

CROC IS A LEADING GLOBAL IT COMPANY

CROC CLIENTS

AS OF 2019:

- **768 clients** ^{**} (+ 15%)
- **2530 projects** (+7%)
- The number of customers with high LTV (Lifetime Value) increased to **3,806**. The revenue increased by **19%**.

Q1 2020 VS Q1 2019:

- **+11%** of the number of customers (496 existing customers)
- **+19%** increase in the number of projects (1,069 active projects)
- An average bill for the project increased by **16%**

^ocustomer groups

CROC GEOGRAPHY

42 countries

82 regions of the Russian Federation

342 cities of the Russian Federation

FINANCE

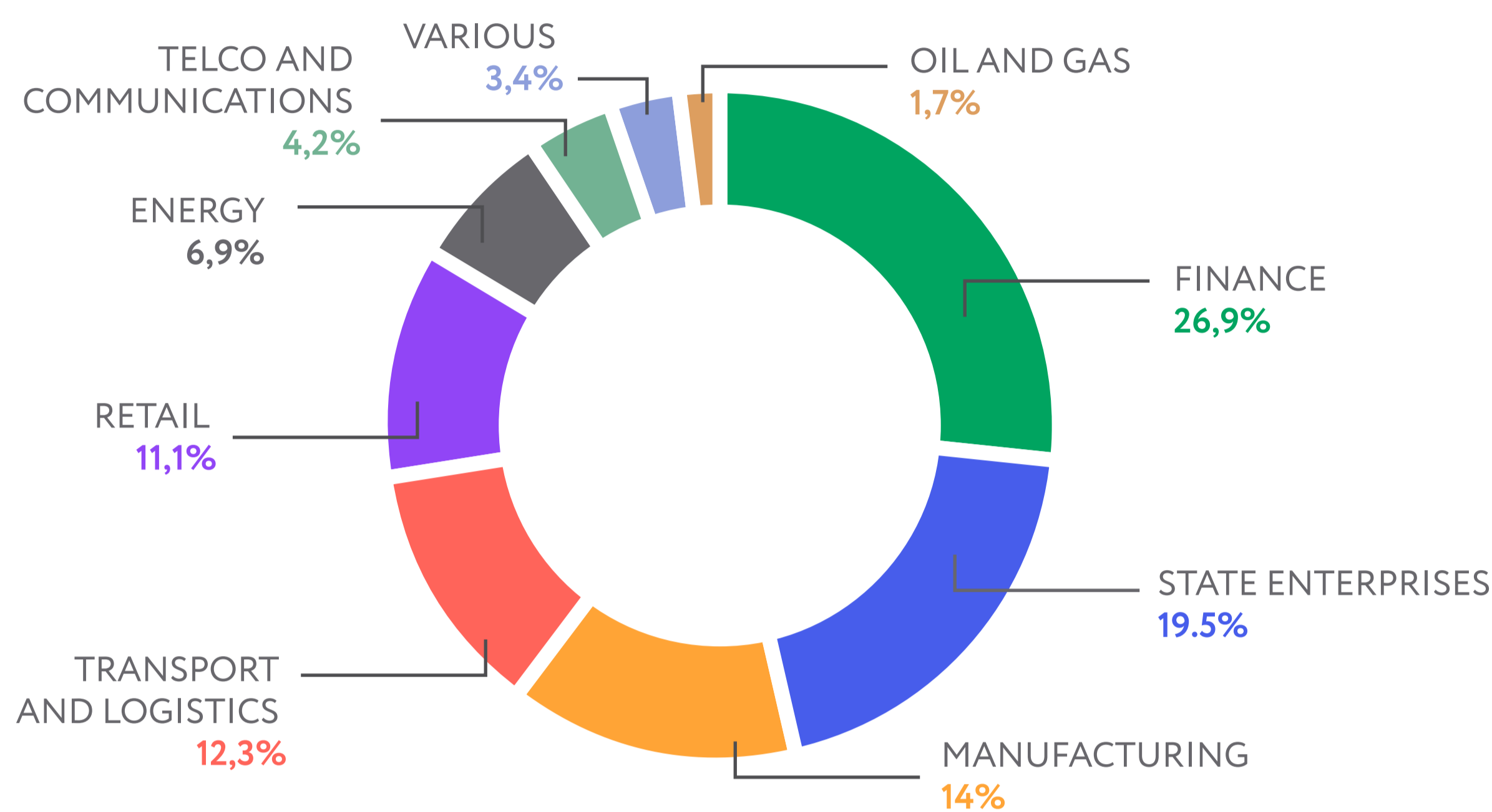
2019 REVENUE:

30.7 billion RUB (+1,2%)

Q1 2020 VS Q1 2019:

+37%

CROC CLIENTS BY INDUSTRY



THE FASTEST GROWING BUSINESS AREAS OF CROC (AS OF 2019):

- Computing infrastructure by **32%**
- Network solutions by **19,5%**
- Software development by **18%**
- Information security by **55%**
- Multimedia systems by **61,5%**
- Infrastructure solutions by **29%**
- Unified communications by **62%**
- Digital manufacturing by **84%**

TRANSFORMATION

Since 2018 CROC has been engaged in digital transformation of the company. In 2019 the key results were:

- Development of a new positioning
- Transformation of the sales department: development of industry expertise, launching a loyalty program for key customers, launching new sales models
- Increasing operational efficiency through deep restructuring of internal processes, increasing the transparency and predictability of available resources and competencies, launching new digital tools for company management
- Development of the ecosystem of the company's sub-brands
- Development of an ecosystem of partners for rapid business scaling and attraction of unique competencies
- Updating the strategic portfolio of solutions based on market needs, regular feedback from customers and partners.

2020 FORECAST AND DEVELOPMENT PLANS

CROC predicts further growth of the average annual revenue due to the turnaround of the strategic portfolio of solutions, and a 25% increase in the number of projects in services and managed services units.

The company plans to enter new sales markets, as well as deepen its industry focus in the new international markets. Strategic drivers will include an expansion and replication of the expertise and methodology of digital transformation, while the stimulation of import substitution programs for tech products and software will accelerate an advance of the software development and digital production capabilities.

CROC plans to increase labor productivity: an increase in specific revenue per person by 10%, the formation of an ecosystem of resources and competencies.

MARKET POSITION

1

in the Russian system integration market ^{**}

TOP-3

leaders of the Russian IT services market ^{**}

TOP-3

largest IT companies in Russia ^{**}

TOP-5

largest consulting companies in Russia ^{**}

^o IDC, 2019, ^{oo} RAEX, 2020

CROC IN INDUSTRIES

- Offering solutions since **2009**
- **300+** customers
- **3** proprietary data centers
- **24x7** support
- **No. 1 in terms of maturity** among cloud service providers in Russia (TAdviser, 2018)
- **No. 1 in flexibility** among cloud service providers in Russia (TAdviser, 2017)
- **TOP 3 largest IaaS providers** in Russia (CNews, 2017)

CROC IN INDUSTRIES

- Largest energy supplier in Russia (Production Management, 2020)
- The largest supplier for the production of building materials in Russia (Production Management, 2019)
- The largest supplier for the food industry in Russia (Production Management, 2020)
- Largest supplier for chemicals and petrochemicals in Russia (Production Management, 2020)
- The largest supplier for metallurgy in Russia (Production Management, 2020)

STRATEGIC PORTFOLIO OF SOLUTIONS

Solutions are grouped into 3 clusters: business solutions, infrastructure solutions, engineering and multimedia systems. Growth as of 2019:

- Business solutions by **16,5%**
- Infrastructure solutions by **7,5%**
- Engineering and multimedia systems - a decrease of **31%** due to a reduction in the volume of general construction works.

MAIN

HQ: Moscow, Russia

Established: 1992

Founder, owner and CEO: Boris Bobrovnikov

2000+ employees (worldwide)