

COMARCH

11

ANNUAL REPORT 2011

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Annual Report Year Ended 31st December 2011

Comarch in brief. Pillars of strategy, employment, graphs presenting financial data, maps with the capital group companies.



18 Company Profile

Comarch spares no effort to observe the principles of "The Code of Best Practice for WSE Listed Companies".



28 Corporate Governance

Wojtaszek Comarch Team, Cracovia, partnership in the Polish national pavilion during the ITU Telecom World in Geneva, are the elements of a business with social responsibility. They create the pillars of sustained Comarch business.



25 Corporate Social Responsibility

The President of the Republic of Poland honoured the founder and president of Comarch, Professor Janusz Filipiak, with the Officer's Cross of the Order of Polonia Restituta



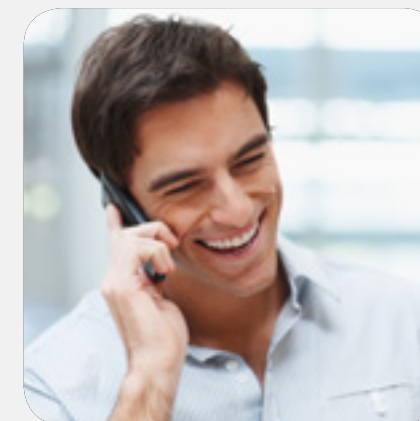
30 Awards

Comarch Innovation Lab is a programme developed by Comarch in cooperation with colleges in Poland and abroad. It is addressed to students in IT and telecommunications fields and to academics.



32 Research, development, innovativeness

Comarch business activities. The summary of activities of sectors, products and items in the reports of analysts, the latest implementations and the clients.



44 Activities, products, clients

Table of Contents

LETTER FROM THE CEO TO SHAREHOLDERS	6
OPINION OF AN INDEPENDENT AUDITOR	8
CONSOLIDATED FINANCIAL DATA AND BACKLOG	9
CONSOLIDATED FINANCIAL DATA	9
POSITION OF THE GROUP IN THE IT MARKET AND INFORMATION ABOUT MARKETS AND SOURCES OF SUPPLY	10
GEOGRAPHICAL SALES STRUCTURE	10
REVENUES FROM SALES – MARKET STRUCTURE	12
PRODUCT SALES STRUCTURE	13
FINANCIAL SITUATION OF THE CAPITAL GROUP IN 2011	14
FINANCIAL ANALYSIS	14
FINANCIAL LIQUIDITY AND TURNOVER RATIOS	17
COMPANY PROFILE	18
COMPANY BODIES	22
MANAGEMENT BOARD	22
SUPERVISORY BOARD	22
SHAREHOLDER STRUCTURE	23
COMARCH HISTORY	24
SUSTAINED BUSINESS	25
MISSION, VISION, QUALITY	25
CORPORATE SOCIAL RESPONSIBILITY	26
CORPORATE GOVERNANCE	28

AWARDS	30
RESEARCH, DEVELOPMENT, INNOVATIVENESS	32
HISTORY OF PRODUCTS	32
R&D CENTRES	32
R&D SPENDING	33
SELECTED PROJECTS	34
EUROPEAN UNION FUNDS	36
COOPERATION WITH RESEARCH CENTRES, COMARCH INNOVATION LAB	37
ORGANISATIONAL STRUCTURE OF THE COMARCH CAPITAL GROUP	38
ACTIVITIES OF SELECTED COMPANIES	40
AREAS OF COMARCH ACTIVITIES IN BRIEF	44
ERP	46
PUBLIC ADMINISTRATION, LOCAL GOVERNMENTS AND UTILITIES	50
SERVICES	54
FINANCIAL SERVICES	58
TELECOMMUNICATIONS	64
CONTACT AND ADDRESSES	70
OFFICES WORLDWIDE: AMERICAS, EUROPE, MIDDLE EAST, ASIA	70
OFFICES IN POLAND	72

LETTER FROM THE CEO TO SHAREHOLDERS

Krakow, 30th of April, 2012

Dear Shareholders,

In 2011, the Comarch Group yet again increased its level of revenue, mostly due to export sales. Revenue from sales of the Comarch Group increased by 3.2% and amounted to 785.7 million PLN. The Group achieved very favourable financial results in sales of core proprietary products and services. In 2011, the operating profit of the Comarch Group amounted to 38.8 million PLN, and net profit attributable to the company's shareholders reached 36.3 million PLN. EBIT margin amounted to 4.9%.

In 2011, export sales grew by 14.8% and were the main reason for Comarch Group's growth. 2011 also saw the Comarch Group continue to pursue its long-term growth strategy based on proprietary products and development of foreign activity. The Comarch brand is renowned both domestically and internationally and is associated with technologically advanced IT systems, high quality services and a professional customer-focused approach. Comarch systems support customers from various branches in dozens of countries not only in Poland and Europe, but also in both Americas and in the Middle East. The company's strategic guidelines for the coming year include the continuous strengthening of the company's market position as a global provider of IT products and services, as well as the stable development and improvement of existing IT products. To achieve this, the company plans to continue significant infrastructure investment and to intensify marketing operations in Europe, especially within the DACH region (Germany, Austria and Switzerland). In 2012, the Comarch Group plans to make further capital investment outside Poland, inter alia in Switzerland and Great Britain. It also invests in an entirely new area: software for medicine. The Comarch Group is one of the largest IT enterprises on the domestic market and pursues a large number of projects in all sectors of the economy. The main success achieved by the company over the course of the year 2011 resulted in selling proprietary software to telecommunication enterprises (with an increase of 40.1 million PLN in revenue).

The Comarch Group has placed great emphasis on its investment 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 13 % of sales revenue, which has been financed both by proactively seeking out European funds and from the company's own resources. In 2011, the Comarch Group hired many 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 2011, Comarch continued to expand its production resources. At the end of year the fifth office and production building with total space of approximately 5,228 square metres in the Special Economic Zone was completed. There are some investments outside Krakow, such as works on Comarch branch in Łódź and the construction of new offices and Data Center in Dresden. Following the completion of these investments, Comarch SA will be equipped with high quality workspace enabling seamless execution of IT projects, including more and more popular cloud computing.

The Comarch SA Management Board shall make every effort to ensure that consistent growth is aligned with gains in the efficiency of operations in order to deliver long-term increases in the value of the Group, along with maintaining the stable diversification and security of conducted activity.

Professor Janusz Filipiak



President of the
Management Board
Comarch SA

Professor Janusz Filipiak

**FOUNDER, PRESIDENT OF THE MANAGEMENT BOARD,
CHIEF EXECUTIVE OFFICER COMARCH SA**

Janusz Filipiak is the founder and CEO of Comarch SA. He holds a Professor's degree in telecommunications, which enables him to give his organization unique competitive features from functioning on the convergence of the academic and business worlds. This is one of the main sources which provides Comarch with its unrivalled level of innovation and competitiveness. Professor Filipiak has over 20 years of experience in hi-tech industry. In the eighties he worked for France Telecom Laboratories (Paris) and held Scientist and Manager positions at Universities in Australia and the U.S. From 1991-1998, Professor Filipiak was the Head of the Telecommunication Department at the AGH University of Science and Technology (Kraków), and in 1991, he earned a Professor's Degree. He is the author of over one hundred publications in the domains of telecommunications and teleinformatics. He has written six books on teleinformatics (two of which were published in the U.S. and Western Europe), and still contributes to many specialist IT publications. The President of the Republic of Poland honoured Professor Filipiak with the Officer's Cross of the Order of Polonia Restituta. The national award was given for outstanding services in national economic development and achievements in charity and social activities.



OPINION OF AN INDEPENDENT AUDITOR

To the Shareholders and the Board of Supervisors of Comarch SA

We have conducted an audit of the Comarch Capital Group's consolidated financial report that included consolidated balance sheet as of 31st of December, 2011, consolidated income statement, total income consolidated statement, changes in consolidated equity, consolidated cash flow statement for the period from 1st of January, 2011 to 31st of December, 2011, 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 dominant unit 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 29th of September, 1994 (Journal of Laws from 2009, No. 152, pos. 1223, and subsequent changes), 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 financial situation as well as financial result of the Capital Group.

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

- » provisions of chapter seven of 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 dominant unit 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 included also the general assessment of the consolidated financial statement's presentation. We believe our audit constituted sufficient basis for expressing our opinion.

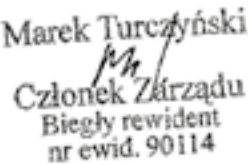
In our opinion, the audited consolidated financial statement, in all significant aspects:

- » presents a true and fair view on the Capital Group's equity and financial situation as of 31st of December, 2011, and on the financial result for financial year from 1st of January to 31st of December, 2011,
- » was prepared in compliance with the International Accounting Standards, the International Financial Reporting Standards, and their interpretations have been announced in the form compliant with the regulations of the European Union; and whereas not regulated within these standards – in compliance with the regulations of Act on Accounting and regulations formed on the basis of this act,
- » was prepared in compliance with the law binding the capital group.

The report regarding the activities of the Capital Group in 2011 is complete in the sense of art. 49 sec. 2 of Act on Accounting and the Regulation issued by the Minister of Finance on the 19th 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 come directly from the audited consolidated financial statement and are compliant with it.

Warsaw, 30th of April, 2012


Marek Turczyński
Key Expert Auditor
conducting the audit
Registration no. 90114


Marek Turczyński
Członek Zarządu
Biegły rewident
nr ewid. 90114

entity entitled to audit the financial statements registered in the list of entities entitled under item no. 73 (the list of KRBR)

CONSOLIDATED FINANCIAL DATA AND ORDER PORTFOLIO



KONRAD TARAŃSKI
Vice President of the Management Board,
Chief Financial Officer

Konrad Taranski graduated in Finance and Banking from Kraków's School of Economics and also took post-graduate courses in Financial Management at the Vienna School of Economics, as well as in Economics and Real Estate Valuation from Kraków Polytechnic. He has worked at Comarch SA since 1999. He began as a Financial Analyst before becoming a manager in the Finance Department in 2001. In 2007 Mr. Taranski took up the post of Deputy Chief Financial Officer at Comarch SA and he is currently the acting Chief Financial Officer of Comarch SA.

Consolidated Financial Data

In 2011, Comarch Group sales revenue climbed by 3.2% to 785.7 million PLN year on year. Operating profit increased by 56.3% to 38.8 million PLN and net profit attributable to the company's shareholders amounted to 36.3 million PLN (a decrease of 17.1%). EBIT margin was up year on year at 4.9% (3.3% in 2010) and net margin decreased from 5.7% to 4.6%. On the 31st of December 2011 the Comarch Group employed 3,446 people excluding employees of MKS Cracovia SSA. This represented a decrease of 16 people compared to the end of 2010.

The value of the Comarch Group's assets at the end of 2011 grew by 5.6% and exceeded one billion PLN. This resulted from a 13.8% increase in non-current assets. Equity grew by 4.4 % over 2011 and was due in large measure to the sizeable increase in retained earnings in 2010.

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

As of the 30th of April, 2012, the backlog for the current year amounted to 503.2 million PLN and was therefore higher by 6.3% compared to the same period in the previous year. The value of services and proprietary software sales increased by 9.4% up to 466.3 million PLN, and as a consequence, their share of the total backlog increased up to 92.7%. Strongly dynamic increase in share of exports contracts in the total backlog of the Comarch Group continues; value of exports contracts increased by 49.7% compared to the previous year. Current backlog's value and structure confirm the very favourable financial position of the Group. Moreover, they strengthen the effectiveness of the expansion strategy abroad and development of proprietary software realised by the Group.

Backlog for the current year	At 30 April 2012	At 29 April 2011	Change
Revenues contracted for the current year (excluding Comarch Software und Beratung AG)	503,153	473,374	6.3%
including export contracts	230,686	154,048	49.7%
% of export contracts	45.8%	32.50%	
including services and proprietary software	466,277	426,191	9.4%
% of services and proprietary software	92.7%	90.00%	

POSITION OF THE GROUP IN THE IT MARKET AND INFORMATION ABOUT MARKETS AND SOURCES OF SUPPLY

Due to the type of IT systems offered by the company, medium-size and large companies (which are the largest buyers of the advanced IT solutions all over the world) constitute the main group of clients. The majority of the company's products are addressed to specific groups of customers, while the IT services are of universal nature and are offered to all groups of customers. Comarch's offer is dedicated to both Polish and foreign customers. Currently, the Group's strategy is based on the sales of an increasing number of products on the international markets, especially in Western Europe. Sales of the company are highly diversified, with no dependency on one

major client. In 2011, the share of none of the customers exceeded 10% of Comarch Group's sales.

Due to the specific nature of the industry, in which Comarch manages its operations, international concerns, which are producers of computer systems and programmers' tools, Polish branches and representatives of such concerns, as well as Polish distributing companies and subcontractors for systems, have to be considered sources of supply. In 2011, no supplier provided products and merchandise at the value exceeding 10% of Comarch Group's proceeds on sale.

Geographical Sales Structure

Foreign sales at the Comarch Group in 2011 recorded growth of 46.7 million PLN and were up 14.8% year on year. Their share in overall sales was at 46.1% against 41.5% in 2010. The total recorded foreign sales revenue grew despite a decrease of 8.4 million EUR in the Comarch Software

und Beratung Group's sales. Domestic sales decreased by 22.4 million PLN, i.e. 5 % compared to 2010, mostly as a result of decreased sales of computer hardware and third party software.

	2011	%	2010	%	2009	%
Domestic (Poland)	423,299	53.9%	445,666	58.5%	410,523	56.3%
Export	362,354	46.1%	315,695	41.5%	318,880	43.7%
Revenue from sales	785,653	100.0%	761,361	100.0%	729,403	100.0%

Geographical sales structure (market structure):

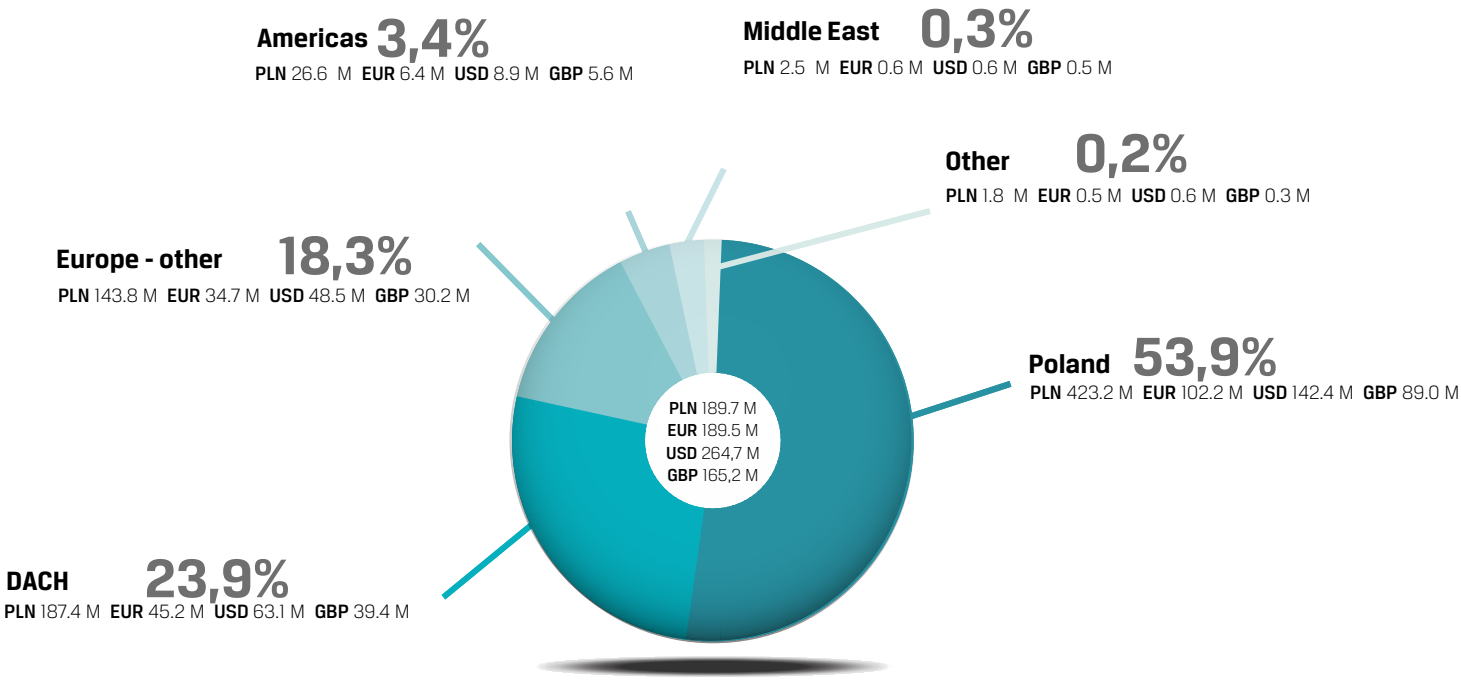
The Dach region is the most important market for Comarch Group excluding domestic market. Sales in that region in 2011 declined by 20.2 million PLN, i.e. 9.7% as a result of a decrease of 8.4 million EUR in sales of Comarch Software und Beratung Group with a simultaneous increase in sales of other Comarch Group's products and services.

Sales to other European countries grew significantly (an increase of 56.5 million PLN, i.e. 64.6%), mostly in consequence of performance of new projects in Scandinavian and Benelux countries. Sales to both of the Americas were

11.5 million PLN, i.e. 76.4% higher than in 2010 as a result of acquiring new customers in Canada and countries in the South America. The share of sales to remaining countries decreased by 1.2 million PLN, i.e. 20.7% compared to that in 2010 and is consistent with the Comarch Group's decision to concentrate sales on the mature European and American markets, which has been continued by the Comarch Group in 2011. Looking back over the year as a whole, the structure of geographical sales remained at a consistent level.

POSITION OF THE GROUP IN THE IT MARKET AND INFORMATION ABOUT MARKETS AND SOURCES OF SUPPLY

	2011	2010
Poland	423,299	445,666
DACH	187,436	207,618
Europe - other countries	143,892	87,433
North and South America	26,623	15,091
Middle East	2,523	4,485
Remaining countries	1,880	1,068
Total	785,653	761,361



POSITION OF THE GROUP IN THE IT MARKET AND INFORMATION ABOUT MARKETS AND SOURCES OF SUPPLY

Revenues from Sales – Market Structure (in thousands of PLN)

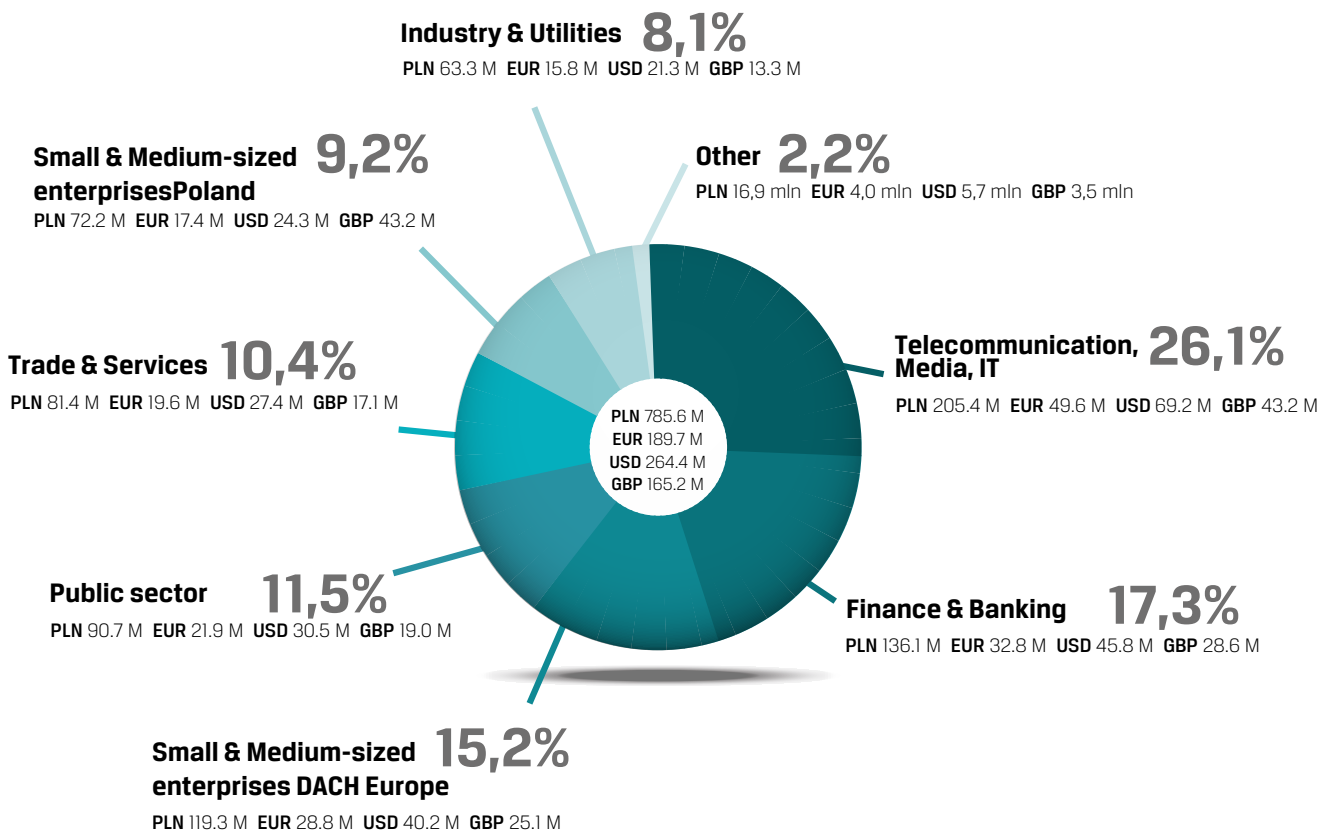
In 2011, there were noticeable changes in the market's sales structure. There was a significant increase in sales to the telecommunication, media and IT sector (an increase of 40.1 million PLN, i.e. 24.3%) and their share in total sales grew from 21.7% to 26.1%. Sales to public sector also increased (by 24 million PLN, i.e. 36.1%), and constituted 11.5% of total sales. There was also an increase in sales to customers in the SME-Poland (an increase of 4.8 million PLN, i.e. 7%) and their share in total sales was at the previous year's level of 9.2%. Sales to customers in the finance and banking sector maintained the similar level to those in 2010. There was a substantial decrease in sales to the trade and services sector (a decrease of 12.6 million PLN, i.e. 13.4%) and their share in total sales diminished from 12.3% to 10.4% in 2011. This is a consequence of one-time high-valued delivery of third party software in the fourth quarter of 2010. There was a decrease in

sales to the industry and utilities sector (a decrease of 9.2 million PLN, i.e. 12.6%). Sales to customers in the SME-DACH sector diminished significantly (a decrease of 28 million PLN, i.e. 19%). This was an effect of an on-going restructuring programme at Comarch Software und Beratung AG.

Looking back over the entire year, the structure of sales by the customer segment remained at a consistent level. What is noticeable is a continuous growth in share of sales to the telecommunication, media and IT sector in total sales and diminishing revenue achieved by the Comarch Software und Beratung AG. Furthermore, a slightly higher volume of sales to the public sector in the third and the fourth quarters is a consequence of completion of an increased number of IT projects executed in this period for customers in this sector.

	2011	%	2010	%	2009	%
Telecommunication, Media, IT	205,404	26.1%	165,311	21.7%	148,209	20.3%
Finance and Banking	136,189	17.3%	136,277	17.9%	117,135	16.1%
Trade and Services	81,438	10.4%	94,016	12.3%	60,222	8.3%
Industry & Utilities	63,377	8.1%	72,539	9.5%	106,337	14.6%
Public Sector	90,717	11.5%	66,641	8.8%	59,307	8.1%
Small and Medium Enterprises – Poland	72,251	9.2%	67,498	8.9%	55,785	7.6%
Small and Medium Enterprises - DACH	119,318	15.2%	147,328	19.4%	169,682	23.3%
Others	16,959	2.2%	11,751	1.5%	12,726	1.7%
Total	785,653	100.0%	761,361	100.0%	729,403	100.0%

POSITION OF THE GROUP IN THE IT MARKET AND INFORMATION ABOUT MARKETS AND SOURCES OF SUPPLY



Products Sales Structure

Sales of IT services are still the largest and continuously developing part of the Comarch Group's revenue year by year. In 2011, there was growth of 45.6 million PLN, i.e. 8.9% in these sales and they constituted 71.2% in overall sales. Sales of Comarch own software also grew (an increase of 18.7 million PLN, i.e. 20.5%). Sales of computer

hardware and third party software decreased compared to the previous year's levels (a decrease of 25 million PLN, i.e. 31.6% and a decrease of 20.1 million PLN, i.e. 32.6% respectively). Looking back at 2011, the structure of sales by product type remained at a constant level.

	2011	%	2010	%	2009	%
Services	559,000	71.2%	513,387	67.4%	500,573	68.6%
Proprietary software	110,178	14.0%	91,460	12.0%	74,657	10.3%
Third party software	53,986	6.9%	78,983	10.4%	93,614	12.8%
Hardware	41,678	5.3%	61,809	8.1%	46,149	6.3%
Others	20,811	2.6%	15,722	2.1%	14,410	2.0%
Total	785,653	100.0%	761,361	100.0%	729,403	100.0%

FINANCIAL SITUATION OF THE CAPITAL GROUP IN 2011

Financial Analysis

Balance Sheet

ASSETS	31 December 2011	%	31 December 2010	%	2011/2010	%
Non-current assets						
Property, plant and equipment	327,971	32.1%	275,663	28.5%	52,308	19.0%
Goodwill	37,155	3.6%	37,155	3.8%	-	0.0%
Other intangible assets	80,410	7.9%	79,106	8.2%	1,304	1.6%
Non-current prepayments	61	0.0%	187	0.0%	-126	-67.4%
Investment in associates	28	0.0%	172	0.0%	-144	-83.7%
Other investment	1,106	0.1%	1,106	0.1%	-	0.0%
Deferred income tax assets	27,775	2.7%	23,725	2.5%	4,050	17.1%
Other receivables	1,732	0.2%	1,237	0.1%	495	40.0%
	476,238	46.6%	418,351	43.2%	57,887	13.8%
Current assets						
Inventories	44,192	4.3%	49,621	5.1%	-5,429	-10.9%
Trade and other receivables	294,736	28.8%	287,687	29.7%	7,049	2.5%
Current income tax receivables	141	0.0%	217	0.0%	-76	-35.0%
Long-term contracts receivables	12,284	1.2%	9,112	0.9%	3,172	34.8%
Available-for-sale financial assets	1,521	0.2%	2,491	0.3%	-970	-38.9%
Other financial assets at fair value – derivative financial instruments	0	0.0%	383	0.0%	-383	-100.0%
Stock or shares	25	0.0%	0	0.0%	25	100.0%
Cash and cash equivalents	193,337	18.9%	200,243	20.7%	-6,906	-3.4%
	546,236	53.4%	549,754	56.8%	-3,518	-0.6%
Total assets	1,022,474	100.0%	968,105	100.0%	54,369	5.6%

As of the end of 2011, the value of the company's assets grew by 5.6% as compared to 2010 from 968.1 million PLN to 1,022.5 million PLN. This is mostly the result of an increase of 13.8% in the Comarch Group's non-current assets. The growth of 57.9 million PLN in non-current assets is mostly the result of investment in real estates made by Comarch Group (infrastructure development in Krakow, Łódź and Dresden). The share of other items of non-current assets in the total structure of assets has remained at a similar level to those in 2010.

Current assets have maintained the previous year's level. Trade receivables grew slightly (an increase of 7 million PLN, i.e. 2.5%), however inventories decreased by 5.4 million PLN, i.e. 10.9%. These changes are related to an increased level of sales in the fourth quarter of 2011. The share of other items of current assets in the total structure has remained at a similar level to those in 2010.

FINANCIAL SITUATION OF THE CAPITAL GROUP IN 2011

EQUITY	31 December 2011	%	31 December 2010	%	2011/2010	%
Capital and reserves attributable to the company's equity holders						
Share capital	8,051	0.8%	8,051	0.8%	-	0.0%
Other capitals	142,007	13.9%	140,441	14.5%	1,566	1.1%
Exchange differences	6,595	0.6%	10,058	1.0%	-3,463	-34.4%
Net profit for the current period	36,257	3.5%	43,717	4.5%	-7,460	-17.1%
Retained earnings	407,444	39.9%	372,680	38.5%	34,764	9.3%
	600,354	58.7%	574,947	59.4%	25,407	4.4%
Minority interest	9,497	0.9%	9,242	1.0%	255	2.8%
Total	609,851	59.6%	584,189	60.3%	25,662	4.4%
LIABILITIES						
Non-current liabilities						
Credit and loans	88,895	8.7%	84,804	8.8%	4,091	4.8%
Deferred income tax liabilities	48,172	4.7%	50,276	5.2%	-2,104	-4.2%
Provisions for other liabilities and charges	2	0.0%	572	0.1%	-570	-99.7%
	137,069	13.4%	135,652	14.0%	1,417	1.0%
Current liabilities						
Trade and other liabilities	146,332	14.3%	149,812	15.5%	-3,480	-2.3%
Current income tax liabilities	5,350	0.5%	3,386	0.3%	1,964	58.0%
Long-term contracts liabilities	8,363	0.8%	7,452	0.8%	911	12.2%
Credit and loans	27,435	2.7%	13,089	1.4%	14,346	109.6%
Financial liabilities	686	0.1%	0	0.0%	686	
Provisions for other liabilities and charges	87,388	8.6%	74,525	7.7%	12,863	17.3%
	275,554	27.0%	248,264	25.6%	27,290	11.0%
Total liabilities and charges	412,623	40.4%	383,916	39.7%	28,707	7.5%
Total equity and liabilities	1,022,474	100.0%	968,105	100.0%	54,369	5.6%

Over the course of 2011, the share structure of equity and liabilities has not changed significantly. Equity grew over the year 2011 by 25.7 million PLN, i.e. 4.4%, which was mostly the result of high net profit generated in 2011. The share of equity in total equity and liabilities has remained at a comparable level to that in 2010 (59.6% in 2011 compared to 60.3% in 2010). Liabilities and provisions for liabilities constituted 40.4% in total equity and liabilities compared to 39.7% in the previous year. Like in 2010, that there was

an increase of 27.3 million PLN in current liabilities resulting mostly from increases in provisions (an increase of 12.9 million PLN) and in values of bank credits with maturity dates less than 12 months (an increase of 14.3 million PLN). Other items of total liabilities and charges maintained the previous year's level and their share in total liabilities and charges did not changed significantly.

FINANCIAL ANALYSIS OF THE COMARCH GROUP FOR THE YEAR 2011

Debt analysis	31 December 2011	31 December 2010	31 December 2009	31 December 2008	31 December 2007
Debt ratio	11.38%	10.11%	10.69%	13.24%	14.80%
Debt/equity ratio	19.38%	17.03%	17.82%	24.42%	28.85%

In 2011, debt ratios increased slightly compared to the previous year's level. Debt/equity ratio slightly grew from 17.03% to 19.38% and debt ratio increased from 10.11% to

11.38%. This is related to bank credits taken out by Comarch Group to finance investments. The Group is financed with internal means in 59.6% and with external means in 40.4%.

	2011	%	2010	%	2011/2010	%
Revenue	785,653	100.0%	761,361	100.0%	24,292	3.2%
Cost of sales	-593,576	-75.6%	-585,197	-76.9%	-8,379	1.4%
Gross profit	192,077	24.4%	176,164	23.1%	15,913	9.0%
Other operating income	22,970	2.9%	4,657	0.6%	18,313	393.2%
Sales and marketing costs	-82,683	-10.5%	-84,277	-11.1%	1,594	-1.9%
Administrative expenses	-74,681	-9.5%	-52,974	-7.0%	-21,707	41.0%
Loss in the company's value	-	0.0%	-5,542	-0.7%	5,542	-100.0%
Other operating expenses	-18,900	-2.4%	-13,209	-1.7%	-5,691	43.1%
Operating profit	38,783	4.9%	24,819	3.3%	13,964	56.3%
Finance costs - net	1,019	0.1%	200	0.0%	819	409.5%
Share of profit/(loss) of associates	-38	0.0%	-40	0.0%	2	-5.0%
Profit before income tax	39,764	5.1%	24,979	3.3%	14,785	59.2%
Income tax expense	-6,697	-0.9%	1022	0.1%	-7,719	-755.3%
Net profit for the period	33,067	4.2%	23,957	3.1%	-9,110	38.0%
Including:						
Net profit attributable to equity holders of the company	36,257	4.6%	43,717	5.7%	-7,460	-17.1%
Minority interest	-3,190	-0.4%	-19,760	-2.6%	16,570	-83.9%

In 2011, the Comarch Group sales revenue climbed by 3.2%, i.e. 24.3 million PLN year on year. Operating profit increased by 56.3% to 38.8 million PLN and net profit at-

tributable to the company's shareholders decreased by 17.1% to 36.3 million PLN.

FINANCIAL ANALYSIS OF THE COMARCH GROUP FOR THE YEAR 2011

Profitability analysis	31 December 2011	31 December 2010	31 December 2009	31 December 2008	31 December 2007
Margin on sales	24.45%	23.14%	19.01%	21.39%	22.43%
EBIT margin	4.94%	3.26%	1.97%	6.55%	7.57%
Gross margin	5.06%	3.28%	2.53%	34.88%	7.83%
Net margin	4.61%	5.74%	4.43%	28.41%	7.36%

Profitability analysis performed in 2011 shows a continuous improvement of margin on sales (from 23.14% in 2010 to 24.45% in 2011). The EBIT margin also

grew (from 3.26% to 4.94%) and the net margin decreased from 5.74% to 4.61%.

Financial liquidity and turnover ratios

Liquidity analysis	31 December 2011	31 December 2010	31 December 2009	31 December 2008	31 December 2007
Current ratio	1.98	2.21	2.37	2.28	1.79
Quick ratio	1.78	1.98	2.16	2.09	1.49
Cash to current liabilities ratio	0.70	0.81	1.01	0.99	0.39

In 2011, the Comarch Group maintained very good financial liquidity. In the Management Board's opinion, the Comarch Group has no problems with meeting the contracted financial liabilities on-time. Temporarily free

funds are invested by the dominant unit in safe financial instruments like bank deposits and participation units in money investment funds.

Turnover analysis	31 December 2011	31 December 2010	31 December 2009	31 December 2008	31 December 2007
Current asset turnover ratio	1.44	1.38	1.52	1.39	1.90
Receivable turnover ratio (days)	135	136	110	126	117
Inventories turnover ratio (days)	140	121	75	39	58
Liabilities turnover ratio (days)	189	184	166	205	167
Liabilities turnover excluding liabilities due to investment credit ratio (days)	139	140	122	142	117

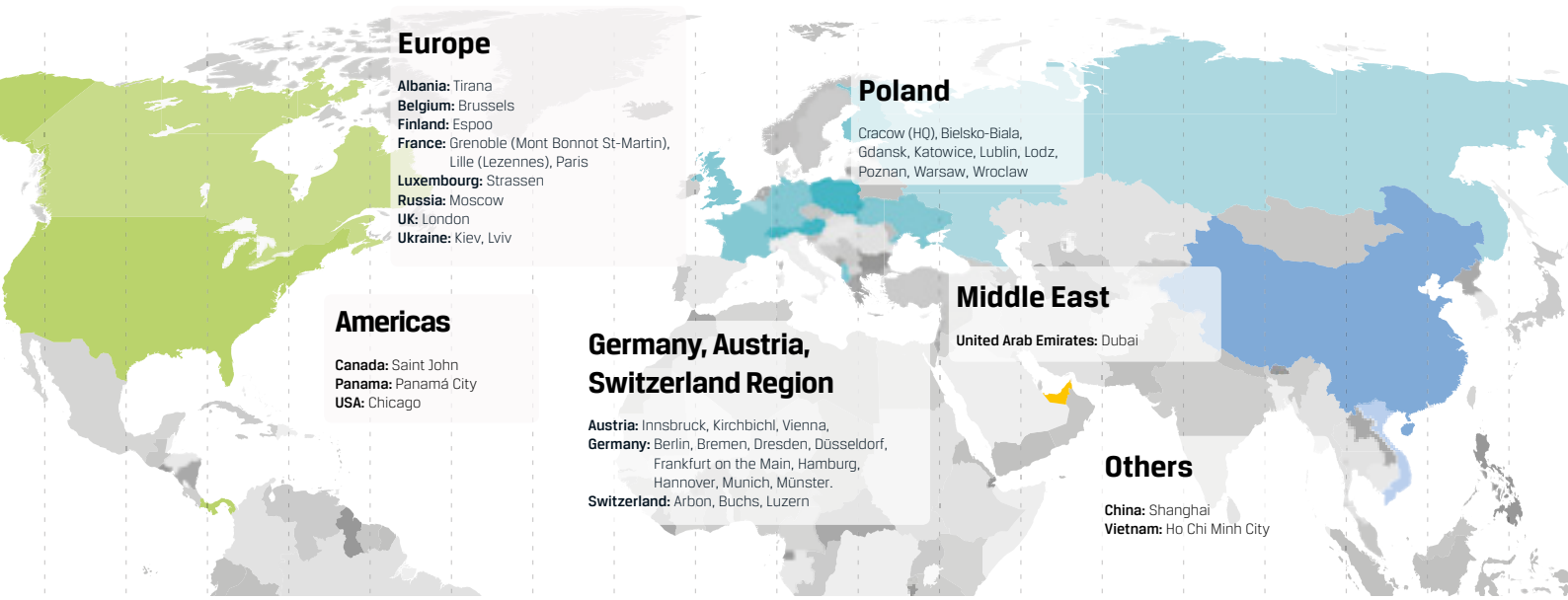
Turnover ratios indicate the Comarch Group's funds have been used effectively. In 2011, the receivables turnover ratios decreased by 1 day, the inventories

turnover ratio grew by 19 days, but at the same time liabilities ratio increased by 5 days compared to the previous year.

COMPANY PROFILE

GLOBAL INTEGRATOR AND CREATOR OF INNOVATIVE IT SYSTEMS

- » Global reach: clients in 5 continents in over 40 countries.
- » 19 years of tradition.
- » Polish based capital, with the head office in Krakow.
- » The most innovative company according to "Rzeczpospolita", the Polish Academy of Science and the European Committee.
- » Leader in rankings by analysts from Gartner, IDC.

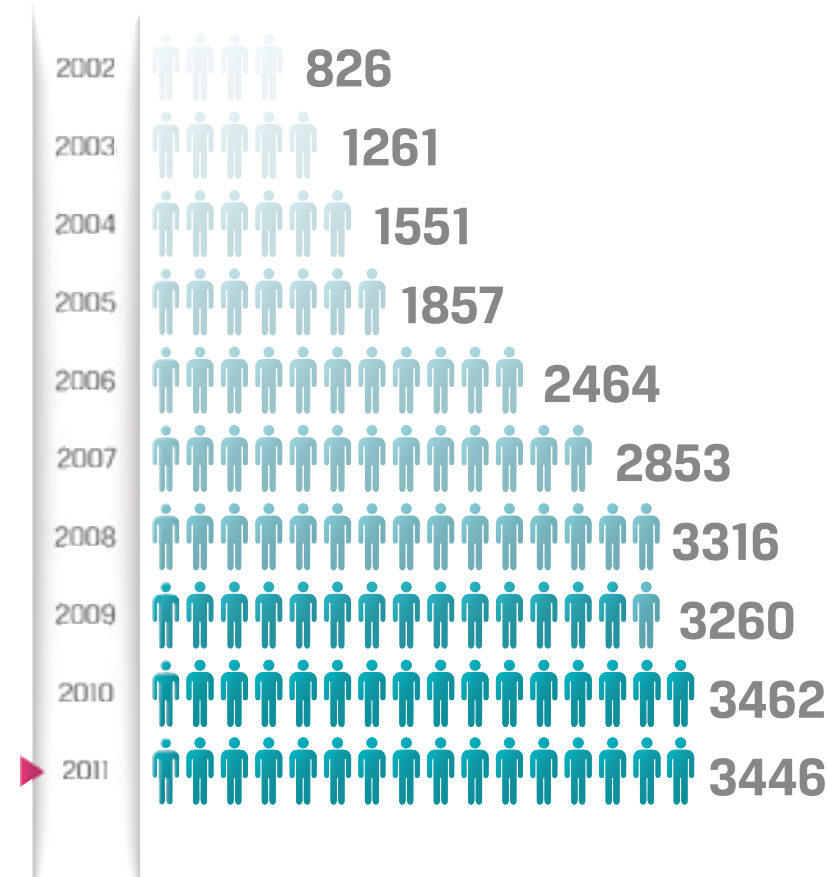


» 39 companies » 13 branches « 18 countries «

EXPERIENCED EXPERTS

The Comarch Capital Group employs 3500 professionals of the highest class (programmers, IT specialists and economists) graduates from the best Polish and international college facilities.

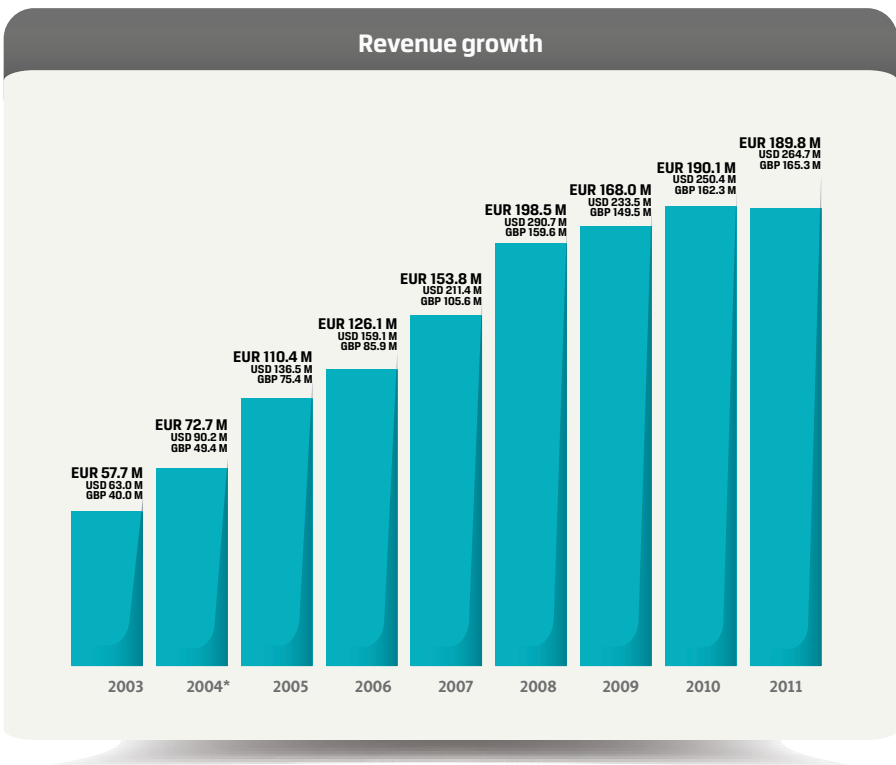
In 2011, Comarch SA hired many new employees in Poland, mostly IT engineers. Acquisition of high quality experts is the key element for execution of ever increasing number of contracts and for the further development of the company.



COMPANY PROFILE

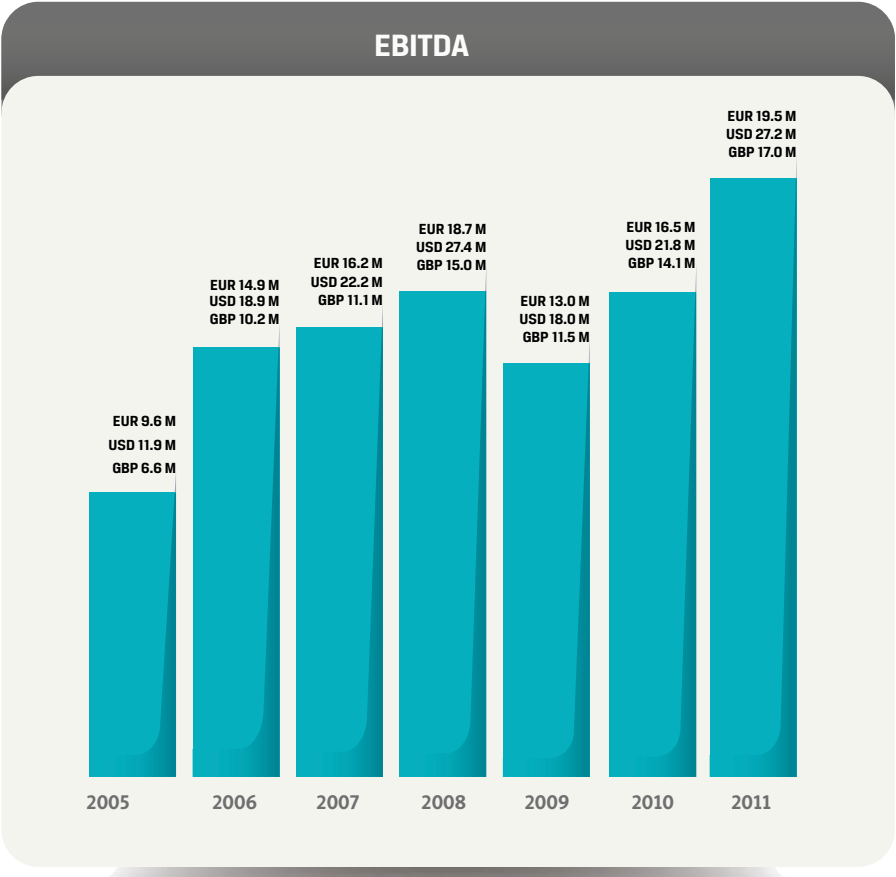
STABLE BUSINESS PARTNER

- » 2011 sales: PLN 785 M.
- » High level of 2011 EBITDA profit: PLN 80 M.
- » Proprietary added value: 80%.
- » Stable financial situation and increase in cash.
- » 3000 successful projects.
- » By end of 2011 the company has > 193 M PLN cash and low debt (10% ratio of debt to assets, mortgage only)
- » Filipiak family keeps 43.5% of shares and 69% of vote at the General Shareholders Assembly which ensures the full control of the capital group strategy and operations



PILLARS OF STRATEGY

- I. Development of Comarch own products. Large investments in research and development.
- II. Employment of highly qualified professionals.
- III. Focus on international sales.
- IV. Product quality and customer satisfaction.
- V. Stable shareholder structure.
- VI. Conservative financial management.



COMPANY PROFILE

Area of responsibility and organizations structure

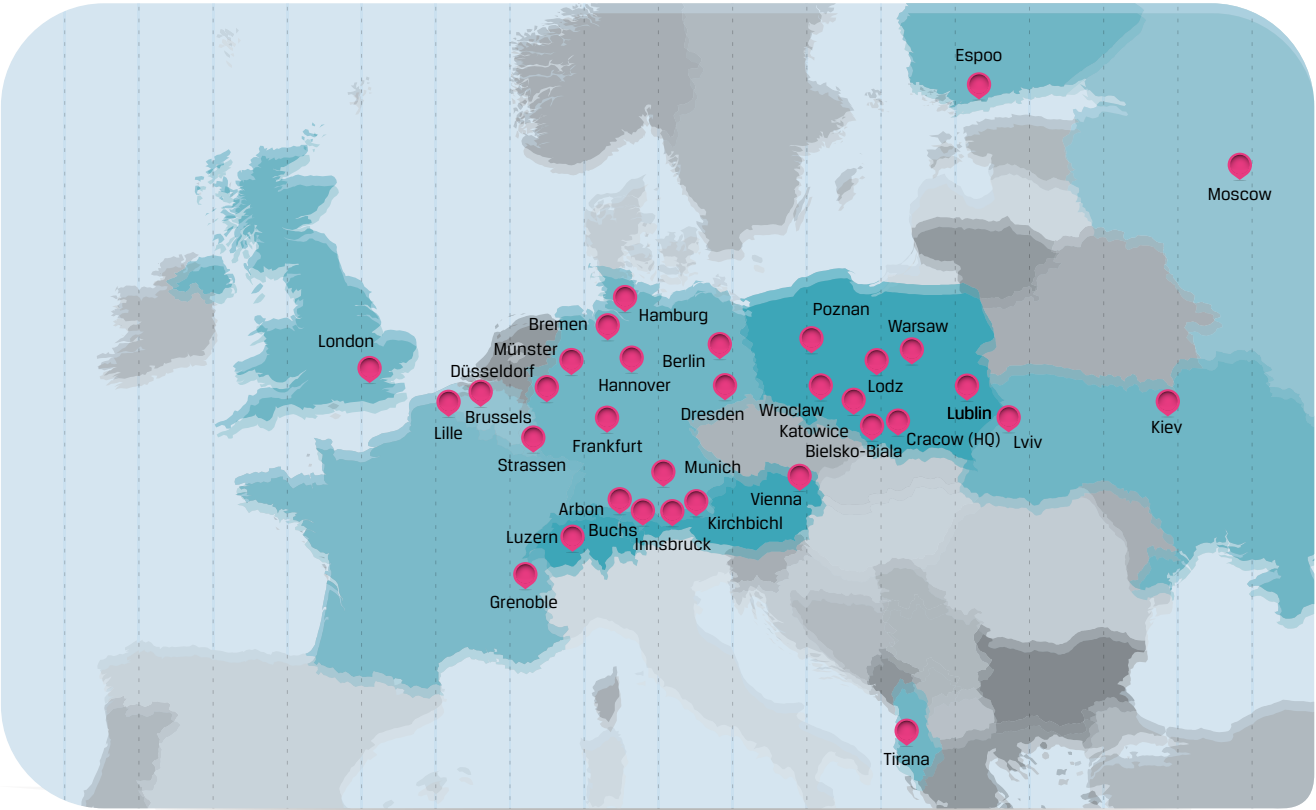


Diversified product and service portfolio

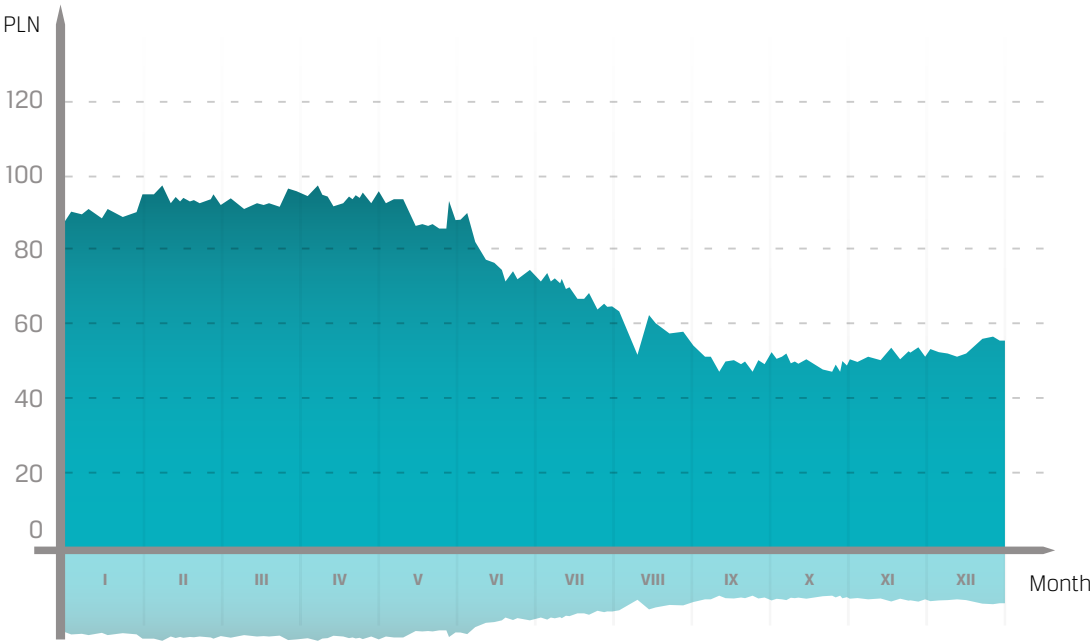
- » Airlines & Travel
 » Banking
 » Building Industry
 » Business Management
 » Capital Markets
 » Consulting
 » Data Backup
 » E-commerce
 » ERP System
 » Financial Services
 » Insurance
- » IT Infastructure
 » Logistics
 » Retail & FMCG
 » Petrol Stations
 » Public Sector
 » Services
 » Telecommunications
 » Trade
 » Wholesale
 » Other

COMPANY PROFILE

Comarch group in Europe



Comarch SA Share Performance 2011 (in PLN)



COMPANY BODIES

MANAGEMENT BOARD



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



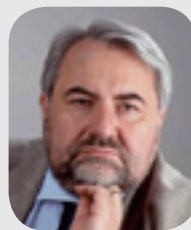
DANUTA DROBNIK
Member
of the Board



WOJCIECH KUCHARZYK
Member
of the Board



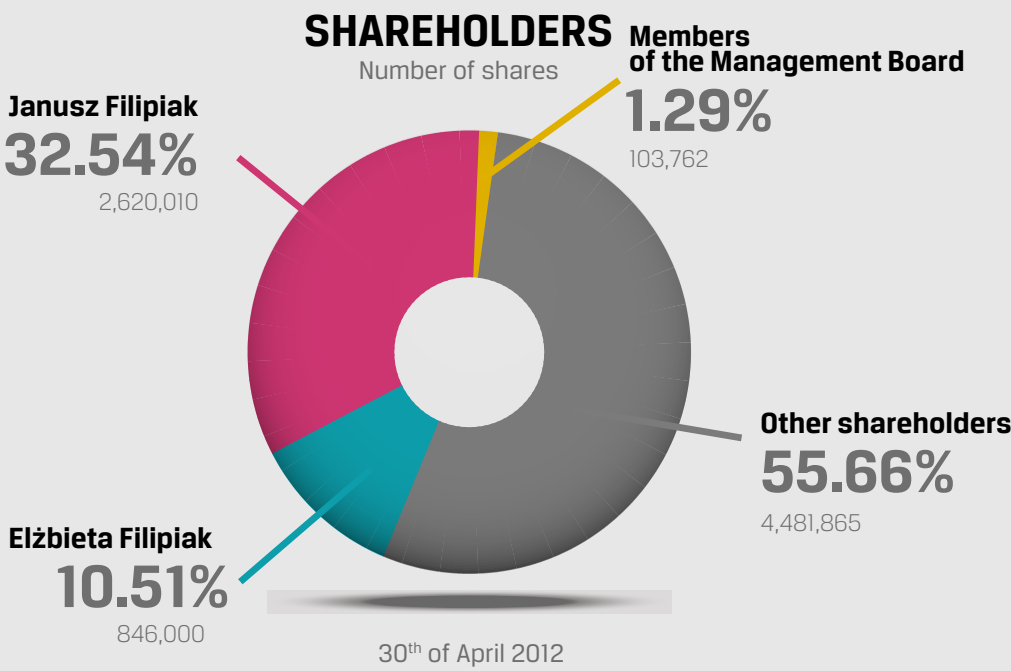
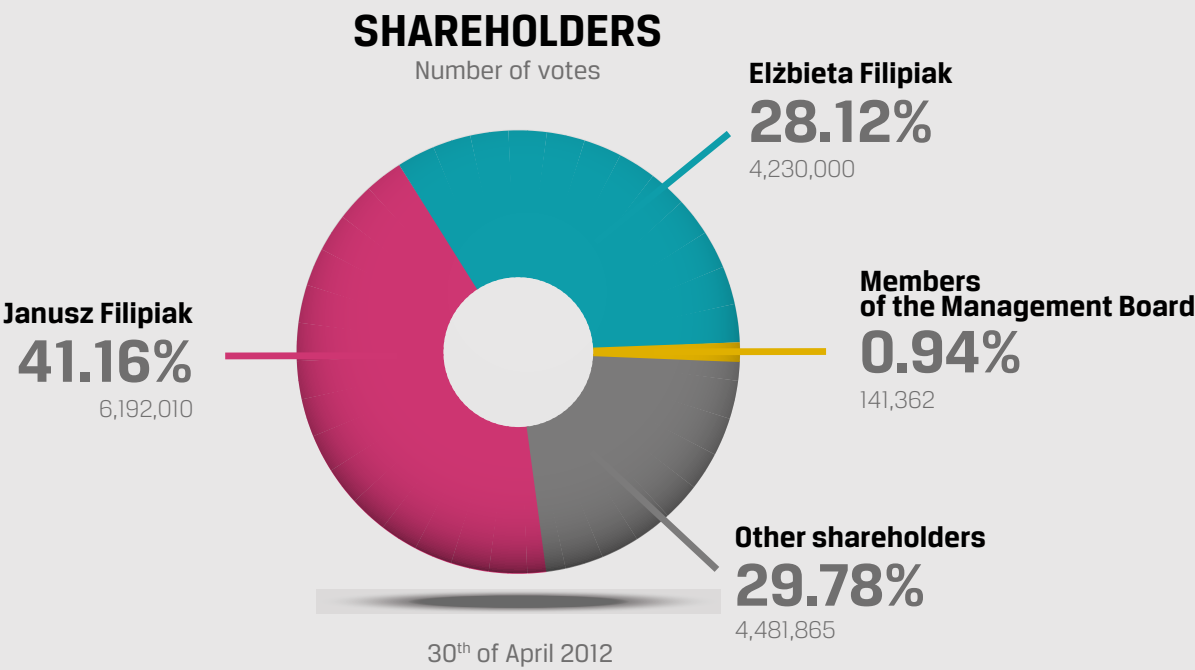
ANNA ŁAWRYNOWICZ
Member
of the Board



TADEUSZ SYRYJCZYK
Member
of the Board

COMPANY BODIES

SHAREHOLDING STRUCTURE



COMARCH HISTORY

SUSTAINED BUSINESS

» Comarch becomes the main sponsor of a chess team, "Wojtaszek Comarch Team."

» Comarch opens a Data Center in Frankfurt am Main.

» Comarch joins the Linux Foundation, a non-profit organisation dedicated to the development and popularisation of the Linux system.



» Comarch takes over the German SMB software producer operating in the DACH region, SoftM Software und Beratung AG.

» The first Comarch Corporate Finance FIZ company dedicated to tele-medical services, iMed24 SA is launched.



» Comarch opens a branch in Germany, in Frankfurt am Main.

» Comarch buys CDN, the producer of SMB software.

» Comarch initiates its operations in the Special Economic Zone in Krakow.



» Comarch debuts at the Warsaw Stock Exchange.

» Comarch and RMF FM create the Interia.pl portal.



» Comarch is officially established.

2012

» Comarch opens the iMed24 Medical Centre.

» The Comarch logo on the shirts of the French AC Nancy team.

» Comarch takes over the Swiss company A-MEA Informatik AG.

» Comarch opens a company in London.

» Comarch takes over a medical software producer, Esaprojekt.

2011

» The Luxembourg Ministry of Finances grants the PSF license (Professionnels du Secteur Financier) to Comarch for providing services and activities in the financial sector.

2010

» Comarch becomes the main sponsor of the Bavarian TSV 1860 team for the 2010/2011 season.

» Comarch opens an Innovation Lab in the Innsbruck University.

2008

» MKS Cracovia SSA becomes a part of the Comarch Capital Group.

2003

2001

2000

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

1999

1998

» Comarch becomes the first Polish partner of Oracle.

» The first Java Authorized Centre in Poland (the project of SunMicrosystem and Comarch) is launched.

1993

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

MISSION

Providing international markets with high-quality IT products and services for companies, with the simultaneous care for safety of information assets, the natural environment and safety of employees.

VISION

Our idea is to deliver innovative IT solutions to key sectors of the economy.

QUALITY

Comarch takes special care for quality of the offered products and services. It meets the high expectations of clients in the domestic and international markets.

With continuous work on improving and developing the Quality Management System, Comarch was awarded the certificate of the Integrated Management System compliant with the requirements of the following standards:

- » PN-EN ISO 9001:2009 *Quality management systems*,
- » PN-N 18001:2004 *Systems of occupational safety and hygiene management*,
- » PN-EN ISO 14001:2005 *Systems of environmental management*,
- » PN-ISO/IEC 27001:2007 *Information security management system*.

The certificate was issued by the Polish Centre for Testing and Certification (PCBC).

The Quality Management System ensures the proper, system-based management of execution of 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, improving and adjusting to the continuously changing market and technological conditions and to the changing requirements and expectations of clients. High quality of products and services is supported with continuous care for ensuring safety of information assets and care for the environment and safety of employees.

The system-based attitude of Comarch to the executed processes contributes to the increased trust between Comarch and 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 quality of the offered products and services, impact on the environment, ensuring occupational safety and hygiene, 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 trustful business partner.

CULTURE AND SYSTEM OF VALUES

- » Continuous and systematic care for quality and competitiveness of our products and services.
- » Adjusting products and services to expectations and requirements of our clients.
- » Developing mutually beneficial cooperation with suppliers in order to improve the quality of the offered products and services.
- » Protection of information assets and strengthening trust of our clients and other parties interested in the scope of information security.
- » Continuous enhancement of qualifications of employees with the appropriate system of education and training focused on the issues related to quality, information security, protection of the environment and occupational safety.
- » Continuous improvement of occupational safety and health of employees.
- » Undertaking efforts to reduce negative impacts on the environment.

INTERNAL CONTROL SYSTEM

Comarch is a global supplier of business IT solutions which are used to provide comprehensive support for relationships with clients and optimise operational activities and business processes. The technological progress and violently increasing competition pose new requirements for software, the implemented IT systems and goods in trading. The necessity of meeting these requirements makes the products supplied by Comarch dual-use items which may be used in compliance with domestic and international laws. To prevent such practices, Comarch has implemented the Internal Control System (ICS) within which it is to observe the following principles:

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

With understanding, implementation 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.

SUSTAINED BUSINESS – SOCIAL RESPONSIBILITY OF BUSINESS

The 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".

SPORT



MKS Cracovia SSA

Cracovia is the value in itself. It has had a circle of faithful fans since generations. It is the oldest sport club in Poland, participating in professional matches in football and ice hockey. The head office of Comarch and the majority of its employees are based in Krakow, which helped to make the decision of commitment to the club and fulfilling the social expectations in this region. It is an element of a business with social responsibility. The rather not so modern club facilities have been turned into a professional sport complex including a stadium which meets all the UEFA and FIFA requirements, a hall with a skating rink, a training centre, and a soon to be added attractive recreation centre.

- » Comarch supports the School of Sport Mastery.
- » It propagates passion for sport among young people, a healthy lifestyle, and observing fair play principles.



AS Nancy-Lorraine

- » A partnership with a football club in the French Ligue1, the equivalent of the Polish Ekstraklasa or the English Premier League.



Wojtaszek COMARCH Team

Comarch supports the preparation of candidates for the national representation in the Chess Olympics in 2018.

- » The main sponsor of the team of chess talents.
- » The best Polish chess players of the young generation.
- » The leader of the team is the 24-year-old grandmaster, Radosław Wojtaszek



POPULARISATION OF IT TECHNOLOGY

- » The traineeship programme: every year about 200 students of IT faculties enjoy a 3-month paid summer training.
- » Support for projects, workshops and scientific conferences.
- » Educational tours in the head office of Comarch.
- » Comarch Innovation Lab: a programme providing students with the possibility of practical verification of their knowledge.

Progress in Telecommunications Foundation

- » Comarch is the founder of the foundation.
- » Financial donations for the activities managed by the foundation.
- » Training activities for university-level facilities, secondary schools and businesses for which it organises specialised trainings, courses, lectures, scientific seminars and conferences of various levels of knowledge, including a broad range of subjects in IT, telecommunications, project management, communication, etc.

CULTURE

Last Night of the Proms in Krakow

- » For the 10th time, Comarch sponsored the concert inspired with the most important event in UK music life.

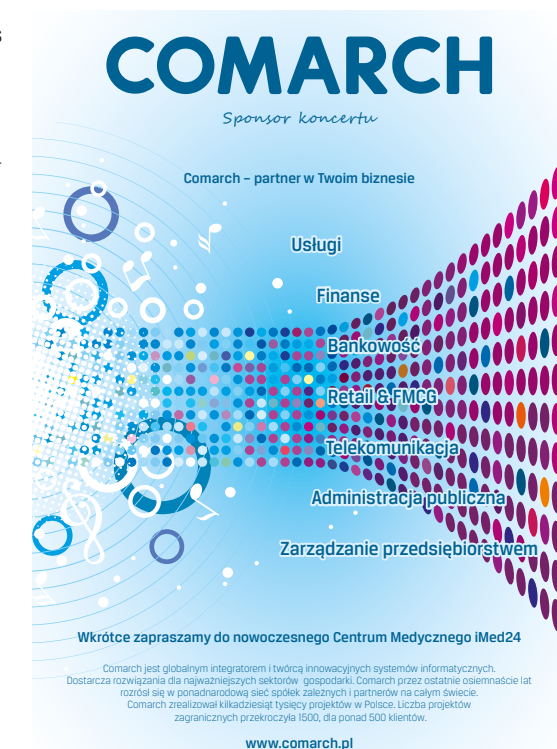
PROMOTION OF POLAND

Sponsoring and partnership of the Polish national pavilion during the ITU Telecom World in Geneva.

- » ITU is one of the largest events gathering representatives of state administration, international organisations, the telecommunications sector and modern technologies in the world.

SOCIAL PROJECTS BY EMPLOYEES

- » Eco-picnic teaching ecological behaviour and living in harmony with nature.
- » Collecting electrical waste.
- » Collecting waste paper.
- » Preparation of packages for children in care of the Alma Spei Foundation to celebrate Santa Claus Day.
- » Supporting the Agape Foundation in preparation of Christmas food packages for the children in its care.
- » Preparation of Christmas gifts for the children in care of the Niesiemy Nadzieję Foundation.
- » Support in kind for the Children's Home im. Janusza Korczaka in Lublin.
- » Support in kind for the Multi-Functional Caretaking and Educational Facility "Przystań" in Dąbrowa Górnicza.
- » Support for the Pomorskie Hospice for Children.
- » Pre-Christmas collection for the Single Mother Home on Strzegomska street in Wrocław.
- » Collection for the Krakow shelter for homeless animals.
- » Organisation of pre-Christmas packages within the Szlachetna Paczka action.



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

On 4th of July 2007, the WSE Supervisory Board, on the motion of the Stock Exchange Management, adopted the 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 19th of May 2010 (the amendment became effective on 1st of July 2010), the resolution of 31th of August 2011 (the amendment became effective on 1st of January 2012) and the resolution of 19th of October 2011 (the amendment became effective on 1st of January 2012).

The document is divided into four parts:

- » The recommendations related to good practices in stock exchange listed companies,
- » The best practices executed by the managements of stock exchange listed companies,
- » The best practices used by the members of the supervisory boards,
- » The best practices used by the shareholders.

To supplement the annual report released on 30th of April 2012, the Comarch SA Management enclosed, in accordance with Article 29 Paragraph 5 of the stock exchange regulations, the report on application of the principles of corporate governance by Comarch SA in 2011.

The Management and the Supervisory Board of Comarch SA spare no effort to observe the majority of the principles of the Code of Best Practice for WSE Listed Companies in the scope covered by the "comply or explain" principle, which consists in the company providing the market with unanimous information about practice violation. The Code of Best Practice for WSE Listed Companies is the subject of the 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 Code of Best Practice for WSE Listed Companies 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 women and men in execution of the management functions in the companies.

Detailed information on these issues may be found in the report on observation of the corporate governance principles by Comarch SA in 2011.

The Comarch Capital Group pays special attention to activities that improve the communication of the company with 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 by both the company's website, email communication, and within direct contacts. The main source of information is the expanded website as well as numerous meetings with the management of the company organised during the year on request of investors, analysts or public media. The 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 achievements of the Comarch Group, the results, as well as business plans for the coming years.

The source of current information regarding Comarch also comes in the form of presentations of periodical results of the Comarch Capital Group organised most often in the head office of Comarch 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 the 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 the Comarch SA Company is responsible for managing the company's accounting pursuant to the act of 29th of September 1994 (Journal of Laws No 121, Item 591 as amended) and pursuant to the requirements set forth in the Ordinance of the Minister of Finances of 18th of October 2005 on the scope of information stated 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 Finances of 19th of February 2009 on 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 the format approved by the European Union (EU). In determining the scope and methods of consolidation, as well as in the relation of 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 subsidiary units is conducted with the full method by summing up the full amounts of all the respective items in the financial statements of the dominant entity and of the dependent subsidiary units covered by the consolidation. The method of rights of ownership is used for affiliated units. The value of share of the dominant unit in the affiliated unit is adjusted by the relevant increase in equity of the affiliated unit which occurred 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 (compliant with the accounting act of 29th of September 1994) describing the accounting principles adopted by it, 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 controlling, finances and accounting under the inspection of the Chief Accountant and the Financial Director. 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.



AWARDS



The President of the Republic of Poland honoured Professor Filipiak with the Officer's Cross of the Order of Polonia Restituta. The national award was given for outstanding services in national economic development and achievements in charity and social activities.

Comarch ALTUM – the innovative product of Poland in 2011. The Institute of Economics of the Polish Academy of Sciences and MSN Scientific Network recognised Comarch as the developer of the ERP class intelligent platform, Comarch ALTUM, which has been recognised by these institutions as the innovative product of Poland in 2011.

Comarch in the "Truffle100" ranking. The Company was listed in the prestigious ranking of European software producers for the first time.

Comarch is the leader among Polish companies in the "EU Industrial RSD Investment Scoreboard" ranking. The report is prepared by the European Committee and presents the companies which spend the most on research and development.

Comarch received the Pearl of the Polish Economy award in the Large Pearls category. The certificate in the ranking of Polish companies is awarded by the editors of the economic monthly "Polish Market" and the Institute of Economics of the Polish Academy of Sciences.

Comarch won second place and the Innovator 2011 trophy in the ranking of the most innovative Polish companies. The winners are awarded by the "Wprost" weekly and by the Institute of Economics of the Polish Academy of Sciences.

5 technological partners and almost 30 clients who receive IT solutions from Comarch were listed in the Top 500 of the prestigious Fortune Magazine. World leaders who use Comarch software include fuel companies BP, Statoil and PKN Orlen Group, suppliers of telecommunications solutions France Telecom, Vodafone, Deutsche Telekom and Telefónica.



Comarch is the most innovative company in 2011 from the list of 2000 Polish companies prepared by "Rzeczpospolita." The title was awarded for the third time in a row.

Comarch received the Orzeł Polskiego Biznesu trophy in Germany in 2011. The company was the winner of the contest in the "IT – new technologies" category. "Orzeł" (eagle) is the name of the awards of the Lech Wałęsa Institute Foundation, recognising the best companies representing Polish capital and achieving commercial success in Germany.

Comarch won third place in the Polish Economy Pillars ranking by "Puls Biznesu."

Comarch was awarded the "Sponsor of the Year" title and the Hetman trophy for sponsoring a project of the "Wojtaszek Comarch Team" chess players. The winners of the award are selected by the Polish Chess Federation.

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

This award is dedicated to the companies in the scope of corporate social responsibility and sustained development.

Comarch received the "Welcome Company" award.

The award of the Business Centre Club honours the best image in the context of corporate social responsibility.

Comarch received the title "The Best Company of 2011 in the field of IT and Internet." The award was decided by web users through online voting. In the same category, Comarch received the winner's trophy awarded by the contest committee.

Comarch as a valued employer. Comarch is in the prestigious group of perfect employers 2010. In the poll conducted

AWARDS



TopBuilder 2012 for Comarch CDN XL. In the contest organised by "Builder" magazine, the Comarch CDN XL system was awarded the trophy in the category of innovative software for the building industry.



Microsoft Partner of the Year 2011. Comarch was awarded the title of Microsoft Partner of the Year 2011 for the category ISV Royalty (Independent Software Vendor) for large sales of Microsoft licenses for the year 2011.

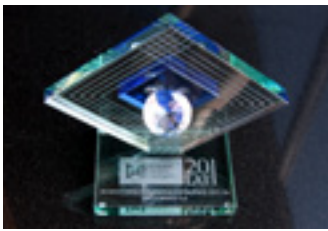
throughout all of Poland by the Universum company among almost 8,000 specialists, Comarch was ranked 9th among 100 companies classified in the IT category.

Comarch outsourcing IT animation was awarded in the Złote Orły Trendy gala. The awarded Animation prepared by the SolInteractive creative agency (Comarch SA Affiliated Company) was classified in the Design/Video category.

Polish professionals award Comarch as the Perfect Employer. Comarch is among perfect employers in the IT industry in the annual



The Best Partnership Programme. In recognition of high quality, safety and innovativeness solutions, the iBard24 Partnership Programme received the award for the Best Partnership Programme organised by ITR, the publisher of "IT Reseller" and "Cyfrowa Polska" magazines.



The award for effective and long-term cooperation with the European Leasing Fund SA. Comarch was awarded a trophy for the most important IT partner offering IT EFL SA leasing tools for the SMB market.



IBM 2011 Partner of the Year. Comarch was awarded the title of Partner of the Year 2011 by IBM Polska for the category of best sales of IBM solutions for the SMB market.



The Comarch website was awarded for the best company website in the małopolskie province for the second time in a row by ForbesiOnet.pl.

poll of the Universum company conducted among over 15,000 Polish professionals.

Field Service Management System was awarded Złota Antena in the Telecommunication Solutions in the Operators category as the Product of the Year 2011.

Comarch M2M Platform was nominated for the Innovationspreis-IT 2011 award during CeBiT. Comarch is one of three finalists in the Telecommunications category.

RESEARCH, DEVELOPMENT, INNOVATIVENESS

R&D SPENDING

History of products

2012	Comarch Order-to-Cash Automation for Telecoms Comarch Business Consulting Services for Telecoms iMall24.pl – portal e-commerce Comarch Spectrum Migration Management Platform Comarch Pricing & Billing Comarch Investment Advisor
2011	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 UpnP Compliance Test Tool 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 Comarch ECM
2008	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 OPT!MA
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

How products are developed

Innovativeness is not defined by the process of implementing tested and complex solutions and products.

Comarch innovations are developed as a result of hard work by the Comarch research and development centres which, on a constant basis, follow new trends and technologies coming up in the IT market. At the same time, they are developing systems dedicated to clients and offering innovative, proprietary solutions in various industries and sectors of the market, which already attract the first buyers. One of the main tasks of the centres for software production and development is transferring the latest technologies to business and proposing new IT applications based on the latest technologies available in the market.

As a direct result of research, unique solutions were developed to support business processes of companies in different industries and sectors of the market. Observations indicate that in the attempt to have one's offer stand apart from those of strong competitors, clients should be provided with something unique, something to make transactions not only routine, but to evoke positive emotions with clients, or even provide entertainment. The companies that understand the clients' needs and meet them to the largest degree possible will strengthen the brand image as well as win the battle for the loyalty of clients.

Comarch software production and development centres:

- » **Poland** (Cracow, Warsaw, Katowice, Wrocław, Poznan, Lodz, Gdansk)
- » **Germany** (Hannover, Munich, Bremen, Dresden)
- » **Austria** (Kirchbichl)
- » **Swiss** (Buchs)
- » **France** (Grenoble)

Comarch is a company:

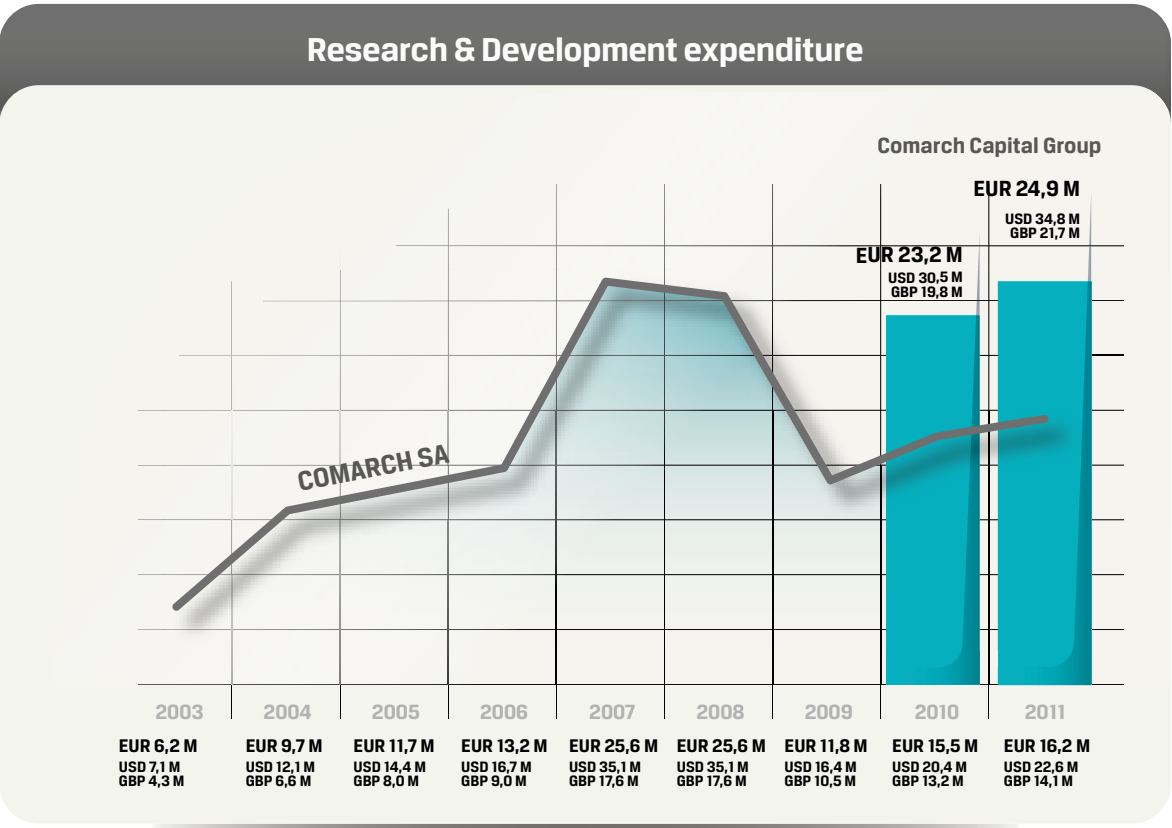
- » based on knowledge,
- » with broad experience in developing specialised software and solutions,
- » executing IT projects for key sectors in the economy,
- » with majority of products being developed within the company,
- » with impressive possibilities in the scope of continuous innovations based on employing long-term experience and developing human resources,
- » with 1100 experts in several software production and development centres in the world.

The strategy of Comarch assumes conducting research and development work related to implementation of new products and standardisation from the very beginning of their preparation for the client. As a result, if the product has been prepared for the needs of a specific client, part or the entirety of the software/code may be then used for development of a standard programme. This approach offers higher profitability of individual contracts and expansion of the client base.

Every Comarch implementation is executed individually after a pre-implementation analysis which is used to determine the specific nature of the business activities of our client, and then the particular software is adjusted accordingly. The final decisions about which functions of the package should be utilized are made by the client.

Expenditures for research and development

Comarch features a high level of investment expenditures for research and development of new IT products and services. The expenditures for research exceeded 13% of the proceeds from the sales of the Group. Comarch allocated own funds towards this as well as actively acquired EU funds.



Selected projects

Currently, interest in touch-controlled applications and devices is on the rise. Interactive screens have high impact on the duration of transactions, shortening it even by 50% with 100% accuracy of the information maintained. Tests show that using interactive devices gives the client the feeling of more control over the decisions made. Touch screens are nowadays operated by users with natural gestures similar to those in use for common life objects. Reactions are always identical: delight, surprise and interest in playing with the application. The key to success is in application of innovative devices along with modern software.

- » Touch-free operation of the application.
- » Innovative presentation of multimedia content.

Applications developed in software production and development centres:

Comarch Multitouch Solutions is the connection of the future world with businesses in the way that has been expected for years.

Retail Innovation Center – software dedicated for the retail industry. It shows a presentation of the shop's offer on a touch screen along with a virtual assistant function.



Comarch Multitouch Solutions features:

- » state-of-the-art intuitive interface,
- » modern design,
- » guaranteed positive emotions which are the main factor in the decision making process by consumers.

The Multitouch Package includes IT solutions aimed at handing down the best international business practices. The main advantage of touch – or motion-controlled devices is the guarantee of fun with the simultaneous use of the appropriate functionalities.

- Some of the available options are:
- » Recognition of physical objects placed on a table.
 - » Interaction of physical objects with the virtual world.
 - » Tracking the figure of a user standing in front of the screen.
 - » This allows the shop to sell standard products in a non-standard way. The client of the shop can:
 - » Browse a personalised offer (depending on the history of purchases, for example). The system identifies the client by his/her loyalty card placed on the Microsoft Surface multimedia counter.
 - » Search in the catalogue of products with hand gestures.
 - » Obtain contextual information about products from the offer on display in the shop.
 - » Select products which should be moved over to the fitting room or to the cash desk by the shop staff.

Comarch Real Estate – an application dedicated for real estate agencies. An attractive form of presenting the catalogue of offers combined with a dynamic filter allows

one to quickly find real estate properties which meet the requirements of the client. An interactive hand-controlled map is also available.

Car Configurator – supporting the vehicle sale process. The basic objective of the system is to increase positive emotions related to the purchase of a vehicle and to encourage the client to purchase additional options.

It is a system that presents all of the available models and enables their detailed configuration. The client may interactively build the car of his/her dreams; in each step obtaining additional information about the available options.

Mayland Real Estate Multitouch – software for mall developers. The package was developed for a company dedicated to the comprehensive execution of constructing malls – from buying out land to designing and construction as well as acquiring tenants and investors. The company used the interactive, multimedia touch counter to present the organisational structure and to showcase the offer to prospective investors of the company. Additionally, with a number of visualisations, the client can see in the relevant maps where and why investing in the construction of a mall is a worthwhile task.

Furnish the future with Comarch – is a project dedicated to the furniture industry. The sample possibilities of the application:

- » **Owners of furniture shops** – instead of spending large amounts for display areas now have the possibility of investing in modern technologies, including the Microsoft Surface touch counter. The client, uses only hand movements to independently arrange an offer and has the possibility of previewing a specific piece of furniture in different colours and materials. The cost of this solution is quickly recovered. Finally, the client of a furniture shop has the possibility of previewing a given piece of furniture in their own home.
- » The latter of the offered solutions is completely based on touch-free arrangement of furniture of a room with screen visualisation. With a simple hand movement, pieces of furniture may be rotated and set properly. Handling objects that are not actually present is also possible.

Putting pieces of furniture in front of or behind another object is also possible. The solution gives the impression of something that would appear to be available only in science-fiction movies because the furniture seen on



Frida – a robot built by a trainees group in 2010. A self-propelling colour plotter using the NXT 2.0 platform and a smart-phone based on Nokia S60, with Bluetooth communication.

the screen is non-existent in reality. A good example to understand the operation of this application is an arm-chair, in which one can sit down, although it does not exist in reality.

Innovativeness in Comarch Portal. Cloud publication (texts, photos, films) allows updating the portal by persons other than those permanently staying in the office. A colleague on holidays, a trainee student or a friend can



(from any location) provide content after prior technical processing "in the cloud." The portal also allows conducting videoconferences with websites.

European Union funds

The projects financed within the 7th Framework Programme were completed in 2011:

- » Marrying Ontology and Software Technology (MOST) – the Coordinator,
- » Advanced Data Mining and Integration Research for Europe (ADMIRE),
- » Net-centric Information and Integration Services for Security Systems (NI2S3).

In 2011, based on the supplementary financing contract concluded with the National Centre for Research and Development (PL abbr: NCBiR), Comarch executed the project **Development of the innovative Platform for companies for reporting strategic market analyses** (Market Research Analysis) within the IniTech Measure.

Some research and development projects are co-financed from the European Regional Development Fund within the Innovative Economy Operational Programme Measure 1.4 – 4.1, including:

- » A modern IT platform improving the development of business applications in the SaaS model.
- » The Galeria Handlowa online platform.
- » Automated interchange of information between telecommunications operators.
- » The Secure System for Authorisation of Online Transactions Based on External Devices.
- » Implementation of the environment supporting tools for analysis of management efficiency over financial instrument portfolios.
- » The Comarch Mobile Finances System.
- » The system for client relations management.
- » Implementation of innovations in IT systems for factoring process management.
- » Modern comprehensive interfaces for the system of electronic data interchange.
- » The Advanced Platform for Marketing Information Management.
- » The innovative platform for mobile sale support ECOD Agent 3.0.
- » The platform for reporting and support of the traditional distribution channel ECOD Dystrybucja 3.0.
- » The interactive personalised graphic interface for the ERP Comarch OPTIMA system.



European Funds – For development of innovative economy

Cooperation with research centres

Comarch actively co-operates with scientific centres in execution of research and development projects financed with both EU and domestic funds. Contact with the world of science allows sharing experience in both directions, which supports innovativeness. This combination means commercialisation of research results while at the same time being an opportunity for Comarch to be in continuous contact with the academic environment.



Comarch Innovation Lab is a programme developed in co-operation of Comarch with colleges in Poland and abroad. It is addressed to students in IT and telecommunications and to academics.

CIL executes projects in the field of telemedicine,
IT and telecommunications.

The programme's objective is to make the studies more attractive and to give the students possibilities for practical verification of their knowledge. The students within the Comarch Innovation Lab can work on their MA and MSc projects, which they are obliged to complete during their studies. They receive remuneration for execution of their projects within the programme. The best works, after positive assessment by the managers, may be included in commercial products. CIL is a new Comarch programme addressed to the best students intending to start work in Comarch with a joint MA thesis or project.

Comarch Innovation Lab is operating in three places in the world:

- » Innsbruck (Austria),
- » Krakow (Poland),
- » Wrocław (Poland).

The CIL office in Krakow is located in the Cracovia stadium at Józefa Kaluży 1. It is a very attractive location with some of the rooms (including the kitchen) overlooking the pitch. The proximity of the AGH University of Science and Technology and flexible work hours enable students to easily combine their work schedule with their classes. Students participating in the programme may work in the CIL office or in the Comarch office buildings in the special economic zone, depending on the arrangements with the project manager and the selected subject of the project.



ORGANISATIONAL STRUCTURE OF THE COMARCH CAPITAL GROUP

Comarch Joint Stock Company – Poland

CA Consulting SA Warsaw (99.90%)	Bonus Management Sp. z o.o. SKA Krakow (100% votes held by CCF FIZ)
ESAPROJEKT Sp. z o.o. Chorzow (100% votes held by CASA Management and Consulting Sp. z o.o. SKA)	Bonus Development Sp. z o.o. SKA Krakow (100% held by CCF FIZ)
SouthForge Sp. z o.o. Krakow (100%)	Bonus Management Sp. z o.o. II Activia SKA Krakow (100% held by Comarch Corporate Finance FIZ)
MKS Cracovia SSA Krakow (59.82%)	Bonus Development Sp. z o.o. II Koncept SKA Krakow (100% held by Comarch Corporate Finance FIZ)
Comarch Management Spółka z o. o. Krakow (100%)	iMed24 SA Krakow (100% held by Comarch Corporate Finance FIZ)
Comarch Corporate Finance FIZ (100%)	Comarch Polska SA Krakow (100% held by Comarch Corporate Finance FIZ)
Comarch Management Spółka z o. o. SKA Krakow (64.85% votes held by CCF FIZ; 35.15% votes held by Comarch SA; shares purchased by Comarch Management Sp. z o.o. SKA to be redeemed don't give any votes)	iReward24 SA Krakow (100% held by Comarch Corporate Finance FIZ)
CASA Management and Consulting Sp. z o.o. SKA 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)

ORGANISATIONAL STRUCTURE OF THE COMARCH CAPITAL GROUP

Comarch Joint Stock Company – other

EUROPE	
Comarch AG Dresden (100%)	Comarch LLC Kiev (100%)
Comarch R&D SARL Montbonnot-Saint-Martin (70.00% held by Comarch AG)	OOO Comarch Moscow (100%)
Comarch Software und Beratung AG Munich (92.32% subsidiary of Comarch AG)	Comarch Luxembourg SARL Luxembourg (100%)
Comarch Schilling GmbH Bremen (100% subsidiary of Comarch Software und Beratung AG)	Comarch Oy Espoo (100%)
Comarch Solutions GmbH Kirchbichl (100% subsidiary of Comarch Software und Beratung AG)	Comarch UK Ltd. London (100%)
SoftM France SARL Oberhausbergen (100% subsidiary of Comarch Software und Beratung AG)	UAB Comarch Vilnius (100%)
Comarch Swiss AG Buchs (100% subsidiary of Comarch Software und Beratung AG)	Comarch s.r.o. Bratislava (100%)
Comarch SAS Lezennes (100%)	A-MEA Informatik AG Arbon (100% held by CASA Management and Consulting Sp. z o.o. SKA)
AMERICA	
Comarch, Inc. Chicago (100%)	OTHERS
Comarch Panama Inc. Panama (100% held by Comarch, Inc.)	Comarch Middle East FZ-LLC, Dubai (100%)
Comarch Canada, Corp. New Brunswick (100%)	Comarch Software (Shanghai) Co. Ltd. Shanghai (100%)
	Comarch Vietnam Co. Ltd. Vietnam (100%)

ACTIVITIES OF SELECTED COMPANIES

COMARCH

Comarch SA specialises in designing, implementing and integrating advanced IT systems, programming tools, network tools and infrastructures. The Company is distinguished in its comprehensive offer for the sectors of telecommunications, financial services, insurance, large businesses, public administration and small and medium-size companies.

www.comarch.pl

CA CONSULTING

The **CA Consulting SA company** was established on the initiative of the team of experienced Comarch SA consultants 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 rebranding in spring 2010, the name of the company was changed to CA Consulting SA. The company currently is managing consulting activities, offers a broad range of services related to counselling, both in business and in the scope of IT architecture, IT supervision and auditing. The company specialises mostly in auditing IT systems and IT security. Moreover, it offers services in preparation of documents related to feasibility studies or tender subject definition in ToRs.

www.caconsulting.pl



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

www.ireward24.pl



iMed24 company was established in April 2008 from isolation of the project dedicated to tele-medical services from Comarch. At present, it includes the following business centres:

- » iMed24 Medical Centre,
- » iMed24 Software,
- » iMed24 Expert Systems,
- » iMed24 Medical Systems.

iMed24 Products: RIS, tools for education in medicine, analytical tools for medical facilities, iMed24 software dedicated to provide support for small and medium-size medical facilities.

Selected clients of iMed24: Centrum Diagnostyki Organizmu REVITUM SA, Grupa Avimed, JBM GRUPA MEDYCZNA Sp. z o.o., Vertebralnia Polska Sp. z o.o., Centrum Medyczne iMed24, Centrum Dermatologiczne – Alergologiczne Derm-AI, Korporacja Medyczna KMK, NZOZ Euroklinika, Centrum Medyczne SIGNAL IDUNA, Przychodnia Lekarska Lege Artis, Centrum Medyczne Larmed, VitroLive, Specjalistyczne Centrum Medyczne Novomed, Centrum Kardiologiczne AMICOR.

ACTIVITIES OF SELECTED COMPANIES



The **iMed24 Medical Centre** is fitted with highly specialised and unique diagnostic equipment and, apart from its medical activities, is also conducting research and development and educational operations. The iMed24 Medical Centre provides services in the scope of radiology (computer tomography, magnetic resonance, X-ray, mammography, densitometry), in the scope of specialised clinical services (endoscopy, ophthalmology, gynaecology, stomatology, neurology, cardiology and other) and basic health care. The role of the iMed24 Medical Centre is also managing academic activities for physicians, electroradiology technicians and scientific and research and development work with the use of immense potential resulting from combination of modern diagnostic solutions in medicine, physics and IT. One of the areas in which intense work of this type will be conducted is telemedicine. As a result, the entire medical documentation will be managed in the HER form. The patient may inspect all results of consultations and diagnostic tests, which may be made available to other physicians upon his/her consent.

www.imed24.pl



iMed24 Software deals with manufacturing and implementing software for medicine. The offer includes systems for medical facilities, small and medium-size clinics and large medical networks. Medical systems developed in iMed24 allow providing IT support for the processes which take place in medical facilities like: support for patient registration, managing electronic medical documentation for patients, settlement of NFZ contracts, managing medical packages and subscriptions or remote work. The software allows writing out prescriptions, requests, certificates and printing and storing medical documentation in accordance with the regulations in force. The integral part of the iMed24 software comes in the form of dedicated websites for patients, physicians and business partners of medical facilities. Work will soon be started on hospital and laboratory (sampling points) modules.

iMed24 Expert Systems deals with production of specialised IT solutions for the medical industry based on iMed24 IT systems for medical facilities. Expert Systems provide physicians with information necessary for precisely diagnosing patients based on an overview of medical information in the form of digital analytical records. The software allows precise analysis of the course of illnesses of the patient in terms of optimisation of patient flow and the diagnostic and treatment path.



iMed24 Medical Systems deals with the development and production of specialised medical instruments dedicated for off-clinic medical monitoring. The basic solution is the diagnostic and communication unit allowing fast interchange of medical information, health parameters of the patient with the medical facility over the telecommunication infrastructure.

ACTIVITIES OF SELECTED COMPANIES



Esaprojekt is one of the leading Polish producers and suppliers of comprehensive IT solutions for the health sector. In April 2012, 100% of the shares in the company were taken over by Comarch. The clients of Esaprojekt 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, Instytut Hematologii i Transfuzjologii in Warsaw, SP ZOZ Wojewódzki.

www.esaprojekt.pl



SolInteractive SA – the marketing agency of universal competencies. It specialises in combining innovative creation with technologically advanced web solutions. Clients are offered comprehensive solutions in the field of marketing communication. It creates advertising campaigns from scratch – from strategy, to creation, up to execution. It emphasises importance of proven partners. SolInteractive is also "Studio SolInteractive." Professional equipment and technological facilities (Motion Capture, Green Screen, Red One Camera) allow production of world class quality. Clients are offered a broad range of professional services for the needs of film production.

www.sointeractive.pl



iComarch24 SA – the company registered in 2009, bound entirely in capital with the Comarch company. The iComarch24 offer is addressed to micro and small companies, seeking modern solutions in support of business management as well as online sale. Tool support is possible from any place with internet access, 24/7/365. Using the software does not require installation in the IT environment of the company, as the programs are available straight from the web browser level, fast, safely and comfortably. The offered products include: iBard24, iKsięgość24, Comarch iOPT!MA24, Comarch iSklep24.

www.iComarch24.pl



A-MEA Informatik AG has been in the Comarch Capital Group since January 2012. It has extensive experience in the segment of ERP applications for business management, as well as in financial and accounting software for small and medium-size businesses in German-speaking countries: Germany, Switzerland, Austria. A-MEA Informatik AG records proceeds from sale at the level of over 4 million Swiss francs per year. Among its 50 clients are: Victorinox AG, Wenger SA.

www.a-mea.ch



MKS Cracovia SSA – the oldest sports club in Poland. Cracovia was established in 1906 and is the oldest continuously existing Polish sports club. The football team is the five-time Polish champion (1921, 1930, 1932, 1937 and 1948). The hockey team also won championship many times (1937, 1946, 1947, 1948, 1949, 2006, 2008, 2009, 2011). Cracovia has crowds of faithful fans all over the world. It is perceived as a cult sports club, commonly regarded as the strongest brand in Polish football. During 11 years of the Comarch patronage, the Cracovia football team turned from the minor league to the premier division club. Comarch is the owner of 59.82% of the shares. The hockey section is the current vice-champion of Poland. The most eminent fan of Cracovia was Pope John Paul II.

www.cracovia.pl

ACTIVITIES OF SELECTED COMPANIES



Comarch Software und Beratung AG. In November 2008, Comarch took over the German software producer, SoftM Software und Beratung AG. At present, Comarch has 92.32% shares of the German company. SoftM is the producer of software and integrator of IT systems, with 2% share in the German ERP market. The SoftM Group employs almost 300 persons and manages activities in Germany, Switzerland, Austria, France, the Czech Republic and Poland, providing IT services and solutions for over 4000 clients. The flagship products of the Company are the systems: Comarch ERP Enterprise, Comarch ERP Suite.

Comarch SuB AG addresses its offer mostly to the SMB sector companies. On 18 June 2010, the SoftM General Assembly approved the new name: Comarch Software und Beratung AG. This change was the last part of the process of integration of the German company with the Comarch Group.

www.comarch.de

The Comarch Software und Beratung AG systems include ERP systems and financial and accounting systems for small and medium-size companies in the German-speaking market:

- » **Comarch ERP Enterprise** – the ERP system of a new generation, for active entrepreneurs operating in international markets and 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 structure of the organisation,
- » **Comarch Financials Enterprise** – the financial and accounting system of a new generation, developed to supplement the Semiramis system, allowing complete management over 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 group of users,
- » **Comarch Financials Suite** – the expanded, certified financial and accounting system with modules for controlling and electronic archiving of documents, allowing work in the 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 the clients in the Austrian market, fitted also with the controlling and HR modules,
- » **Comarch HR** – the system dedicated to provide support for HR and employee settlements, supporting work time and recruitment process management,
- » **Comarch ECM** – the system for electronic document archiving and management, allowing introduction of full electronic flow of documents in the company



AREAS OF COMARCH ACTIVITIES IN BRIEF

PUBLIC ADMINISTRATION, UTILITIES AND LOCAL GOVERNMENT Comarch's customers addressed by the Business Unit include state administration offices, local government and the water, gas and electricity supply markets. Comarch supports public administration with solutions dedicated to meeting the specific needs of public sector agencies, such as technical assistance, system maintenance, new user training and overall assistance in the administration of delivered systems.	Products: » Comarch Workflow » Comarch e-Turysta » Comarch Portal	» Comarch e-Investor » Comarch Egeria » Comarch Semiramis	Customers: » Karpacka Spółka Gazownictwa » The Agricultural Social Insurance Fund » Ministerstwo Cyfryzacji i Administracji » The Ministry of Finance » The Ministry of Infrastructure of the Republic of Poland » The Ministry of Regional Development of the Republic of Poland » The Ministry of Foreign Affairs of the Republic of Poland » The National Bank of Poland » The Supreme Audit Office
E-HEALTH Comarch executes projects dedicated to tele-medical services in the following business centres: iMed24 Medical Centre, iMed24 Software, iMed24 Expert Systems, iMed24 Medical Systems. In April 2012, Comarch strengthens its presence in this segment by purchasing Esaprojekt, one of the leading Polish producers and suppliers of comprehensive IT solutions for the health sector.	Products: » I. Health Information System (HIS) evolution toward e-Health cloud: 1. Optimed24 (collects patient data and makes it available for diagnosis) 2. Optimed (systems for hospitals)	» II. Telemedicine. Remote health monitoring: 1. Portable Medical Assistant (PMA) 2. Home Medical Assistant (HMA) 3. Patient Monitoring System » III. Radiology Information System	Customers: » Centrum Dermatologiczno – Alergologiczne Derm-AI » Centrum Kardiologiczne AMICOR » Centrum Medyczne iMed24 » Centrum Medyczne Larmed » Centrum Medyczne SIGNAL IDUNA » Grupa Avimed » JBM GRUPA MEDYCZNA Sp. z o.o. » Korporacja Medyczna KMK » NZOZ Euroklinika » Przychodnia Lekarska Lege Artis » Specjalistyczne Centrum Medyczne Novomed » Vertebralnia Polska Sp. z o.o.
SMB Comarch supports 85 000 small, medium and large enterprises, both in Poland and worldwide. Comarch provides their business clients with modern, safe and easy solutions in the trade, service and manufacturing sectors.	Products: » Comarch ALTUM » Comarch CDN XL » Comarch OPT!MA » iFaktury24 » Comarch Business Intelligence » iBard24 Backup Online	» Comarch Retail » Comarch ERP Mobile Solutions » iKsięgowość24 » Comarch iSklep24 » iMall24.pl	Customers: » Atlantic » Auchan Telecom (France) » Bank BnB NORD » BP » Cersanit » De Heus (Asia, South Africa, Russia, Poland) » Donegal » Kupiec » PKM DUDA » SG Dynamo Dresden (Germany) » Skagen Funds (Norway) » Stock Polska » TAURON Polska Energia » Torf Corporation Fabryka Leków
FINANCIAL SERVICES Comarch offers a full range of integration and professional consulting and outsourcing services as well as innovative software solutions. The Financial Services bussiness unit supports leading Polish and international banks, brokerages, asset management companies, companies managing investments and pension funds, insurance companies, factoring companies, leasing companies and other financial institutions.	Products: » Comarch Asset Management » Comarch BPM » Comarch Contact Center » Comarch Commission & Incentive » Comarch Custody » Comarch Exchange Trading » Comarch Factoring	» Comarch Fraud Detection » Comarch Front End (CAFE) » Comarch Insurance Front End » Comarch Internet Banking » Comarch Investment Advisor » Comarch Life Insurance » Comarch Mobile Banking	Customers: » AEGON » Alior Bank SA (Carlo Tassara Group) » Allianz Group » Amplico Life SA » Aviva » AXA » Bank BGŻ (Rabobank) » Bank BPH (GE Capital Group) » Bank DnB NORD Polska SA » Bank PEKAO SA (UniCredit Group) » BZ WBK (AIB) » CitiFinancial (Citigroup) » Deutsche Bank Group » Dom Maklerski BOŚ SA
SMB - DACH REGION Comarch's financial and accounting systems are used by small and medium companies in the German- speaking market: Germany, Austria and Switzerland.	Products: » Comarch ECM » Comarch EDI » Comarch Enterprise Marketing Management (CEMM) » Comarch ERP Enterprise	» Comarch ERP Suite » Comarch Financials DKS » Comarch Financials Schilling » Comarch Financials Suite » Comarch ERP Business	Customers: » Adelholzener » Blizzard » Blume2000 » BP » Dallmayr » FALKE » Finanz Informatik » Meggle » Metro » O2 » Sonax » T-Mobile » Victorinox » Wiesmann
SERVICES Comarch's customers include retail & FMCG companies. Comarch assures they meet raising requirements of the industry by supporting their loyalty programs, the exchange of electronic documents and business information, sales process management as well as circulation within a company.	Products: » Comarch Retail EMM (Enterprise Marketing Management) » Comarch Loyalty Management » Comarch Campaign Management » Comarch Smart Analytics » Comarch Travel CRM » Comarch ECM	» Comarch EDI » Comarch Mobile Sales Force Applications » Comarch SFA Online Sales Support Applications » Comarch Outsourcing IT » Comarch Integracja IT » Comarch IT Networks	Customers: » Akzo Nobel » Alma » Auchan » BP » Carlsberg » Carrefour » Colgate Palmolive » Diageo » Eurocash » Grupa Żywiec » Hortex » JetBlue Airways » Leroy Merlin » LOT
TELECOMMUNICATIONS Comarch's customers in the telecom industry include all kinds of telecom companies, such as Tier 1 carriers, mobile, fixed, multi-play and MVNO operators. Almost 50 companies on 4 continents are using the company's solutions for managing their networks, services, customers, revenues and products.	Products: » Comarch Central Product Manager » Comarch Convergent Billing » Comarch CRM for Telecoms » Comarch Customer Experience Management » Comarch Field Service Management » Comarch InterPartner Billing	» Comarch M2M Platform » Comarch Network & Service Inventory » Comarch NG Network Planning » Comarch NG Service Assurance » Comarch NG Service Fulfillment » Comarch Policy & Charging Rules Function » Comarch Self Care	Customers: » BICS – Belgacom International Carrier Services (Belgium) » E-Plus Gruppe (Germany) » KPN (Holland) » MTS (Russia) » Netia (Poland) » OnePhone Deutschland (Germany) » O2 (Germany) » Orange (Poland) » Polkomtel (Poland) » T-Mobile (Austria) » T-Mobile / PTC (Poland) » Telekom Deutschland (Germany) » Vodafone (Germany)

Comarch is the largest Polish producer of software for businesses. Financial-accounting solutions, ERP and Business Intelligence systems developed by the ERP Business Unit are used in 85 000 small, medium and large enterprises, not only in Poland but also in Germany, France and Austria. Modern, safe and easy to use Comarch solutions support the activities of companies in the trade, service and manufacturing sectors.



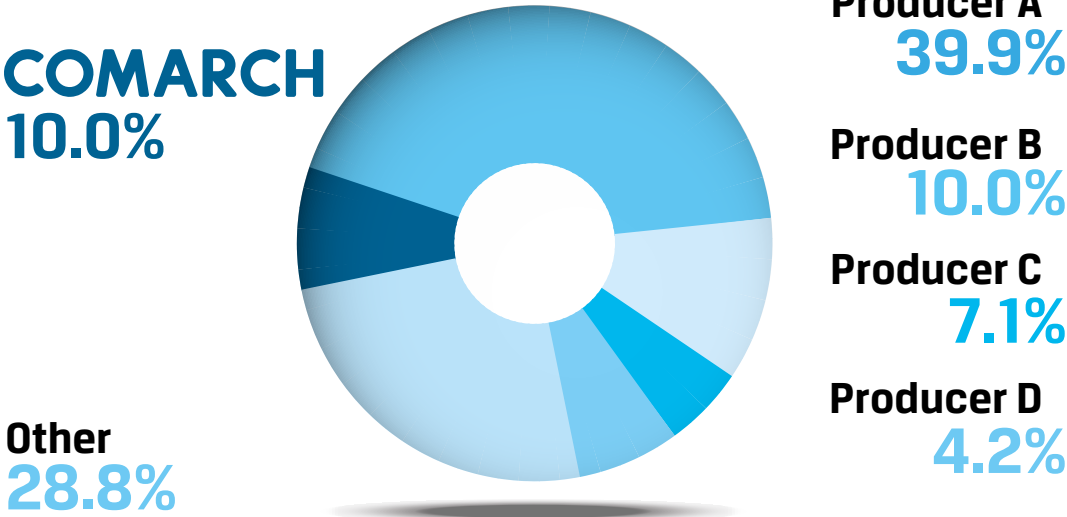
ZBIGNIEW RYMARCZYK
Vice President of the Management Board Comarch SA,
Director of the ERP Business Unit

Zbigniew Rymarczyk graduated from the University of Economics in Krakow, where he specialized in management and marketing. His career at Comarch began in the year 2000. He has been a member of the Management Board since June 2004. In the years 2000-2002 he held the post of Finance Director and Vice President of Comarch Internet Ventures SA, and in April 2002 he became the President of the CDN SA Management Board. Prior to performing these functions, he was the Director of the Application Service Provider Center at CDN SA responsible for launching the Casper project. The main aim of the project was to provide CDN PRIMA, which is in the ASP model (now Comarch iOPT!MA24). He began his professional career at KBR Auxilium, where from 1997-1998 he held the post of Accountant and Auditor Assistant. He further gained experience at Krzysztof Kapera SA, an authorized Mercedes-Benz dealer, as Finance Director and Chief Accountant, later to become a member of their Management Board



Comarch is continuously consolidating its position among the producers of corporate management software. According to the International Data Corporation 2011 report, concerning the Polish market of ERP systems in 2010, Comarch – just like last year – holds the leading position among Polish providers of ERP class systems. Whereas, in the ranking that takes into account Polish and foreign ERP vendors, Comarch takes second place.

SALES OF LICENSES FOR MEDIUM AND LARGE ENTERPRISES IN PERCENTAGE (%)



Source: IDC report: Poland Enterprise Application Software Market 2011-2015 Forecast and 2010 Vendor Shares, August 2011

In 2011, the sales of ERP and Business Intelligence systems developed by the ERP Business Unit, for the first time in history, exceeded 100 million PLN, reaching 100.5 million PLN. Due to the dynamic development of domestic and foreign operations, the number of signed contracts and implementations is increasing. The ERP sector is an undisputed leader when it comes to acquiring new customers. In 2011, about 7,000 new customers were acquired, which amounts to 85 000 companies in Poland, Germany, Austria and France, that use Comarch ERP software.

The year 2011 brought new versions of all of the solutions offered by the Comarch ERP Business Unit. The development of these functional systems was a response to customer demands, market trends and a result of research and project development.

The increasing level of knowledge and confidence in the solutions in the Software as a Service model (cloud computing), translates into an increase in the number of companies using this kind of method of purchasing an application. The sales of Comarch products in the service model, available in the ERP sector offer for 10 years now, has been growing much faster than in the traditional model. In 2011, it increased by over 30 percent. compared to the previous year. The new ERP Business Unit offers Comarch CDN iXL24, Comarch iOPT!MA24 and Comarch iALTUM24, as well as a range of brand new IT solutions for companies.

The year 2012 in the ERP market will be marked by the progressive potential of the Internet and online communities, strengthening the importance of e-commerce, developing mobile solutions, caring more about the security of corporate data, further dissemination of solutions in the cloud computing model, as well as developing tools for the medical industry.

In 2012, the ERP Business Unit has planned the launch of a new solution – iFakury24 –Comarch's first new product for small businesses in the last 12 years.

The goal of the ERP Business Unit in 2012 is 10 percent revenue growth and increasing the percentage share of the software market for small and medium enterprises in Poland and abroad.



Comarch's ERP sector delivers a full line of ERP software for micro, small and medium-sized and large enterprises:

COMARCH ERP FOR MEDIUM AND LARGE ENTERPRISES

» **Comarch ALTUM** (www.comarch.pl/altum) – the first, intelligent ERP platform that comprehensively supports all key business processes in medium and large commercial and service companies, as well as trading networks. This solution is tailored to the needs of the Polish market as well as foreign ones. The system is also available in the Software as a Service model (SaaS) – Comarch iALTUM24.

» **Comarch CDN XL** (www.comarch.pl/cdnxl) – the most frequently chosen ERP system in Poland for many years now. Until the end of 2011, the software was chosen by over 3700 companies from various industries. The solution meets the specific needs of production as well as trade and service companies. The system is also available in the Software as a Service model (SaaS) – Comarch CDN iXL24.

BUSINESS INTELLIGENCE

» **Comarch Business Intelligence** (www.comarch.com/business-intelligence) – a system based on data warehouse technology, designed for large and medium-sized companies and international corporations. The solution supports decision-making processes and tasks related to reporting services. It is dedicated to the following industries: financial and insurance institutions, FMCG, services and manufacturing.

COMARCH ERP FOR SINGLE, SMALL AND MEDIUM-SIZED COMPANIES

- » **Comarch OPT!MA** (www.comarch.pl/optima) – the program supports sales, management, bookkeeping and payroll. Designed for micro, small and medium businesses with different activity profiles. Along with the additional module, Accounting Office, and the portal Accounting Offices iKsięgowość24 Community, Comarch OPT!MA is a tool that guides and promotes accountancy offices and tax advisory firms. The program is also available in the Software as a Service model (SaaS) – Comarch iOPT!MA24.
- » **iFaktury24** (www.ifaktury24.pl) – a modern online application for invoicing, storage which simplifies accounts, available through a Web browser. The solution is dedicated to micro and small businesses and is available only in the Software as a Service model (SaaS).

BACKUP ONLINE

- » **iBard24 Backup Online** (www.ibard24.com) – a solution for online data archiving and backup, which allows to access files from anywhere in the world, 24 hours a day. Data is stored in the Comarch Data Center or on client servers (in the iBard24 BOX option). iBard24 also allows you to archive Comarch ERP databases.

COMARCH ERP EXTENSIONS

- » **Comarch Retail** (www.comarch.pl/retail) – a standalone system for conducting retail sales which allows to efficiently manage a commercial network in a comprehensive manner, starting from the front-office through the back-office and to point of sale (POS).
- » **Comarch ERP Mobile Solutions** (www.erp.comarch.pl/mobile) –an application that allows the user to work on mobile devices (smartphone, mobile phone, data collector). This solution supports the work of managers, salesmen, and warehousemen.
- » **iKsięgowość24** (www.iksiegowosc24.pl) – accounting services for businesses, conducted by accountants using Comarch OPT!MA and Comarch iOPT!MA24.
- » **Comarch iSklep24** (www.isklep24.pl) – an online store application integrated with the Comarch ERP system, which cooperates with price comparison sites, integrated with Allegro.pl and iMall24.pl, online payment services, installment systems, and allows for sales on Facebook.
- » **iMall24.pl** – Poland's first online shopping mall which allows to sell online directly from the ERP system, without an online shop and without any fees or commissions. Products in iMall24 can be sold only by those companies that have Comarch software.



CLIENT / SOLUTION

SCOPE OF IMPLEMENTATION

„POL-AQUA” SA

Comarch Software has previously been used in the company's headquarters, primarily in accounting, personnel and payroll areas. Further implementation includes: creating project records, billing and budgeting for construction sites, corporate reporting, as well as for the Stock Exchange

Comarch CDN XL 10.5. Modules: Sales, Orders, Accounting, Fixed Assets, Human Resources, Business Intelligence, Projects, Documents Flow

PPG Deco Polska Ltd.

The implementation comprises 34 shops in Poland (Dekoral Professional Decorative Centers). The objectives of the software implementation are: to create a stable and consistent data base about goods, unify the sales and purchase in Dekoral Professional Decorative Centers, and enhance reporting and analysis quality of the sales area.

Comarch CDN XL 10.5. Modules: Sales, Orders, Accounting, Business Intelligence

Cyklotur.com

Scope of work: integration of all of the processes in the company (especially logistics, sales, orders), integration with the e-commerce platform, implementation of complex Workflow processes – automation of work and advanced Business Intelligence analyses, creating individual functionalities for the bicycle industry, and advanced e-commerce functionalities as well as individual user interfaces.

Comarch ALTUM, Pulpit Kontrahenta (Contractor's Desktop), Comarch ERP Mobile Warehouse, Comarch Retail.

Cersanit Group

Scope of work: an audit of the existing solutions, presenting multiple versions of proposed changes, a significant improvement in the performance of the Business Intelligence platform, creating homogeneous supply processes, shortening analysis and reporting time, increasing the knowledge of users about the data warehouse and analytical tools, creating analytical models in 10 key areas thanks to specialized training.

The Comarch Business Intelligence platform

Skagen Funds

Scope of work: the construction of a reporting – analytical tool, which generates 200 000 reports periodically, the creation of a multilingual and multicurrency platform and professional Internet portal for communication with customers.

The Comarch Business Intelligence platform

BGK Bank

Scope of work: comparing information from the accounting and transactional system, automation of many types of calculations performed by the client, creating a central decision support system for management, supporting the bank's activities related to EU grants.

The Comarch Business Intelligence platform

Arrow Harley-Davidson

Processes: support for sales processes and service requests.

Comarch OPT!MA. Modules: Commerce, Trade Book, Service, Analysis, Records of Fixed Assets

PUBLIC ADMINISTRATION, UTILITIES AND LOCAL GOVERNMENTS

The Public Administration, Utilities and Local Government Business Unit specializes in the design, implementation and integration of advanced IT solutions for state administration offices, local government and the water, gas and electricity supply markets.

With the changes underway in Polish public administration in sharp focus, Comarch has produced a series of E-government solutions dedicated to meeting the specific needs of public sector agencies. We are confident that these new technologies can contribute to making public administration processes more transparent and efficient. Every one of our solutions has been developed according to the most recent and advanced international standards and is implemented by a team of the most accomplished specialists.



PAWEŁ PROKOP

Vice President of the Management Board Comarch SA,
The Public Administration, Utilities and Local Government Business Unit.

Paweł Prokop graduated from the AGH University of Science and Technology in the Faculty of Electrical Engineering, Automatics and Electronics. He specialized in information technology and holds a Master of Science Degree. In 1995 he started working at Comarch SA and since 1996 he has been a member of the Management Board. In 2003 he became the Director of the Public Administration and Utilities Business Unit. He is also a graduate of the Executive MBA program organized by the Warsaw University of Technology Business School.

Comarch Business Intelligence – the system for data reporting and analysis

Software that supports the decision making process with data analysis. This solution is particularly effective for clients managing large volumes of data, operating many systems or locations and having developed needs in the scope of graphic data presentation.

Comarch CBO Distribution – for media distribution companies

It enables the enterprise to carry out the function of a measurement operator. It provides a number of mechanisms to help acquire data that is optimised for effectiveness and scalability, verification, supplementing, making it accessible and for multidimensional analysis. It makes it easier to integrate systems used by companies in managing their network property, billings and other items important to their activities. This solution allows reading measurements from electricity meters and other utility meters. It allows storage and management of data related to the measuring infrastructure (for example identification numbers of devices, addresses and places of installation, points of consumption).

Comarch CBO Turnover – for media trading companies and distributed recipients

It ensures quick access to the data collected from various sources (for example distribution companies, Independent Reading Operator), tracking utility consumption and multi-plane analysis of the received data. The system data is a reliable

source for the settlement of accounts, planning purchases and conducting proactive business activities. The system supports forecasting requirements, tariff analysis and client segmentation.

Comarch Database Archive – intelligent modelling of large volumes of data

It is a tool used to optimise and manage archived data. It provides a way to create new data partitions by selecting them out from active partitions, properly restructuring or rebuilding databases, partition disconnection and archiving, and authorisation of data deletion and restoring.

Comarch E-Office – community management support

It is a platform for online public services including a set of modules allowing execution of public administration tasks of local government units. The modules create an intuitive set of tools to support processes of content creating and publishing. Comarch E-Office includes, among others: Digital Office, BIP, Information Portal, Intranet.

Comarch Education – education management support

It is an integrated system supporting work of education departments and their educational facilities in the scope of acquiring data regarding the educational path of the pupil, creation of organisational charts, managing finances, personnel, salaries and internet used as a medium of communication between participants in the process of teaching.

PUBLIC ADMINISTRATION, UTILITIES AND LOCAL GOVERNMENTS

Comarch Egeria – support for organisation management

It is an ERP class system improving management over institutions and offering broad support in making decisions. It features high configurability allowing adjustment to individual needs. The system enables support for complex organisations, ensuring support for many entities with one database as well as offering a consolidation function.

Comarch Egeria Education

It is a tool dedicated to provide support for higher education facilities. The system consists of the FrontOffice tool to support academic processes, student and academic issues, and the BackOffice tool responsible for support of the college facility administration.

Comarch Egeria Leasing

It supports the sale of financial products with calculators, templates and tools which allow adjustment of the offer to changing market requirements.

Comarch e-Investor – investor support

It is a modern system dedicated to supporting investors (individuals and institutions). It is used in many fields of investments (information, research, organisation, spatial management and transport).

Comarch e-Tourist – online promotion of cities and regions

It is an interactive platform for multi-level promotion of popular tourist destinations. Interactive maps may include visualisations of tourist trails, descriptions of accommodation and places of active recreation, as well as the weather forecast. The system may allow booking of services (group guides, attractions and support in selected languages) for individual tourists and groups.

Comarch IT Cost S Risk Analysis

It is a tool that determines the total costs of providing IT support versus the lack of IT support. The system allows calculation of cost and risk related to migration of business processes support. It offers assessment of economic indexes related to profitability of providing IT support for example ROI, NPV and IRR. It allows simulation of the results for processes, systems and whole models of providing IT support.

Comarch PKI – the PKI infrastructure support system

This system consists of three components: tools for entering and verifying electronic signatures, software used to provide support for managing certificates throughout their life cycle and a component for UPO generation. Comarch PKI ensures cooperation with HSM.

Comarch Portal – a modern tool for communication and data interchange

It is a modern tool supporting communication of an institution or a company with their business environment. Besides information publishing, it also allows co-operation with social media. With video-chats, forums and the FAQ option, the system supports wide-range information interchange.

Comarch RNP (Work Expenditures Recording) – working time planning and settlement

The system assists in planning tasks for the employees, recording the attendance and executing the entrusted tasks. This solution offers settlement of labour costs, optimisation of employee effectiveness and friendly reporting.

Comarch Semiramis – modern ERP for industry and distribution

It is the ERP II class solution developed for comprehensive support of business processes. The system was developed using Java technology, which guarantees the compatibility with various databases and operation in three-tier architecture. The system is fitted with a broad range of frameworks (groups of functionalities) supporting processes in trade and production companies in a complex way. Apart from standard production functions, logistics or finances, the system has an integrated data warehouse.

Comarch Network Assets Management System

It is a solution dedicated for network companies. The system ensures complete registration and management of the entire network infrastructure of data and improves the execution of the main business processes (for example: connections of recipients, planning and execution of investments and repairs, operational use of networks or call processing, network complaints, emergency events, disconnections). The offer enhances a wide scope of services related to stock taking and inventory management of network assets.

Comarch Workflow – managing documentation and communication

It offers tools which allow effective planning and organisation of the flow of documents and related tasks, as well as archiving difficulties. Industry versions were developed for various recipients in the sector, focused on support for specific processes and documents.

Public Administration

Comarch created a number of solutions to provide support for both the national and local government administrations due to the transformation of the Polish public administration offices. All these products meet specific needs of the public sector units.

The work for the central administration includes large projects with extremely high requirements related to data security, efficiency, mostly unique or designed specifically to the client's needs (turn-key projects).

The projects executed at the level of local administration feature high ergonomics, openness to users (including non-employee users) and quick adjustments to changing needs.

Projects

Central administration:

- » MSWiA: service support and maintenance of the ePUAP system, "pl.ID – Polish ID card" project,
- » The Main Office for Geodesy and Cartography: the ICT system within the TERYT2 project,
- » The Forestry Research Institute: a platform for monitoring the natural environment,
- » NBP: consulting in the scope of the implemented solutions, managing projects.

Local administration:

- » Głogów Municipality: implementation of the public administration management system,
- » Ciechanów Municipality: system integration.

Education

A wide range of products offered by Comarch encompasses all of the IT needs of college facilities. The systems feature flexibility, broad functionality and ergonomics of operation. All of our systems are prepared for co-operation and data interchange, and mutually expand their functionalities.

Projects

- » The Marshall Office of the Dolnośląskie Voivodship: delivery of software for the Dolnośląska Educational Platform,
- » Gdynia Municipality: delivery, installation and implementation of the system for electronic log support,
- » University of Economic s: delivery and implementation of the integrated system Comarch Egeria Education.

Utilities

In public use companies, more and more attention is paid to the issues of monitoring events, comprehensive support for business processes and fast access to information. Modern IT tools offer multi-level, dedicated access to information depending on the needs, rights or scope of the analysis.

Projects

- » Karpacka Spółka Gazownictwa: the project and prototype of the reference base of system dictionaries,
- » GPEC Sp. z o.o.: Comarch Workflow Ciepło.

CLIENT / COMARCH SOLUTION	SCOPE OF IMPLEMENTATION
Cracow University of Economics Comarch Egeria Education	» comprehensive IT support » improving processes of academic and administrative activities » the Virtual College web module
Forestry Research Institute, Sękocin Stary A Platform for Monitoring the Natural Environment	» innovative software for creating scientific databases » online and offline storing and accessing data with data collectors » data warehouse » integration of the platform with other systems functioning in IBL
Gdańskie Przedsiębiorstwo Energetyki Ciepłej Comarch Workflow Ciepło	» multi-functional support system of work for the customer service desk and all other departments » combining all channels of information in one place » a wide range of integration with field systems, ERP (Comarch Egeria), GIS, Contact Center
The Main Office for Geodesy and Cartography The ICT system within the TERYT 2 project	» developing and implementation of the computer-based application for ICT-based registration of locations, streets and addresses » introducing the location system for various types of institutions, the possibility of verification of the reach of their operation » the information stored in both text and geometric formats
Gdynia Municipality E-dziennik	» the framework of the system: the school and city platform and the system of communication » access to the log for teachers, parents and pupils from any place with internet access » registration and assessment of pupils, organisation and conducting classes, creating summaries and reports » construction of a comprehensive, easily accessible documentation database of the school
Ministry of Justice The system for digital registration of the course of court sessions in common courts	» improving the course of court sessions with the introduction of the e-minutes system » microphones, cameras, large-size screens in the court rooms » digital recorder – a proprietary Comarch solution
Zawiercie Commune Comarch e-Inwestor	» internet and intranet portal » using GIS technology » website-based visualisation of maps, reporting modules, spatial analyses
Głogów Municipality Preparation of the Głogów Municipality for providing e-services for the inhabitants of the Głogów Commune and county	» implementation of the public administration management system » facilitating access to information and communication technologies to the commune inhabitants » integration with the central e-services (ePUAP) » implementation of the ITSM system
University of Bielsko-Biała Comarch Egeria	» implementation of HR modules » migration of data from the systems used by college facilities » improvement in data effectiveness and security » comprehensive support for employee issues

IMPLEMENTATION
2011

SERVICES

The Comarch Services Sector specialises in designing, implementation and integration of modern IT solutions to provide support for loyalty programmes, interchange of electronic documents and business information, management of sale processes, purchases, document management and document flow in the company, and offers efficient and reliable services in the field of IT infrastructure management. The Sector has extensive experience and industry knowledge, as well as the appropriate technological facilities (Data Center), 500 employees and cooperation with technological partners. The Sector offers its solutions for many industries, including Retail S FMCG, the fuel industry, aviation, logistics, DIY, building, pharmaceutical, automotive, telecommunications, financial and banking and other industries. It provides services in many countries in Europe and in the Northern and Southern Americas, with key clients like BP Global, Lotos, Statoil, Orlen, Metro Group, Carrefour, Auchan, Leroy Merlin, Praktiker, Nomi, Cersanit, LOT, S7 Airlines, JetBlue Airways, Azul Brazilian Airlines, Grupa Żywiec, Carlsberg, Heineken, Nestle Waters, L'Oreal, Raben, Diageo, Sara Lee, Hortex, Górażdże-Cement and many more.



MARCIN WARWAS
Vice President,
Director of the Services Business Unit

Marcin Warwas is a graduate of the AGH University of Science and Technology in Krakow, where he specialized in telecommunications. He has been working for Comarch SA since 1996, at that time he was also a member of the Network Systems Management Board. From 1997-1998 he was Director of the Comarch SA branch in Warsaw. In 1998 he began working as Sales Director, and was subsequently appointed Director of the Services Business Unit in 2007.

- » Comarch Data Center received the ISAE 3402 Type I report
- » Strategic Partnership with GSI – development and promotion of new functionalities based on international standards (e.g. the logistics label linked to EDI documents)
- » The premiere of a mobile solution for the Google Android operating system (Comarch SFA Mobile Sales Force)
- » The active participation of Comarch in key conferences, including Loyalty World London, Russia Customer Loyalty Summit, Loyalty World USA 2011
- » In the Forrester report on "The Customer Loyalty Ecosystem" Comarch was included in the category of the leading vendors of "Loyalty technology platforms"
- » Comarch ECM is positively assessed in terms of innovativeness
- » Development of local structures and partnership programmes
- » Rebranding products in the sector

LOYALTY SOLUTIONS AND SUPPORT FOR MARKETING ACTIVITIES

- » **Comarch CRM S Marketing** – the main objective of using this class of solutions is to provide support for **marketing activities and relations with the client in the retail industry** and in the sector of transport and tourism, Comarch CRM S Marketing is divided into Comarch EMM and Comarch Travel CRM.

SOLUTIONS FOR THE SECTOR OF TRANSPORT AND TOURISM

- » **Comarch Travel CRM** is a group of products dedicated to companies in the sector of transport and tourism, which supports CRM initiatives of these companies. The group includes 5 packages developed with a view on individual needs of the industries of airlines, airports, hotel networks, railway carriers and car rental networks: **Comarch Travel CRM Airline Suite, Comarch Travel CRM Airport Suite, Comarch Travel CRM Hotel Suite, Comarch Travel CRM Railway Suite, Comarch Travel CRM Car Rental Suite.**

SERVICES

SOLUTIONS FOR MANAGEMENT OF MARKETING ACTIVITIES

- » **Comarch EMM (Enterprise Marketing Management)** is a comprehensive platform for support of marketing activities and relations with clients. It is a group of 3 advanced applications offering support for the full range of processes related to planning marketing activities, comprehensive support for loyalty programmes, advanced client segmentation, creating specific promotional offers, generating personalised communication, automation of marketing campaigns, advanced analytics and forecasting.
- » **Comarch Loyalty Management** is a world-class system for comprehensive management over loyalty programmes of different size, both multi-partner and executed in a stand-alone model. Comarch Loyalty Management is a system proven in over 15 countries, functioning in various industries like retail trading, fuel networks, banking and finances, telecommunications.
- » **Comarch Campaign Management** is a system dedicated for management of multi-stage marketing campaigns, processes automation for their execution, monitoring and analyses of results from individual marketing actions.
- » **Comarch Smart Analytics** is a Business Intelligence class system which allows obtaining and simultaneously using information about clients, their behaviour or preferences.

SOLUTIONS FOR DOCUMENT MANAGEMENT AND PROCESSES

- » **Comarch ECM (Enterprise Content Management)** – the main objective of using this class of solutions is effective management over information in the company, collected in paper and electronic documents, and optimisation of business processes. **Comarch ECM** is a comprehensive platform with over 20 years of tradition in the markets of Switzerland, Germany and Austria, developed within Polish-Swiss research and development work conducted in the Comarch Capital Group.
- » **Comarch EDI (Electronic Data Interchange)** is a platform for comprehensive communication with business partners, through which a group of over 15,000 users from 30 countries interchanged 140m documents in 2011. Portfolio Comarch EDI provides control over all processes in the supply chain (including e-invoicing, Purchase-to-Pay, traceability, reporting).

SOLUTIONS TO SUPPORT SALES AND DISTRIBUTION

- » **Comarch SFA** is a comprehensive platform to provide sales support for trade organisations. Within **Comarch SFA**, we offer **Mobile Sales Force Applications** systems (the Sales Force Automation class system ensuring full support for points of sale, executed by mobile field employees) and **Online Sales Support Applications** (a sophisticated B2B platform integrating business partners: producers, distributors and shops, and ensuring support for departments of sale and marketing in a trade organisation).

FACTS

DISCRIPTION OF PRODUCTS

SOLUTIONS WITHIN THE IT INFRASTRUCTURE

Comarch Outsourcing IT

» There are two product groups in the **Outsourcing IT** area, within which a wide range of continuous services is provided, related to IT processes and IT infrastructure of the client: **Comarch Outsourcing IT, Comarch Management Services**.

Comarch IT Integration

» There are three product groups in the area of **IT Integration**, within which implementation and integration services as well as migrations and audits are offered: **Comarch Systems Integration, Comarch IT Audits, Comarch Business Continuity**.

Comarch IT Networks

- » **Comarch WAN Networks:**
- » **Comarch Network Managed Services** – the service of the complete network infrastructure offered in the model of **full or partial outsourcing, including CNMS Global Network and CNMS Retail**.
 - » **Comarch WAN Security** – the data transmission service dedicated for the clients with branches distributed geographically in more than one country
- » **Comarch LAN Networks:**
- » **Within LAN Networks solutions, Comarch offers: Comarch Wifi, Comarch Campus LAN**.
- » **Comarch Monitoring IT** is a comprehensive solution perfectly suited for technical support for all types of businesses and institutions.
- » **Comarch Support & Maintenance** is a solution dedicated mostly to provide state-of-the-art support and services in the post-guarantee period.

Comarch Contact Center

- » **The offer of telecommunications solutions includes a wide range of products, including Unified Communications, Comarch Contact Center, Comarch Contact Center as A Service, IP telephony, Comarch Interactive Suite**.

Comarch Data Center

» **Comarch has been providing Data Center services since 2001. In the years 2001-2002, Comarch opened its own Data Center in Warsaw and Krakow. Since then, the Comarch Data Center offer is continuously expanded, with new services introduced, and new DCs constructed abroad (Germany, France, etc.), we also rent external DCs in other countries (USA). Comarch Data Center includes Co-location (Server Housing), Hosting (PaaS), Comarch Cloud Computing (Virtual Platform), SaaS, DRC.**

Comarch IT Security

- » **Comarch offers IT systems solutions monitoring and protecting against hazards, both external and internal: Comarch Secure Internet, Comarch Station Protection, Comarch DLP, Comarch Security Management, Comarch Mobile Business.**

IMPLEMENTATIONS
2011

CLIENT / COMARCH SOLUTION	SCOPE OF IMPLEMENTATION
Accounting Plaza CE	» migration from the IBM Filenet technology to Comarch ECM
Implementation of Comarch ECM	» support for purchase invoices
	» comprehensive outsourcing of the support for paper and electronic documents
	» wide integrations with internal systems
Cersanit	» delivery of lines
Outsourcing of WAN networks	» continuous monitoring of availability of lines and telecommunications devices
	» management over WAN networks and maintenance for devices
IDS Group Ukraine	
The implementation of the Comarch ECOD Agent 2.0 (the current name is Comarch SFA Mobile Sales Force Apps)	» implementation and continuing support for sales representatives
	» integration with other Comarch systems used by IDS
	» access to current and updated data about stock on hand and number of clients
	» information about actual sales to shops
Leroy Merlin	» defining logistic units
Implementation of the shipment notice document (DESADV) with selected suppliers	» generating a logistic label related to the delivery notice
	» implementation and activation for selected suppliers
Sanofi-Aventis	» improving logistics processes
Implementation of the Comarch ECOD platform (the current name is Comarch EDI)	» direct communication between the internal system of the company and distributors
	» no necessity to commit human resources
Azul Brazilian Airlines	» delivery of software, maintenance of the system and support
Implementation of Comarch Loyalty Management for Airlines and Comarch Smart Analytics	
PPG Deco Polska	» placing electronic orders online
Implementation of Comarch ECOD Business Portal (the current name is Comarch SFA Online Sales Support)	» improvement in communication with business partners
	» access for business partners to current promotions and current products catalogue
Navo PGD	» implementation of the new version of the system
The implementation of the Comarch ECOD Agent 2.0 (the current name is Comarch SFA Mobile Sales Force Apps)	» major expansion of functionalities
	» centralisation of sales management in the company

FINANCIAL SERVICES

The clients of the Financial Services sector include leading Polish and international banks, brokerages, asset management companies, companies managing investment and pension funds, insurance companies, factoring companies, leasing companies and other financial institutions.



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

Piotr Reichert holds a Master's degree in Economics from the University of Economics in Krakow, where he specialized in finance and banking. He also holds an MBA from the Oxford Brookes University-Polish Open University joint program. Piotr Reichert has been working for the group since 1998. From 1998-2000 he initially worked as an ERP implementer in CI HTS-SA, while from 2000-2005 he was the Director of the Responsibility Center in the Finance and Services Business Unit. From 2005-2007 he was Director of the sub-sector responsible for operating loyalty systems in the Finance and Services Business Unit and he is now Vice President responsible for the Financial Services Business Unit.

Comarch offers software supporting the key activities of the financial sector:

INSURANCE

- » Life insurance
- » General insurance
- » Health insurance
- » Sales & channel management
- » Underwriting
- » Claims service
- » Asset management
- » Marketing
- » IT Domain

BANKING

- » Retail banking
- » Corporate banking
- » Operations management
- » Risk management
- » Treasury services
- » IT Domain

CAPITAL MARKETS

- » Asset and funds management
- » Wealth Management
- » Depository banks and fund administrators
- » Brokers
- » IT Domain

FINANCIAL SERVICES

- » Factoring
- » Debt Management

IMPLEMENTATIONS 2011

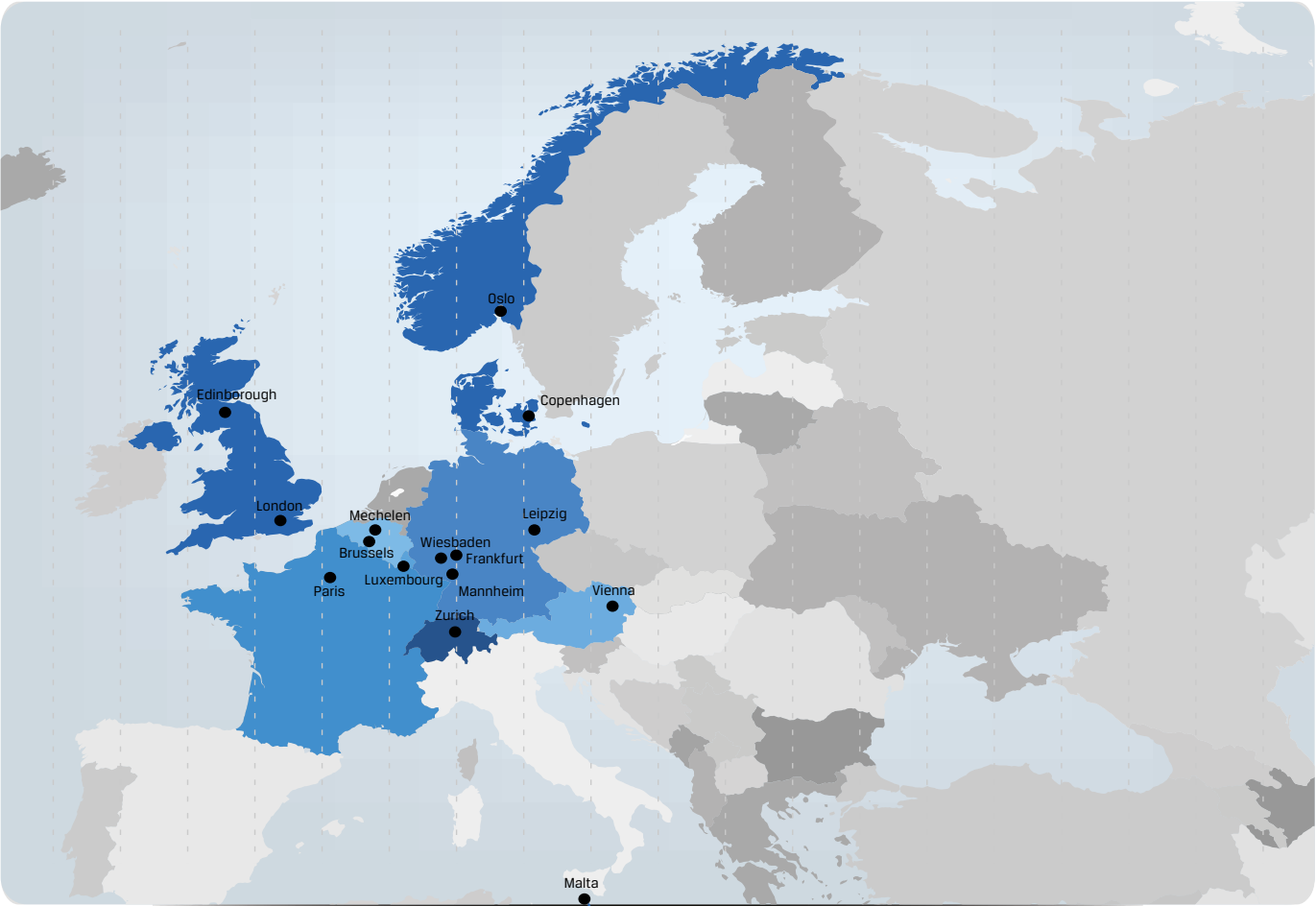
CLIENT / PROJECT	SCOPE OF IMPLEMENTATION
Powszechne Towarzystwo Emerytalne Aviva BZ WBK SA	<ul style="list-style-type: none">» managing assets of the Open Pension Fund and assets of the General Pension Society» valuation of all assets and calculation of the value of the settlement unit» generating the necessary reports, including the files for the Financial Supervision Committee (PL abbr. KNF)
Comarch Asset Management	
BRE Bank S.A.	<ul style="list-style-type: none">» Support for securities operations in the portfolio of the Bank and in client accounts» Automation of processes related to settlement of operations on securities» Integration with deposit and settlement chambers and reporting for the supervision and clients
Comarch Custody 2	

FINANCIAL SERVICES

CLIENT / PROJECT	SCOPE OF IMPLEMENTATION
Bank Spółdzielczy Rzemiosła w Krakowie	<ul style="list-style-type: none">» audit of the online retail and corporate banking portal» equipment infrastructure audit» conducting inspection of the system of communication with branches and overview of security procedures
IT security audit	
Pocztowa Agencja Usług Finansowych SA	<ul style="list-style-type: none">» improving the management of network structures and settlement of salaries in the PAUF S.A. sales network» modern internet portal covering the entire communication with sales networks
Comarch Commission & Incentive	<ul style="list-style-type: none">» modules for support of training processes, batch printouts, electronic register of agent documentation, data interchange with the Financial Supervision Committee and settlements of contests based on points and awards
Bank Ochrony Środowiska	<ul style="list-style-type: none">» support for credit products: mortgage credits, mortgage loans, current account loans, credit cards and cash loans for the segment of non-business clients» processes of annexing for the above products along with the mechanism of credit risk management and the process of support for non-typical credit transactions» managing users, the implemented products and change in organisational structure, as well as defining new protection measures and printouts
Implementation of the sales support system of credit products for retail clients in Comarch Credit Process Management	
Skagen Funds (Norway)	<ul style="list-style-type: none">» the system of reporting investment results for individual and institutional clients in several countries and support for communication between the company, investment advisers and clients
Comarch Client Reporting and Communication	<ul style="list-style-type: none">» the implementation covered the data warehouse, individual algorithms, the internet portal and the tool for distribution of reports
Rabobank Polska S.A.	<ul style="list-style-type: none">» the system supports several types of orders and ensures advanced mechanisms for managing bank accounts
Comarch Internet Banking for corporate clients	<ul style="list-style-type: none">» the system allows interchange of data with almost any financial and accounting program (through data import and export)» the system features the internal communication module for interchange of information directly with the employees of the bank
Erste Bank (Ukraine)	<ul style="list-style-type: none">» the system supports management of accounts, deposits, credits and payment cards» the implementation includes support for communication with clients through the internet banking system, notifications and text messages
Comarch Internet Banking for individual clients	<ul style="list-style-type: none">» the system includes the EBPP module used for receiving and paying bills directly in the electronic banking system

Conferences and seminars abroad:

Brussels EU Financial Services Conference (November 10 th) Excellence Seminars (April 29 th) European Banking Forum (May 11-13 th) NIAS 2011 (September 20-23 rd) Gartner - Getting Real Value from Social Media (October 4 th)	Leipzig IT für Versicherungsunternehmen (November 8-9 th) London Robust Client Reporting (June 15-17 th) Luxembourg Funds Event (February 15 th) Alfi Spring Conference (March 15-16 th) Malta European Funds: Regulation and Supervision (December 6-7 th) Mannheim FONDS professionell Kongress (January 26-27 th) Mechelen Meet IBM 2011 (May 24 th)	Oslo Comarch Client Servicing and Reporting Workshops (October 6 th) Paris The CIO Perspective and Adoption of Social Media by French Insurers (May 19 th) Vienna FONDS professionell KONGRESS (9-10 marca) Wiesbaden Finance Forum Wiesbaden (June 6-7 th) Zurich Finance Forum 2011 (November 9 th)
Edinborough CFA Institute: 64 th Annual Conference (May 8-11 th) 10. INVESTMENTTRENDS-KONGRESS (November 24 th) Frankfurt Banken im Umbruch (September 5-6 th) Copenhagen Future of Nordic Retail Banking (September 27-28 th)		



Presence in analyst reports

Comarch Financial Servises' solutions were mentioned in multiple reports of global analytical compa-nies in 2011.

The analytical company Gartner* published two reports in 2011 dedi-cated to the system for support of control of credit processes in banks: "Retail Loan Origination Vendor Landscape" and "Commercial Loan Ori-gination Vendor Landscape." The Comarch Business Process Management system has been mentioned in both reports.

The "Add Social Capabilities to Online Personal Financial Management to Keep Customers" report by Gartner lists Comarch among four com-panies globally offering a personal finance management module (PFM – Personal Finance Management) in electronic and mobile banking. Co-march has been presented as a representative supplier for banks which are planning to improveme or replace their current electronic or mobile banking systems.

The solutions for insurance were featured in the reports prepared by Gartner analysts "Survey Shows the European Non-Life Policy Administra-tion The System Market Is Growing, but Challenges Remain" and "Euro-pean Market for Life Insurance Policy Administration The System: Fewer Deals Will Eventually Lead to Vendor Shakeout." These reports list insur-ance systems, Comarch Life Insurance and Comarch NonLife Insurance.

Comarch solutions for insurance were twice mantioned in the reports of the analytical company, Celent**, specialising in IT solutions for insurance. Comarch Nonlife Insurance was described in the "Policy Administration The System for General Insurers in Europe 2011" report. Comarch Life Insurance was named in the "EMEA Policy Administration The System 2011: Life and Pension ABCD Vendor View" report.

* Gartner is the analytical company which examines the IT industry. Gartner, Inc. with the office in Stamford, USA, was established in 1979, employs over 1,000 analysts and consultants in over 80 countries.
** Celent is a research company specialising in business and technological advisory for financial institutions.



Banking

Financing trade

- » **Comarch Trade Finance** – supports execution of business processes related to support for letters of credit, cashing and guarantees.
- » **Comarch Factoring** – a comprehensive solution providing support for transactions in financing of dues.

Internet banking and financial services

- » **Comarch Internet Banking** – access to services offered by the bank over the internet and smartphones.
- » **Comarch Mobile Banking** – access to services offered by the bank over smartphones.
- » **Comarch Customer Service** – the solution allows support for all products of the bank within one system.

Insurance

Insurance processes

- » **Comarch NonLife Insurance** – a production system supporting administration of policies, liquidation of damages, information management and improving the effectiveness of insurance business.
- » **Comarch Life Insurance** – a solution for life insurance companies.
- » **Comarch Health Insurance** – allows complete support of health care policies.
- » **Comarch Insurance Claims** – supports all types of claims for life insurance products and additional insurance.
- » **Comarch Insurance Front End** – supports sales and customer service.
- » **Comarch Insurance Net** – a front-office system for insurance product distribution and support.

Capital markets

Capital markets and capital management

- » **Comarch Asset Management** – allows portfolio modelling, order support, reporting and measuring risk and effectiveness of management.
- » **Comarch Custody** – allows registration as well as quantity and financial settlements of transactions in securities.
- » **Comarch Exchange Trading** – a transaction and accounting system dedicated for brokerages, which supports fast processing of orders and transactions, flexible configuration of processes and products and integration with stock exchanges, brokers and transaction applications.

- » **Comarch Data Connect** – the electronic banking channel which allows for direct integration of the financial and accounting systems used by institutional clients.
- » **Comarch Fraud Detection** – allows for the analysis of a broad range of entities which may be part of swindle and fraud operations.

Credit processes

- » **Comarch Credit Process Management** – a set of applications supporting the credit processes.
- » **Comarch Scoring Engine** – a tool supporting assessment of risk related to credits and credit portfolio analysis.
- » **Comarch Rating System** – supports the rating of corporate clients.
- » **Comarch Credit Monitoring** – supports the monitoring of credit contracts.

- » **Comarch Commission & Incentive** – supports management and commission settlements for sales networks of expanded structures.
- » **Comarch Debt Management** – ensures effective recovery of overdue payments.
- » **Comarch Insurance Data Warehouse** – a dedicated insurance data warehouse.
- » **Comarch Insurance Scoring** – automates processes of insurance risk assessment.
- » **Comarch Mobile Insurance** – a solution for mobile devices supporting insurance agents, liquidators of damages and clients.
- » **Comarch Internet Insurance** – allows the insured to execute basic insurance operations via the internet.

- » **Comarch Internet Investments** – ensures access to investment financial services over the internet and other electronic channels of distribution.
- » **Comarch Notowania Online (NOL3)** – enables access to current quoting and market information, analysis of markets and individual assets.
- » **Comarch Mobile Investments** – allows placing stock exchange orders by mobile phones or PDA/Smartphone devices.
- » **Comarch Risk Management** – a system for managing risk of investment and credit portfolios.

- » **Comarch Performance Measurement & Attribution** – a system for active assessment of effectiveness of investment portfolios, analysis of attribution of profit and loss sources and reporting of management results.
- » **Comarch CAFE Broker** – the system supporting brokerage employees, including comprehensive support for the client's investment account.
- » **Comarch Deal Management** – allows processing of transactions in the cash and currency market as well as in debt securities and derivatives.
- » **Comarch Investment Advisor** – allows selecting investment and pension products with regard to the needs of the client and monitoring his/her investments.
- » **Comarch Fund Registers** – allows presenting transaction data, the company's clients and distribution channels in the form of interactive reports.
- » **Comarch Client Reporting & Communication** – generates reports presenting value, profitability and risk of the investment and pension product.

Proces management and documentation flow

- » **Comarch Business Process Management** – a modern tool for modelling and managing business processes like transaction systems, CRM, Contact Center, data warehouses or document archives.
- » **Comarch Document Repository** – supports managing documents and their flow in the company.
- » **Comarch ECM** – allows intercepting and archiving documents, working on them and provides support for related business processes.

CRM and sales management

- » **Comarch Front End (CAFE)** – a solution for complete support of a bank department or of an insurer with one application environment executed in light web technologies.
- » **Comarch aCRM** – a tool for dynamic real-time processing of large volumes of data from the internal systems of the company, as well as data from external systems.
- » **Comarch Content Management System** – a solution for managing portal content and structure. It offers a set of tools for remote updating and managing of a website.
- » **Comarch Contact Center** – integrates all channels of communication with the client: telephone (direct talk, voice mail, SMS), fax, email and internet.
- » **Comarch CRM Claim Management** – a solution for complaint management. It allows automatic analysis of the relationship between service quality and financial results.
- » **Comarch CRM Sales Management** – ensures comprehensive support for client relations from acquisition, to starting up sales programmes (cross/up-selling), to current operational support.
- » **Comarch CRM Campaign Management** – supports marketing campaign management: from planning, through tests, execution and modification to testing effectiveness.

- » **Comarch Commission & Incentive** – a commissioning system addressed to institutions employing well developed networks of agents, brokers and middlemen.
- » **Comarch Pricing & Billing** – a tool for designing, testing and implementing packages of fees and commissions.
- » **Comarch Loyalty Management** – a set of business applications dedicated to standard and advanced loyalty programmes.

Solutions in the scope of information security

- » **Comarch Centres Log** – a solution used for managing security information generated by the IT infrastructure of the company.
- » **Comarch Security Access Manager DRACO** – a solution offering identification, authentication and authorisation of users, as well as the management of their rights of access to protected resources.
- » **Comarch MobilePKI** – supports authentication and authorisation with mobile technologies.
- » **Comarch SecureAdmin** – a system for monitoring user activity operating invisibly for the users.
- » **System Comarch SOPEL (Electronic Signature Support System)** – device and software for secure electronic signature and its verification.
- » **Comarch SafeDesktop** – a solution for securing workstations of the end users in IT systems.
- » **Comarch SmartCard** – a microchip cryptographic card used for safe storing of sensitive information such as cryptographic keys and passwords.
- » **Comarch SmartCard Bio** – allows using fingerprints as an element securing access to the private key stored in the cryptographic card.
- » **Comarch Token** – combines the features of a microchip cryptographic card and the card reader in one device.
- » **Comarch T-Pro** – a device securing against malware executing ManInTheBrowser attacks or keylogger software.
- » **Comarch SmartCard Workshop** – used for managing life cycle of cryptographic cards and tokens.
- » **Comarch Certificate Authority** – allows issuing certificates securing mail, web servers, communication channels as well as the authentication and authorisation of users.
- » **Comarch MobileID** – a token for one-time passwords executed in the form of an application for mobile devices.

Since 1993, Comarch has provided IT products and services for the telecommunications industry. The company's flexible, configurable solutions improve business processes and IT architectures in such areas as billing, CRM, product management, order management, inter-operator settlements, network & service management and service fulfillment. In 2011, Comarch continued its business strategy which consists in strengthening presence with large European operators. The result of these actions was the acquisition of new clients from among the largest operators in Spain, Scandinavia and Austria, and expanding cooperation with the largest clients like E-Plus (Germany), Polkomtel (Poland), T-Mobile (Austria, Germany and Poland), Vodafone (Germany), Orange (Poland), KPN (Netherlands) and Telefónica O2 (Germany).



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

Piotr Piątosa has a Master's Degree in Technological Physics from the AGH University of Science and Technology in Krakow, as well as the joint-award MBA from Oxford Brookes University and the Polish Open University. He also studied physics at the Johannes Gutenberg University in Mainz, Germany. From the beginning of his career with Comarch in 1998, he has held the positions of Director of Consulting at the Finance and Banking Business Unit, as well as Director of the Telecommunications Business Unit. He has been the Vice President of the Management Board since June, 2006. In 2009 he was appointed CEO of SoftM AG (a German company bought by Comarch in November 2008). In the years 2009-2010 the President of the Board of Directors of Comarch Software und Beratung AG. The Deputy President of the Board of Directors of this company at present.



NEW CLIENTS	CLIENT	Implemented modules
	Mobile Telesystems OJSC – MTS (RUSSIA) www.mtsgsm.com Operator type: Mobile operator	» Next Generation Service Assurance » Service Inventory Management
	BICS – Belgacom International Carrier Services (Belgium) www.bics.com Operator type: Wholesale operator	» Next Generation Service Assurance » Network Inventory
	NetWorkSI! www.networks.pl Operator type: Network	» Fault Management
	OXYCOM S.A. (Polska) www.oxycom.pl Operator type: system aggregator, VoIP	» Convergent Billing » Service Activation » Billing Mediation » ESB (Enterprise Service Bus)
	Vectra (Poland) www.vectra.pl Operator type: Triple Play	» Convergent Billing » Customer Management » Central Product Manager » Billing Mediation

Strong presence of Comarch products for telecommunications in analytical reports:

- » Comarch among the 12 leading suppliers of OSS systems, with the Challenger status, in the Gartner "Magic Quadrant for The Survey Support The System" report.
- » The solutions of Comarch Product & Service Catalog, Order Management and the systems for Customer Experience management positively assessed in the reports of the Gartner company.

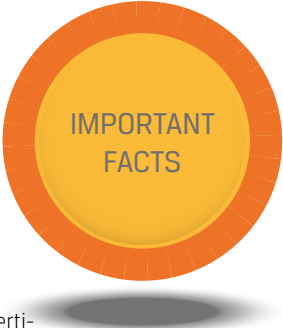
Expansion of the product portfolio with new elements which reflect changes in the telecommunications market:

- » Comarch enhances the NGNP solution with the platform for managing migration of radio frequencies.
- » Comarch expands its range of BSS products with the platform for managing loyalty programs.
- » The new vision of BSS architecture built around the central catalogue of products and services.

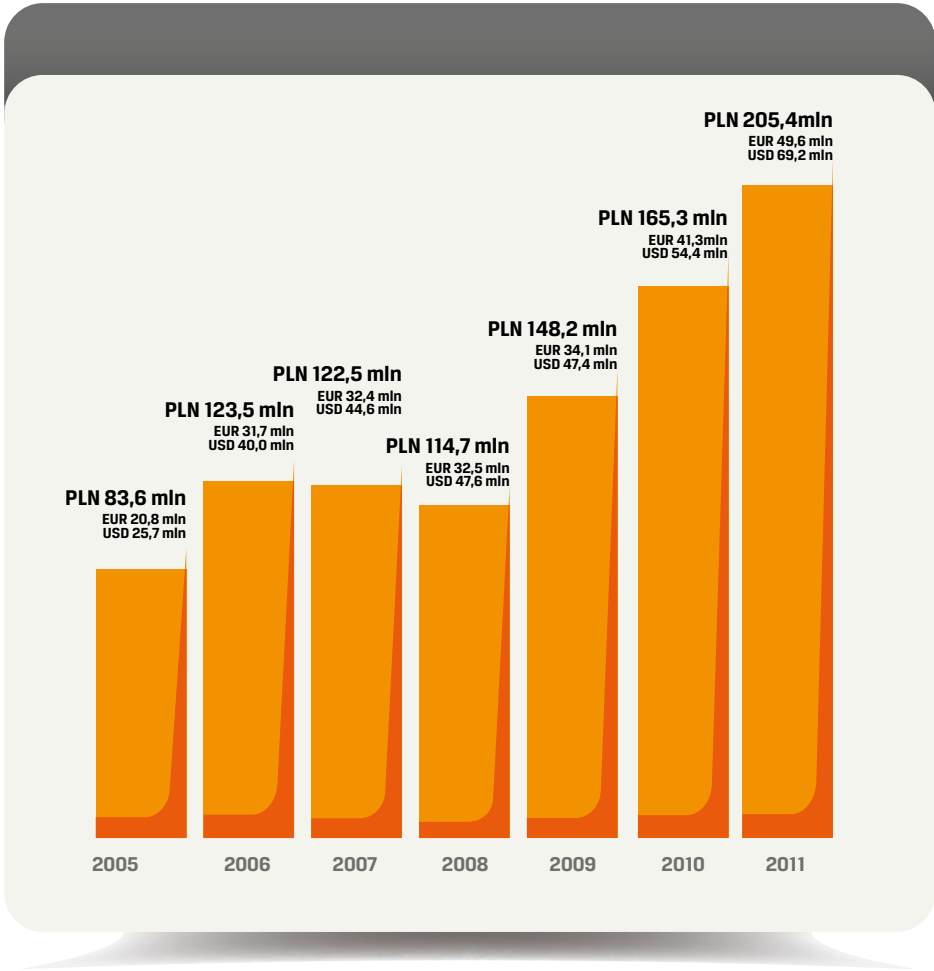
- » Comarch markets new versions of the platforms used for client support: CRM for Telecoms and Self Care.

Continuation of the strategy of active presence of Comarch in the leading industry organisations and contribution to creating standards:

- » UPnP Forum introduced a new official certification and testing tool created by Comarch.
- » Comarch joined GENIVI Alliance, the organisation for the leading representatives in the automotive and electronic industries, aimed at developing the IVI multimedia platform (In-Vehicle Infotainment).
- » Comarch joins NGMN Alliance to actively support standardisation of such areas as network planning and optimisation, management of network resources (Inventory) and network configuration, as well as securing service quality (Service Assurance).

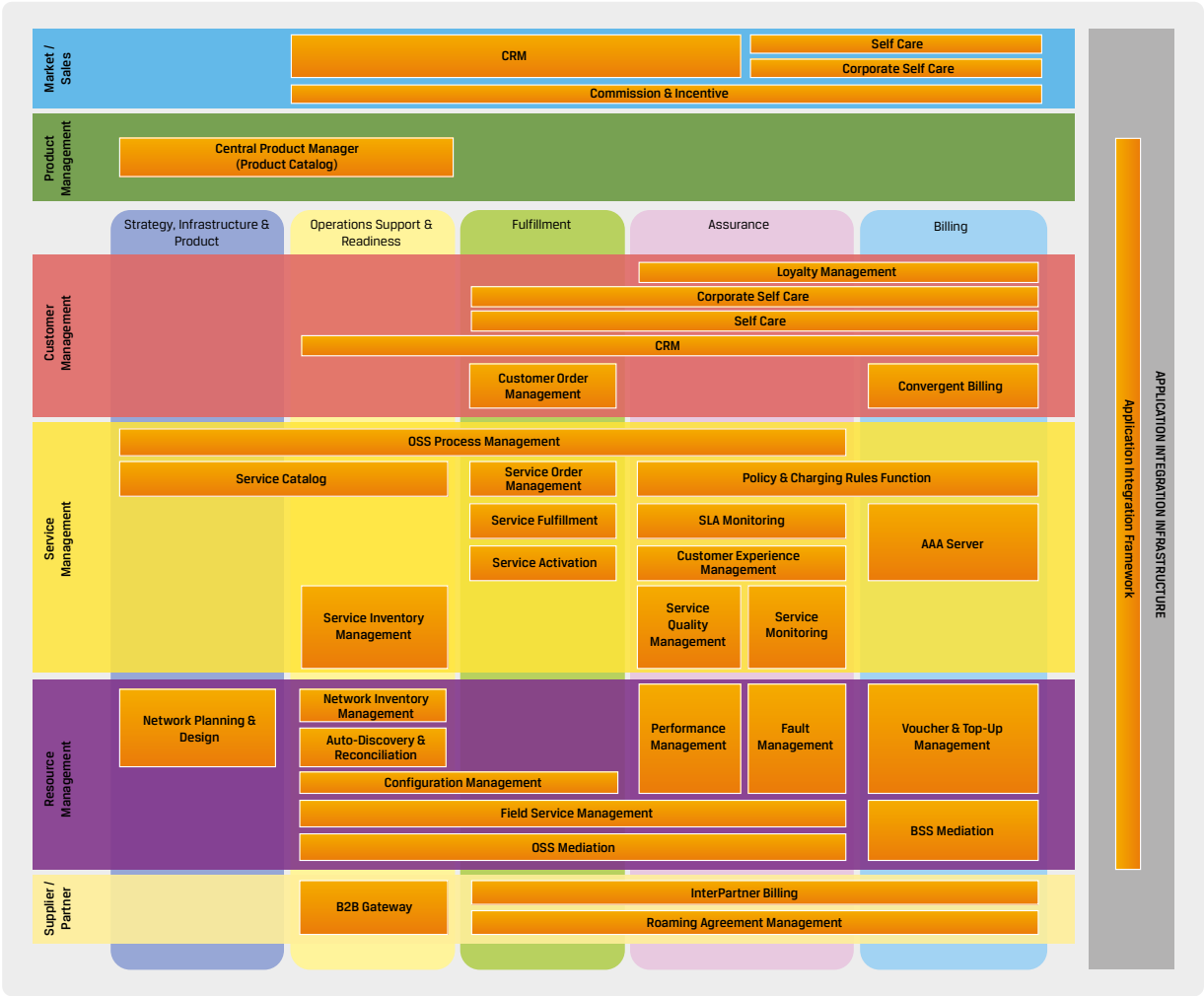


Comarch Sales Revenues from the Telecom, Media and IT Industry





COMPREHENSIVE PRODUCT PORTFOLIO
FOR TELECOM SERVICE PROVIDERS



Comarch has helped numerous telecommunication service providers optimize their business, shorten time to market and enhance customer experience, with the help of end-to-end portfolio of products and solutions designed to streamline the crucial areas of the telecom business. The product portfolio covers all areas of the TMF Telecom Applications Map (TAM) described below.

CUSTOMER MANAGEMENT

Comarch's tools for optimizing Customer Management include **Self Care** and **Corporate Self Care** and enable to cut customer service costs and improve customer experience, **CRM for Telecoms** – a dedicated customer

information database focused on the specifics of a service provider's business. Comarch also offers **Customer Order Management** that streamlines the order handling process management and the **Loyalty Management** suite for operating customer loyalty programs and building long lasting customer satisfaction.

REVENUE MANAGEMENT

Constantly evolving product portfolios of communication service providers have led billing and charging processes to become increasingly complex. To maximize return on investment in networks and new marketing offers, service providers need these processes to possess real-time functionalities, be able to process huge amounts of data and do it accurately. Comarch's **Convergent Billing** enables service providers to improve real-time billing processes with an efficient data processing engine, while **Billing Quality Assurance** and **Bill Shock Prevention** assure billing accuracy. Additional products to support operators in their revenue management processes include: **AAA Server**, **Voucher & Top – up Management** and **BSS Mediation**.

PRODUCT MANAGEMENT

Comarch Central Product Manager facilitates product life-cycle management and provides a single order capture interface. Through managing offers and specifications in one place the system leads to significant time and cost savings. The product simplifies IT architecture and speeds up new product launches by providing a single place for managing product catalog and product life cycle. It deals with offers and product specifications, defines relationships between various products, and specifies which of these are exclusive or sold only as a component of a bigger package. The system is based on the **TM Forum Information Framework**, also called the Shared Information Data model (SID).

SERVICE MANAGEMENT

Comarch Service Management is a set of products with the mission of enabling fast and cost effective introduction of new exciting customer services leveraging technology convergence. It supports the complete service lifecycle from the service inception through implementation of service fulfillment and assurance processes. The products are perfectly suited for achieving a high innovation rate for services based on technology convergence, both mobile and fixed, combined with content based services. The **Comarch Service Management** enables to keep costs low and enables avoiding the trap of the complexity of new services potentially eating up profit.

Comarch provides a set of products that go beyond traditional fault management (finding network problems and tracking down root causes) and enable pro-active customer service assurance, by offering a dedicated **Customer Experience Management** system. **Service Quality Management** and **Service Monitoring** systems add the service dimension to **Fault Management** and

Performance Management functionalities, thus ensuring a comprehensive toolkit for providing the highest possible quality of service.

RESOURCE MANAGEMENT

Networks, devices or SIM cards are components at the core of each communication service provider's activity and need to be managed efficiently and in an automated manner. As constant network upgrades entail never-ending investment, assuring ROI becomes crucial – and this can be achieved only when the network performance and upgrades are in line with customer demand. **Comarch Fault Management**, **Performance Management** and **Network Planning & Design** enable this goal to be met. In order to monetize those network upgrades service providers also need to appropriately manage network capacity, which can be done using **Comarch Policy and Charging Rules Function**.

Another important resource for mobile operators and cable providers is their field workforce – skilled engineers that are not only dedicated to deploying networks in an efficient manner, but also act as an additional channel for direct customer service and streamline ongoing operations, thus influencing overall customer experience. For easy management of this area Comarch offers a **Field Service Management** solution.

In the area of Resource Management Comarch also offers a pre-integrated solution that enables integrated, umbrella management of network resources and operations. **Comarch Process-Driven Inventory** adds the process layer to network management by pre-integrating **Comarch Network Inventory** with **Service Inventory** and **OSS Process Management**. The solution allows to define, manage, automate and optimize network and service processes according to business and technical rules, while **Comarch OSS Mediation** provides integration of the physical network infrastructure with the OSS solutions.

SUPPLIER / PARTNER MANAGEMENT

In the era of increased service innovation, telecom operators need to partner with other companies to deliver what the subscribers demand. Such partners range from other operators, with whom revenues should be appropriately shared and roaming charges settled, through wholesale carriers to content and application providers. From **Wholesale Billing**, through **Interconnect Settlements**, to **Roaming Agreement Management** and **Revenue Sharing**, Comarch helps to make the most of the business partner relations. With dedicated set of tools CSPs are able to handle any service type (including voice, data,

premium, content), in any business model (including enabling, reselling, wholesale), for any kind of relationship with national and multi-national partners.

Areas of business activity that Comarch supports in the Supplier / Partner Management domain include agreement management, workflow processes, regulated services support (BSA, LLU, WLR), dispute management, orders handling, SLA auditing, managed communication channels and more.

APPLICATION / INTEGRATION INFRASTRUCTURE

Comarch Application Integration Framework is a component that automates the B2B (Business-to-Business) and A2A (Application-to-Application) integrations. It enables Service Oriented Architecture (SOA), provides unified communication between all integrated services and ensures a secure exposure of business level interfaces to partners.



SOLUTIONS FOR TELECOMMUNICATIONS

Comarch offers cost-effective and fast solutions, matching the most crucial business processes. Comarch solutions are created and developed with focus on specific business areas, and use a dedicated set of Comarch COTS products as well as knowledge gained from numerous international project implementations.

Comarch's packaged solutions cover the most essential areas and lines of each telecom operator's business:

- » Cloud Service Management
- » Enterprise Customer Management
- » M2M Platform

- » Service & Network Convergence
- » Solution for Cable TV / Multi-Service operators
- » Solution for MVNOs
- » Solution for MVNEs
- » Solution for Satellite Service Providers
- » Order-to-Cash Automation
- » Self-Organizing Networks (SON)
- » Next Generation Service Assurance
- » Next Generation Service Fulfillment
- » Next Generation Network Planning (NGNP)
- » Mobile Enterprise Solutions
- » BSS Architecture Optimization
- » Refocusing OSS on the Customer



SERVICES

IT projects are a complex set of processes, that can make a huge impact on a telecom business. This is why service providers need a partner, who will not only deliver a solution itself, but will take responsibility for the whole process – from analyzing and defining precise business needs, through the translation of those needs to IT modifications and additional needed modules, up to rolling out the project and providing high level post-sales services.

Offered services include, among others, consulting, R&D outsourcing and data center services. Their high quality is additionally supported by experiences gathered from numerous projects carried out for various kinds of enterprises worldwide. We believe that together with our products, the services that Comarch delivers are able to create a package that can help to increase revenues from new business models and lower development costs.

All this, together with flexible delivery models creates solid ground for true partnerships that allow for **optimizing retention costs, shortening time to market, and securing business process continuance.**

Comarch portfolio of services includes:

- » End-to-end solution delivery:
 - » requirement analysis and solution design
 - » implementation and integration
 - » maintenance, change management and guaranteed support
 - » training and best practice exchange
- » Managed Services
- » BSS/OSS Transformations
- » Business process consulting including support for entering new market verticals
- » Data Center services
- » Outsourcing

ANALYSTS COVERAGE

"Comarch has emerged as a new player in this market. Central Product Manager is essentially a part of the Comarch BSS Suite. However, it is managed and delivered as part of a larger, comprehensive solution which consists of BSS and OSS products such as Service Catalog and Next Generation Service Fulfillment.

Comarch differentiates itself through a strong framework approach and an open and flexible architecture complying to SOA and business process management (BPM) principles, which ensures ample operability with legacy systems."

Source: GARTNER, Competitive Landscape: Evolution of Integrated Product/Service Catalog and Order Management Solutions, Published: 1 December 2011, by Martina Kurth

„Frost & Sullivan believes that Comarch's concept of customer-focused OSS aligns well with the increasingly customer-centric orientation of CSPs. The solution primarily aims to enhance customer value and improve customer experience."

Source: Frost & Sullivan, OSS/BSS Integration, the Building Block of the Era of „Big Data", 2010

"The key idea around customer experience management is to pull solutions addressing various resource-, customer- and service-facing components to more efficient productized or managed solutions. For many of the established suppliers, such as (...) Comarch, this gives an opportunity to enhance their solution footprint within a CSP organization.

- » Built on OSS service assurance and BSS/customer management domain
- » Custom developed end-to-end CEM solutions across network, IT marketing, customer management "

Source: GARTNER, Market Trends: Worldwide, OSS and BSS Help Bridge the Customer Experience Gap, 2011, Published: 1 September 2011, by Martina Kurth, Norbert J. Scholz

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11

