected with the ACMS system. With this trend taken into consideration, the project will need further commitment in research and development over the coming years. At the same time, we continue to work with CCC to improve methods of communication between devices and how data is sent in validation processes so as to improve this innovative system, says Grzegorz Kafel, Certification Test Systems Specialist, Comarch.*

### Application certification: the ACMS system

Comarch created a special environment supporting the MirrorLink™ application certification program, the **Application Certification Management System (ACMS)**, and will also be responsible for hosting it. The system operates in a cloud service model (Software as a Service, SaaS) for CCC. Additionally, Comarch's security

department ensures the safe issuing of certificates for applications with Public Key Infrastructure (PKI) technology.

Developers of mobile applications that are aimed towards use in vehicles will be able to obtain certificates through the ACMS system, to confirm vehicle usability. The communication between the mobile device and the vehicle with the use of MirrorLink™ technology will enable displaying the applications on a built-in car screen. Buttons on the driver's console will be used to control them. Creating the possibility of application certification ensures development in this field autonomously from specific car manufacturers, who have been developing applications compatible only with their vehicles.



*The project, which we are working on for CCC is very innovative and requires major effort in research and development. The system created by Comarch for CCC operates in a completely new, undeveloped area, and many parts of the certification system for which we are responsible are critical for the introduction of the system. The technologies, which we are working on, are yet to be introduced to the market. Our cooperation with CCC may be regarded as a step forward in this area, which will affect the development of standards in the market, adds Grzegorz Kafel, Certification Test Systems Specialist, Comarch.*



## TELECOMMUNICATIONS OF THE FUTURE

The telecommunications services market is an area of dynamic transformations. The patterns of behavior of operators' customers continues to change, as they are constantly looking for new services and new tools. The number of mobile devices is increasing faster than ever before, thus forcing the network to be prepared for processing immense data volumes. Service provider offers must be flexible enough to meet customer expectations, not only in terms of prices and access to new applications and tools, but also in such areas as network management and its bandwidth.

**Comarch helps telecom operators meet these expectations with innovative technologies that respond to the needs of the future. Comarch systems allow operators to apply an innovative approach in such areas as:**

» Responding to the demand for dedicated offers for business customers – Comarch Enterprise Customer Management

facilitates preparing offers that will meet the needs of enterprise customers and their employees. Comarch provides tools that allow companies to autonomously manage their telecommunications services and make changes in them in real time, as well as exercise control over demand and splitting the costs of these services within the company.

» Offering services and applications in cloud models – Comarch Cloud Service Management enables service providers to offer their business clients online access to modern telecommunications services and specialized business applications in the cloud (in the Software as a Service model).

» Efficient management of complex portfolios of convergent services and service bundles with the centralized Service and Product Catalog solution. Being based on the concept of building offers from reusable service components, it significantly shortens time to market and enables monetizing investments in LTE or digital services.

» Processing very large amounts of data: efficient engines behind our BSS/OSS systems make them able to process huge amounts of customer, product, service and network data.

» Modern, automated network management related to solving problems (Next Generation Service Assurance), as well as planning and optimizing network configuration (Next Generation Network Planning).

» Improved correlation between the network and service layers: with the Comarch Next Generation Service Fulfillment system, the operator receives information early in the service offering stage as to whether the given service may be activated. This consolidates the management and preparation of offers built from operators' own products as well as third party components.

» Preparing the BSS/OSS systems for offering Digital Services: ensuring that network management, from the planning stage to the quality management stage, as well as the billing and customer management processes will meet the challenges related to the activation and delivery of this type of service (M2M, Cloud etc.).

» Development of M2M technology (Machine-to-Machine communication) which enables data to be sent over mobile telephone networks between various devices and systems, without human intermediation. With M2M Platform, Comarch ensures that operators can provide this type of innovative service for different industries, such as telemedicine or the automotive industry.



## NEW BANKING GENERATION

**Comarch Smart Finance:** a new banking generation moved to the cloud, addressed to both retail and business clients. While focusing on the clients, their needs and plans, it has been designed to motivate users to undertake financial actions that are beneficial for them. It combines traditional banking with advanced management over personal finances along with valuable advice. Cloud banking is a method to solve the problems of banks which result from a shortage of IT resources as well as the high costs related to constructing a system or investing in better infrastructure.

**Comarch Smart Rules:** an intelligent application to support communication channels between the client and the adviser in Comarch Smart Finance and Comarch Front-End (CAFE) applications. Based on available client data, the system recommends bank products, services and other offers suited to their needs and sends messages which help manage personal finances and facilitate the use of the bank's offer. The main advantage of this solution is real-time operation (with the employed algorithms and a Big Data infrastructure) and context-based actions which take into consideration the current financial situation of the client, such as the status of their finances.

**Comarch Exchange Trading:** the central brokerage system with innovative solutions, including high-performance order processing, a flexible and multi-currency register module, effective communication with both the markets and international brokers (with the FIX protocol) and full support for data on clients, accounts, settlements, deposits, corporate events and risk control. This 2012 developed solution ensures brokerage houses have full use of the new transaction system of the Stock Exchange which was implemented on 15 April, 2013.

**Comarch Mobile Insurance Advisor:** a native application designed specifically in tablet and smartphone versions. It ensures comprehensive support for the sale of even the most advanced insurance products, including investment policies. With Comarch Mobile Insurance Advisor, the sales network of insurance companies gains an innovative tool to support sale processes, from analysing needs, to simulation and investment consulting, up to application registration. Insurance agents and brokers gain the possibility of monitoring the status and results of sales, as well as a full view of clients. The application can be used at any time and at any place, both online and offline.

**Comarch Factoring Cloud Edition:** the platform prepared based on Comarch Data Center resources and dedicated for Small and Medium Enterprises (SMEs). The main objective of the transaction factoring system in

the cloud, offered as a service, is the optimisation of IT support costs in factoring processes. With low costs of setting up the system, this solution can be implemented with domestic and international small and medium-size business entities which provide factoring services.

**Comarch Factoring Fraud Prevention:** the system completed within the Operational Program – Innovative Economy, Measure 1.4-4.1. This solution facilitates foreseeing and preventing fraud in factoring transactions based on client and market behaviour. An article describing this intelligent tool has been published in the British scientific monthly Journal of Decision Systems (Taylor & Francis) and was received with a very positive reaction.





# GAMIFICATION: A HIGHER LEVEL OF ENGAGEMENT

**What does a loyalty program of an American restaurant network, a mobile application of a world-famous shoe producer and a system for sales department employees in banks have in common? They all have integrated mechanisms which turn a user into a player, and the given activity into a game.**

Consumers currently have access to an abundance of information, price comparison search engines, websites which provide an overview of product opinions, not to mention the sheer volume of information and advertisements which inundate the human eye on a daily basis. The possibilities of brand promotion, however, are at the same time strictly limited due to the volume of information which can be processed by the human brain at the one time.

*In the fight to acquire the attention of the consumer, a certain problem has been noticed which became the ground for the gamification concept. People perform certain tasks, activities, watch advertisements and commercials and react to them (or ignore them completely). All this involves no commitment and does not give a ground for true interest and interaction. Not to mention the feeling of fun related to all this. However, this helped us focus on developing solutions which evoke commitment in users and are based on resources which may help increase their participation, whether we are talking about call centre employees with several dozen repeatable tasks every day or a consumer whose attention the company wants to attract, or a member of a loyalty program who has been collecting points in their account for a long time without being aware of the reason and without any additional activity related to it, says Matusz Popiołek, Business Development Director in SolInteractive.*

## Gamification

Gamification is the use of game thinking to the real world. In 2011, this word was included by the creators of the Oxford English Dictionary in a group of the most important words of the year. Gamification helps improve sales results and solutions used in the workplace or can increase the effectiveness of a loyalty program. All this is done with the same psychology of motivation that is applied to video games.

## How it works

Why do we love games? What makes an average player spend around 12 hours a week playing their favorite game without any financial benefits? The answer is in the human brain. Gaming causes the release of dopamine, a hormone which is responsible for the determination to compete and win. The competition motivates humans to work, provided that their efforts are noticed and rewarded. In any involving game, prizes should not be too easy to win, and getting to them should be a challenge. It should not be too difficult, however, as painstaking effort with repeated failure may result in frustration. It is important that activity is rewarded regularly, and when the user has met the conditions of the game, they can expect a reward for their endeavors. However, it does not have to be in financial form, as quite a number of games in social life are for prestige and status.

## How to use it

If gamification mechanisms positively affect the participant of the game, increasing their commitment and will to continue, they should be applied in business areas, in daily work, or to attract the attention of clients. Daily tasks at work may take the form of challenges that the player has to win in order to start another part of the game. If we refer to workplace gamification, the actual objective is to affect the attitude of employees to increase their commitment to the executed tasks, to motivate them to participate in training activities, and to cooperate or act more efficiently. The objective of the gamification system depends on predefined business problems.

The workplace is one of the areas where gamification solutions can be beneficial in dealing with potential arising problems. Another example comes in the use of gamification in loyalty programs, where even the rules form a perfect ground for involving gamification solutions. According to data from the USA in 2012, 54% of consumers do not actively use loyalty programs, and as many as 69% of members are not active in commercial online communities.

International examples show that the use of gamification in business areas brings about desired results. According to a report by Saatchi & Saatchi (2011), as much as 55% of Americans would like their places of work to employ elements of gamification. Gamification in Poland is still regarded as a phenomenon most often analysed in terms of theory rather than in specific implementations.

A good example of an international implementation is the American Verizon mobile network for which the gamified Verizon Insider program achieved quite brilliant results. Verizon enabled clients to collect points for such activities as browsing pages, making comments, sharing contents, attaching photos and stating current data. With the earned points, the player could progress to another level of the game. Verizon states that 50% of their page users took part in the undertaking at the turn of 2012. Verizon did not offer additional financial incentives, and prestigious website badges motivated half of the website users to increase their level of commitment.

Another good example is Online Travel Training, a loyalty program of OTT, a company that offers courses for representatives of the tourism industry. The participants win badges for participating in courses, with special activities planned for those in which awards can be won (like prize-draws with trips in return for winning a quiz). The average number of courses completed by the users doubled during the first month.

In 2011, the network of Buffalo Wild Wings restaurants (BWW) ran a campaign on the SCVNGR platform. It consisted in allowing loyal BWW clients to take challenges (like taking a themed photo or eating a specific item off the menu) for which points were awarded that could be exchanged for prizes. In only the first three weeks of the program, which started at the beginning of 2011, 30,000 active players participated. At the end of the campaign, this number increased to 184,000 participants across 730 BWW restaurants. The largest innovation used by SCVNGR and BWW consisted in enabling players to add tasks. Each user on the website could add their own task, define the award and invite friends to take part in it. A nation-wide ranking was also developed, with the winner receiving tickets to the NBA finals accompanied by Scottie Pippen, one of the largest stars in the history of American basketball.

Gamification is a modern tool for mobilizing participants in various areas and institutions. Depending on the objectives, the system will look different each time because it is adjusted to a target group. A very significant element of successful gamification is to ensure that players are entertained. Even if the gamification system is implemented at the workplace, tasks can be enhanced by an involving game.



SolInteractive is a technology company that delivers solutions that change behavior by providing an immersive user experience. SolInteractive is part of the Comarch Group. SolInteractive is the creator of an innovative end-to-end gamification system built on its proprietary engine. The platform enables full integration with social channels, CRM systems and mobile. SolInteractive was founded in 2008, headquartered in Poland with projects in the US, France, Switzerland, Germany, UK, UAE and Poland.

Read more information about gamification solutions here:

[www.engageSolInteractive.com](http://www.engageSolInteractive.com)





# COMARCH NETWORK OPERATIONS CENTER

This is a comprehensive solution perfectly suited for the technical support of all types of businesses and institutions. With its expanded functions, an automated and reliable system used for monitoring the IT environment, the service offered by Comarch forms support for both administrators and IT managers.

The current scope of services includes locations on 3 continents. With the support of project managers, second line engineers (network engineers) and third line support (producers), it is possible to adjust the implemented services to the requirements of each client and to ensure that they enjoy a high level of quality and compliance with the latest standards.

The priority is to eliminate, with the largest lead time possible, all prospective threats, as well as to prevent stoppages and breakdowns of the client's IT infrastructure.

In the case of a breakdown, the company ensures the immediate response of a specialist. Depending on the results of diagnostics, the problem is reported to the supplier in the given location or a Comarch engineer is sent to the site to check the cause of the problem. During this time, the NIGHT (PL: NOC) Comarch engineer maintains contact with the client and notifies them about the progress on eliminating the failure. After the repair, they will determine the cause and inform the client. Additionally, the user receives periodical Service Level Agreement (SLA) reports which facilitate controlling the quality levels of the provided services. The presented reports can be used for the verification of accessibility (of the lines, servers, and

services), the estimation of reliability, the planning system expansion, etc.

**Comarch Network Operations Centre** facilitates monitoring the accessibility of elements of client IT infrastructures and the parameters of their field of business. Detection of breakdowns results in immediate recording of incidents in the call system and the immediate start-up of the repair procedure, which consists in running initial diagnostics and notifying the client about the recording of the breakdown occurrence.

The scope of the reported parameters and the frequency of reports are individually agreed with each client and may include the following:

- » The accessibility percentage of data transmission lines, servers or parameters which are being monitored
- » A summary, with an indication of time ranges, and the inaccessibility of components of the IT infrastructure
- » A graphical presentation of statistics related to devices (processor usage, line load, disk usage, the number of started processes, etc.)

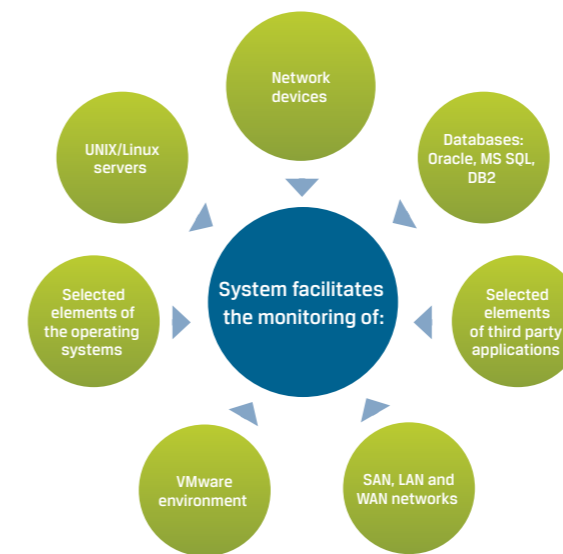


- » A summary of service calls for specific periods
- » Service Level Agreement reports
- » A summary of other events related to the monitored infrastructure which have occurred
- » Suggestions, if any, related to the optimisation of the infrastructure, which may increase its reliability, accessibility, and functionality.

The Comarch Service Desk is also an active element of the Comarch Network Operations Centre. It executes the first line of support for continuous services related to IT processes and the IT infrastructure of domestic and international clients.

## Comprehensive services

At present, Comarch consultants manage comprehensive support on a continuous basis, and provide 24/7 English-language technical support as well as support in German, Slovakian and Polish from 7:30 a.m. to 6:00 p.m. on business days.



The Service Desk supports office and production end users in the territories of Poland, Switzerland, Austria, Lithuania, Latvia, Estonia, the Czech Republic and Slovakia.

## Executed tasks

The leading responsibilities of the Service Desk include the identification and recording of incidents in the service call system, categorisation, prioritisation and initial diagnosis of incidents, as well as analysis and execution of specific elements of service calls in accordance with the agreed SLAs.



Service Desk support comes in the form of successive support lines of certified system engineers, specialized in databases and networks, who have certificates from the leading hardware and software producers, subcontractors, as well as on-site engineers.

## Benefits

- » A single contact point: Comarch taking over the responsibility for the operational status of the IT infrastructure controlled according to the agreed SLAs
- » Increased level of security in the IT environment
- » Enhanced quality of services offered by applying ITIL standards
- » Limiting or significant reduction of operational costs
- » Shortening failure elimination time and faster restoration of the full functions of the IT infrastructure
- » Central monitoring and management of the entire IT environment 24/7/365
- » Comprehensive control over the IT environment, as well as its optimisation to facilitate the execution of business objectives
- » The possibility of planning for the expansion or modernisation of the IT infrastructure in advance

## Comarch Loyalty Management for Airlines

### Enhancing the satisfaction of the end user by providing flexible services as and when they are required.

The aviation transport industry is one of the fastest and most dynamically changing fields of the world's economy. Six-month routine system upgrades include innovations and improvements in the area of technology, the functional scope and ergonomics of use. Comarch's rich experience in support for loyalty programs in the retail trade and fuel industries makes Comarch an extremely credible partner for airlines in the process of outsourcing their Frequent Flyer Program (FFP) to external companies which specialise in

only providing support for loyalty programs. Outsourcing turns traditional FFPs into a multi-partner program, which brings about new requirements on the part of IT suppliers. Comarch Loyalty Management for Airlines is an IT system dedicated to support Frequent Flyer Programs in the aviation industry. The product has all the functions required by large, network air carriers which operate from the largest airports of the world in the hub-and-spoke model. At the same time, the flexibility of the system architecture also allows it to be implemented with low-cost and hybrid carriers which operate from regional airports and offer point-to-point connections.

## Comarch Loyalty Management Mobile Application

This application is dedicated for participants in loyalty programs and allows, among others, quick registration to the program, by using virtual cards as identifiers in the program, receiving offers and discounts available only through the application, browsing a catalogue of awards and ordering them, sharing opinions and evaluations of

awards, exchanging points for vouchers, locating the closest shop, accessing information about a member's current location, obtaining travelling tips, and much more. It also facilitates gathering detailed data concerning clients and their shopping patterns. It is currently available for iOS and Google Android platforms.

## Mobile Dashboard

This application for iPad, integrated with Comarch Loyalty Management, Comarch Smart Analytics and/or Comarch Campaign Management. It provides key information in real time for marketing directors about the status of Moreover, loyalty programs, the results of marketing campaigns, promotions or clients. The integral Key Performance Indicator (KPI) tools and analyses provide continuous moni-

toring over marketing activities no matter the location of the marketer at a given time. It allows users to easily adjust the data presentation method and the displayed elements with drag-and-drop technology, setting different objectives for the most important entries or defining thresholds and alarms for tracking current values.

## Comarch EDI Financing

Comarch EDI Financing is an innovative solution which facilitates quick and easy financing of invoices by a bank. As a result, creditors receive payment before the invoice payment deadline, and debtors may extend this date as the bank ensures the timely financing of debts.

The added value of this solution is the integration of the application with a solution for sending and receiving e-invoices, thus making searching for, and indicating invoices quicker and easier. Moreover, in the next step, with by integrating with bank systems, sending these invoices for settlement is possible without the necessity of logging in to other systems and providing any paper documents. Additionally, the user can see, on an ongoing basis, the status of financing their invoice payments.



## Comarch SFA Mobile Sales Force

This SFA class application is prepared for a new platform, Google Android (for smartphones and tablets). Connection with the Comarch ERP Enterprise system facilitates central data management. Comarch SFA Mobile Sales Force supports the work of sales representatives and the heads of sales departments. Thanks to central data management, the application does not overlap the tasks of employees. It ensures access to current product data, price lists and discounts, and orders immediately after they are sent to the Comarch ERP Enterprise system.



## Virtual College

This is a web-based application dedicated for students, teachers and administration employees. The objective of the system is to provide functions of a traditional dean's

office and ensures access to the necessary information related to studies in higher education facilities.

## Comarch ERP Enterprise

This connects popular email clients with the ERP system. During the archiving process, the contents of emails are not only stored, but also any attachments. Additionally, the text of the message is analysed for the occurrence of references to other items in the system. With this procedure, the document established for an archived email message includes direct references to the attachments, the items named in the contents and the participants of the conversation. Its functionality is based on:

- » • Synchronisation of tasks and events in the Outlook calendar with the activities of the ERP system
- » • Synchronisation of contacts
- » • Archiving emails

- » • Support in daily work

With the integration with Comarch BI, Comarch ERP Enterprise offers a broad range of tools to help assess current business activities and facilitates planning further steps. Dynamic reporting guarantees major support in daily work.

The main advantages include:

- » • Support for decision making
- » • A broad range of usable reports, charts and cockpits
- » • Analysis of presented problems
- » • Finding relationships in business processes

## CTI (Computer-Telephony-Integration)

Applications integrating user telephones with the CEE system.

These applications provide:

- » • The recognition of business partners and companies on the basis of telephone numbers
- » • Quick and easy searching for phone numbers
- » • Switching between calls

- » • Simple conference management

- » • Visualisation of incoming connections

- » • Displaying detailed data related to the caller, such as orders, sales orders etc.

- » • Call forwarding



# COMARCH JOINT STOCK COMPANY

## Poland

### CA Consulting SA

Warsaw  
(100%)

### ESAPROJEKT Sp. z o.o.

Chorzow  
(100% votes held by CASA Management and Consulting)

### SouthForge Sp. z o.o.

Krakow  
(100%)

### Opso Sp. z o.o.

Krakow  
(100%)

### MKS Cracovia SSA

Krakow  
(62.16%)

### Comarch Management Spółka z o.o.

Krakow  
(100%)

### Comarch Corporate Finance FIZ

(100%)

### Comarch Management Spółka z o.o. SKA

Krakow  
(63.03% votes held by CCF FIZ; 36.97% votes held by Comarch S.A.; shares purchased by Comarch Management Sp. z o.o. SKA to be redeemed don't give any votes)

### CASA Management and Consulting Sp. z o.o. SKA

Krakow  
(100% held by Comarch Corporate Finance FIZ)

### Bonus Management Sp. z o.o. SKA

Krakow  
(100% votes held by CCF FIZ)

### Bonus Development Sp. z o.o. SKA

Krakow  
(100% held by CCF FIZ)

### Bonus Management Sp. z o.o. II Activia SKA

Krakow  
(100% held by Comarch Corporate Finance FIZ)

### Bonus Development Sp. z o.o. II Koncept SKA

Krakow  
(100% held by Comarch Corporate Finance FIZ)

### iMed24 SA

Krakow  
(100% held by Comarch Corporate Finance FIZ)

### Comarch Polska SA

Krakow  
(100% held by Comarch Corporate Finance FIZ)

### iReward24 SA

Krakow  
(100% held by Comarch Corporate Finance FIZ)

### Infrastruktura24 SA

Krakow  
(100% held by Comarch Corporate Finance FIZ)

### iComarch24 SA

Krakow  
(100% held by Comarch Corporate Finance FIZ)



iComarch24 SA solutions are designed for micro and small-sized companies seeking modern IT solutions to support business management as well as online sales. Support is possible from any place with internet access, 24/7/365. Using this software does not require any program installation as they are available from a web browser. The offered products include: iBard24, iKsięgowość24, Comarch ERP Optima - service model, Comarch ERP e-Shop and the wszystko.pl website.

[www.iComarch24.pl](http://www.iComarch24.pl)



iReward24 SA was established by a Comarch initiative in October 2008 for supporting the development of loyalty programs. The Loyalty Platform offered by iReward24 operates based on the innovative SaaS model (Software as a Service) which ensures the reduction of implementation costs, and the fast launch of the program. The additional advantage of the company is (apart from providing the perfect IT tool) a broad package of consulting and analytical services, which ensure effective management over a loyalty program.

[www.ireward24.pl](http://www.ireward24.pl)

# COMARCH JOINT STOCK COMPANY

## Europe

### Comarch AG

Dresden  
(100%)

### Comarch Software und Beratung AG

Munich  
(100% subsidiary of Comarch AG)

### Comarch Solutions GmbH

Innsbruck  
(100% subsidiary of Comarch Software und Beratung AG)

### SoftM France SARL

Oberhausbergen  
(100% subsidiary of Software und Beratung AG)

### Comarch SAS

Lezennes  
(100%)

### Comarch R&D SARL

Montbonnot-Saint-Martin  
(30.00% held by Comarch SA) (70.00% held by Comarch SAS)

### Comarch LLC

Kiev  
(100%)

### OOO Comarch

Moscow  
(100%)

### Comarch Luxembourg SARL

Luxembourg  
(100%)

### Comarch Oy

Espoo  
(100%)

### Comarch UK Ltd.

London  
(100%)

### Comarch s.r.o.

Bratislava  
(100%)

### CAMS AG

Luzern  
(51% held by CASA Management and Consulting Sp. z o.o. SKA)

### Comarch Swiss AG

Luzern  
(100% subsidiary of CASA Management and Consulting Sp. z o.o. SKA)

## America

### Comarch, Inc.

Chicago  
(100%)

### Comarch Panama, Inc.

Panama  
(100% held by Comarch, Inc.)

### Comarch Canada, Corp.

New Brunswick  
(100%)

### Comarch Chile SpA

Santiago  
(100%)

## Others

### Comarch Middle East FZ-LLC

Dubai  
(100%)

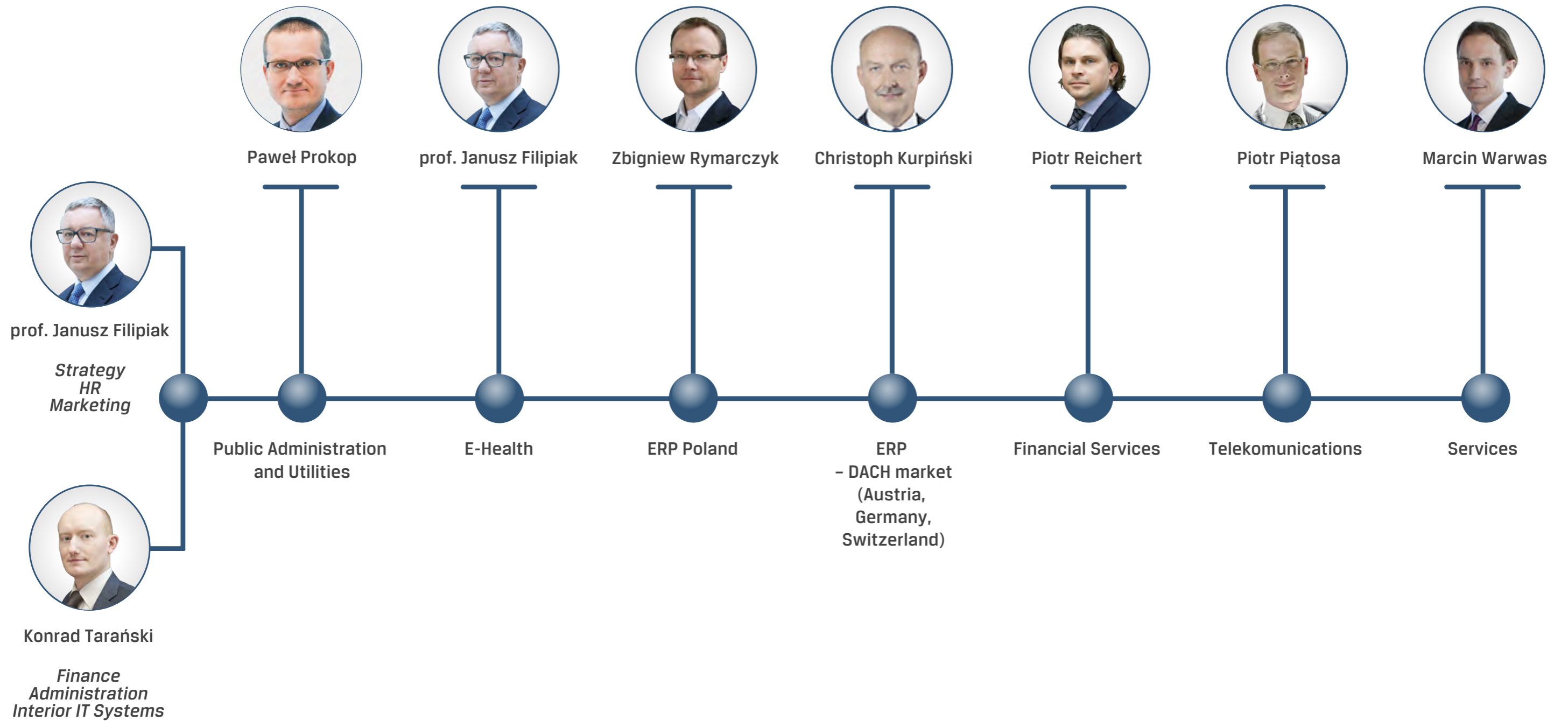
### Comarch Software (Shanghai) Co. Ltd.

Shanghai  
(100%)

### Comarch Vietnam Co. Ltd.

Vietnam  
(100%)

# ORGANISATIONAL AND COMPETENCE STRUCTURE





# THE PUBLIC SECTOR

## PRODUCTS AND SOLUTIONS

Comarch specialises in designing, implementing and integrating modern IT systems for public administration companies and public sector institutions. Comarch is also vastly experienced in developing comprehensive “turn-key” solutions, and in expanding hardware and network infrastructure. Considering the transformations in public administration in Poland, Comarch has developed a number of e-government solutions aimed at executing the specific needs of public sector bodies. Comarch solutions are developed based on modern international standards by top-level specialists. The most significant solutions implemented in the public administration sector include:

### Comarch Semiramis

Comarch Semiramis is an ERP II integrated system for supporting business processes in companies. The system was developed using Java technology, which guarantees compatibility with various databases and operation in three-tier structured programs. Comarch Semiramis uses dedicated frameworks (groups of functionalities) to provide support for production, logistics, sales, and financial and accounting processes. The system also uses an integrated data warehouse.

### Comarch Workflow

This supports the electronic (and paper) flow of documents in companies and institutions (industry-specific versions have been developed for particular entities).

### Comarch Portal

This proprietary Content Management System (CMS) not only provides tools to create and publish website content, but also provides advanced management over content and communication. The system facilitates managing multimedia files and e-learning support. The thematic video chat and forum solutions, as well as the FAQ options, will ensure the efficient interchange of information throughout a company.

### Comarch e-Investor

This is a useful tool to provide support for investors (individuals, institutions and companies). The system is offered to local government bodies and investment agencies, and is used in many different fields of the Investment Industry (information, research, organisation, spatial management and transport).

### Comarch e-Tourist

This platform provides support to promote locations and regions attractive to tourists. Interactive maps (connected to GPS maps) can include visualisations of tourist trails, descriptions of noteworthy restaurants, overnight accom-

modation, local attractions as well as weather forecasts. Apart from the information function, users can book various activities (including group guides, special attractions, and support in selected languages) for individual tourists and groups

### Comarch Egeria

This ERP class Integrated IT System supports organisation management and decision making processes. It features a high configuration capacity and flexibility, which allows it to be adjusted to the individual needs of each client. The system is offered to different types of companies and institutions (government and local level administration, utilities, health care, etc.).

### Comarch Egeria Education

This is an integrated tool to provide support for academic institutions. The system consists of two parts: FrontOffice, to support didactic processes, control over student and scientific issues, and BackOffice, which is responsible for accounting, warehouse, HR and other processes related to administration over higher education institutions. The system is fitted with a wide range of reporting tools.

### Comarch Egeria Leasing

This integrated IT system gives support to companies that provide financial services (including leasing). The system supports the sale of financial products with calculators, templates and tools which facilitate customising offers and adjusting them to changing market requirements.

### Comarch RECourt

Comarch is the creator of this integrated, multimedia hardware and software platform for recording court sessions and interviews, as well as archiving and managing a library of stored data. The system facilitates and automates the process of audio-video recording, adding comments, notes and later activities on stored materials.

### Comarch Work Expenditures Recording

This system is used for planning and recording time worked (as well as registering attendance). The system provides a way to plan employee tasks, and records actual attendance, as well as the execution of assigned tasks.

### Comarch e-Office

Comarch e-Office is a platform of online public services with a set of modules that allow local public administration bodies to execute tasks set by the legislator. Intuitive tools allow autonomous management of the application, and ensure support for content creation and publication. Comarch e-Office includes the following modules, among

others: Digital Office, Public Information Newsletter, Information Portal, and an Intranet.

### Comarch CBO for media trading companies and distributed recipients

This is a solution dedicated for companies that trade electricity, heat, gas, water and sewage networks, as well as for recipients. It ensures fast access to data collected from various sources (such as distribution companies or Independent Reading Operators), tracking the consumption of utilities and providing multi-plane analysis of gathered data. Data in the system constitutes a credible basis for settlement of recipients, planning purchases and conducting proactive business activities. The system supports forecasting requirements, tariff analyses and client segmentation in terms of their consumption structure.

### Comarch CBO for media distribution companies

This system acts as a measurement operator for companies. It provides a number of automatic mechanisms for data acquisition taken from various sources and its verification, and makes it available for multidimensional analysis. It ensures easy integration with billing systems already in operation, network property management systems and other systems vital to a company's activities. This solution facilitates managing readings from electricity meters and other utilities, including water, heat, and gas.

### Comarch Network Assets Management System

This is a solution dedicated for network companies such as electricity distribution companies, gas distribution companies, or water and sewage network companies. The system ensures a complete registration and management of data concerning a company's entire network infrastructure and improvements in executing core business processes such as connections, planning and execution of investment and repairs, operational use of networks, processing service calls, network complaints, emergency events and disconnections.

### Comarch IT Cost & Risk Analysis

Comarch ICRA is a tool for determining the total costs of providing IT support and comparing it to the alternative of having no IT support. The system calculates the costs and risks related to migrating support for business processes. It provides valuable information related to the profitability of providing IT support including: ROI, NPV, and IRR. It presents a simulation for processes, systems and entire models of providing IT support.

### Comarch Business Intelligence

The thematic data warehouses built by Comarch include various data ranges and carry out many different objectives. We have been creating data warehouses which are knowledge databases, the tools to analyse medical and financial data, and to support business activities. Our solutions are specifically valuable for the management of large volumes of data, collected from numerous systems and locations.

### Comarch Database Archive

This is a tool used for optimising archived data and the planned management of it. The system facilitates creating new data partitions by selecting them from active partitions and correctly rebuilding database structures, partition disconnection and archiving, and authorisation of data deletion and restoration.



CA Consulting SA was established on the initiative of Comarch SA consultants who were executing projects for global clients in telecommunications and public administration. It is part of the Comarch Capital Group. It was established in 2004, initially as CIV Sp. z o.o., and then CA Services SA. After a rebranding in spring 2010, the name of the company was changed to CA Consulting SA. The company currently manages consulting activities and offers a broad range of services related to counseling, both in business and in the scope of IT architecture, IT supervision and auditing. CA Consulting SA concentrates mainly on auditing IT systems and IT security. Moreover, they offer services in preparing documents related to feasibility studies or tender subject definition in ToRs.

[www.caconsulting.pl](http://www.caconsulting.pl)

## SELECTED COMARCH ACTIVITIES IN THE PUBLIC SECTOR IN 2012

CLIENT / COMARCH SOLUTION	BENEFITS FOR CLIENT
<b>Agency for Restructuring and Modernisation of Agriculture</b>  Maintenance of hardware and ICT infrastructure	Ensuring uninterrupted operation and effective flow of funds from the EU budget and from the national budget.  Major reduction in support costs.
<b>Tauron Distribution</b>  Establishing a central and standardised database on their Network	Easy access to reliable and current information concerning owned resources.  More effective management.  Reduction in costs.
<b>The Marshall's Office of Mazowieckie Province</b>  e-Mazovia	Access to the Province's Catalogue of Public Services (WKUP). Implementation of the e-Office System with components of 314 Partners of the AE Project. Implementation of the e-Office System is aimed at: <ul style="list-style-type: none"> <li>» improving,</li> <li>» clarifying and standardising JST operations,</li> <li>» introducing uniform procedures,</li> <li>» accelerating propagation time and access,</li> <li>» and information security.</li> </ul>
<b>Ministry of Foreign Affairs</b>  Portal	Development of a multi-portal, multi-language and multi-cultural platform for facilities of the Ministry.
<b>Ministry of Finance</b>  KIC: consolidation and centralization of IT systems concerning finance	Creating a centralised platform for the development and expansion of electronic systems of public services.  Higher quality and availability of services.  Facilitation in management of stored data.
<b>The Marshall Office's, Lubelskie Province</b>  Development of the Organizational and Technical Project of the Regional Infrastructure of Spatial Information (RIIP)	Development of the first stage of the Regional Infrastructure of Spatial Information of the Lubelskie Province. Providing spatial data of the province over the internet.  Clarifying processes.  Reduction in costs.
<b>Police Headquarters</b>  Delivery of mikroSD krypto cards and libraries for operation with Mobile Terminals	Introduction of Comarch microSD cryptographic cards integrated with a mobile terminal at the Police Headquarters (12,000 devices). The cards are used for: <ul style="list-style-type: none"> <li>» Using strong authentication with mobile devices (with Windows Mobile and Android platforms).</li> <li>» Securing access to sensitive data processed by police systems.</li> </ul>
<b>The Małopolski Institute of Culture</b>  The Virtual Museums of Małopolska	Establishing a Regional Digitisation Laboratory. Access to museum resources in Małopolska for Internet users. Promotion of the region.

# E-HEALTH SECTOR

The organisational units of the Comarch e-Health Sector:

**iMed24 SA** is a company focused on developing software for the electronic processing of medical documentation for consultation rooms and clinics: OptiMED24. In May 2012, the offer was expanded with software for hospital management: OptiMED.

**ESAPROJEKT** is one of the leading Polish producers and suppliers of comprehensive IT solutions for the Health Care Sector. In April 2012, 100% of the shares in the company were taken over by Comarch. The software packages developed by iMed24 (OptiMED24) and ESAPROJEKT (OptiMED) are mutually complementary. Long-term experience, the profile of products and references of ESAPROJEKT in the medical services sector, are aligned with Comarch's strategy and form a new perspective for both companies.

Some Esaprojekt clients include: Wojskowy Szpital Kliniczny z Polikliniką in Krakow, SP ZOZ Wojewódzki Szpital Zakaźny in Warsaw, Wojewódzki Szpital Specjalistyczny im. L. Rydygiera in Krakow, Zakład Opieki Zdrowotnej Ministerstwa Spraw Wewnętrznych i Administracji in Opole, and the Instytut Hematologii i Transfuzjologii in Warsaw.

**iMed24 Medical Center** is a facility fitted with highly specialised and unique diagnostic equipment. The Center provides services in the scope of radiology (computer tomography, magnetic resonance, X-ray, mammography, and densitometry), in the scope of specialised clinical services (endoscopy, ophthalmology, gynecology, stomatology, neurology, cardiology and others) and in the field of basic health care. The role of iMed24 Medical Center is also to manage didactic activities for physicians, electro-radiology technicians along with scientific and research and development work by combining modern diagnostic solutions in medicine, physics, and IT. One of the areas in which intense work of this type is conducted is remote care services and IT solutions for radiology specialists. Opening a company-owned medical and research facility with expert support is a strategic move in the development of the e-Health Sector.

**iMed24 Medical Systems:** With its own database of clients and physicians, opening research work in the scope of a comprehensive solution for remote care services was a natural continuation of the development strategy of the Comarch e-Health Sector. The possibility of cooperating with a team of specialised physicians who promote developing remote care services and indicate its optimum directions from the point of view of medical aspects brought forth the establishment of the iMed24 Medical Systems business unit at the end of 2011. Within this structure, specialised medical devices are





developed and produced, which are dedicated for remote care services for patients in their home environment or on the move. One such solution has been developed: the diagnostic and communication unit which provides fast exchange of information and health parameters of patients with the use of a telecommunications infrastructure. The product has been developed in two versions, stationary and mobile, so as to provide patients with continuous remote monitoring and medical care. The said solutions ensure the transmission and analysis of medical data, and are an element of an independent, comprehensive system of remote health care which supports two-way communication in real time between the medical facility and patients.

**R&D Comarch e-Health:** Since 2012, intense work has been conducted in the Comarch e-Health

research and development department on developing systems which support imaging diagnostics and the work of radiology specialists, such as RIS (Radiology Information System) and the Comarch DICOM Viewer medical images browser. Since July 2012, the Comarch Electronic Health Record (EHR) system has been developed, ultimately becoming the heart of the eco-system of IT solutions dedicated to the medical field. The system stores and manages information concerning the health of patients, with their medical data retained from birth until death. Data is stored so that they can be safely co-used by patients and physicians. At the same time, the desktop application for physicians is in the development stage: Comarch MedNote, this will ensure intuitive and simple creation of medical documentation in electronic format.

## PRODUCTS

### **Comarch OptiMED: the comprehensive IT system for hospital management**

The OptiMED system offers a complete range of modules required for providing IT support for hospitals, both in the medical ("white" area) and the administrative section ("grey" area). Comarch OptiMED is a modern solution in the field of comprehensive IT systems dedicated for supporting hospital operations. The modular architecture of the system facilitates adjusting it to any hospital organisational structure, irrespective of its infrastructure, wards, operating theatres, the specific nature of the hospital or its specific equipment. The OptiMED system can also connect with compatible peripheral systems (such as an imaging diagnostics department system).

### **Comarch OptiMED24: software for clinics and medical rooms**

The OptiMED24 system is a tool for the comprehensive management of clinics and the storage of medical documentation of their patients. The OptiMED24 system features broad functions which take into consideration the needs of the modern medical facility. The Optimed24 system is a comprehensive tool which offers high-quality support for patients on one hand and enhances professional management of the facility on the other.

The OptiMED and OptiMED24 systems are mutually complementing, thus creating a comprehensive offer for organisational units in the health care system.

## SYSTEMS AND APPLICATIONS FOR RADIOLOGISTS

### **Comarch RIS: a system for managing departments of imaging diagnostics.**

Comarch RIS can be used with HIS systems, although it may also be a fully autonomous management system for imaging diagnostics departments. Comarch RIS facilitates the effective functioning of an imaging diagnostics department in the scope of recording orders, annotating examination results, and creating reports and administration tasks. It manages routing, i.e. transfers images taken during examinations between various PACS systems. With such inter-operation capacities, this tool facilitates creating descriptions and consultations of examinations not executed in the home unit of the physician.

**Comarch DICOM Viewer:** this browser provides access for physicians and patients to digital radiological

images. This advanced tool can be used for browsing and describing images and displaying images generated by various types of equipment, including a computer tomography unit (CT), a magnetic resonance unit (MR) or a mammography unit (MMG).

### **Comarch Teleradiology: remote annotating of diagnostic images.**

Comarch Teleradiology is a comprehensive teleradiology system for the secure storing, transmitting and granting authorised access to radiological data from any place in the world over the Internet. This solution facilitates integrating various diagnostic devices distributed in many facilities and generating images in DICOM, their effective management and easy distribution to a central unit or between partner facilities, depending on the business model.

## COMPREHENSIVE MEDICAL TELE CARE PLATFORM

**Comarch e-Care Platform:** This system consists of a medical unit for patients at home (Comarch HMA), a portable device for mobile patients (Comarch PMA), e-Care Center software, as well as mobile applications for physicians. The basic task of the system is storing and processing data from Comarch PMA and Comarch HMA units, and analysing and presenting the transmitted parameters with the Comarch e-Care Center, integrated with e-Health class ICT systems (HIS, EHR, EMR). As the e-Care

Center may be accessed from any terminal, immediate consultation of critical cases by medical personnel is possible. The Comarch e-Care Platform directly addresses social, market and medical needs for a comprehensive system to facilitate executing a broad package of remote medical services. Its application includes fields such as cardiology, psychiatry, care for the elderly and chronically ill, gynecology and obstetrics, and medical monitoring of active persons or during clinical trials.

## SOLUTIONS FOR PROCESSING, GATHERING AND CONSTRUCTING ELECTRONIC MEDICAL RECORDS

**Comarch EDM:** this system collects patient medical data in one place from the time of birth until death. It enables safe management and processing of electronic medical documentation, which then can be made available to authorised users in different places in the health care system.

**Comarch MedNote:** this innovative application for physicians, used for entering medical data, is similar in appearance to a text editor. MedNote ensure simple and quick production of electronic health records.



# ERP SECTOR: POLAND

Comarch is the largest Polish producer of software for business entities. The financial and accounting software and ERP and Business Intelligence class systems created by Comarch's ERP Sector are used in 85,000 small-, medium- and large-sized companies, not only in Poland, but also in Germany, France and Austria. Modern, secure and user-friendly Comarch solutions are used to support activities of companies in Trade, Services and Production Sectors.

## PRODUCTS AND SOLUTIONS

The Comarch ERP sector provides a full range of business software for one-person, micro-, small and medium- and large-sized companies:

**Comarch ERP Altum:** is the first intelligent ERP platform that supports all key business processes in medium and large trade and service companies and trade networks. This solution is adjusted to the needs of Polish and international markets. The system is also available in the service model (SaaS).

**Comarch ERP XL:** for years this has been the most popular ERP class system in Poland, used by about 4,000 companies across different industries. This solution meets the specific requirements of production companies, as well as trade companies and those involved in services and maintenance operations. The system is also available in the service model (SaaS).

**Comarch ERP Optima:** this software package is dedicated for micro-, small and medium-size companies, supporting sales, management, accounting HR and payroll aspects. Along with the additional Accounting Office module and the Accounting Offices Community portal iKsięgowość24, Comarch ERP Optima is a tool for running and promoting accounting offices and tax counseling offices. The system is also available in the service model (SaaS).

**Comarch ERP iFakty24:** is an innovative application for online invoicing, running inventory systems and simple accounting, all made available in a web browser system. This solution is dedicated for micro- and small-sized companies. Its main advantages are simplicity and accessibility. The system is also available in the service model (SaaS).

**Comarch ERP Retail:** an autonomous system for running retail sales, allowing effective and comprehensive management of retail trade networks, from the head office, to shop facilities, to points of sale (POS).

**Comarch ERP Mobile:** a package of mobile applications to support ERP class systems: Comarch ERP Optima, Comarch ERP XL and Comarch ERP Altum. This package includes: Comarch ERP Mobile Magazine: an application supporting store owners concerning data collection points with the possibility of online and offline operation; Comarch

ERP Mobile Sale: an SFA type application allowing smartphone or tablet use operating with the Android platform, to support sales representatives and shop assistants; Comarch ERP Mobile BI: an application for managers to put together reviews of Business Intelligence reports for smartphones or tablets operating with Android.

**Comarch Business Intelligence:** a system based on inventory data technology, dedicated for large and medium-size companies and international corporations. The solution supports decision-making processes and reporting. It supports the following industries: Financial and Insurance Institutions, FMCG, Services and Production.

**iBard24 Backup Online:** a simple tool for automatic backup, storing and sharing data online in a calculation cloud, allowing access to files from any place in the world, 24/7. Data is stored in the Comarch Data Center. It is also used for archiving databases from Comarch ERP systems.

**iKsięgowość24:** accounting and book-keeping services for companies, carried out by accounting offices using Comarch ERP Optima.

**Comarch ERP e-Shop:** online shop software for small and medium-sized companies, fully integrated with the Comarch ERP managing systems, price comparison search engines, Allegro online bid service and Wszystko.pl, as well as online payment service providers.

**Wszystko.pl** – a trade platform (currently operating at [www.iMall24.pl](http://www.iMall24.pl)), which allows companies to manage online sales directly from the invoicing and inventory system used. Products may be offered on it by any company using Comarch management software.

## SELECTED IMPLEMENTATIONS OF THE ERP SECTOR IN 2012

CLIENT/COMARCH SOLUTION	BENEFITS FOR THE CLIENT
<p><b>TatraSpring</b></p> <p><b>Comarch ERP XL</b> Modules: Sales, Orders, Production, HR and Payroll, Accounting, Import, Fixed Assets, Business Intelligence, Comarch ERP Mobile Warehouse</p>	<p>The scope of work included integrating all processes in the company, from accepting orders from recipients, to planning purchases for production, completing finished products, storage with the Comarch ERP Mobile Warehouse application, sales, and accounting. The data is also multidimensionally analysed in the Business Intelligence module. TatraSpring also makes use of the HR module for Comarch ERP XL and Business Intelligence for this area. The implementation was conducted by a Comarch partner, T2S Sp. z o.o.</p>
<p><b>TROPICAL Tadeusz Ogrodnik</b></p> <p><b>Comarch ERP Mobile Sprzedaż</b> Modules: Comarch ERP Mobile Sale, Comarch ERP Mobile Warehouse, Sales, Import, Orders, Production, CRM, Accounting, Fixed Assets, Business Intelligence, Comarch EDI, HR and Payroll</p>	<p>Implementation of the Comarch ERP Mobile Sale system using Android, which quickly became the primary tool for all sales representatives of the client. The sales personnel use the mobile application to both place offers and sales orders in the system. Visits to their clients are registered, additionally, during selected visits, questionnaires are entered in the system and their results may be analysed in the already implemented Business Intelligence module. The implementation was conducted by a Comarch partner, Centrum Technologii Informatycznej.</p>
<p><b>Arcelor Mittal Syców Sp. z o.o.</b></p> <p><b>iBard24</b></p>	<p>Implementation of the iBard24 service was aimed at making regular backup copies of all key data of the Polish branch of the company on an external server. iBard24 is used, among others, for making backup copies of the Comarch ERP Optima database, the Platnik system and file resources stored in a corporate server. The iBard24 solution has fully met the requirements of external security auditors who examined procedures in Arcelor Mittal Syców.</p>
<p><b>Radio Taxi Partner Sp. z o.o.</b></p> <p><b>Comarch ERP Optima</b> Modules: General Ledger, Invoices, Fixed Assets, HR and Payroll Plus</p>	<p>The software executes processes which cover accounting, invoicing, the register of fixed assets, calculating salaries and the HR register. The implementation was conducted by a Comarch partner, CDN PARTNER w Krakowie Sp. z o.o.</p>
<p><b>Kondrat Sp. z o.o.</b></p> <p><b>Comarch ERP Optima</b> Modules: HR and Payroll, General Ledger, Fixed Assets, Trade, Cash Desk/Bank, Retail, CRM, Business Intelligence Analyses</p>	<p>The software supports processes related to: accounting, the register of fixed assets, invoicing and sales, including retail sales. Additionally, Comarch ERP Optima is used to calculate salaries and running the HR and payroll register, as well as managing relations with clients and analysing the financial position of the company. The implementation was conducted by a Comarch partner, Datacom Software Sp. z o.o.</p>



# COMARCH ERP SECTOR: AUSTRIA, GERMANY AND SWITZERLAND

## COMARCH SOFTWARE UND BERATUNG AG

In November 2008, Comarch took over a German software producer and IT systems integrator, SoftM Software und Beratung AG, which held a 2% share in the German ERP market. At the time of the takeover, the SoftM Group employed almost 450 people and had undertaken activities in Germany, Switzerland, Austria, France, the Czech Republic and Poland, providing IT services and solutions for over 4,000 clients. On 18 June 2010, the SoftM General Assembly approved the new name: Comarch Software und Beratung AG, two years later accepting the offer of Comarch AG to

purchase shares from minority stockholders, which allowed withdrawing the company from the Frankfurt stock exchange and planning consolidation with the Comarch AG company operating in Germany since 1999, thus completing the last part of the process of integration of the German company with the Comarch Group. The flagship products of the company include: Comarch ERP Enterprise, Comarch Financials Enterprise, Comarch ERP Suite, addressed to small- and medium-sized enterprises (SMEs).

[www.comarch.de](http://www.comarch.de)

## COMARCH SWISS AG

As a result of taking over SoftM Software und Beratung Group in 2008, Comarch became the owner of Solitas Informatik, a company which started its activities on the Swiss market in 1999. The company offers a system for managing documents, Infostore (now: Comarch ECM). In March 2013, the company was merged with A-MEA Informatik AG, a company taken over in Switzerland in

January 2012, which deals with selling and implementing ERP software and financial and accounting systems for small and medium-sized businesses. The head office of the merged Comarch Swiss AG is located in Lucerne. The company employs 50 people in Switzerland.

[www.comarch.ch](http://www.comarch.ch)

## Selected projects:

**Comarch AG accepts the order from Bank Mercedes Benz in Stuttgart to implement the loyalty program system:**

» Project value: EUR 1.35 m

» Acquisition, consulting and management of the project was conducted by a group from Germany

» The execution of the software was completed by a group from Comarch Katowice.

**Comarch Software und Beratung AG received the order from Finanz Informatik in Frankfurt for implementing a part of Comarch ERP Enterprise and Comarch Financials Enterprise for Sparkasse in Germany:**

» Project value: EUR 1.8 m

» Acquisition, consulting, training and project management have been located completely to Germany.

## PRODUCTS AND SOLUTIONS

The Comarch Software und Beratung AG systems include a line of ERP systems and financial and accounting systems for SMEs in the German-speaking market:

**Comarch ERP Enterprise:** the ERP system of a new generation, for active entrepreneurs operating in international markets with the use of the Internet. It has an ergonomic user interface, the integrated WorkFlow module, and is optimised for the best reflection of business processes and the structure of the organisation.

**Comarch Financials Enterprise:** the financial and accounting system of a new generation, developed to supplement the Comarch ERP Enterprise system, facilitating complete management over the finances of a modern company.

**Comarch ERP Suite:** the classic ERP system, offering proven functional solutions matching the specific nature of the industry for a wide range of users.

**Comarch Financials Suite:** the expanded, certified financial and accounting system with modules for controlling and archiving documents electronically, allowing work in an international environment, including various accounting standards (US GAAP, IFRS).

**Comarch Financials Schilling:** the classical financial and accounting system.

**Comarch Financials DKS:** the financial and accounting system developed for clients operating on the Austrian market, also fitted with controlling and HR modules.

**Comarch HR:** the system dedicated to providing support for HR and employee settlements, supporting work time and recruitment process management.

**Comarch ECM:** the system for electronic document archiving and management which facilitates introducing



# FINANCIAL SERVICES – PRODUCTS 2012

## **Comarch Business Process Management**

– a modern tool geared toward modeling and managing business processes in every institution. At the same time it is an integration platform based on a mature and flexible architecture, which integrates many dispersed applications, such as transactional systems, CRM, Contact Center, data warehouse or document archives.

## **Comarch Internet Banking**

– a comprehensive solution that provides customers of all segments with access to services offered by the bank, 7 days a week, 24 hours a day, using internet and a smartphone type mobile phone. Thanks to integration with various central systems, it is a universal, complete, efficient and safe supplement to the bank's IT environment. The Comarch Internet Banking platform offers solutions for financial services delivered via self-service channels, fulfilling high expectations of banks, brokerage houses, investment funds and other financial institutions. It is also an integration platform, which gathers services and products offered by one financial institution or by a whole financial group.

## **Comarch Personal Finance Management (PFM)**

– an electronic banking module for personal finance management. It is a solution that helps customer manage personal finance by gathering all information about their resources in one place.

## **Comarch Mobile Banking**

– as mobile financial services are a natural consequence of technological progress, Comarch created an application, which allows to manage finances via mobile devices. Thanks to Comarch Mobile Banking, money transfers, investment tasks, balance checks or other banking operations are possible with the use of a mobile phone.

## **Comarch Smart Finance**

– a solution that provides intuitive personal finance management addressed to retail bank customers. It analyzes customer financial habits and predicts monthly cash flows. Owing to such an advantage, customer personal preferences are recognized and bank offers customized individually. Without unwelcome sales pitches, customers receive relevant, highly personalized offers. Comarch Smart Finance combines functionalities of online banking and personal finance management in one solution that guides customers to financial fitness and help them make sound financial decisions – anytime and anywhere.

## **Comarch Data Connect**

– an electronic banking channel that ensures direct integration between the customer financial-accounting solution and the bank system.

## **Comarch Fraud Detection**

– a tool that analyzes a wide range of entities that may participate in frauds and abuses.

## **Comarch Content Management System**

– a platform that manages the content and structure of a portal. It offers a set of tools allowing for mobile updates and management of websites. Comarch CMS ensures the user a large degree of freedom as far as the presented content is concerned and a high level of security. The system does not require installing any additional applications by the user – all necessary actions can be carried out from the browser level.

## **Comarch Contact Center**

– a strategic point of contact that allows for integration of all communications channels with the customer: telephone (conversations, voice mail, text messaging), fax, email, internet. The solution increases competitiveness thanks to strong customer relationships. It also increases communication effectiveness as well as gathers and manages all information about customers. Comarch Contact Center is a modern, modular and easy-to-develop platform, used to effectively handle all types of communications channels with the help of the automatic IVR as well as customer consultants. The solution is based on its own integrated application and supported by advanced mechanisms of chosen tool platforms.

## **Comarch CRM Sales Management**

– a new generation, integrated, front-end application. It guarantees a complex customer service from the acquisition, through sales program launch (cross/up-selling) to the operational handling, using the whole scope of the product offer. The system covers functionality for front-office (sales application) employees, who work directly with customers, as well as middle- and back-office employees (Branch Director Application, Central Application) responsible for managing the sales process.

## **Comarch CRM Campaign Management**

– a system supporting the management cycle of a whole marketing campaign, starting with planning, through testing, realization, modification, ending with its effectiveness analyses. It allows to reach a chosen customer group, whose profile is carefully chosen, at the right time with the right information and via appropriate communication channel. Comarch CRM Campaign Management offers the possibility to integrate mass ATL campaigns with direct BTL campaigns, which leads to synergy effects between these two types of activity as well as cutting the costs of reaching customers.

**Comarch eForms** – a modern tool that supports processing of applications for financial products in banking and insurance. It enables submitting, management and administration of applications without involving the software provider. Comarch eForms supports applications in a variety of distribution channels. The flexibility of the tool allows for easy customization of products to the changing environment.

**Comarch Commission & Incentive** – a provisional system geared toward institutions, which use an extensive agent, broker and intermediary network. The solution integrates all the sales network data, commission policy for all distribution channels and settlements with units in the sales network, in one place. Gathering all sales data in a single location allows for better control of sales as well as optimization of motivational systems.

**Comarch Loyalty Management** – a comprehensive suite of business applications for managing both, simple and advanced loyalty programs. The system offers flexibility, an ergonomic user interface and ease of operations. A scalable architecture guarantees adjusting the loyalty program to the company growth.

**Comarch Pricing & Billing** – a flexible tool, which allows for the speedy design, testing and implementation of charges and commissions packages. It gathers rules, rates and the logics for selection and calculation of the charges and commissions. The solution allows for entering negotiable programs of charges & commissions according to the customer profile with the acceptable levels of costs for the customer as well as benefits for the bank.

**Comarch Credit Process Management** – a set of applications, which support credit process management in all customer segments: corporate, retail and SME. It supports product construction, simulation, task preparation, decision making support, contract preparation, fund initialization, collateral management, active contract monitoring, transaction settlements, sales network management, commission calculations, and debt collection from unreliable customers.

**Comarch Scoring Engine** – a system platform supporting the work of credit analysts in terms of the optimal credit strategy building, credit applications rating, the risk valuation as well as the credit portfolio analysis. The flexibility of used scoring definitions and simple integration with the bank systems allows for a fast implementation and launch of Comarch Scoring Engine.

**Comarch Rating** – a tool supporting the rating of corporate customers. It is possible to use the application to check the rating of transactions. The tool is fully configurable by bank employees as it does not require

programming knowledge. Due to the high elasticity and integration with the credit process it is possible to change the risk management policy within a few minutes without the need to utilize IT resources.

**Comarch Credit Monitoring** – an IT solution dedicated to financial institutions engaged in credit activities. It handles credit risk management after the credit granting. This is a consequence of the potential possibility of the customer not fulfilling the credit conditions. These conditions not only concern credit repayment, but also other aspects requiring individual identification and analysis e.g. maintenance of a complete and up-to-date documentation. The solution was designed to act as a basic application supporting the monitoring of accounts and collaterals, as well as the financial situation of customers.

**Comarch Asset Management** – the system is addressed to asset management companies, bank depositaries, investment and pension funds, insurance companies as well as other institutions, which deal with investment activity and portfolio handling. Among others, the system guarantees modeling of portfolios, handling of orders, access to the current portfolio structure, control of investment limits, registering transactions and operations on portfolios, portfolio asset valuations, reporting as well as risk and performance measurement.

**Comarch Custody** – a comprehensive tool that helps the custodian bank process transactions and corporate actions on securities. The system keeps a record of all the transactions conducted by customers on regulated and OTC domestic or foreign markets. It also takes care of all settlement elements (trade instruction matching, electronic communication with the customer and Central Depository of Securities (SWIFT, XML), position accounting, internal and regulatory reporting, fees and taxes).

**Comarch Exchange Trading** – a brokerage core trading system characterized by highly efficient trade processing, a flexible and multi-currency register module, effective communication with markets and brokers based on the FIX protocol, full handling of customer data, accounts, accounts settling, deposits, collaterals, corporate shares and communication with deposits as well as with clearing and settlement institutions based on the SWIFT standard.

**Comarch Internet Investments** – is both an independent system or the Comarch Internet Banking functional extension, ensuring access to investment financial services via internet and other electronic distribution channels for brokerage customers, depositaries, investment and pension funds as well as other capital market institutions.



**Comarch NOL (Online Trading)** – a fully developed application that enables real-time tracking of quotations and trading of financial instruments listed on the stock exchange, analysis of current and past market trends, as well as creating individual investment strategies tailored to the profile of the investor. The access to securities quotations is realized through the use of an exchange data stream (e.g. SIR - Stream of Market Information) or industry protocols. The application can be used both by internet users and brokerage house employees.

**Comarch Mobile Investments** – an innovative solution dedicated to brokerage houses customers who need unrestricted access to their brokerage accounts. The platform supports both passive access, e.g. viewing the list of transactions, access to current stock quotes, as well as active access, e.g. submitting orders.

**Comarch Mobile Insurance Advisor** – a powerful solution designed to provide agents & advisors with a comprehensive tool supporting sales of even most advanced insurance products, including investment policies. It covers the whole sales process: from identification of the customer and needs analysis, through simulations and quotations, investment advisory, to generation and signing of the proposal.

**Comarch Risk Management** – a system, which manages the investment-credit portfolio risk. It also automates the risk control processes geared toward limiting the influence of risk factors on elements of the business activity. It indicates whether the observed fluctuations can be used for investment purposes.

**Comarch Performance Measurement & Attribution** – the system allows for active assessment of the performance sources and effectiveness of the managed portfolios. It supports among others a comprehensive multifactor analysis of investment results and measuring performance indicators with consideration of the risk taken. Moreover, it allows for the analysis of performance attribution presenting different attribution effects compliant with investment process on equity, fixed income and multi-asset and multi-currency portfolios.

**Comarch CAFE Broker** – an application ensures consistency of information, operations and authorization in headquarters, branches and brokerage houses call centers. The key functional features of Comarch CAFE Broker include complex customer investment account handling, i.e. orders on different markets, access to an investment profile, order monitoring, account activity tracking as well as support of customer communication.

**Comarch Deal Management** – a solution, which enables processing of transactions made on currency markets, as well as on derivatives and debt instruments, realized by bank dealers or internet banking customers. It supports transaction booking, transactions accounting

and fixing, monitoring of credit limits, calculations of profit margins for contracts by business lines, dealers, head-office, branches, etc., as well as calculations of balance sheet equivalents, capital adequacy for contracts and contract valuation, the Greek indices, Value-at-Risk based on the system's or its own bank libraries.

**Comarch Investment Advisor** – a tool, which manages customer relationships and chooses the right investment-pension product according to customer expectations and possibilities, as well as monitoring of their investments. It creates an optimal link between CRM and investment advisors.

**Comarch Fund Registers** – a solution that allows for presentation of data concerning transactions on participation units and fund shares, customers and distribution channels in a form of interactive reports based on data imported from the transfer agent as well as additional information and classifications defined in the system.

**Comarch Client Reporting & Communication** – a system that generates high quality reports including the value, profitability and risk of pension-investment products, based on investment funds, securities and other financial instruments. It combines the process of large volume data management with the process of designing, generating, publishing and distributing reports, according to the policy of a given institution.

**Comarch Trade Finance** – an application, which supports trade finance transactions. It can be integrated with the system support communication network and the Swift message system service, e.g. Swift Alliance. The solution generates Swift messages (e.g. as flat files) compatible with the Swift standard. The system is equipped with commission and accounting modules.

**Comarch Factoring** – a complex solution geared toward handling of factoring process. It supports electronic and paper invoices. The solution is characterized by a large degree of flexibility in modeling the customer service process. It allows for adding data concerning the debtor and vendor and defining a proper financing program.

**Comarch NonLife Insurance** – a comprehensive core business solution supporting processes in the P&C insurance company. The scope of the implementation may include all modules and product lines, or just functional areas and products selected by the insurance company. Comarch NonLife Insurance differs from the other products on the market by way of its flexible product generator, system configuration, modern web front-end, the SOA architecture and full support for all nonlife insurance lines of business as well as new distribution channels.

**Comarch Life Insurance** – a comprehensive solution supporting business processes of a life insurance company. The system is designed to enable life insurance

companies to effectively implement new insurance products, optimize distribution channels, automate business processes and respond promptly and flexibly to demands of the quickly developing insurance market. The system is designed to support multi-channel operations and covers all back- and front-office functionalities. It is multilingual, multicurrency and can support numerous insurance companies in one instance.

**Comarch Health Insurance** – an efficient solution for health insurance business. It supports communication between the insurer, medical service provider and customer. Comarch Health Insurance provides quick and easy exchange of information via internet portals. All aspects of health insurance business are covered by its functionality.

**Comarch Insurance Claims** – a solution that provides comprehensive support of all types of life insurance claims. The solution helps reduce costs incurred in handling claims thanks to limiting paper-based tasks and the use of an internal workflow. The solution functionality covers the entire process of handling life insurance claims.

**Comarch Insurance Front-End** – a platform for insurance companies providing the sales support and customer service strategy. The main advantage is the simplicity of matching the scope of functionality to meet the needs of insurance business. Comarch Insurance Front-End users are insurance intermediaries (agents, multi-agency employees, brokers), insurance company managers as well as employees, affiliates and marketing departments along with contact centers. Comarch Insurance Front-End allows for full, real-time collaboration in communication and task implementation, leads processing, as well as maintenance and running marketing campaigns.

**Comarch Insurance Net** – a front-office solution supporting sales and handling of insurance products. It supports insurance agents, multi-agents, brokers, insurer employees and others business partners (bancassurance, financial advisors, points of sales).

**Comarch Internet Insurance** – a tool providing customers with the functionality of an online insurance account allowing for the performance of insurance operations in a self-service mode and integrating all communication channels in one place. The application is available for various types of smartphones & tablets, ensuring multiscreen support. Customers are guaranteed the unlimited access to information and the possibility to buy insurance cover anytime they need, as well as to file a claim in case of loss.

**Comarch Debt Management** – a modern and effective solution supporting debt collection processes. All collection procedures, debt cases and data are stored in the system and handled through a definable workflow. Each case at every stage is assigned to a specific opera-

tor, manager and department in order to prevent the duplication of effort.

**Comarch Insurance Data Warehouse** – a separate database for aggregating information supporting decision making. Separating analyses and reporting from production bases allow to use dedicated tools and mechanisms improving preparation of databases and analytical data processing. The information stored in the warehouse is collected periodically from other operating data systems. During the import they merge, unify, and aggregate. The solution makes use of OLAP technologies, which allow to conduct comprehensive data analyses owing to rapid access to multilevel company views.

**Comarch Insurance Scoring** – a IT system based on the flexible and definable rule automate mechanism. It supports assessment of different kinds of objects (application underwriting, customers underwriting, etc.). Thanks to the unique, layer-structure of the scoring objects the solution allows to define any model of assessment. This is particularly useful in the underwriting process of life and health insurance.

**Comarch Mobile Insurance** – a solution supporting insurance companies in their activity via mobile devices. It offers rich functionality for three categories of users: agents, claim adjusters and customers. The applications guarantees the competitive advantage and ensures effective customer communication.

**Comarch CentralLog** – a complex solution used to manage security information generated by the IT infrastructure of the company. It contains tools used to centralize, analyze and archive audit information generated by various security based systems and applications as well as independent ones (e.g. databases).

**Comarch MobileID** – a new method of authentication and authorization based on mobile devices. The solution is easy to use and technically advanced. It is available as a separate product or integrated with Comarch Security Access Manager DRACO.

**Comarch Security Access Manager DRACO** – a solution, which guarantees identification, authentication, authorization and accountability according to the most modern trends in the area of security and customer individual needs. DRACO's functional scope covers different user management areas e.g. user rights and sensitive data access management.

**Comarch MobilePKI** – an application supporting authentication and authorization with the use of mobile technologies. It allows to use Public Key Infrastructure (PKI) on the mobile phone using the SIM card.

**Comarch SecureAdmin** – a system that transparently monitors user activity on the network level (passive

and active analysis). The implementation of Comarch SecureAdmin does not require any modification or reconfiguration of existing applications or systems. It is not visible to users.

**Comarch SOPEL System (Electronic Signature Service System)** – a complete implementation of a device, which verifies a qualified electronic signature and provides a secure solution to create an electronic signature in accordance with the current law.

**Comarch SafeDesktop** – the solution secures the workstation of the end users. Comarch SafeDesktop allows to gain various functionalities using micro-processing cards as well as USB tokens in heterogeneous environments, including MS Windows 98SE/Me/2000/XP/2003/Vista/7 and Linux platforms.

**Comarch SmartCard** – a java-based cryptographic microprocessor card for the secure storage of sensitive information such as cryptographic keys and passwords. They are chiefly used in PKI (Public Key Infrastructure) systems and more and more often in banking, where very high security standards, for example for customer transactions, are required.

**Comarch SmartCard Bio** – a biometric solution allowing to use a fingerprint as an element that ensures safe access to the private key stored on a cryptographic card.

**Comarch T-PRO** – a transaction protector token, developed by Comarch as a response to increasingly emerging malignant software, executing ManInTheBrowser or key logging attacks.

**Comarch SmartToken** – a solution based on USB tokens, which link the characteristics of a cryptographic micro-processing card with the card reader in one device. The software was designed by Comarch.

**Comarch SmartCard Workshop** – a solution used to manage the life cycle of cards and cryptographic tokens. Apart from the basic functionality, i.e. supporting workflow processes and reporting on the current status of individual cards allocated by the system, it also allows for a full integration with Comarch CertificateAuthority.

**Comarch CertificateAuthority** – it allows for a full implementation of the system based on Public Key Infrastructure (PKI), covering mailbox, www servers and communications channels securing certificates, as well as authorization and authentication of users. It services a certificate throughout its life cycle, starting from the certificate application until it runs out or becomes void.

## SELECTED IMPLEMENTATIONS OF THE FINANCIAL SERVICES IN 2012

CLIENT / COMARCH SOLUTION	BENEFITS FOR THE CLIENT
<b>Erste Bank Ukraina</b>  <b>Comarch Internet Banking</b>	Access to information concerning accounts and cards, standing orders and creating payment templates. Collecting statements from personal accounts, blocking cards, managing financial limits. Transactions between accounts in Erste Bank Ukraina and in other banks. It is also a tool for managing household budgets and can be integrated with online banking systems.
<b>Bank BPH</b>  <b>Comarch Personal Finance Management</b>	Access to information concerning all funds owned by a client and the registration of their cash transactions. Automatic, intelligent, self-learning transaction categorisation. Graphical presentation of expenditures structure, summaries of incomes and expenditures in selected time periods. Control over household budget is supported by warning limits for expenditures within categories.
<b>ING Bank Śląski</b>  <b>Comarch Host to Host Banking</b>	Quick and effective interchange of information between client ERP and financial and accounting systems with a bank. The possibility of repeatedly collecting bank statements and automatically entering them into the ERP system. Simplifying the mechanism used for placing orders by allowing the generation and signing of orders in the client's system, and then delivering them directly to the bank's system without the necessity for an intermediary system. Increasing the speed and comfort of executing transactions while maintaining data interchange security.
<b>Alior Bank</b>  <b>Comarch Smart Finance for Mobile</b>	Intuitive and quick access to bank accounts from smartphones and tablets using an innovative user interface. The possibility of remote payback of cards, card blocking, changing limits, and checking exchange rates. Contains a function to search for the nearest bank branch and ATMs on an interactive map. Authorisation of transactions with an integral mobile token, without the necessity of using authorisation cards or SMS codes.
<b>Rabobank Polska S.A.</b>  <b>Comarch Internet Banking</b>	Supporting several types of orders and advanced mechanisms of bank account management, including defining rights for individual users and monitoring the acceptance of the list of orders. The possibility of importing and exporting data, i.e. the interchange of data with almost any financial and accounting software. The possibility of generating personalised reports, defined ad hoc by individual users. Mechanisms ensuring the highest level of security: logging into the system and the authorisation of orders based on cryptographic tokens, and protection against financial fraud.
<b>Bank Pekao SA</b>  <b>eForms</b>	The possibility of processing applications in electronic banking systems according to pre-defined patterns. Management over screens, search engines, printouts and other elements of applications by the administrator without the necessity of asking suppliers to provide it. The possibility of the full removal of unnecessary paper documentation. Automatic assignment of applications to bank employees in public and private task boxes.



# TELECOMMUNICATIONS

## PRODUCTS

The product offer in the Telecommunications Sector covers all areas of the TMF Telecom Applications Map (TAM).

### CUSTOMER MANAGEMENT

**Comarch CRM for Telecoms** for managing client relationships, prepared with a focus on the needs of the telecommunications business. This system may be easily integrated with an existing BSS/OSS infrastructure. It is a flexible solution which provides a complete, centralised view of clients and automates crucial sales, marketing and customer service processes.

**Comarch Self Care** ensures that subscribers of all types of telecommunications services obtain information regarding their accounts, activating and deactivating services and the interchange of information with an operator's customer service point.

**Comarch Corporate Self Care** provides online ordering, data management and reporting for corporate customers as well as telecoms expense management.

**Comarch Loyalty Management** provides full management over loyalty programs for both individual and enterprise clients. With its intuitive design and easy operation routines, it facilitates effectively defining programs and their administration including client accounts, contracts, prizes or promotions.

### REVENUE MANAGEMENT

**Comarch Convergent Billing** is a technologically advanced tool to support operators in the area of billing. It is a highly efficient, scalable system which can process large volumes of data. Its user-friendly interface ensures intuitive operation. The system facilitates offering new generation services with the 3G billing mechanism, based on events related to any type of services includes: fixed, IP, VoIP, GPRS and UMTS services.

**Comarch Service Controller Module** allows telecommunications operators to take control of all digital services in real time, as well as managing complex integrations between IT and the network infrastructure with dedicated interfaces.

**Comarch BSS Mediation** is data collection, processing and distribution system providing data to the billing system. This solution enables, among others, filtering and correlating as well as deleting duplicate data.

**Comarch Policy & Charging Rules Function** optimizes network traffic and enables defining and enforcing bandwidth guarantees, priorities, and limits.

**Comarch Voucher & Top-Up Management** enables defining, generating and importing / exporting vouchers, and comes with a Self-Care application, reporting functions and white labeling support.

### PRODUCT MANAGEMENT

**Comarch Central Product Manager** facilitates the introduction of new products to the market, and provides comprehensive management over the catalog

and life cycle of products from a single place. It is a single repository of product information and thus provides better control over product management processes and costs

### SERVICE MANAGEMENT

**Comarch Next Generation Service Fulfillment** is aimed at managing convergent services as well as content-based services delivered by partners; it is also suitable for services delivered on multi-technology or multi-vendor networks.

**Comarch Next Generation Service Assurance** is a central application which allows telecommunications operators to automatically detect problems in the network, with the simultaneous monitoring of network services connected with gathered data. This facilitates correlating problems from devices with the reduced effectiveness of any network service.

**Comarch Customer Experience Management** provides information on how the quality of services is perceived from the point of view of the end user. This allows operators to run proactive quality service management, or react to network problems before it effects end users.

**Comarch Service Monitoring** facilitates monitoring complex services implemented with various network technologies.

**Comarch Service Quality Management** is used for modeling services and monitoring, as well as for measuring their quality with indicators and statistics collected at the level of components and network services.

**Comarch SLA Monitoring** is dedicated for managing services contracts (SLAs: Service Level Agreements) and automatically checks whether the operator meets the SLA provisions and sets priorities for network defects.

**Comarch Service Inventory** provides management over network services and correlates information about them with the information about the service from the client's side and network components necessary for their delivery.

**Comarch OSS Process Management** provides full control over management processes related to resources and services in the areas of Operations, Fulfillment and Assurance.

### RESOURCE MANAGEMENT

**Comarch Next Generation Network Planning** is a fully integrated, multi-vendor, multi-technology mobile network management platform that enables operators to plan and upgrade their networks according to their customers' perception of services.

**Comarch Network Inventory** stores the complete set of information concerning network resources and presents the current, historical and future conditions of the telecommunications and IT networks.

**Comarch Fault Management** provides effective control over problems and defects throughout the telecommunications network. With continuous monitoring of all elements of the network, it ensures the reception, visualisation and tracking of triggered alarms.

**Comarch Performance Management** enables early detection of network performance issues and their matching with customer experience problems.

**Comarch Field Service Management** is used for planning, creating schedules, distributing and supporting field workforce tasks. The system facilitates increasing the effectiveness of resources with the possibility of assigning employees to the tasks that have the most relevant qualification, experience and location, thus ensuring the optimisation of costs of work and fuel consumption.

**Comarch OSS Mediation** provides integration of the physical infrastructure of the network with the Comarch OSS Suite.

### SUPPLIER / PARTNER MANAGEMENT

**Comarch InterPartner Billing** enables exchanging settlements and invoices, and sharing revenue/costs with other service providers; including revenue sharing, interconnect, roaming billing and wholesale settlement function.

**Comarch Roaming Agreement Management** is a comprehensive set of tools for managing roaming contracts, the settlements of costs and profits of opera-

tors from roaming connections and the management of relationships with partners.

**Comarch Commission & Incentive** enables communication service providers to easily optimize and extend their commission-incentive systems, regardless of the type of point of sales.

## APPLICATION / INTEGRATION INFRASTRUCTURE

**Comarch Application Integration Framework:** IT systems for telecommunications must be properly integrated with the existing environment, Application

Integration Framework is a component that automates B2B (Business-to-Business) and A2A (Application-to-Application) integrations.

## SOLUTIONS & SERVICES

Comarch complements its offer of proprietary, pre-integrated software packages with a broad range of services, in order to propose a fully comprehensive portfolio for communication service providers. By taking full responsibility for achieving the customer's business and technological goals in the project, Comarch can be a true partner for the business and technology transformations.

## IMPROVE CUSTOMER EXPERIENCE

**Enterprise Customer Management** designed to ensure the highest satisfaction of enterprise customer service departments, key enterprise customer departments and companies acting globally.

**Customer-driven Operations** adds the perspective of end customer satisfaction to the layer of resources and network services, thus giving the operators a competitive edge in the telecommunications market.

**Comarch Self-Organising Network (SON)** automates network, thus allowing operators to reduce

operational costs but also to quickly implement new technologies and network services.

**Order-to-Cash Automation** improves the process of managing orders from clients, from the time of placing the order and enhances customer service.

**Bill Shock Prevention** helps mobile and virtual operators (MVNO) prevent situations in which the client receives a bill significantly higher than usual, most often as a result of using data transmission services while roaming.

## ENABLE DIGITAL SERVICES

**Cloud Service Management** supports telecommunications operators in offering "cloud" services in multiple business scenarios.

**M2M Platform** is a comprehensive solution to support mobile operators in entering the market of M2M communication (Machine-to-Machine) and allows them to offer M2M services to companies in various industries.

**Smart BSS Suite** is an end-to-end, compact platform, for telecommunication operators and service providers for managing and billing their subscribers. This

solution covers the entire process of product preparation, defining the details of the services offered to customers, publishing and retailing these services over available sales channels, activating, controlling and billing such services in addition to monitoring and reporting.

**Mobile Application / Device Certification** allows companies such as suppliers of electronics or vehicle producers to test applications and devices in terms of meeting specific requirements, such as those related to security, and awarding them the relevant certificates in this respect.

## INCREASE BUSINESS EFFICIENCY

**BSS/OSS Managed Services** offers telecom operators an opportunity to outsource system and/or process management. It enables customers to optimize the process of delivering services to customers and increase their availability, while decreasing workload and business costs.

**BSS/OSS Transformations** is a service which consists of active participation of Comarch in the process of transformation, from counseling and analysis of the IT environment, to determination of business requirements, and to offering a properly defined package of IT systems, hosting them in the Data Center or responsibility for the success of transformations within the model of Managed Services (see above).

**Business Processes Optimisation** is the analysis managed by Comarch experts along with representatives

of the client, aimed at properly redefining business and IT processes.

**End-to-end Project Delivery** guarantees Comarch's full responsibility for your project, from requirement analysis and solution design, through implementation and integration, maintenance and support to professional training and best practice exchange.

**Outsourcing** is provided by Comarch for outsourcing processes, R&D and systems, to their hosting in the Comarch Data Center (the IaaS/PaaS model) allows for easy control and optimization of your budget, reduction of expenses on infrastructure maintenance, as well as decrease in spending on employment and training of IT staff.

## ACHIEVE OPERATIONAL EFFICIENCY

**Network Planning Automation** is a comprehensive tool for managing network infrastructure planning, simpli-

fication of the OSS environment and defining processes related to planning and expanding the network.

## EMBRACE MOBILE CHANNELS

**Mobile CRM** is a system which facilitates building a channel of communication between the central CRM system and a group of mobile devices used by employees in the given company.

**Application Development:** designing mobile applications, from those related to travelling, to mobile search engines and building communities, to solutions for companies and security; the scope of services is defined each time with a view on the business requirements of the client.

**Application Quality Assurance** includes comprehensive planning and management over the processes of testing mobile applications.

**User Experience Consultancy** consist of a comprehensive analysis of user behavior and profiles for the purpose of designing applications for end users.

## STREAMLINE CABLE OPERATIONS

**Cable & Multi-service Business Management** is a comprehensive offer which includes many BSS modules, integrated and configured with focus paid to the needs of the cable operator, built based on Comarch experience in many implementations for this type of company.

**Cable Inventory Consolidation** is a solution addressed to large cable operators who have their own network infrastructure; it facilitates automating critical processes related to network planning and the management of infrastructure resources from many different suppliers.



**MANAGE MOBILE VIRTUAL NETWORKS**

**MVNO Solution** is used for complete business management of the MVNO operator.

**MVNE Solution** is a comprehensive platform dedicated for companies supplying services to MVNO type operators.



SELECTED IMPLEMENTATIONS OF THE COMARCH TELECOMMUNICATIONS SECTOR IN 2012

CLIENT / COMARCH SOLUTION	BENEFITS FOR THE CLIENT
<p><b>Belgacom Intrenational Carrier Services (BICS), Belgium</b></p> <p>Comarch Network Inventory and Comarch Next Generation Service Assurance to improve the network management and service assurance processes</p>	<p>Automatic processing of advanced network alarms in real time. Effective resolving of incidents in the network, resulting in a higher quality of offered services and an increase in satisfaction of the end users. Effective planning and faster development of the network.</p>
<p><b>Grupa E-Plus, Germany</b></p> <p>Comarch Next Generation Network Planning to improve the network efficiency, implemented in the model of Managed Services</p>	<p>Hosting in the Comarch Data Center. Defining, measuring and increasing KPIs in ITIL area. Shortening time of introducing new technologies and functionalities while simultaneously maintaining low operational costs. Acceleration of launching the network facilitates the provision of services based on fast data transmission.</p>
<p><b>MTS, Russia</b></p> <p>Comarch Next Generation Service Assurance and Comarch Service Inventory Management for managing the quality of services and network monitoring</p>	<p>Transformation of the traditional model of the network environment into customer-centric network. Automation and improving network monitoring and the reduction of the number of reported errors. Monitoring how users are affected by network problems and elimination of defects based on data analysis.</p>
<p><b>KPN, Holland</b></p> <p>A complete set of BSS components for optimising the processes of enterprise client management implemented in a Managed Services model</p>	<p>Hosting in the Comarch Data Center. Increasing end user satisfaction with errors preventing and self-service functionalities. Reduction of time necessary to introduce new services into the market. Reduction of operational costs in the long-term.</p>
<p><b>NetWorkS!, Poland</b></p> <p>Comarch Fault Management for network monitoring</p>	<p>Support for the strategy of sharing infrastructure for two large mobile network operators. Ensuring the proper network quality at the level of technical resources. Full control over problems and defects in the network with continuous monitoring of all elements</p>

# SECTOR OF SERVICES

## SOLUTIONS FOR MANAGEMENT OF MARKETING ACTIVITIES

**Comarch EMM (Enterprise Marketing Management)** is a comprehensive platform for supporting marketing activities and relationships with clients. It is a group of 3 advanced applications offering support for a full range of processes related to planning marketing activities, the comprehensive support for loyalty programs, advanced client segmentation, creating specific promotional offers, generating personalised communication, the automation of marketing campaigns, advanced analytics and forecasting. Comarch EMM is part of the Comarch CRM & Marketing package of solutions.

**Comarch Loyalty Management** is a world-class system for managing loyalty programs of various sizes, in both multi-partner and stand-alone models. The system supports loyalty programs in a broad spectrum, from management of information concerning program participants, communication over POS, email, SMS, Call Center, direct mail, the client's portal, a mobile application, logistics and awards, creating business rules for promotional campaigns, running cross- and up-selling promotions, cooperation with partners, to integration with external systems.

**Comarch Campaign Management** is a system dedicated for managing multi-stage marketing campaigns, automating processes concerning their execution, monitoring and analysing results from individual marketing actions. This solution contains integrated tools for the segmentation and personalisation of communication, with which even the largest client base does not constitute any problem in creating personalised communication over various channels, such as email, SMS, direct mail, websites, or Call Center.

**Comarch Smart Analytics** is a Business Intelligence class system which facilitates obtaining and simultaneously using information concerning clients, their behavior or preferences. To make the analyses largely credible and to faithfully reflect behavior in the market, the tool collects data from loyalty systems, CRM, marketing campaign management, as well as from other sources, such as registration and financial systems, registration of proceeds or controlling systems.

## SOLUTIONS FOR DOCUMENT MANAGEMENT AND PROCESSES

**Comarch ECM (Enterprise Content Management):** the main objective of applying solutions of this class is the effective management of information in a company, collected in non-structured documents (emails, fax documents, scanned paper documents, images, documents from office and design packages) or structured (data, EDI) and the optimisation of business processes. Solutions of this group provide tools to facilitate employee processing and management's control over key data and business processes.

**Comarch ECM** is a comprehensive platform with over 20 years of activity in the Swiss, German and Austrian markets, developed within a Polish-Swiss R&D project conducted by the Comarch Capital Group. The basic functions include: effectively intercepting data from various sources (fax, emails, scanned document, and disk resources), archiving, advanced search mechanisms, document management and previewing, as well as major integration possibilities which give support for billing systems, ERP, FK, CRM or HR. An efficient BPM engine is a key element of the platform, it effectively designs the processes and their execution. Within the Comarch ECM platform, the BI module is also offered along with dedicated business modules supporting work in specific areas of business operation, e.g. support for purchase processes, HR administration or contract management.

**Comarch ECM Services** for IBM FileNet includes services related to consulting, support, integration and implementation of solutions in the FileNet platform.

**Comarch ECM Services** for MS Sharepoint includes services related to consulting, support and implementation of solutions based on MS Sharepoint.

**Comarch EDI (Electronic Data Interchange)** is a platform for the fast and secure interchange of electronic data, providing support for many messages in various formats, reducing costs and optimising business processes in a short time period. Comarch EDI provides fast launching of secure communication with business partners without the necessity of complex modifications to existing systems and changes to the standards already in place. At present, the platform supports a community of over 17,000 companies in 30 countries. It ensures, among others, the activation of communication channels with each business partner and supports many data formats (including XML, EDIFACT, IDOC, TRADACOM, and flatfile) and communication protocols (including FTP/VPN, WebService, AS2, and SFTP). Additionally, data validation is provided for technical and business aspects, which guarantees high data quality.

**Comarch EDI E-Invoices:** a solution for the comprehensive support of electronic invoicing, in accordance with the legal regulations in force. Within this solution, we ensure the distribution of invoices over various channels

(including integration, a dedicated portal, and email) and in various formats, depending on the technical possibilities of business partners. The solution is adjusted to the local legal conditions and ensures quick access to documents in an electronic archive.

**Comarch EDI Tracking:** current control over interchanged documents and fast reaction in cases of any problems.

**Comarch EDI Reporting:** a solution which provides credible data concerning cooperation with partners on the basis of EDI data.

**Comarch EDI Financing:** faster collection of payments or extension of the maturity date by integrating with banks, thus allowing full control over invoices (from its selection, to financing, to processing after payment).

## SOLUTIONS TO SUPPORT SALES AND DISTRIBUTION

**Comarch SFA** is a comprehensive platform to provide sales support for trade organisations. Comarch SFA is divided into Mobile Sales Force Applications and Online Sales Support Applications.

**Mobile Sales Force Applications** is a professional Sales Force Automation class system ensuring full support for points of sale, executed by mobile field employees. Within this offer, Comarch SFA provides users with applications depending on their role and responsibility. Users can use mobile applications (for smartphones and tablets) and applications available online with a web browser or installed locally in computers. Mobile applications are available for Microsoft Windows Mobile and Google Android platforms.

**Comarch SFA Online Sales Support Applications** is a sophisticated B2B platform integrating

business partners: producers, distributors and shops, and ensuring support for departments of sales and marketing in a trade organisation. As part of the system, Comarch SFA also provides applications for managers and business administrators managing sales forces in the organisation.

**Comarch SFA Online Distribution:** the communication and integration service which allows automatic, daily reporting of key information to producers, from the traditional sales channels, such as warehouse product status or reselling.

**Comarch SFA Online Sales Support** is a B2B portal (Business to Business) ensuring comprehensive communication, reporting and execution by business partners of the tasks related to merchandising and selling.

## SOLUTIONS FOR THE SECTOR OF TRANSPORT AND TOURISM

**Comarch for Transport and Tourism** is a set of 5 product packages profiled for the individual needs of 5 industries within a broadly understood sector of transport and tourism: airlines, airports, passenger railway carriers, hotel networks and vehicle rental networks. Each of the packages consists of individually selected products and services offered within the following functional groups: CRM & Marketing, ECM, EDI and IT Infrastructure.

**Comarch Airline Suite** is a package of 14 IT products which have been carefully selected from the entire Comarch portfolio of solutions with a special focus on satisfying the IT needs of airlines with various business models. Some solutions have been developed solely for the needs of airline carriers and are not offered for other industries. The flagship product offered to airline carriers is the Comarch Loyalty Management for Airlines application which provides support for airline loyalty programs, for both traditional network and low-cost carriers. Another product developed from scratch with a focus on the air transport industry is Comarch Travel Assistant for Airlines, the mobile application created with special attention paid to the functional and information requirements of airline passengers, such as ticket purchases, mobile check-in or mile management in the FFP program. The package is also provided with ECM, EDI and IT Infrastructure class solutions.

**Comarch Airline Suite** is a package of 13 IT products and services. It is a group of CRM & Marketing solutions selected specifically for the needs of the airport industry and is Comarch's answer to a new type of need in airport marketing strategies. Solutions in this group are used for the support and management of airport loyalty programs, executing Business Intelligence work along with segmentation, as well as electronic communication with Internet channels and mobile applications within the entire Airport City. Another product group which is highly demanded by the largest airports is Comarch EDI. It facilitates automating and increasing the effectiveness of cooperation of airports with business partners by way of transforming traditional document interchange into electronic operations.

**Comarch Railway Suite** is also a package of 13 IT solutions. Comarch Loyalty Management for Railways is particularly interesting for railway carriers, as it is a system to provide support for railway transport loyalty programs modeled after the airline version. Hundreds of documents produced by railway transport holdings, flowing between companies require proper management and flow control. Comarch ECM is a tool dedicated for effective document management and business processes based on it. With an efficient BPM module for designing and executing processes, times necessary for the execution of various types of business tasks may be reduced from several days to several



minutes, with full monitoring of the most important KPIs employing the Business Intelligence tool.

**Comarch Hotel Suite** is a package of 14 IT products. We offer the hotel industry products and services which facilitate interactive, multi-channel communication with guests, guaranteeing the effective implementation and management of data transmission, WAN network security and connecting all communication systems into one module. Another product automating hundreds of business processes in the hotel industry is Comarch Campaign Management, an advanced system for creating and managing personalised marketing dialogue with each client segment, including information about market growth phases in specific markets.

## COMARCH INTEGRATION AND OUTSOURCING IT

**Comarch Outsourcing IT** is a group of continuous services aimed at ensuring comprehensive IT support for the client, from the full support of the end user (Service Desk and work post support), to administration over LAN/WAN networks, server and security infrastructure, up to management over IT processes in accordance with ITIL library best practices. We execute our services based on a team of experienced engineers and Service Managers, in accordance with the agreed SLA parameters.

**Comarch Management Services** includes continuous services executed remotely or directly at the location of the client, related to advanced server, matrix and database systems, for vital business processes. A team of experienced and certified Comarch engineers administer hardware platforms, virtual platforms, operating systems, databases and matrix systems of the most demanding clients (e.g. the banking sector). We also provide hardware maintenance services with a very short, guaranteed repair time in Poland.

**Comarch Systems Integration** is a product group which gathers services aimed at adjusting the IT environment of the client to new business and technical requirements. We support clients from the stage of analysis and designing a new IT platform, to the delivery of the required hardware and software, to the implementation phase. The services refer to both starting new systems in new platforms, expanding functions with updates of the

The product optimises the process of preparation, simplifies campaign management, automates execution processes and ensures the analysis of their results. It is perfect for wide-area intercontinental networks.

**Comarch Car Rental Suite** is a software package offered for international networks of vehicle rental facilities which includes 13 products. We offer this industry comprehensive services regarding server, database and memory systems management. The IT environment of a vehicle rental facility network can be adjusted to the changing surroundings with the appropriate integration activities. We also guarantee high availability of IT systems, as well as data archiving and backup systems.

software, and migration between systems, consolidating systems or virtualisation of the physical environment currently used by the client.

**Comarch Business Continuity** includes services to provide clients with a high level of system availability, the minimisation of breakdown and disaster consequences and the fastest possible return to the original condition. Based on office areas of Comarch in Krakow and Warsaw, we offer clients backup offices for their most important employees. High availability solutions are a service for these clients for whom even several minutes of critical failure of the system can translate into huge losses. Data backup and archiving is a service for all companies aware of the importance of data stored and processed in their IT systems.

**Comarch IT Audits** includes audit services for various IT areas. The IT infrastructure audit is the most general one, but at the same time it covers the entire infrastructure of the client. The IT security audit and the IT performance audit focus on details of specific aspects of individual systems, whereas the IT operational performance audit provides the client with knowledge of the entire IT department in the company, especially in terms of the effective use of hardware and human resources, but also including work organisation, ensuring the appropriate quality of services for the business, correctness of defining and operation of IT processes.

## COMARCH IT NETWORKS

### Network Solutions

Comarch offers a full range of products and services in the area of network solutions: from counseling, to designing and implementation, to maintenance and monitoring of the existing network.

### Comarch Network Audits

This solution provides clients with detailed information regarding their LAN and WAN infrastructure, as well as the solutions used in the network security area.

### Comarch WAN Security

This package of additional security services for WAN networks may be used both in existing network infrastructures and in ones built from scratch.

### Comarch Network Managed Services (CNMS)

This is a comprehensive solution in the scope of the construction or modernisation of the existing WAN network consisting of various types of lines, bringing the branch connections of the client into one, uniform and convergent (transmission of data, voice and video) network.

### CNMS Retail

This product is dedicated for trade companies whose shops are located mostly in shopping centers, with connections provided mostly on the Internet. The lines remain the property of the client. Comarch provides routers, the first line of support, installation and configuration services, management and monitoring.

### CNMS Global Network

This is a comprehensive solution in the scope of providing telecommunications and IT services, which consist in ensuring comprehensive services for a client whose locations are scattered geographically.

### Comarch Network Operations Center

This is the place of the first line of contact for our clients, available 24/7/365.

### Telecommunication solutions

The telecommunication solutions offered by Comarch are aimed at improving communication inside an organisation, and also with business partners and clients. Our basic objective is to provide the client with comprehensive support in the scope of the selection, maintenance and support of the telecommunication infrastructure and to provide the highest quality of ICT services.

### Comarch Contact Center

This is a comprehensive solution supporting management over relations with the client over many communications

## COMARCH DATA CENTER

Comarch has been providing Data Center services since 2001. We are in a special position, with the most complete offer on the market and well-designed solutions. In 2001-2002, Comarch opened its own Data Centers in Warsaw and Krakow. Since then, the Comarch Data Center offer is continuously expanded, with new services introduced, and

channels. The solution proposed by Comarch facilitates effective management over information in the company and ensures the optimisation of customer service processes with the IT systems owned by the client. The proposed solution includes the delivery of the hardware layer (servers, gateways, telephone sets or headsets), and the application layer integrated with it, provided with business logic modules.

### Comarch Contact Center as a Service

Comarch Contact Center as a Service (C2aS) is a service provided in the SaaS model, which makes the resources of the Comarch Contact Center available to the client. The Client receives, within the solution, access to the Contact Center infrastructure and the required number of agent posts (an IP phone with CC license, a CC agent application and a headset), the client's responsibility is only to provide CC agents and Internet access.

### Comarch IP Telephony

This service consists in the modernisation and replacement of PBX units into IP PBX and the designing and installation of wide-area voice system structures (IP telephony, VoIP). Comarch IP Telephony is a comprehensive solution that supports communication both within an organisation and contact with clients.

### Comarch Interactive Suite

This is a package of applications which facilitate improving communications both inside the company and in B2B or B2C areas. The package consists of video communication, video-web, Telepresence, and virtual reality systems.

### Comarch Unified Communication

This is an integrated solution in which all means of communication, such as email messages, phone calls, voice mail or video connections, have been integrated into one layer, thus allowing users to interchange information in real time irrespective of where they are and the medium they are using. The solution proposed by Comarch facilitates efficient management over information and allows increased effectiveness of business processes as a result of shortening the time required for decision making.

new DCs being built abroad (Germany, France) along with renting external DCs in other countries (USA). We are with our client through all the stages of project execution, from preparation of the initial concept, to designing solutions, their implementation and migration, to maintenance and management.

### Colocation (Server Housing)

Colocation is a service which consists in providing physical space for servers, memory storage units, network devices and other devices ready for the installation in ICT racks, where the technical infrastructure and reliable network access are guaranteed.

### Hosting (PaaS)

In the hosting service, Comarch provides the complete hardware and system platform (Platform as a Service) to support the applications of the client:

- » Providing hardware along with its colocation
- » Ensuring all the necessary third party licenses are obtained
- » Administration and management over the operational layer (e.g. the operating system, databases)
- » Management over the network and security layer
- » Making telecommunications lines available
- » Monitoring on a 24/7 basis
- » A single SLA level for the entire system

### Comarch Cloud Computing

The Comarch Cloud Computing service is a special version of the PaaS service in the "private cloud" services family. The difference between hosting and Comarch Cloud Computing consists in providing the client with the computing power that exactly matches the needs of the system (application), thus reducing the initial costs of the project. This approach is possible with virtualisation techniques or other methods providing logical insulation (where virtualisation is not recommended). This service has been developed in order to achieve the optimum ratio of the provided service to its

costs. Comarch guarantees very high levels of availability and security, which is why the service is also offered in the case of major production systems, critical for the business and for operating online.

**SaaS (Software as a Service)** is the most comprehensive service provided by Comarch Data Center, within which the following are supplied:

- » Platform as a Service (hosting)
- » Comarch applications or, in specific cases, third party applications
- » Application administration
- » A single point of contact for the client and a single SLA for the entire solution
- » Optional help-desk services for users

**Disaster Recovery Center** is an additional service, optional for all the above solutions offered by the Comarch Data Center. It includes the delivery of the backup data processing center for critical systems of the client. The service is offered in different models, within which Comarch provides:

- » The basic data center, with a backup center at the location of the client
- » The backup center, with a basic center at the location of the client
- » The basic and backup data centers, both located in one or two physical locations.

This service can be delivered in the PaaS or SaaS models, taking into account ensuring data replication between both centers and opening the backup environment after breakdown of the basic location.

## COMARCH IT SECURITY

### Comarch Secure Internet

Within the Secure Internet package, we offer a number of solutions dedicated for protecting individual segments of the ICT infrastructure. These include firewall/UTM systems, intrusion detection systems, website content filtering, anti-spam systems, anti-virus solutions, protection of virtual servers, systems of strong authentication and smart card management.

**Comarch Station Protection** is a dedicated solution used for the protection of computers and media.

**Comarch DLP** (Data Leak Prevention) is a solution dedicated for protecting sensitive corporate data, which ensures advanced possibilities regarding the tracking of documents processed in a company and proactive protection against a data leak.

### Comarch Security Management

Within the Security Management package, we offer security audits of the IT infrastructure, development of security policies and business continuity plans.

**Comarch Mobile Business** is a solution addressed to companies and institutions irrespective of their size or type of the conducted activities, which require a secure mechanism for remote access from any place to the departmental IT systems for mobile employees, business partners, subcontractors, subsidiaries and branches.

## SELECTED IMPLEMENTATIONS OF THE COMARCH SERVICES SECTOR IN 2012

CLIENT / COMARCH SOLUTION	SCOPE OF IMPLEMENTATION
<b>BIC</b>  <b>Comarch EDI</b>	Implementation of the solution to enable the comprehensive interchange of data with business partners throughout Europe.  Integrations with internal systems ensuring effective monitoring of the flow of all data.
<b>Agros Nova</b>  <b>Comarch SFA</b>	Implementation of the Comarch SFA Trade Spend Control solution for managing budgets, promotional actions and their settlement and reporting.  Integration of Trade Spend Control with the system of mobile Comarch SFAs operating in Agros.
<b>Kompania Węglowa</b>  <b>Comarch ECM</b>	Implementation of Comarch ECM Capture & OCR for the automation of processes regarding the entry of financial and accounting data from cost documents of all mining facilities. Integrations with internal systems in order to ensure the highest quality of processed data.
<b>Diageo Dania</b>  <b>Comarch SFA</b>	Implementation and maintenance of the system of mobile sales, Comarch SFA Mobile Sales Force, in Android tablets.
<b>Enterprise Holdings</b>  <b>Comarch CRM&amp;Marketing</b>	The IT system developed by Comarch supports the Enterprise Plus loyalty program.  Clients in the program collect points which may later be exchanged for free vehicle rental or upgrading vehicle class during the next rental.
<b>London Heathrow</b>  <b>Comarch CRM&amp;Marketing</b>	Preparation, implementation and maintenance of the loyalty and marketing platform.
<b>SSP</b>  <b>Comarch ECM</b> <b>Comarch EDI</b>	Complete support for printed invoices and EDI, management over trade documents and their archiving.  The project completed in Germany, will be expanded to further countries in 2013.
<b>Barlinek</b>  <b>Comarch SFA</b>	Implementation and maintenance of the mobile sales system Comarch SFA Mobile Sales Force in 9 European countries and in 4 languages.



## EUROPE

## Albania

**Comarch SA | Albanian Branch**

VeVe Business Center,  
Bulevardi "Zog I" number 72  
Tirana  
Phone: +355 672 648 404

## Austria

**Comarch Austria**

Müllerstrasse 1  
6020 Innsbruck  
Phone: +43 512 909 050-0  
Fax: +43 512 909 050-10

**Comarch Austria**

Nußdorfer Lände 23  
A-1190 Wien  
Phone: +43 1 910 66 0  
Fax: +43 1910 66 66

## Belgium

**Comarch AG**

Avenue Louise 65  
B-1050 Brussels  
Phone: +32 2 535 78 69  
Fax: +32 2 535 77 00

## Finland

**Comarch Oy**

Innopoli II, Technopolis Business Park  
Tekniikantie 14  
02150 Espoo  
Phone: +48 12 687 7450

## France

**www.comarch.fr**  
**e-mail: contact@comarch.fr**

**Comarch SAS**

17 rue Paul Langevin  
59260 Lezennes  
Phone: +33 3 62 53 49 00  
Fax: +33 9 55 24 46 94

**Comarch R&D**

100A Allée Saint-Exupéry  
38330 Montbonnot Saint-Martin  
Phone: +33 4 57 58 23 00

## Germany

**www.comarch.de**

**Comarch Berlin**

Fasanenstraße 4  
10623 Berlin  
Phone: +49 30 76 79 67 0  
Fax: +49 30 76 79 67 1467

**Comarch Bremen**

Anne-Conway-Str.2  
28359 Bremen  
Phone: +49 421 201 40 0  
Fax: +49 421 201 40 140

**Comarch AG**

Chemnitzer Str. 59 b  
01187 Dresden  
Phone: +49 351 3201 3200  
Fax: +49 351 438 97 10

**Comarch AG  
Frankfurt Main**

Lyoner Str. 20  
60528 Frankfurt/Main  
Phone: +49 699 62 37 62 00  
Fax: +49 694 78 69 27 00

**Comarch Hamburg**

Heidenkampsweg 82  
20097 Hamburg  
Phone: +49 402 35 03 300  
Fax: +49 402 35 03 400

**Comarch Düsseldorf**

Heerdter Lohweg 57  
40549 Düsseldorf  
Phone: +49 211 415 55 300  
Fax: +49 211 415 55 399

**Comarch Software und Beratung AG**

Messerschmittstraße 4  
80992 Munich  
Phone: +49 89 143 29 0  
Fax: +49 89 143 29 1114

**Comarch Münster**

Haferlandweg 8  
48155 Münster  
Phone: +49 251 899 30 0  
Fax: +49 251 899 30 10

**Comarch Hannover**

Großer Kolonnenweg 21  
30163 Hannover  
Phone: +49 511 966 05 0  
Fax: +49 511 966 05 199

## Luxembourg

**www.comarch.lu**  
**e-mail: luxembourg@comarch.com**

**Comarch Luxembourg S.a R.L.**

Route d'Arlon 23  
L-8008 Strassen  
Phone: +352 271 168 18

## Netherlands

**e-mail: benelux@comarch.com**

**Comarch AG**

– operating from Belgian office  
Avenue Louise 65  
B-1050 Brussels  
Phone: +32 2 535 78 69  
Fax: +32 2 535 77 00

## Russia

**Comarch OOO**

4th Lesnoy Pereulok,  
Room 438, 4103  
125047 Moscow  
Russian Federation  
Phone: +7 495 6413771  
Fax: +7 495 6413772

## Switzerland

**Comarch Swiss AG**

Grabenstrasse 2/4  
9320 Arbon  
Phone: +41 71 447 90 3 0  
Fax: +41 71 447 90 3 1

## Ukraine

**LLC ComArch**

18/7 Kutuzova Str.  
01133 Kiev  
Phone: +380 44 492 2842  
Fax: +380 44 492 2843

**Comarch LLC in Lviv**

Bohdana Khmelnytskogo 176  
Business Center LEMBERG  
79024 Lviv  
Phone: +38 0322 949 31 43  
Fax: +38 0322 42 50 11

## United Kingdom

**www.comarch.com**  
**e-mail: uk@comarch.com**

**Comarch UK Ltd**

1 Kingdom Street  
Paddington Central  
London W2 6BD  
Phone: +44 20 3402 3246  
Fax: +44 20 3402 3501

## AMERICA

## Canada

**Comarch Canada Corp**

44 Chipman Hill, Suite 1000  
Saint John NB E2L 2A9  
Phone:  
Fax :

## United States of America

**Comarch Inc.**

9450 W. Bryn Mawr Ave., Suite 325  
Rosemont, IL 60018  
Phone: +1 847 260 5500  
Fax: +1 847 260 5501

## Panama

**Comarch Panama Inc.**

Obarrio, 53th Street, Hi-Tech Plaza  
8th floor, Office A  
Panamá  
Phone: +507 263 25 69  
Fax: +507 263 25 69

## MIDDLE EAST

## United Arab Emirates

**Comarch Middle East**

East FZ-LLC  
Building 1, G15  
PO. Box 500398 Dubai, UAE  
Dubai Internet City

## ASIA

## China

**Comarch Software Co. Ltd.**

Room 3610-2, Block 11, No.3855  
Shanghan Road  
Pudong New Area  
Shanghai

## POLAND

**Comarch Headquarters**

al. Jana Pawła II 39 a  
31-864 Kraków  
Phone: +48 12 64 61 000  
Fax: +48 12 64 61 000

**Kraków Office**

a I. Jana Pawła II 41d  
31-864 Kraków  
Phone: +48 12 684 81 00  
Fax: +48 12 684 81 00

**Kraków Office**

al. Jana Pawła II 41f  
31-864 Kraków  
Phone: +48 12 687 7736  
Fax: +48 12 687 7998

**Krakow Office**

al. Jana Pawła II 41g  
31-864 Kraków  
Phone: +48 12 687 70 00  
Fax: +48 12 687 71 00

**Comarch Training Center**

al. Jana Pawła II 41e  
31-864 Kraków  
Phone: +48 12 687 78 11

**Warsaw Office**

ul. Puławska 525  
02-844 Warsaw  
Phone: +48 22 567 26 00  
Fax: +48 22 644 41 66

**Warsaw Office**

al. Jerozolimskie 81  
02-001 Warsaw  
Phone: +48 22 564 24 00  
Fax: +48 22 830 74 00

**Wroclaw Office**

ul. Długosza 2-6  
51-162 Wrocław  
Phone: +48 71 335 6000  
Fax: +48 71 335 6001

**Gdansk Office**

ul. Strzelecka 7B  
80-803 Gdansk  
Phone: +48 58 326 45 50  
Fax: +48 58 326 45 63

**Poznan Office**

ul. Roosevelta 18  
60-829 Poznan  
Phone: +48 61 828 63 00  
Fax: +48 61 828 63 01

**Katowice Office**

ul. Krasynskiego 29  
40-019 Katowice  
Phone: +48 32 603 39 00  
Fax: +48 32 603 39 40

**Lodz Office**

ul. Jaracza 76  
90-251 Lodz  
Phone: +48 42 288 3000  
Fax: +48 42 678 4100

**Lublin Office**

ul. Rusalka 17a / ul. Wesola 9  
20-103 Lublin  
Phone: +48 81 538 34 00  
Fax: +48 81 528 94 32

**Bielsko-Biala Office**

ul. Michałowicza 12  
43-300 Bielsko Biala  
Phone: +48 33 815 07 34  
Fax: +48 33 815 07 35

**Gliwice Office**

ul. Mikołowska 7  
44-100 Gliwice

**CA Consulting SA**

al. Jerozolimskie 81  
02-001 Warszawa  
Phone: +48 22 564 24 00  
Fax: +48 22 830 74 00

**Comarch Polska SA**

al. Jana Pawła II 41g  
31-864 Kraków  
Phone: +48 12 687 7000  
Fax: +48 12 687 7100

**Esaprojekt Sp. z o.o.**

ul. Długa 1-3  
41-506 Chorzów  
www.esaprojekt.pl  
Phone: +48 32 349 29 89  
Fax: +48 32 349 29 88

**iComarch24 SA**

al. Jana Pawła II 41e  
31-864 Kraków  
Phone: +48 12 681 43 00 w. 1

**iMed24 Medical Centre**

al. Jana Pawła II 41f  
31-864 Kraków  
Call center for patients: +48 12 376 31 31  
Phone: +48 12 394 41 00  
Fax: +48 12 394 41 01

**iMed24 SA**

al. Jana Pawła II 39 A  
31-864 Kraków  
Phone: +48 12 646 10 00  
Fax: +48 12 646 11 00

**iMed24 SA Katowice**

ul. Krasieńskiego 29  
40-019 Katowice  
Phone: +48 32 603 39 00  
Fax: +48 32 603 39 40

**iReward24 SA**

al. Jana Pawła II 39A  
31-864 Kraków  
Phone: +48 12 687 70 00  
Fax: +48 12 687 71 00

**SolInteractive SA**

al. Jana Pawła II 41 g  
31-864 Kraków  
Phone: +48 12 687 77 09  
Fax: +48 12 687 79 99

**Studio SolInteractive**

ul. Sikorki 35  
31-589 Kraków  
Phone: +48 601 178 179

**Cracovia**

ul. Wielicka 101  
30-552 Kraków  
Phone: +48 12 29 29 100  
Fax: +48 12 655 18 82

**Cracovia Stadium**

ul. Kałuży 1  
30-111 Kraków  
Phone: +48 12 427 35 62

**Cracovia Ice-Rink**

ul. Siedleckiego 7  
31-538 Kraków  
Phone: +48 12 421 13 17

**Media, PR, CSR**

Paweł Kozyra  
mobile +48 608 646 173  
E-mail: media@comarch.pl

**Marketing:**

E-mail: marketing@comarch.pl  
Phone: +48 12 64 61 000

**Investor Relations:**

Aleksandra Zaniewska  
Phone: +48 12 687 79 26  
mobile +48 608 646 251  
E-mail: investor@comarch.pl



Editor-in-chief: Paweł A. Kozyra  
Consulting: Łucja Burek  
Layout, DTP: SolInteractive.pl Adam Dąbrowski, Maciej Siwy  
Photos: Comarch  
Publisher:  
Comarch SA  
Al. Jana Pawła II 39a, 31-864 Kraków  
Phone: +48 12 646 1000 Fax: +48 12 646 1100  
E-mail: [info@comarch.pl](mailto:info@comarch.pl)  
[www.comarch.com](http://www.comarch.com)  
[www.comarch.fr](http://www.comarch.fr)  
[www.comarch.de](http://www.comarch.de)  
[www.comarch.ru](http://www.comarch.ru)  
[www.comarch.pl](http://www.comarch.pl)

