



## **INTERIM REPORT ON THE ACTIVITIES OF BILLBOARD AD, Sofia AS OF 30.09.2021**

### **1. IMPORTANT DEVELOPMENTS FOR BILLBOARD AD THAT OCCURRED DURING THE PERIOD 01.01.2021 – 30.09.2021**

**On 29.01.2021** BILLBOARD AD filed with FSC and BSE-Sofia AD and presented to the public interim individual financial report for the fourth quarter of 2020.

**On 01.03.2021** BILLBOARD AD filed with FSC and BSE-Sofia AD and presented to the public interim consolidated financial report for the fourth quarter of 2020.

**On 31.03.2021** BILLBOARD AD filed with FSC and BSE-Sofia AD and presented to the public annual audited separate financial statements as of 31.12.2020.

**On 19.04.2021** BILLBOARD AD filed with FSC and BSE-Sofia AD and presented to the public annual audited consolidated financial statements as of 31.12.2020.

**On 29.04.2021** BILLBOARD AD filed with FSC and BSE-Sofia AD and presented to the public interim individual financial report for the first quarter of 2021.

**On 19.05.2021** BILLBOARD AD filed with FSC and BSE-Sofia AD and presented to the public an invitation to convene a regular session of the general meeting of shareholders of the company on 29.06.2021 at 10.00 local time, and in coordinated universal time UTC 07:00, in Sofia 1463, N 1 Bulgaria Square, National Palace of Culture, “low-rise building”, floor 2 with a unique identification code of the event BOARD-GMS-2021 with ISIN code of the issue BG1100088076 and materials for the general meeting with the following agenda: 1. Adoption of the 2020 annual report of the Board of Directors on the company’s activities. 2. Adoption of the audited 2020 annual financial statements of the company and the auditor's report. 3. Adoption of the 2020 annual consolidated report of the Board of Directors on the company’s activities. 4. Adoption of the 2020 audited consolidated annual financial statements of the company and the auditor's report. 5. Adoption of the report on the implementation of the Remuneration Policy of the members of the Board of Directors BILLBOARD AD for 2020. 6. Adoption of a decision on the 2020 financial result of the company. 7. Adoption of a decision for dismissal of the members of the Board of Directors from responsibility for their activity in 2020. 8. Adoption of the annual report on the activity of the Investor Relations Director of BILLBOARD AD in 2020. 9. Adoption of the report on the activity of the company’s audit committee in 2020. 10. Election of a certified auditor to verify and certify the annual financial statements of the company for 2021.

**On 26.05.2021** BILLBOARD AD filed with FSC and BSE-Sofia AD and presented to the public interim consolidated financial report for the first quarter of 2021.

**On 26.05.2021** BILLBOARD AD filed with FSC and BSE-Sofia AD and presented to the public a publication of the invitation to convene a regular session of the general meeting of shareholders of

the company on 29.06.2021 at 10.00 local time, and in coordinated universal time UTC 07:00, in Sofia 1463, N 1 Bulgaria Square, National Palace of Culture, “low-rise building”, floor 2 with a unique identification code of the event BOARD-GMS-2021 with ISIN code of the issue BG1100088076.

**On 29.06.2021** BILLBOARD AD filed with FSC and BSE-Sofia AD and presented to the public Minutes from the general meeting of shareholders held on the same date.

**On 26.07.2021** BILLBOARD AD filed with FSC and BSE-Sofia AD and presented to the public an interim individual financial report for the first six months of 2021.

**On 28.07.2021** BILLBOARD AD filed with FSC and BSE-Sofia AD and presented to the public an interim consolidated financial report for the first six months of 2021.

**On 29.09.2021** BILLBOARD AD filed with FSC and BSE-Sofia AD and presented to the public notifications for share participation as a result of a procedure for inheritance of the shares of Vasil Stefanov Genchev, received in the company on 29.09.2021 by Stefan Genchev, Kalin Genchev and Veneta Gencheva.

**On 29.09.2021** BILLBOARD AD filed with FSC and BSE-Sofia AD and presented to the public a notification under Art. 19 of REGULATION (EU) № 596/2014 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 16 April 2014 on the market abuse by Kalin Genchev - Chairperson of the Board of Directors of Billboard AD, received on 29.09.2021.

**On 29.09.2021** BILLBOARD AD filed with FSC and BSE-Sofia AD and presented to the public a notification under Art. 19 of REGULATION (EU) № 596/2014 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 16 April 2014 on the market abuse by Stefan Genchev – Executive Director of Billboard AD, received on 29.09.2021.

In the beginning of March 2020, a pandemic of an infectious disease caused by the virus /SARS-CoV-2/ appeared in the country. On March 13, 2020, a state of emergency was declared by a decision of the National Assembly and on March 24, 2020 the Law on Measures and Actions during the State of Emergency came into force, introducing a number of extraordinary measures concerning the business: extending and/or interrupting administrative terms, suspension of procedural terms and statutes of limitations, changes in the labor legislation introducing new working hours, suspension of work and use of leave.

The pandemic has caused a significant reduction in economic activity and has created significant uncertainty about macroeconomic processes in 2020 and up to the present moment.

The risks and uncertainties for the company as a result of the declared state of emergency and the created difficulties and uncertainties in the economic activity not only in the country, but also in Europe and the whole world can be summarized in the following directions:

- reducing the volume of the activity as a result of the significant reduction of the economic activity and consumption in the country;
- difficulties in the operational activity due to cancellation of deliveries, difficult logistics of materials and finished products.

At this stage, the measures taken by the company's management to deal with the emergency situation include strict application of anti-epidemic and other restrictive measures declared by orders of the Minister of Health, including increasing sanitary and hygienic requirements for work in the company's premises (disinfection, ventilation, provision of protective equipment) and providing the opportunity for remote work (from home) of the administrative staff, as well as taking actions to renegotiate the relations with creditors (banks and leasing companies) and contractors of the company.

The management of BILLBOARD AD believes that the effect of the pandemic and the imposed restrictive measures at European and national level will continue having a negative impact on the company's activities in the current year.

## **2. IMPACT OF THE IMPORTANT DEVELOPMENTS FOR BILLBOARD AD THAT OCCURRED DURING THE PERIOD OF 2021 UNDER REVIEW ON THE RESULTS IN THE FINANCIAL REPORT**

BILLBOARD AD is a company with the following scope of activity: foreign and domestic trade; specific trade operations; barter and cross transactions; sales under the conditions of letters of credit; export of Bulgarian products to the international market; distribution of great volumes of imported goods; commercial representation; intermediation between local and foreign parties; printing and wide format printing activities; advertising activity; acquisition and incorporation of new companies with a scope of activity – printing, wide format printing activities, advertising activity as well as sale of such companies; acquisition, management, evaluation and sale of share participations in Bulgarian and foreign companies; acquisition, evaluation and sale of patents; transfer of licenses for use of patents to companies where the company participates; financing of companies where the company participates.

BILLBOARD AD and the companies included in the economic group perform activities in the following major spheres:

- Digital wide format printing;
- Offset printing;
- Construction and maintenance of advertising equipment;
- Information technologies and professional solutions for digital printing;
- Design and construction of integrated management information systems in the field of printing and advertising business;
- Complex solutions in the field of outdoor and interior advertising.

In the field of **outdoor advertising** BILLBOARD AD develops and offers various types of billboards, mega boards, City Lights, advertising shop windows, awnings, facade advertising with integrated lighting and unlighted facade advertisement banners and packing of buildings.

In the field of **indoor advertising** BILLBOARD AD develops and offers printing of posters and banners with photo quality, including 3D posters, illuminated advertisements, banners, floor graphics, design and implementation of various backdrops, branding, development of boards and panels, models of objects and people in natural size, advertising on custom interior spaces, expo systems.

In the field of **transport advertising** BILLBOARD Plc develops and offers a variety of services in the field of branding for different types of vehicles - cars and trucks, airplanes, ships and boats, means of public transportation.

In carrying out its activities in the different fields BILLBOARD AD uses various technologies, such as:

- **solvent printing** - characterized by high resistance to external conditions and suitable for the production of outdoor advertising with high resistance. BILLBOARD AD has the most modern equipment for digital wide format solvent printing with almost all models of the brand Vutek - a world leader in the field as all of them are the latest generation of 8-color models. Also, the printing base is equipped with a HP Turbojet 8530 machine, which is unique for its kind.

- **ink-jet printing** – the technologies for digital wide format printing on a water base are of high quality and are used for printing on paper. BILLBOARD AD has the latest models of the brand HP Designjet which manifest extremely high quality, reliability and fast performance. The company participated as a co-organizer in many exhibitions.

- **UV printing** - the most advanced technology in printing with liquid polymer inks, cured by irradiation with UV light. Instant drying of the inks enables this technology to be used for direct printing on all materials. The printing quality is very high in color mode, which enables displacing the screen printing technologies.

- **textile printing** – the Dye Sublimation technology is the basis for dyeing in textile industry. With the development of digital technologies, the classic method of printing is being displaced by direct printing with sublimation inks and non-standard sizes and formats.

- **3D printing** - the development of digital printing opens up new possibilities for production of 3D models applicable both in the art field and in the field of industrial design, architecture, etc. New technologies facilitate and expedite the process in modeling, which is already been implemented entirely by using computer systems, 3D modeling software and make it much more accessible for implementation.

- **multimedia screens** - development of digital technologies increasingly leads to imposition of multimedia screens as a means of visual communication with consumers in interior environments. Through them, static images are being developed in an interactive multimedia environment which creates a dynamic atmosphere and enhances the effect of advertising.

- In addition to the aforementioned technologies BILLBOARD AD has all the necessary equipment needed for cutting the printed output or finished color and for performing all finishing works such as sewing and gluing, laminating and laminating, routing and milling.

Pursuant to the unaudited individual financial statements of BILLBOARD AD, drawn up according to the IAS/IFRS, as of 30.09.2021 the company reported total individual net sales revenues in the amount of BGN 5 262 000 compared to BGN 4785 000 for the same period of 2020 which represents an increase of the net sales revenues by 9,97 %. As of 30.09.2021 the individual production net sales revenues of BILLBOARD AD were in the amount of BGN 5 010 000 compared to the individual production net sales revenues reported by 30.09.2020 in the amount of 4 719 000 which represents an increase of the company's individual production net sales revenues by 6.17 %.

As of 30.09.2021 BILLBOARD AD reported individual profit before taxes in the amount of BGN 233 000 compared to the individual profit before taxes for the same period of 2020 in the amount of BGN 71 000 which is an increase by 228 %.

As of 30.09.2021 the earnings before taxes and depreciation and amortization, increased by the financial expenses and decreased by the financial incomes of the BILBOARD AD on an individual basis were to the amount of BGN 993 000 compared to EBITDA as of 30.09.2020 in the amount of BGN 680 000.

As of 30.09.2021 the earnings before taxes, increased by the financial expenses and decreased by the financial incomes (EBIT) of BILBOARD AD on an individual basis were in the amount of BGN 325 000 compared to EBIT in the amount of BGN 9 000 as of 30.09.2020.

### Financial indicators of the company as of 30.09.2021

Table № 1

| LIQUIDITY INDICATORS     | 30.09.2021 | 30.09.2020 |
|--------------------------|------------|------------|
| Total liquidity ratio    | 1.12       | 1.38       |
| Quick liquidity ratio    | 0.91       | 1.14       |
| Absolute liquidity ratio | 0.05       | 0.01       |
| Immediate ratio          | 0.13       | 0.23       |

Table № 2

| PROFITABILITY INDICATORS | 30.09.2021 | 30.09.2020 |
|--------------------------|------------|------------|
| Profitability of capital | 0.016      | 0.005      |
| Return on equity (ROE)   | 0.024      | 0.004      |
| Return assets (ROA)      | 0.012      | 0.003      |

Table № 3

| LEVERAGE INDICATORS          | 30.09.2021 | 30.09.2020 |
|------------------------------|------------|------------|
| Financial leverage indicator | 1.05       | 0.65       |
| Debt/Assets                  | 0.51       | 0.39       |
| Financial autonomy indicator | 0.95       | 1.55       |

### **3. DESCRIPTION OF THE PRINCIPAL RISKS AND UNCERTAINTIES WHICH BILLBOARD AD WILL FACE DURING THE REST OF THE FINANCIAL YEAR**

#### **SYSTEMATIC RISKS**

Systematic risks are related to the market and the macro environment where the company operates and therefore, they cannot be managed and controlled by the company's management.

#### **OVERALL MACROECONOMIC RISK**

Pursuant to data of the National Statistical Institute in September 2021, the total business climate indicator decreases by 2.4 percentage points in comparison with August. A reduction of the indicator is observed in industry, construction and retail trade, and in service sector preserves approximately its level from the previous month.

Pursuant to data of the National Statistical Institute the composite indicator 'business climate in industry' decreases by 0.9 percentage points which is due to the more reserved industrial entrepreneurs' assessments about the present business situation of the enterprises. According to them, the present production activity is slightly reduced, as their forecasts about the activity over the next 3 months are also unfavorable. The most serious difficulties for the activity remain connected with the uncertain economic environment, shortage of labor and insufficient domestic demand pointed out respectively by 51.3%, 24.9% and 24.0% of the enterprises. Concerning the selling prices in industry, 15.6% of the managers continue to expect them to increase over the next 3 months.

Pursuant to data of the National Statistical Institute in September, 2021 the composite indicator 'business climate in construction' drops by 7.3 percentage points as a result of the more pessimistic construction entrepreneurs' assessments and expectation about the business situation of the enterprises. Their opinions about the new orders inflow over the last month are also negative, which is accompanied with slight worsened expectations about the construction activity over the next 3 months. The main problem for the business development continues to be the uncertain economic environment, followed by the shortage of labor and costs of materials. In comparison with August, the share of the managers who forecast the selling prices to increase over the next 3 months is preserved.

Pursuant to data of the National Statistical Institute in September, 2021 the composite indicator 'business climate in retail trade' decreases by 2.6 percentage points which is due to the more unfavorable retailers' assessments and expectations about the business situation of the enterprises. The inquiry also registers a pessimism in their opinions about both the volume of sales and the orders placed with suppliers over the next 3 months. The most serious difficulty for the activity of the enterprises remains the uncertain economic environment, as in the last month an increase of its negative influence is observed. In the second and third place are the insufficient demand and competition in the branch. The retailers' assessments about the selling prices in the last month are in the direction of increase, as 23.4% of the managers foresee them continue to rise over the next 3 months.

Pursuant to data of the National Statistical Institute in September, 2021 the composite indicator 'business climate in service sector' preserves approximately its August level. The managers' assessments about the present demand for services are shifting to the more moderate opinions, as their expectations over the next 3 months are unfavorable. The uncertain economic environment and competition in the branch continue to limit with most extent the business development, as compared to the previous month a strengthening of the negative impact of the factor 'others' is registered. Concerning the selling prices in the service sector, the inquiry reports certain expectation for an increase over the next 3 months.

Compared with the previous projections, the growth outlook for the global economy in the September 2021 ECB staff macroeconomic projections has been slightly revised upwards, especially in 2022. Global real GDP growth (excluding the euro area) is projected to increase to 6.3% this year, before slowing to 4.5 % in 2022 and 3.7 % in 2023. For the euro area, the ECB

forecasts that real GDP will grow by 5.0 % per year in 2021, by 4.6% in 2022 and by 2.1% in 2023. Compared with the macroeconomic projections of June 2021, the outlook for 2021 is improved mainly due to the reported better-than-expected results for the first half of the year and generally remain unchanged for 2022 and 2023.

Euro area foreign demand has been revised upwards compared with the previous projections. It is projected to expand by 9.2% this year and by 5.5% and 3.7% in 2022 and 2023 respectively. This mainly reflects the fact that global imports were stronger at the start of 2021 than previously projected, as well as the greater procyclicality of trade during an economic recovery. The export prices of euro area competitors have been revised upwards for this year amid higher commodity prices and stronger demand. Risks to the baseline projections for the global economy relate mainly to the future course of the pandemic. Other risks to the global outlook are judged to be tilted to the downside for global growth and to the upside for global inflation.

## **INTEREST RATE RISK**

The interest rate risk is related to possible, contingent adverse changes in the interest rates, set by the financial institutions in the Republic of Bulgaria.

At its meeting on monetary policy in September 2021, the Governing Council of the ECB reviewed its assessment of the state of economy and the measures taken against the pandemic.

On the basis of a joint assessment of the financial conditions and the inflation forecast, the Governing Council considered that favorable financing conditions could be maintained at a relatively lower rate of net purchases of PEPP assets (the emergency asset purchase program, caused by the pandemic) compared to the previous two quarters.

In addition, the Governing Council reaffirmed its measures in support of the ECB's mandate to maintain price stability, namely: the level of key ECB interest rates; the Eurosystem's purchases under the Asset Purchase Program (APP); the policy of the Governing Council to reinvest its long-term refinancing operations.

The Governing Council of the ECB remains prepared to make adjustments to all its instruments, where appropriate, to ensure that inflation stabilizes towards the ECB's 2% medium-term objective.

### **Base interest rates set by the Bulgarian National Bank for the period 01.01.2021 – 30.09.2021**

| <b>Month</b>    | <b>Base Interest Rate</b> |
|-----------------|---------------------------|
| January, 2021   | 0.00 %                    |
| February, 2021  | 0.00 %                    |
| March, 2021     | 0.00 %                    |
| April, 2021     | 0.00 %                    |
| May, 2021       | 0.00 %                    |
| June, 2021      | 0.00 %                    |
| July, 2021      | 0.00 %                    |
| August, 2021    | 0.00 %                    |
| September, 2021 | 0.00 %                    |

**\*Source: BNB**

## **INFLATION RISK**

Inflation risk is the overall increase in prices, where money is devalued and there is likelihood for households and businesses to suffer losses.

According to data of the NSI, the consumer price index in September 2021 compared to August 2021 was 100.4 %, i.e. the monthly inflation was 0.4 %. The inflation rate since the beginning of the year (September 2021 compared to December 2020) has been 3.5% and the annual inflation in September 2021 compared to September 2020 was 4.8%. The annual average inflation,

measured by CPI, in the last 12 months (October 2020 - September 2021) compared to the previous 12 months (October 2019 - September 2020) was 1.6 %.

According to data of the NSI, the harmonized index of consumer prices in September 2021 compared to August 2021 was 100.2 %, i.e. the monthly inflation was 0.2 %. The inflation rate since the beginning of the year (September 2021 compared to December 2020) has been 3.3 % and the annual inflation in September 2021 compared to September 2020 was 4.0 %. The annual average inflation, measured by HICP, in the last 12 months (October 2020 - September 2021) compared to the previous 12 months (October 2019 - September 2020) was 1.4 %.

According to data of the NSI, the consumer price index in August 2021 compared to July 2021 was 100.8 %, i.e. the monthly inflation was 0.8 %. The inflation rate since the beginning of the year (August 2021 compared to December 2020) has been 3.1% and the annual inflation in August 2021 compared to August 2020 was 3.7 %. The annual average inflation, measured by CPI, in the last 12 months (September 2020 - August 2021) compared to the previous 12 months (September 2019 - August 2020) was 1.3 %.

According to data of the NSI, the harmonized index of consumer prices in August 2021 compared to July 2021 was 100.7 %, i.e. the monthly inflation was 0.7 %. The inflation rate since the beginning of the year (August 2021 compared to December 2020) has been 3.1% and the annual inflation in August 2021 compared to August 2020 was 2.5 %. The annual average inflation, measured by HICP, in the last 12 months (September 2020 - August 2021) compared to the previous 12 months (September 2019 - August 2020) was 1.1 %.

According to data of the NSI, the consumer price index in July 2021 compared to June 2021 was 100.8 %, i.e. the monthly inflation was 0.8 %. The inflation rate since the beginning of the year (July 2021 compared to December 2020) has been 2.3% and the annual inflation in July 2021 compared to July 2020 was 3.0 %. The annual average inflation, measured by CPI, in the last 12 months (August 2020 - July 2021) compared to the previous 12 months (August 2019 - July 2020) was 1.1 %.

According to data of the NSI, the harmonized index of consumer prices in July 2021 compared to June 2021 was 100.7%, i.e. the monthly inflation was 0.7 %. The inflation rate since the beginning of the year (July 2021 compared to December 2020) has been 2.4% and the annual inflation in July 2021 compared to July 2020 was 2.2%. The annual average inflation, measured by HICP, in the last 12 months (August 2020 - July 2021) compared to the previous 12 months (August 2019 - July 2020) was 1.0 %.

Euro area inflation increased to 3.0% in August. Inflation is expected to rise further this autumn, but to decline next year. The current increase in inflation is expected to be largely temporary, mainly reflecting the strong increase in oil prices since around the middle of last year, the reversal of the temporary VAT reduction in Germany, delayed summer sales in 2020 and cost pressures that stem from temporary shortages of materials and equipment. In the course of 2022 these factors should ease or will fall out of the year-on-year inflation calculation. Underlying inflation pressures have edged up. As the economy recovers further, and supported by the Governing Council's monetary policy measures, underlying inflation is expected to rise over the medium term. This increase is expected to be only gradual, since it will take time for the economy to return to operating at full capacity, and therefore wages are expected to grow only moderately. Measures of longer-term inflation expectations have continued to increase, but these remain some distance from the ECB's 2% target.

#### **Inflation for the period 01.01.2021 – 30.09.2021**



| Month           | % of inflation |
|-----------------|----------------|
| January, 2020   | 0.2 %          |
| February, 2020  | 0.6 %          |
| March, 2020     | 0.1 %          |
| April, 2021     | 0.7 %          |
| May, 2021       | 0.1 %          |
| June, 2021      | - 0.2 %        |
| July, 2021      | 0.8 %          |
| August, 2021    | 0.8 %          |
| September, 2021 | 0.4 %          |

\*Source: NSI

## **POLITICAL RISK**

Political risk is the likelihood of a governmental change or a sudden shift in its policy, occurrence of external or internal political disturbances and unfavorable changes in the European and/or national legislation, as a result of which the environment where local businesses operate to change adversely and investors - to suffer losses.

The global coronavirus pandemic (COVID-19) continues having a major impact on the economy of the country and the world. Although the recovery in economic activity in the second quarter of 2021 continued in the reporting quarter and the prospects for the introduction of vaccines are encouraging, the fourth wave of the pandemic continues to pose serious risks to public health and economies in the euro area and globally.

Other factors that also influence this risk are possible legislative changes and in particular those concerning the economic and investment climate in the country.

## **CURRENCY RISK**

Exposure to currency risk is the dependence on and the effects from changes in the currency exchange rates. Systematic currency risk is the likelihood of any possible change of the currency regime in the country (currency board) which would either lead to devaluation of the BGN or the appreciation of the BGN against foreign currencies.

Currency risk will have impact over companies having market shares, payments to which are made in currencies different from the Bulgarian lev and the euro. In view of the fact that according to the current legislation in the country the Bulgarian lev is pegged to the euro at the rate of EUR 1 = BGN 1.95583 and the Bulgarian National Bank is obliged to maintain a level of Bulgarian lev in circulation equivalent to the foreign exchange reserves of the Bank, the risk of devaluation of the lev against the European currency is minimal and consists in a possible elimination of the currency board in Bulgaria ahead of term. At this stage it appears to be unlikely since the Currency Board is expected to be repealed upon adoption of the euro as an official legal tender in Bulgaria.

Theoretically, currency risk could increase when Bulgaria joins the second phase of the European Exchange Rate Mechanism (ERM II). This is a regime under which the country must maintain the currency rate against the euro within a + / -15% from central parity. In practice, all countries which are currently in the mechanism (Denmark, Estonia, Cyprus, Lithuania, Latvia, Malta) have witnessed fluctuations that were significantly smaller than the allowed  $\pm 15\%$ .

The fixed rate of the BGN to the EUR does not eliminate the risk for the Bulgarian currency of adverse movements in the euro exchange rate against other major currencies (U.S. dollar, British pound, Swiss franc) in the international financial markets, but at present the company does not consider that this risk would be significant in terms of its activity. The company might be affected by the currency risk, depending on the type of currency of its cash and the type of currency of the company's contingent loans.

## **LIQUIDITY RISK**

The appearance of liquidity risk with regard to the company is being associated with the possible lack of timely and/or sufficient cash to meet all current liabilities. This risk may occur,



either in case of significant delays in payments from debtors of the company, or in case of insufficiently effective management of the company's cash flows.

## **UNSYSTEMATIC RISKS**

### **SECTOR RISK**

BILLBOARD AD is dependent mostly on the general trends in the field of printing, marketing and advertising. Since the amount of investments in marketing depends on the amount and allocation in time of the cash flows of the client itself and the overall situation of the sector where the advertiser operates, BILLBOARD AD is directly dependent on the cyclicity of the economy. Slowdown of the Bulgarian economy growth and reducing the cost of advertising and printing, respectively, may have a major negative impact on the company's revenues and profit.

This risk is somewhat compensated by the extensive production capabilities and know-how that would allow BILLBOARD AD quickly redirect to new demand of products and services in the event of change in the demands' structure.

Advantage to the company is also the new and modern technological equipment which give BILLBOARD AD the opportunity to realize production of very high quality. In practice, in this respect, the range of competitors of BILLBOARD AD on the territory of the country that have the technical and technological capacity to produce printed products of such quality, is very limited.

### **RISK OF INTRODUCTION OF NEW TECHNOLOGIES**

BILLBOARD AD is in a permanent process of investing in new equipment, which ensures that the production is in line with the technological processes' development trends. Practice has shown that more substantial changes in the technologies used in the sector does not occur in less than 5 years as older technologies are not fully replaced by the new ones. This enables gradual integration of new technologies when such technologies appear. Regarding the risk of introduction of other, already existing, but not applied in Bulgaria, printing technologies, it should be noted that in order for such technologies to become cost-effective it is required much larger volumes of the single orders, which determines the different application field of these technologies, and the fact that they are not particularly competitive in the segments where the company operates.

### **DEPENDENCE ON KEY PERSONNEL**

The specificity of the main activity of BILLBOARD AD, as well as the use of different types of technologies such as solvent printing, Ink-jet printing, UV printing, textile printing, 3D printing require well-trained, highly qualified specialists to carry out precisely and responsibly all operations and to handle freely with the respective technologies. This makes the process of hiring such specialists difficult in view of the mass shortage of well-trained staff. At the same time, the retention of this type of personnel by the company in recent years is also dependent on the expected high levels of remunerations (the average salary in Sofia is considerably higher than in the rest of the country).

In this respect, BILLBOARD AD applies consistently a policy of additional investments in the training of its specialists as well as a regular increase in the remuneration of the employees, including by optimizing their number.

### **RISK OF INCREASE IN PRICES OF BASIC MATERIALS**

The major raw materials essential for the main activity of BILLBOARD AD - digital wide format printing are vinyl and vinyl mesh, PVC foil, paper and ink. Some of the supplies of the necessary raw materials are carried out by Bulgarian producers or by countries within the European Union, in respect of which the risk of a sudden or unjustified increase in the price of the materials is minimized.

Due to the significant influence that China's raw materials have gained over the last few years on the Bulgarian and European markets as a result of the long-term supply of good value-for-money products, the company would be negatively affected in the event of an increase the cost of these materials, which is not subject to European regulation and predictability criteria.

#### **4. INFORMATION ABOUT CONCLUDED LARGE TRANSACTIONS WITH RELATED PARTIES AS OF 30.09.2021**

The concluded large transactions with related parties to BILLBOARD AD (in the Group and outside the Group) as of 30.09.2021 are shown in the individual financial statements of BILLBOARD AD, drawn up according to the IAS/IFRS as of 30.09.2021.

01.11.2021  
Sofia

For BILLBOARD AD:.....

Stefan Genchev  
/Executive Director/