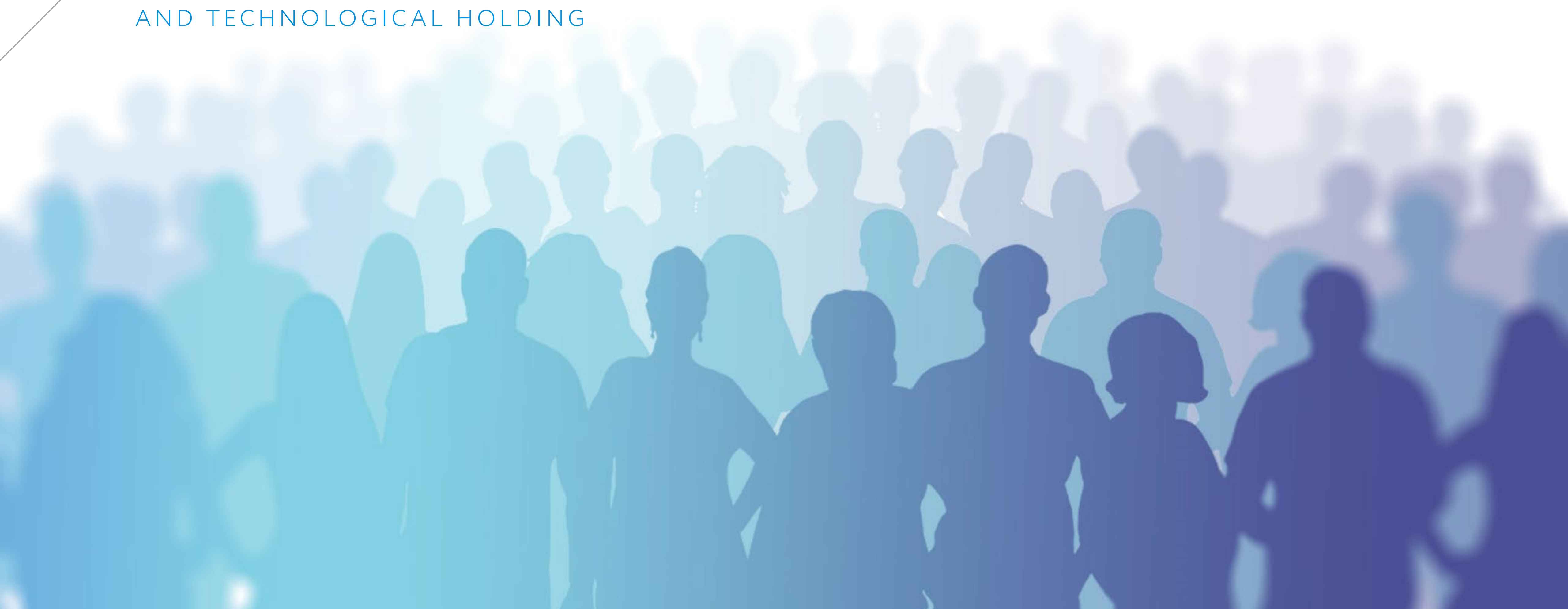


PUBLIC REPORT  
ON THE COMPANY'S  
ACTIVITIES | 2021



INVESTMENT IN TECHNOLOGY

15 YEARS OF INVESTMENT  
AND TECHNOLOGICAL HOLDING



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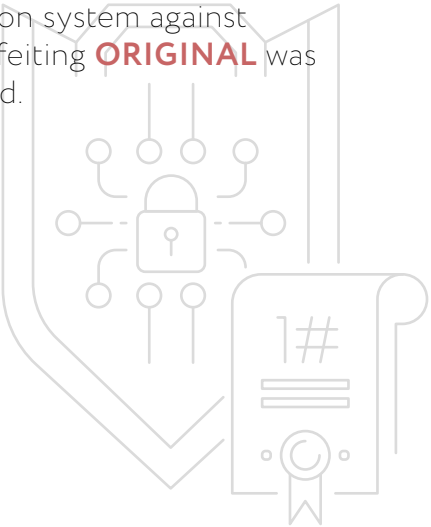
## 6. CONTACTS

# 15 YEARS OF INNOVATION DEVELOPMENT

Original Group holding evolution

## 2006

Original Group started with the practical implementation of an innovation created by a small initiative team. The 1st patent for the anti-counterfeiting system was received. A pilot for the service of the product protection system against counterfeiting **ORIGINAL** was launched.



## 2007

In partnership with the largest printing houses and manufacturers of automotive components, **ORIGINAL** is debugging technologies, launching a service to locate a counterfeit and new verification channels: "SMS to a short number", "call to 8-800", strengthening security measures. Contracts with mobile operators in Russia, Kazakhstan, Ukraine are signed.

A patent for a double-layer identification sticker was received. For the first time in Russia, the issue of sticking economic efficiency has been resolved.

## 2008

**iACTIONS** marketing service has been created for the labeled products manufacturers. First marketing campaigns for **ORIGINAL** clients were held on the unified IT platform.

To support the in-house projects of the company, a communication and analytical center was created (that will eventually become **CALLTRAFFIC**). New quality management platforms development starts.

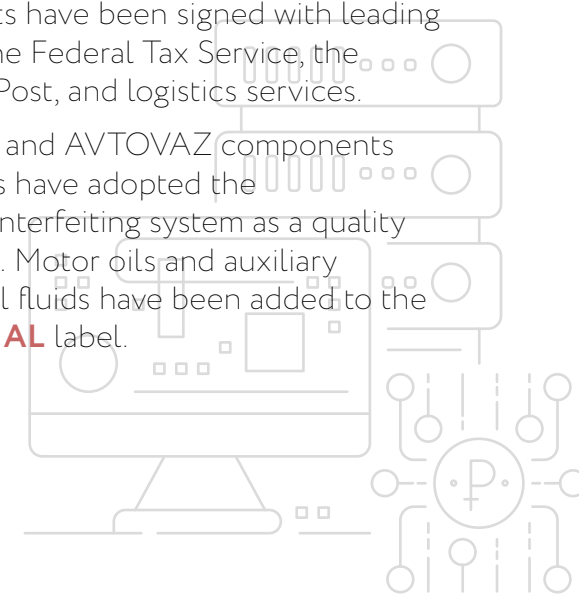


## 2009

The active development of infrastructure continues, Data Center service equipment capacity has been increased, direct links with telecom operators and secure gateways have been established.

Payment system for bonuses is created within the **iACTIONS** platform in accordance with PCI DSS standards. Contracts have been signed with leading banks, the Federal Tax Service, the Russian Post, and logistics services.

KAMAZ and AVTOVAZ components suppliers have adopted the anti-counterfeiting system as a quality standard. Motor oils and auxiliary technical fluids have been added to the **ORIGINAL** label.



## 2010

A new market of anti-counterfeiting systems and labeling services started by Original Group is actively developing. During 2010 - 2011 the competition intensifies and the **ORIGINAL** and **iACTIONS** projects offer the highest technological standards and take up leading positions in their niches.

The technologies developed earlier are being tested, their functionality improving, the range of services expanding, being optimized and becoming economically profitable for the users.

## 2011

Developers offer more related services for the convenience and confidentiality of the processes. In order to combat the codes falsification at the printing house level, the **ORIGINAL** team creates specialized equipment for the data transmission channel encrypting, and a secure technology for the ready-made reels transferring is worked out.

**iACTIONS** conducts up to 30 marketing campaigns simultaneously, develops personal data protection and fail safety technologies. The first site of the **CALL-CENTER** in Izhevsk completely resolves the issue on marketing projects participants support.

## 2012

**ORIGINAL** and **iACTIONS** achieved solid profit performance.

The financial stability of the company made it possible to invest in the development of new projects.

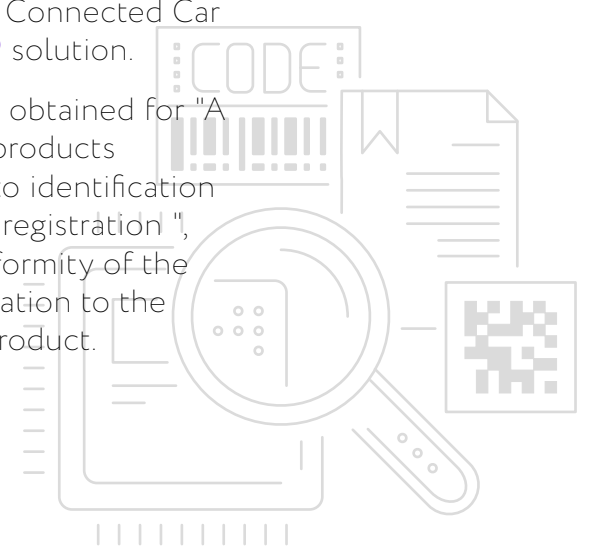
**iACTIONS** independently attracts clients from the FMCG sector (perfumery, cosmetics, food, drinks, etc.). Over the past three years, enterprises of KAMAZ and OAT (United Automotive Technologies) ecosystem have become OG clients.

Work has begun in the field of microelectronics. The focus is on industrial routers, the study of electronics on chips, machine vision systems, communication systems. In the future, the **QUBI** brand will be created on the basis of this initiative.

## 2013

The call center serves **iACTIONS** marketing projects and transfers its processes to the platform for call centers EzCom developed in-house; the **CALLTRAFFIC** brand is introduced to the market for the first time. The result of research in the field of microelectronics is the Connected Car project and the **JT APP** solution.

An Eurasian patent was obtained for "A method of linking the products descriptive properties to identification tags intended for sales registration", which ensures the conformity of the code encrypted information to the characteristics of the product.



## 2014

**CALLTRAFFIC** develops sales, clustering and fail safety. Business processes are ISO9001 certified.

Developed and introduced to the market are: **iGUARD** cloud service for security companies; **iDEAL** sales representatives work organization system.

The **ORIGINAL** system continues to develop its client base.



In partnership with one of the largest Russian pharmaceuticals manufacturers, **TRACEWAY** is working to adapt the anti-counterfeiting system to the pharmaceutical industry. The existing technology is being tested in real production processes.

The Original Group continues to promote the PLM (product lifecycle management) systems. Track & Trace, a new type of industrial information systems, are ready for implementation in various business projects.

**CALLTRAFFIC** receives a FSTEC license to work with personal and confidential information. The third site was opened in Kazan.

Track & Trace systems functionality is being developed on the basis of large technological enterprises in the pharmaceutical and agrochemical industries, automotive components and motor oils manufacturers. **TRACEWAY** starts its own research and development facility with modern computer numerical control (CNC) equipment for metalworking and electronics production.

The microelectronics division has developed a unique on-board weighing system.

The regional **CALLTRAFFIC** network now includes 9 sites. Expertise on partners' information systems technical support has been formed. The number of employees of the holding for the first time exceeds 2500 people.

**TRACEWAY** is part of the working group for the development of the labeling project, organized on the basis of the Ministry of Industry and Trade. Software and Hardware System is being adapted to new consumer goods industries. Active work is underway to develop the equipment production and component base in Russia. Machine vision systems have been developed.

Affordable retail software and cloud solutions for small and medium-sized businesses have been created. An online equipment and consumables store **TDPRINT** for consumer goods labeling was launched.

**CALLTRAFFIC** wins three "Crystal Headset" awards at once and gets into three new cities, expanding to 12 locations. It is included in the TOP10 of the iKS Consulting rating.

The Original Group is awarded "Best Enterprise in the Industry 2020".

2015

2016

2017

2018

2019

2020

2021

For the first time, Original Group is included in the TOP-10 IT companies of Russia. The **TRACEWAY** team (formerly known as iTrack) completed the products tracking and verification system development and launched the first project in the field of pharmaceutical product labeling, long before the legislative initiatives. The Original Group designers and programmers have developed the concept of a unique Software and Hardware System for labeling.

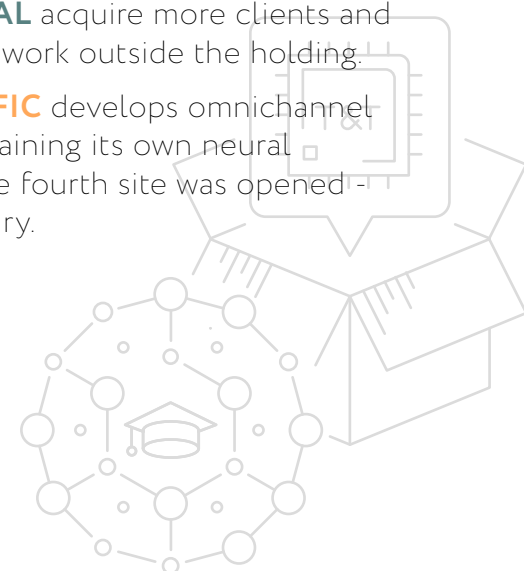
Load and resource management in **CALLTRAFFIC** is performed on the basis of the first proprietary WFM system. The second site was opened in Togliatti.

Connected Car service functionality and the **JT APP** mobile application for motorists are being finalized.

The Original Group is actively involved in the implementation of the state project of mandatory labeling using Track & Trace of the **TRACEWAY** system (formerly known as iTrack).

The cloud service for security companies **IGUARD** and the sales representatives work organization system **IDEAL** acquire more clients and continue to work outside the holding.

**CALLTRAFFIC** develops omnichannel and starts training its own neural network; the fourth site was opened in Cheboksary.



Track & Trace's iTrack project underwent a rebranding and entered more than 10 industry markets under the **TRACEWAY** brand. A program for the knowledge and competencies transfer in the field of labeling has been launched. Cooperation with industry universities, organizations and federal executive authorities began.

Through the efforts of the developers of circuitry and firmware of devices, the **QUBI** electronics brand was introduced to the market. The first samples of smart packaging for the needs of pooling operators were created.

**CALLTRAFFIC** receives the "Crystal Headset", introduces "live scripts" and speech technologies, significantly expands the WFM system functionality.

The R&D division is set apart under the **ONE EN** brand.

A line of unique retail software solutions for industrial printing has been created, including thermal inkjet, thermal transfer, piezoelectric labeling systems under the **QUBI** brand. The team showcased successful projects for neural networks training and machine vision technologies.

The Original Group Holding begins to implement ESG principles.

**I ACTIONS** becomes a full-cycle technology agency with Federal Tax Service integration via API.

**CALLTRAFFIC** opens the year with the 13th site and another "Crystal Headset" award. An internal "**CALLTRAFFIC** Academy" was created. The focus is on deep integration into customers' business processes, the BigData usage and a proprietary neural network.

The number of employees in the group exceeded 3300 people.

# ORIGINAL GROUP IN 2021

Investment and technology holding today



## > 15 YEARS OF SUCCESS

in high-tech products & services financing, design, market launch and development



## 100% RUSSIAN ENTERPRISE

all technological products and services are produced in Russia in accordance with international standards



**20% OF BUSINESSES** in the world, according to Sberbank, surpass the 15-year bar. Original Group is one of them

**3200+**

**EMPLOYEES**

Including partner sites

**13**

**OFFICES IN 11 CITIES OF THE RUSSIAN FEDERATION**

**1400+**

**CLIENTS**

### BUSINESS UNITS



A single center for customer expertise. One of the largest outsourcing contact centers in Russia



Track & Trace ecosystem for product labeling and monitoring



Promotion management service



Product protection against counterfeiting service

### DEVELOPING PROJECTS



Research, Development and Integration Center



Russian developer and vendor of industrial electronics and equipment



Labeling tools complex supply

### INDEPENDENT PRODUCTS



Platform for creating "connected cars" services



Technological platform for organizing call centers

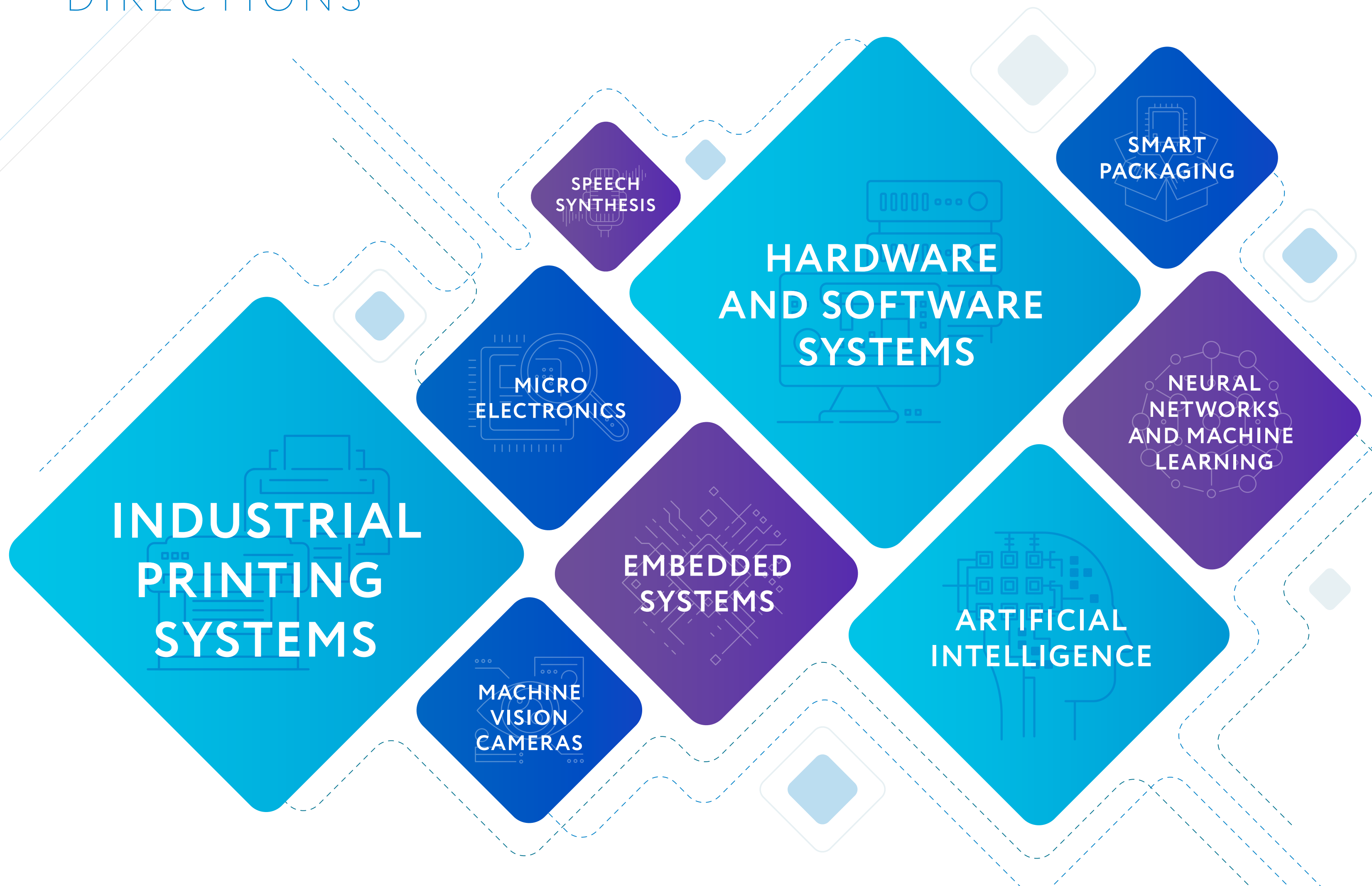


Security companies work automation



Sales representative management service

## R&D ACTIVITIES DIRECTIONS\*



**25%** OF PROFIT GOES TO INNOVATION during all 15 years

- ◆ **IN 2020**, 50% of profits were allocated for the printing systems, PAK and embedded systems development
- ◆ Original Group works with a variety of funding sources, grants and subsidies. In 2020, the Innovation Promotion Fund financed developments in the field of artificial intelligence.

\*R&D developments are confirmed by Rospatent (Russian Federal Service for Intellectual Property)

**>50 INTELLECTUAL PROPERTY ITEMS**

# FINANCIAL INDICATORS

## EBITDA

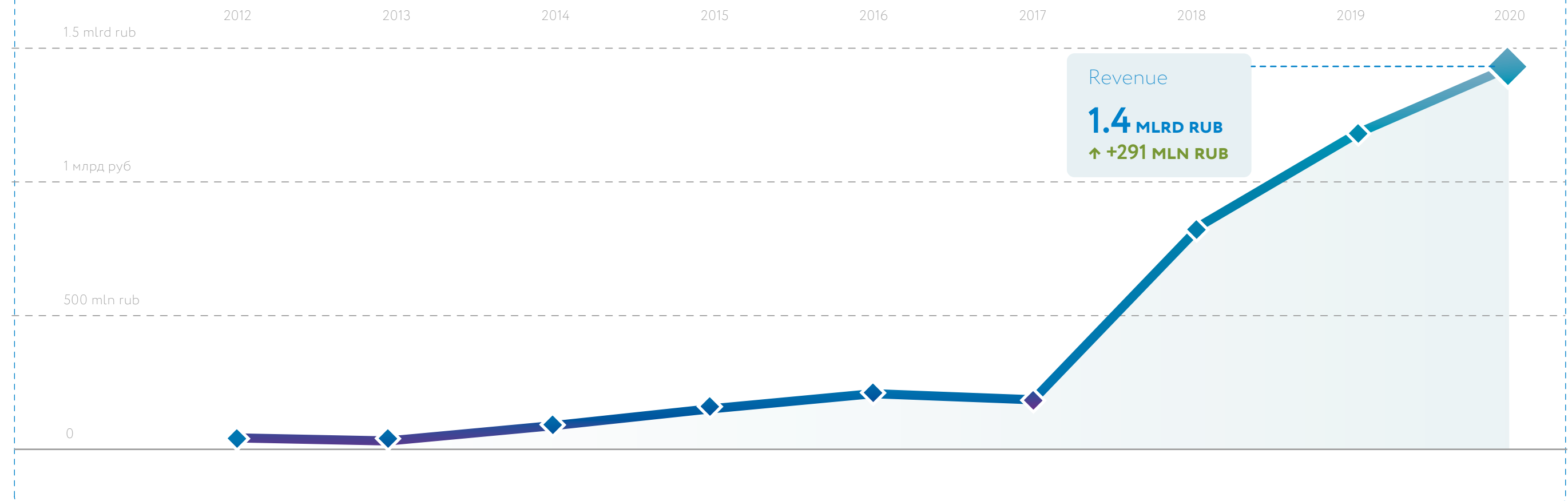
**257 MLN RUB**  
 ↑48%  
 profitability 18%

## NET PROFIT

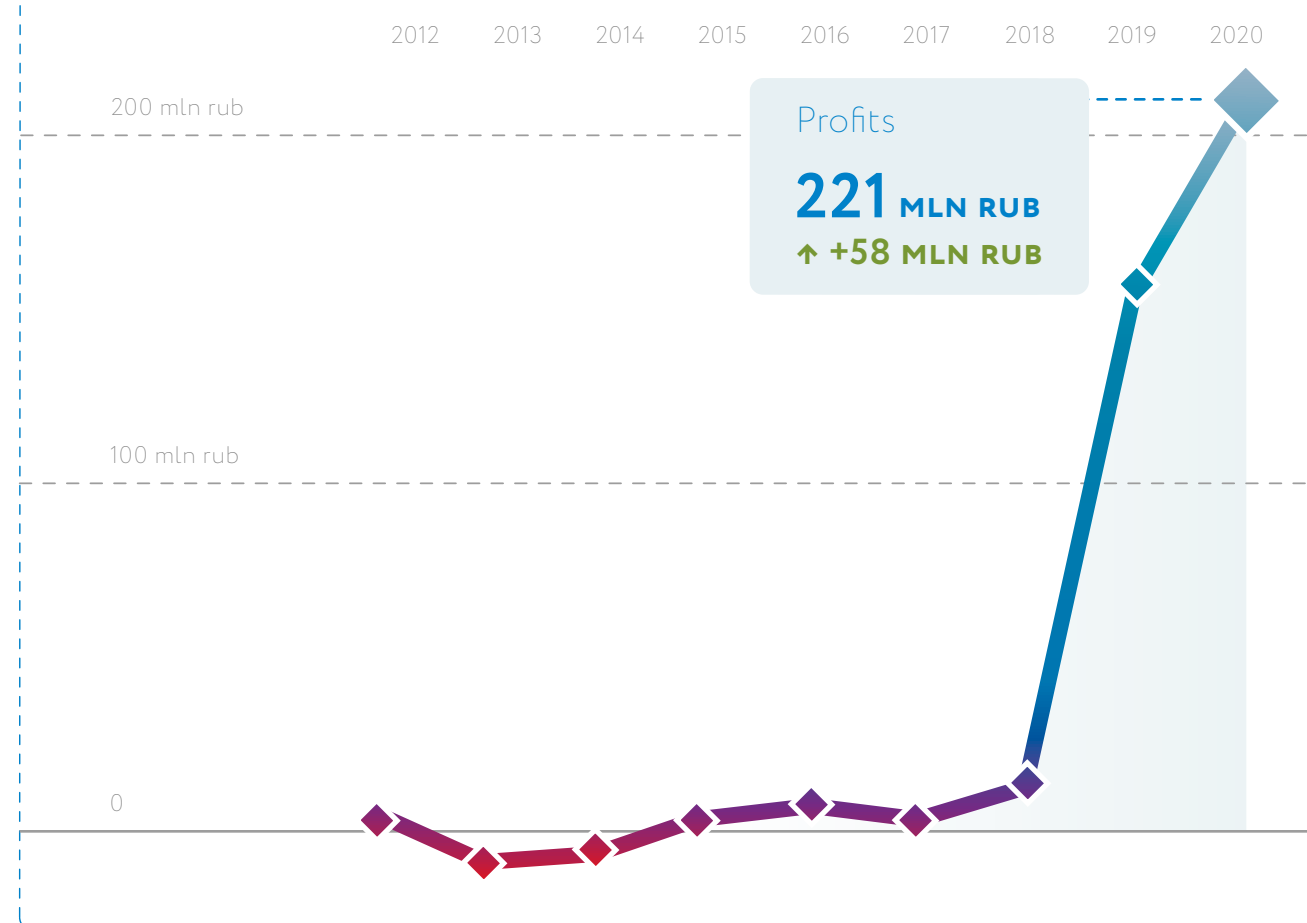
**189 MLN RUB**  
 ↑33%  
 profitability 13%

**1419**  
 MLN RUB  
 REVENUE

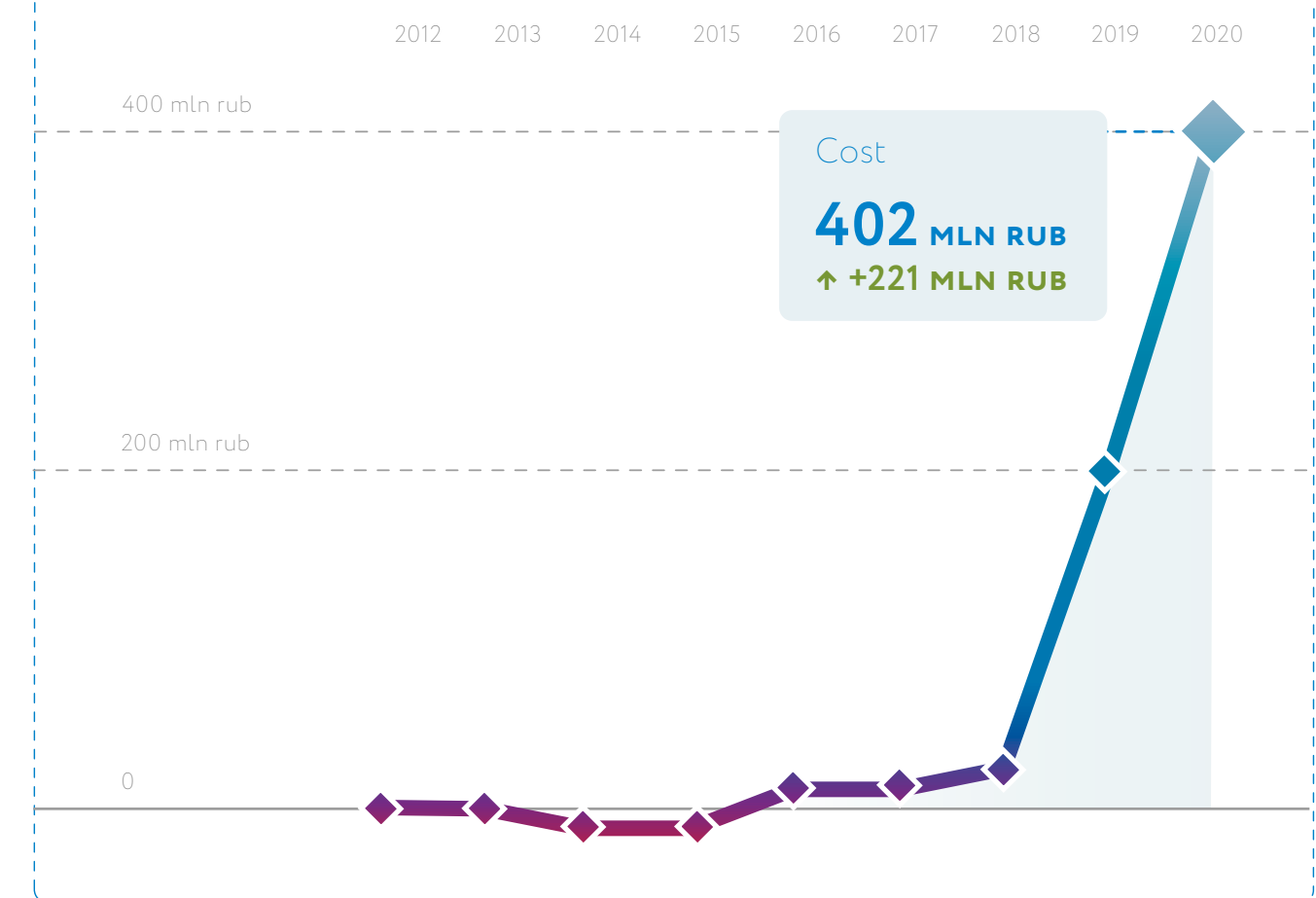
### REVENUE DYNAMICS



### PROFITS DYNAMICS



### COST DYNAMICS



# ORIGINAL GROUP GEOGRAPHY



## OUR OFFICES

- Moscow
- Izhevsk
- Tolyatti
- Kazan
- Nizhnekamsk
- Votkinsk
- Cheboksary
- Tambov
- Kanash
- Yoshkar-Ola
- Zelenodolsk

## OUR PEOPLE

- Ukraine
- Uzbekistan
- China
- Tver
- Voronezh
- Saint Petersburg
- Novosibirsk
- Barnaul
- Ulyanovsk
- Perm

## PARTNER SITES

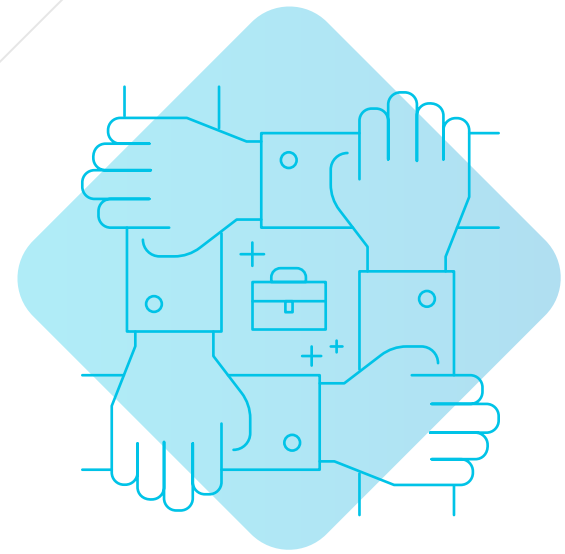
- Kharkiv
- Luhansk
- Tashkent
- Tiraspol

## WE ARE IN THE MARKETS

- Russia
- Belarus
- Azerbaijan
- Uzbekistan
- Kazakhstan
- Kyrgyzstan
- Ukraine
- Vietnam

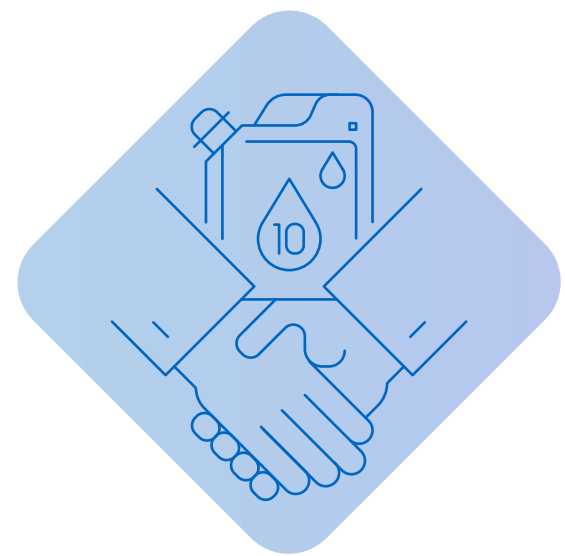


# ORIGINAL GROUP CLIENTS



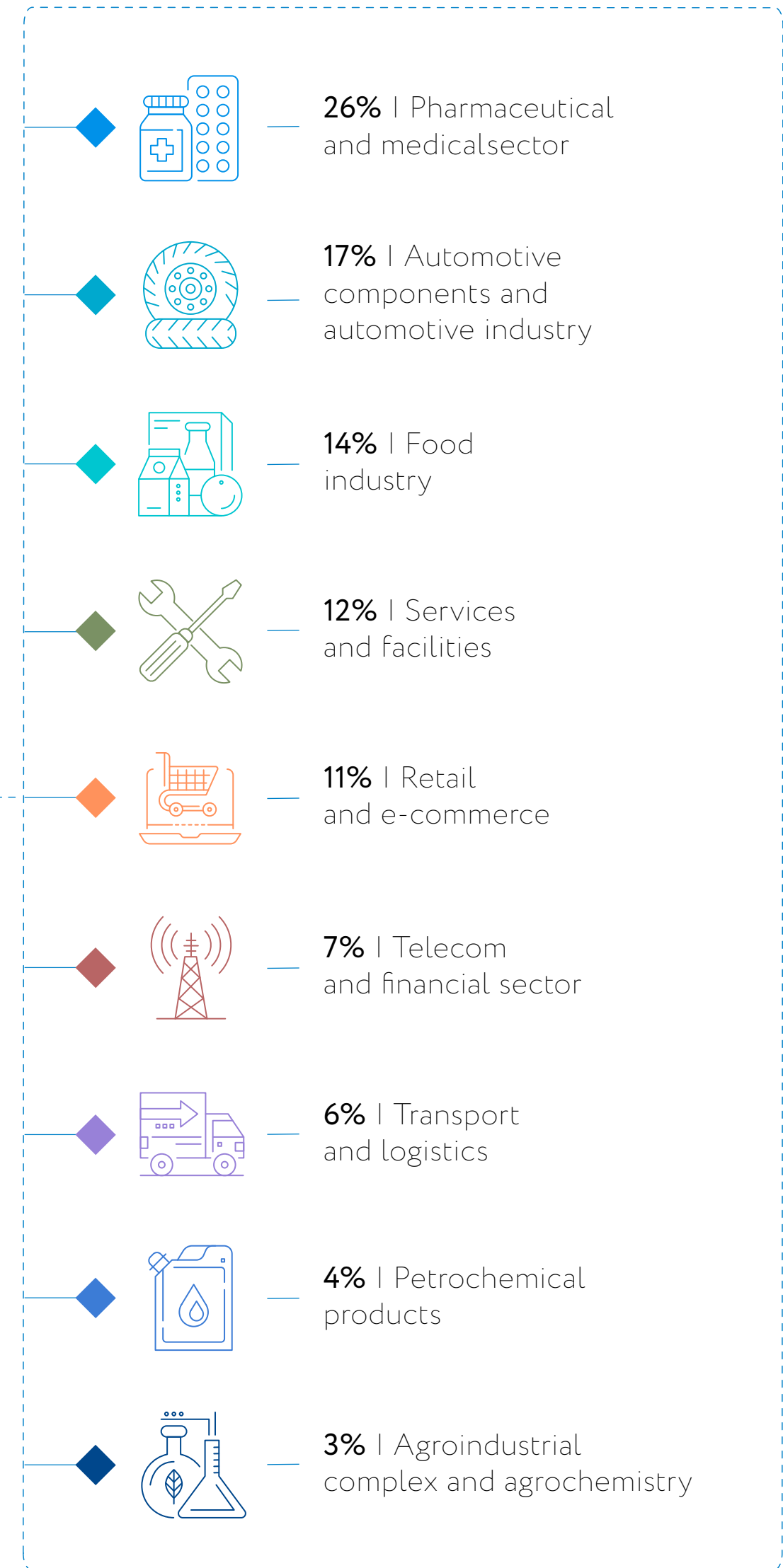
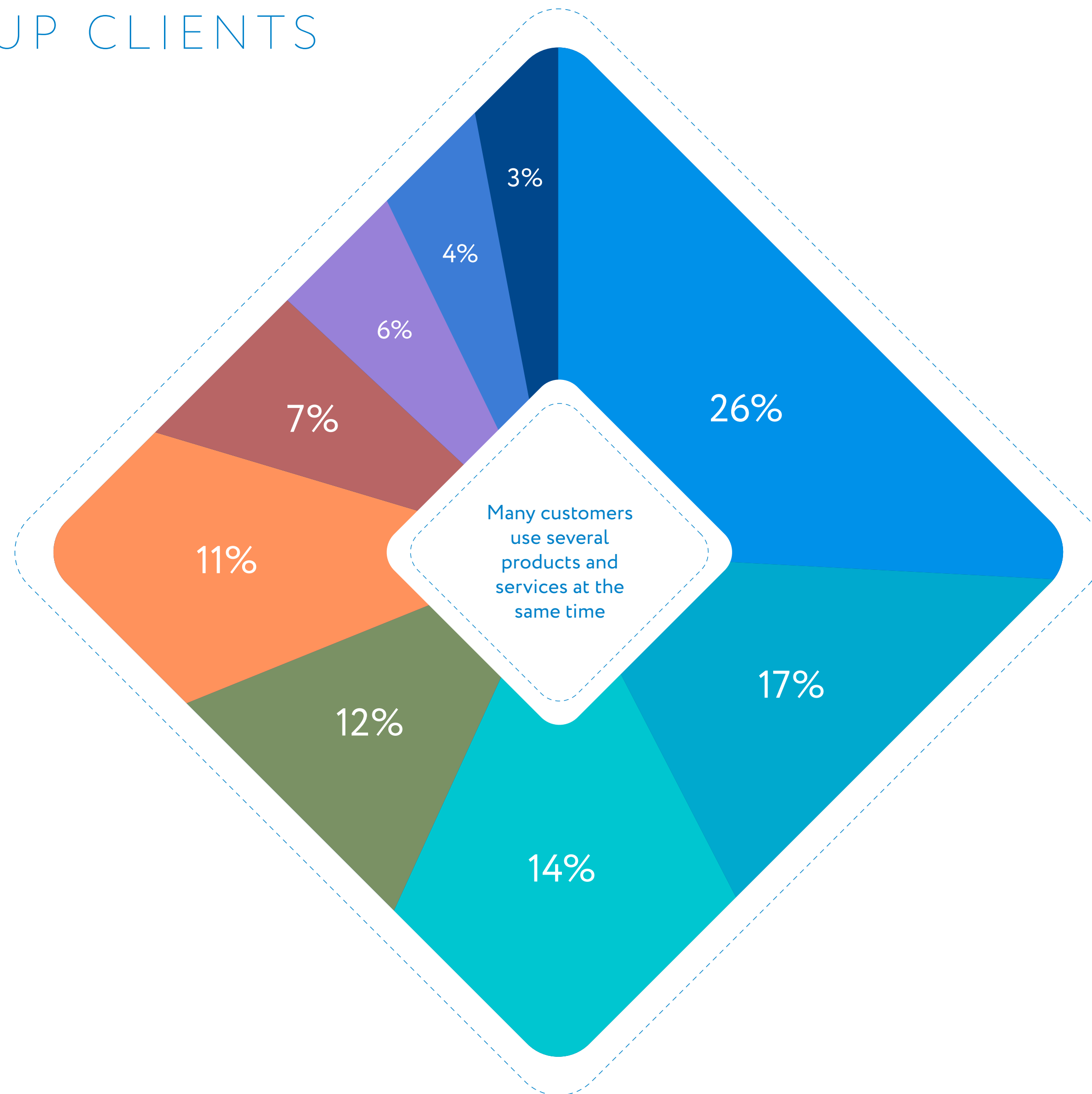
**> 200 NEW BUSINESSES**

joined the client pool in 2020



**> 10 YEARS OF COOPERATION**

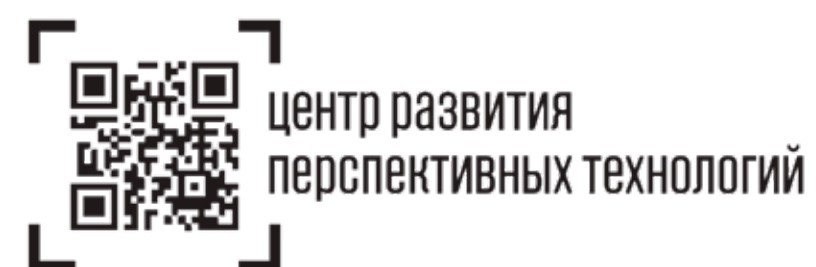
with regular customers in the field of automotive components and motor oils



## ORIGINAL GROUP PARTNERS



◆ The software was evaluated by the ICT Import Substitution Competence Center and included into the Ministry of Telecom and Mass Communications register



◆ Product labeling system operator partner CRPT



◆ Original Group experts actively participate in the industry technological experiments and in the Ministry of Industry and Trade working groups



◆ Member of the Moscow Chamber of Commerce and Industry business community



◆ In cooperation with regional administrations, long-term business projects have been launched in PSEDA (Priority Social and Economic Development Area)

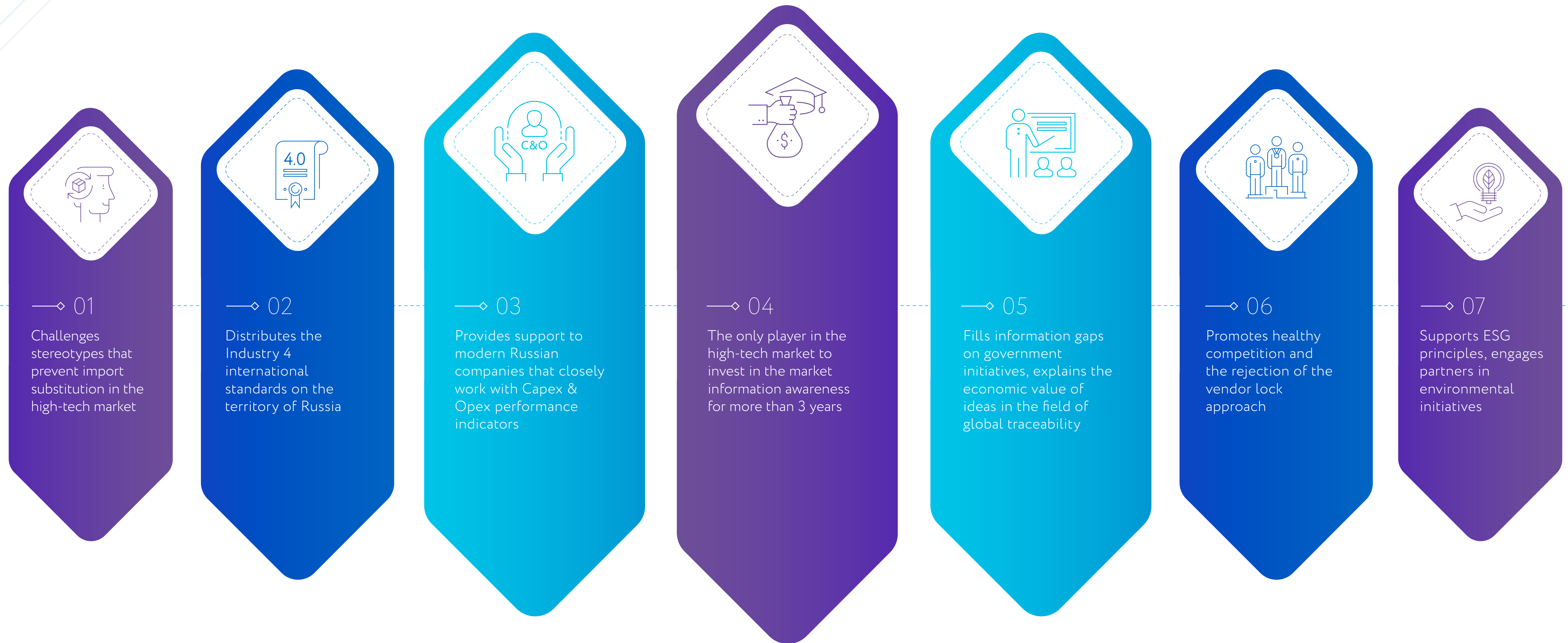


◆ All-Russian Business Rating "Industry Leader 2020"



◆ National rating "Best Enterprise 2020"

# ORIGINAL GROUP MARKET ROLE

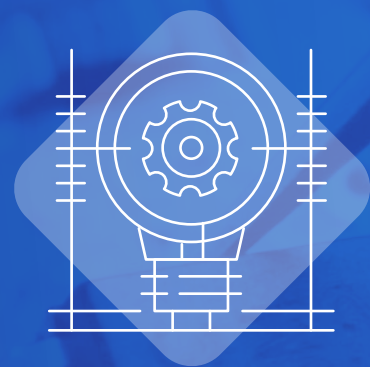


# INVESTMENT PROSPECTS



—◇ 01

**MATURE AND SUSTAINABLE BUSINESS**



—◇ 02

**ADVANCED IDEAS IN THE RUSSIAN MARKET**



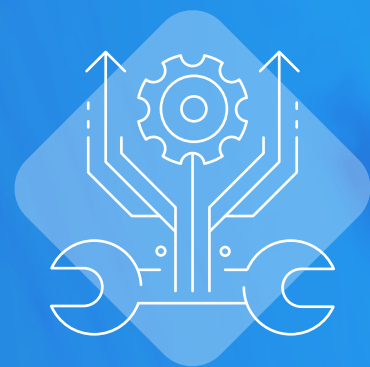
—◇ 03

**OWN DEVELOPMENT FUNDS**



—◇ 04

**PARTNERSHIP WITH CONTROLLERS AND FEDERAL AUTHORITY**



—◇ 05

**UNIQUE R&D RESOURCE**



—◇ 06

**HIGH REPUTATION IN THE TECHNOLOGY MARKET**



—◇ 07

**PRODUCTION BASE LOCATED ON THE TERRITORY OF RUSSIA**



—◇ 08

**FIRM SAFEGUARD**

Original Group is one of the big business area that successfully produces wooden pallets, large-sized plastic containers, industrial packaging films and compounds, wires and harnesses for the automotive industry and white goods, microfiber fabrics from its own bicomponent thread, etc.

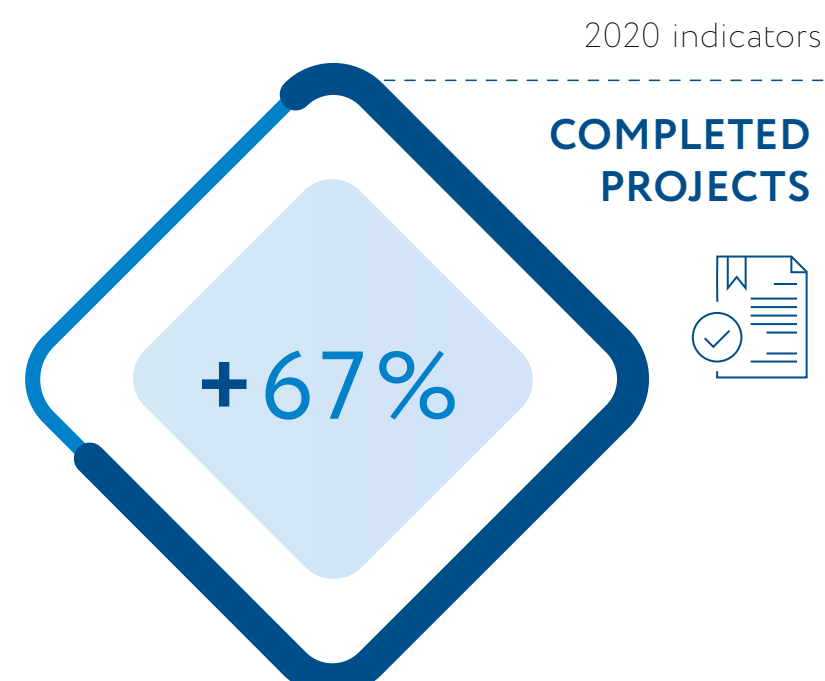
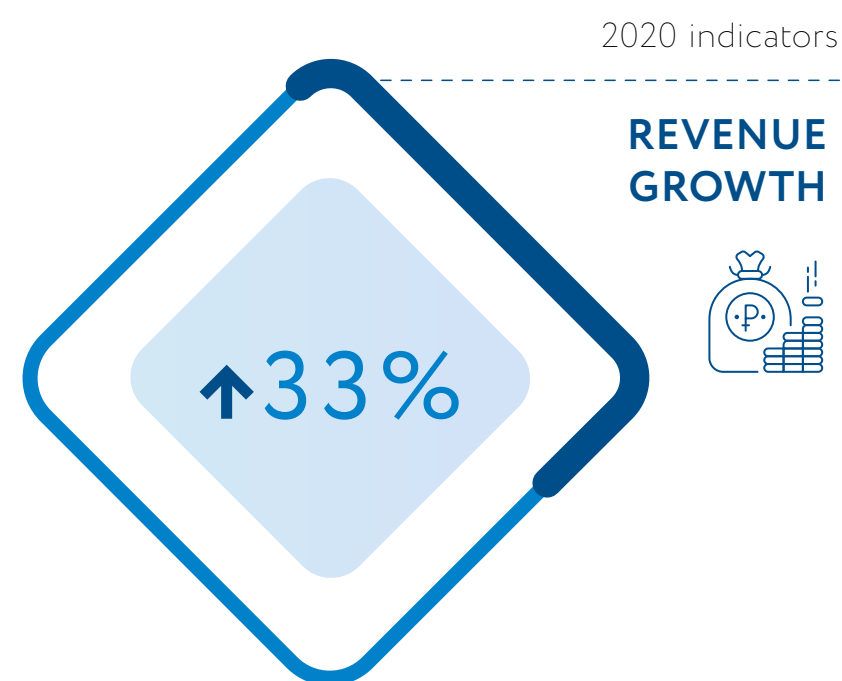
# THE HIGHLIGHTS



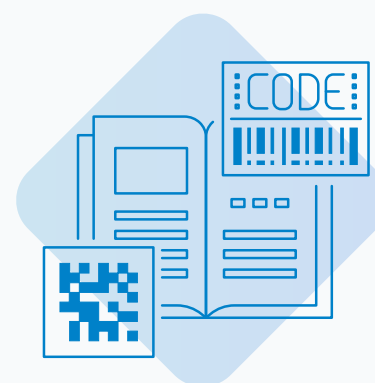
## 14 READY-FOR-SERVICE LABELING AND TRACEABILITY SOLUTIONS

I pharmaceuticals I agrochemistry I dairy products I packaged water I beer I nutritional supplement I consumer industry products I perfumery I cosmetics I automotive components I motor oils I technical fluids I pooling I

TraceWay software is included in the domestic software register of the Ministry of Telecom and Mass Communications

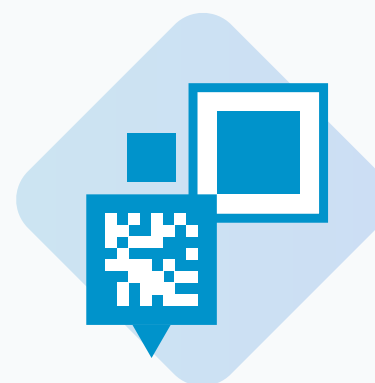


### TRACK & TRACE IDEAS DEVELOPMENT



#### BOOK "LABELING. ALL ABOUT IMPLEMENTATION AND TRACK & TRACE SYSTEMS "

The second edition of the book, expanded and supplemented, was published in 2021



#### INTERSECTORAL FORUM ON LABELING

Establishment and organization of the All-Russian intersectoral forum on labeling 2020-2021



#### DIGITAL LABELING AND PHARMACEUTICALS MONITORING SYSTEM

Specialized training course expert status

## 20+

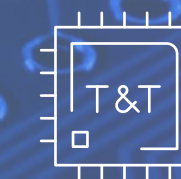
EDUCATIONAL EVENTS AND WEBINARS



## 60+

TRACK & TRACE SYSTEMS

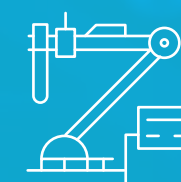
implemented on a turnkey basis at Russian enterprises



## 230+

UNITS OF EQUIPMENT

installed in industrial plants



# THE HIGHLIGHTS



## 12+ YEARS IN THE MARKET

of outsourcing contact centers. Three new sites were opened: in Yoshkar-Ola, Votkinsk, Nizhnekamsk



### TOP 10 RUSSIAN CONTACT CENTERS

MARKET SHARE



### 8TH POSITION BY REVENUE VOLUME

According to iKS consulting published in 2020

REVENUE PLAN for the first half of 2021



## BEST OUTSOURCING PROJECT

The highest award of the Crystal Headset ("Hrustalnaya Garnitura") competition was received for the project implementation with Pyatyorochka chain stores. Leadership in the area confirmed for the third year in a row.

## 1500+ AUTOMATED WORKPLACES

for professional operators, technicians and managers shift work

## 13 WORKING SITES

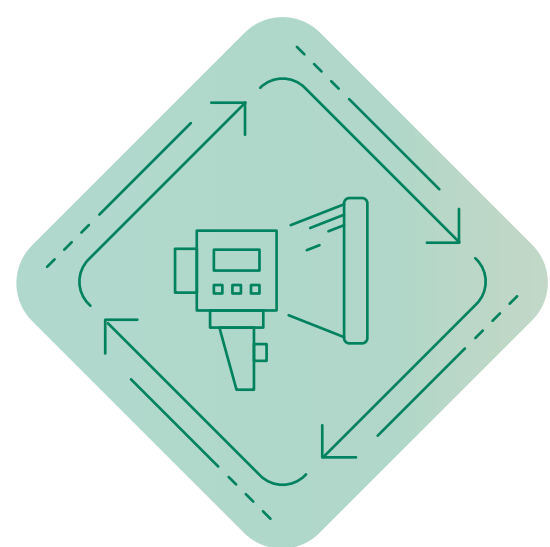
## 140+ CLIENTS

in telecommunications, banks, e-com, retail and service sector, medical services, technical support, etc.

# THE HIGHLIGHTS

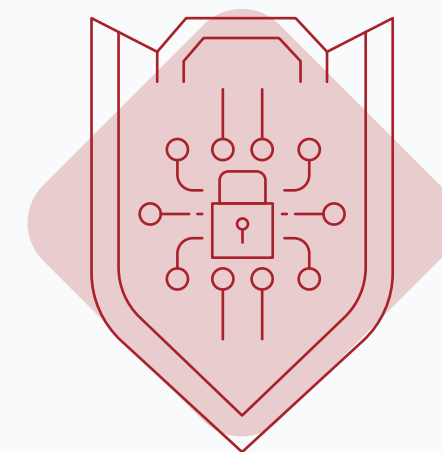
## iActions

## Original



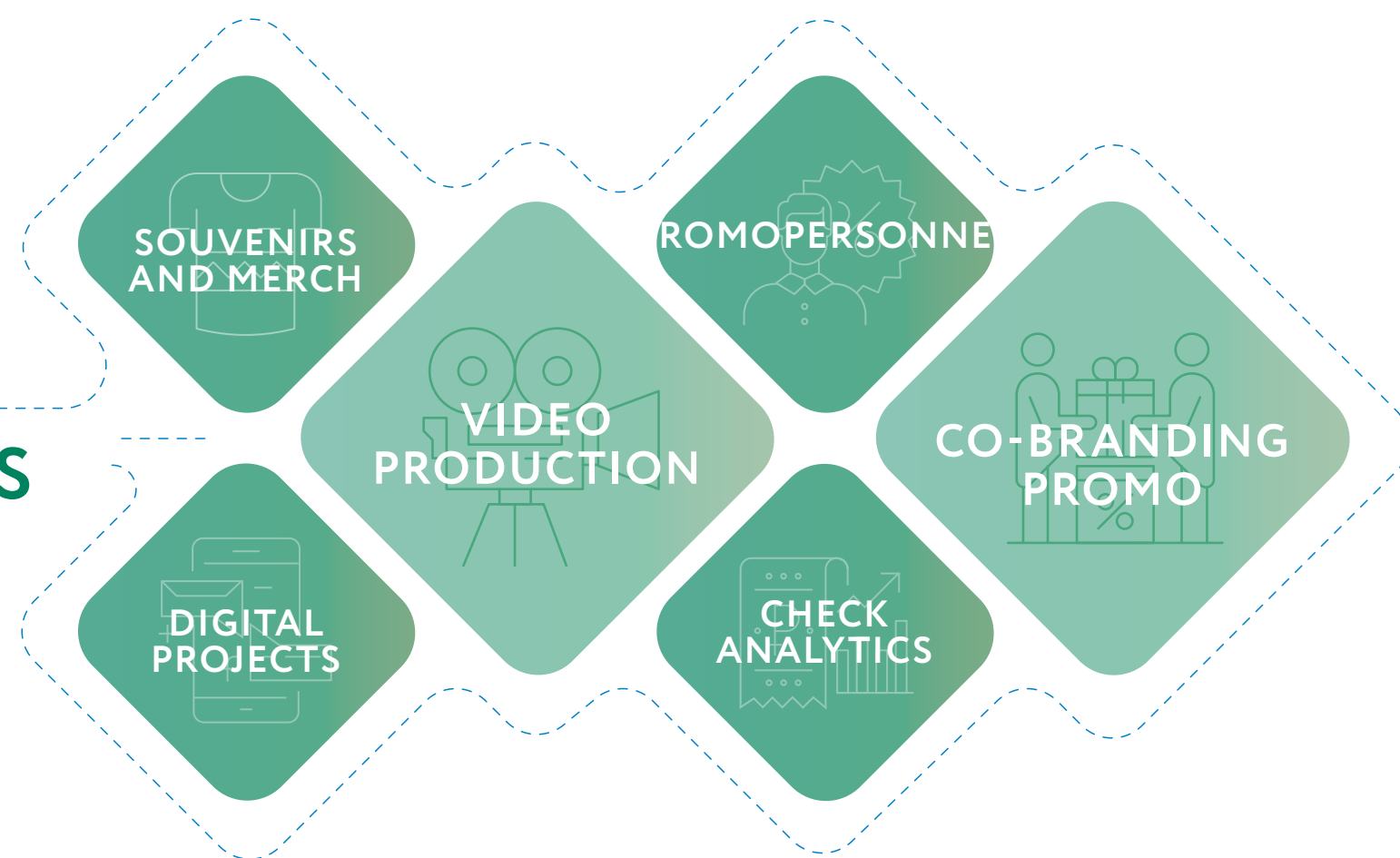
### iACTIONS IS A FULL CYCLE TECHNOLOGICAL MARKETING AGENCY

In 2021 iACTIONS started working with large retail chains



Authenticity protection projects are attended by: manufacturers of automotive components, petrochemicals, medical consumables and personal protective equipment, cosmetics, etc.

### NEW DIRECTIONS



**35mln<sup>+</sup>**  
ITEMS  
protected in the Original project during a year

**1mln<sup>+</sup>**  
PARTNERS  
during the previous year

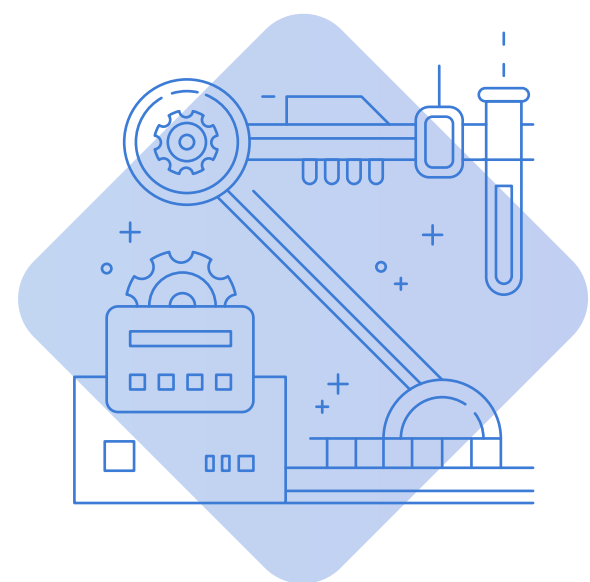
**50<sup>+</sup>**  
BIG CAMPAIGNS  
implemented during a year

**30.8mln r<sup>+</sup>**  
BONUS POOL  
of campaign organizers during the previous year

# THE HIGHLIGHTS



## ONE EN - RESEARCH, DEVELOPMENT AND INTEGRATION CENTER



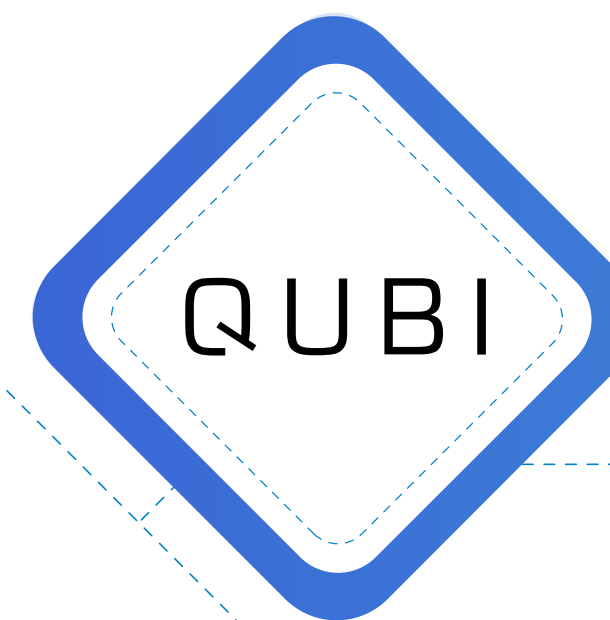
In 2020, the experimental production is expanded, updated and equipped with CNC machines and testing units. A training center and an industrial testing laboratory with an area of over 400 square meters is being prepared for opening.

- ◆ QUBI expands its line of machine vision cameras for industrial printing systems.
- ◆ The piezoelectric printing system, created in 2021 for enterprises implementing mandatory labeling, reduces the financial burden on the business **37 TIMES**.

—◆ 01  
Russian vendor of Track & Trace systems **TRACEWAY**



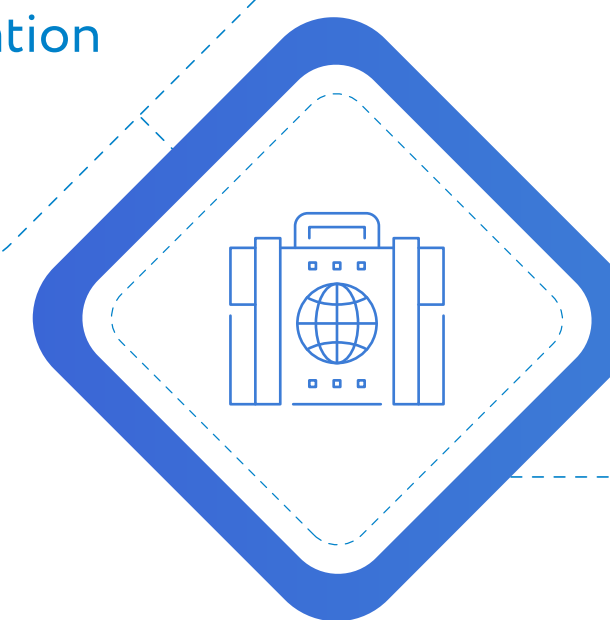
—◆ 03  
Russian brand of industrial electronics and industrial equipment **QUBI**



—◆ 02  
Call Center **CALLTRAFFIC**



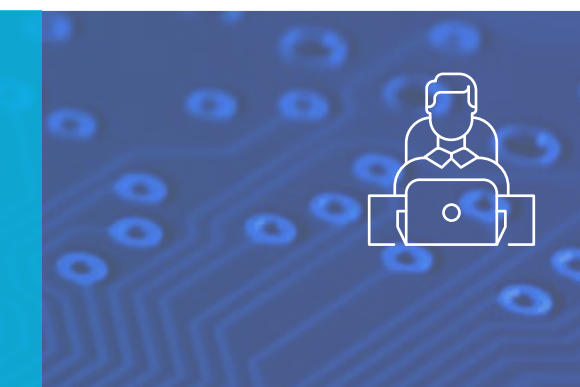
—◆ 04  
External customers in Russia and abroad



Companies using ONE EN innovation

**60+**  
**PERSONS IN R&D UNIT**

including unique specialists working with System-on-a-Chip and FPGA





## ORIGINAL GROUP MISSION

- ◇ We are changing the technology market with our energy and expertise. We generously share our knowledge to make the market more demanding for the quality of high technologies. Technology leaders today will become economic leaders in the future. Our mission is Research and Advanced Development financing and creating solutions that improve the “living standards” of entire areas of businesses and industries.

We are making great efforts to accelerate the Russian business transition to the sixth wave of innovation.

We are sure: a good idea is not enough! Technology leaders are also responsible for demonstrating the practical benefits of digital transformation for everyone.

# NEXT YEAR GOALS

—◇ 01

Provide affordable retail software solutions for consumer product manufacturers going through mandatory labeling.



—◇ 02

Enhance reputation in industrial engineering and expand into new high-volume markets (such as the industrial printing market and beyond).



—◇ 03

Develop the production of PAK and 95% of the necessary components in Russia.



—◇ 04

Create a knowledge transfer system between all market participants and launch corporate educational platforms.



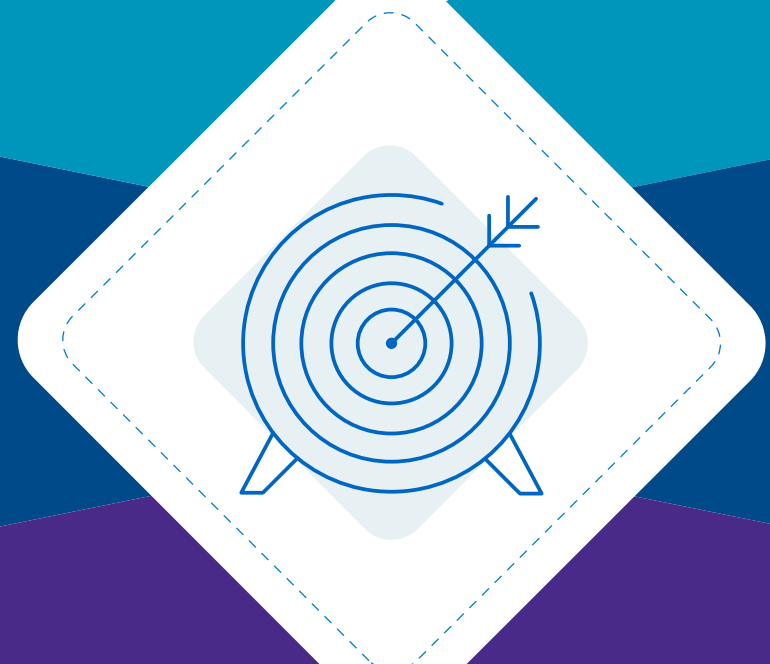
—◇ 05

Enhance the R&D direction by attracting rare competencies carriers, technology partnerships and external support measures.



—◇ 06

Increase the team independence and integrity, promote talents and internal entrepreneurship, create transparent relationships within the company and develop turquoise competencies.





# ORIGINAL GROUP ESG RESPONSIBILITIES



## ENVIRONMENTAL

(экологичность)

## SOCIAL

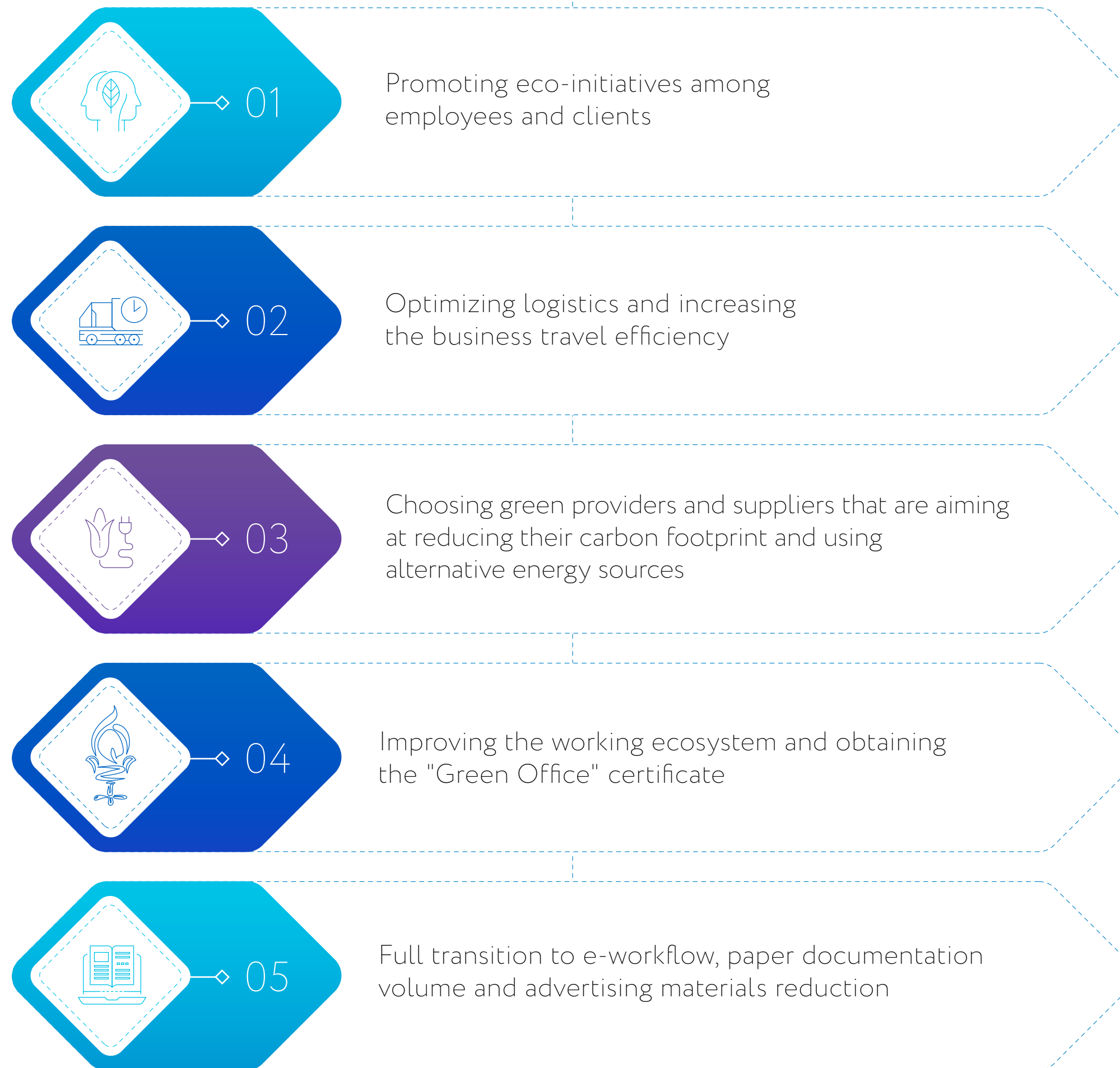
(социальная ответственность)

## GOVERNANCE

(ответственное корпоративное управление)

Original Group is committed to ESG's business development principles and takes responsibility for their phased implementation

### 5 STEPS TO BE TAKEN IN THE NEXT YEARS



### 1ST ESG.AGENCY PLATFORM RELEASED IN 2021

The platform helps to monitor the petrochemical industry environmental performance at all production and supply chain stages.

# 20+

## EMPLOYEES BECAME SPEAKERS

and regularly share valuable expertise and ideas with the community



# 15 YEARS

of corporate governance system continuous development



# TRENDS LEADING US FORWARD





## RAVIL GIMADIEV

MANAGEMENT COMPANY  
**CEO, SHAREHOLDER**

- Original Group is a Russian holding that invests in innovative technologies and develops through the large industrial enterprises digital transformation.  
We take full advantage of our business units symbiosis to develop the projects from a pilot idea to a full-fledged commercial launch and integrate them into industrial chain-work.  
Our main reference point has been unchanged for many years - it is the Industry 4 sixth wave of innovation and the practice with the priority of information technology, artificial intelligence, new materials, genetic engineering integration, etc. As a result, it changes not only the economy entity, but also the businesses and people living standards.



## MARAT SALIKHOV

MANAGEMENT COMPANY  
**SHAREHOLDER**

—◇ It takes courage, energy and imagination to become a professional and bring your talents to the light. It is important to “hold up one’s hand” at the right moment and take on increased obligations.

At Original Group, we give people resources, empowerment, and freedom in exchange for great results. Our company leaders always support people who drive these results with their experience, intuition and creativity.

The customer is at the center of our business. We know our clients by sight and speak the same language. We are confident that customer service can only be first class if all employees within the company provide exactly the same service to each other.



## YULIYA SOLOVYEVA

MANAGEMENT COMPANY  
**CFO**

—◇ For many years we have been a public company and shared our knowledge and competencies with the market. In 2021, we decided to openly announce not only our ideas and achievements, but also Original Group business results.

Transparent relationships with the team and partners are as important for us as with the professional community and the media. I am sure that openness, trust and business ethics are the basis for the well-being and longevity of any company!





## ILGIZ KHASANOV

MANAGEMENT COMPANY  
**HEAD OF CORPORATE DEVELOPMENT DEPARTMENT**

- ◇ People united by Original Group are the real creators! Together we create not only new ideas and solutions, but also new opportunities for the country's economy. They say, the world is ruled by data, and that data (and the world by extension) is controlled by engineers!  
We are united not only by the common work place, common goals and projects. We are united by one big idea to create development technologies and provide business digital transformation.  
We are moving forward and reaching new levels due to well-built communications and an open knowledge system. This tool allows each one of us to become a part of something bigger!

# GLOSSARY

**EMBEDDED SYSTEMS** – embedded microprocessor control and monitoring system.

**ESG** – Environmental, Social, Governance, a set of company management characteristics with the involvement of environmental, social and management solutions.

**FPGA (field-programmable gate array)** – a semiconductor device that can be configured by the manufacturer or developer after its production; the most complex in terms of organization kind of programmable integrated logic circuit.

**GIG ECONOMY** – a freelance economy that implies short-term, temporary and project employment of independent contractors.

**HUMAN 2 HUMAN** – is a modern approach to business that replaces the common b2b or b2c formats. The model with the client in the center of the business.

**LIFELONG LEARNING** – continuing education driven by the progress of science and technology.

**NO VENDOR LOCK** – is a technology creation approach with open API protocols, eliminating the client's dependence on the technology supplier.

**ON-DEMAND TALENT** – highly qualified freelancers who are hired for a specific task to compensate for the lack of competencies within the company.

**RUN, CHANGE, DISRUPT** – a business development concept within the framework of which a company turns from a rigid hierarchical structure into a living and constantly evolving business idea. Three types of thinking principles that provide accelerated development and business breakthroughs with the support of a firm safeguard.

**SYSTEM-ON-A-CHIP** – an electronic circuit that performs the functions of an entire device (e.g., a computer) and is positioned on one integrated circuit.

**TRACK & TRACE SYSTEM** – a hardware and software complex designed for products labeling and tracking.

**VUCA** – stands for the volatility, uncertainty, complexity, and ambiguity.

**CNC MACHINES** – machines with computerized numerical control.

# CONTACTS

## FRONT OFFICE TELEPHONE

+7 (495) 122-23-35

## E-MAIL ADDRESS

MAIL@ORIGINAL-GROUP.RU

## OFFICE AT OGORODNY

BLD 1, 20, OGORODNYI PROEzd,  
MOSCOW, 127322, RUSSIA

## OFFICE AT ROSHCHINSKY

BC SERPUKHOVSKOY DVOR - II, 8,  
2ND ROSHCHINSKY PROEzd,  
MOSCOW, 115419, RUSSIA



INVESTMENT IN TECHNOLOGY

