

INVESTORS PRESENTATION

Telelink Business Services



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A vintage computer monitor and keyboard on a desk. The monitor is a CRT type with a light-colored casing and a dark screen. To its right is a matching keyboard. The background is dark and out of focus.

**HOW
WE**

STARTED



Defined as a business
unit in Telelink

16 years ago

A black and white photograph showing several hands of different sizes, likely representing a family or a team, being held together in a supportive grip. The hands are positioned in a way that suggests care and support. The background is dark, making the hands stand out.

Had been carving
out as an edge
company for
8 years.

Separated as a
standalone entity in the
end of 2017.

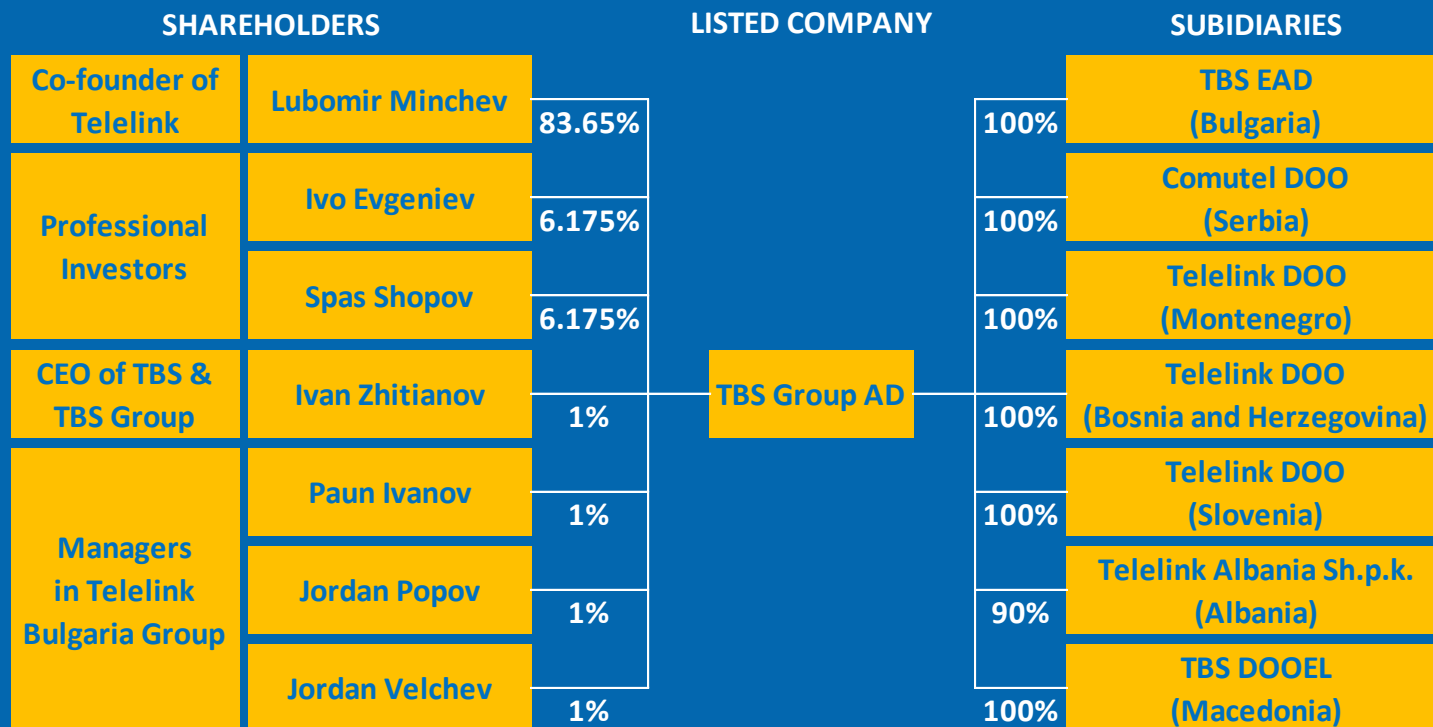


WHERE
WE ARE
NOW

Group of companies with
sales offices in
7 countries.



Group Structure



More than
200 employees spread
across 4 countries.



Servicing customers in
more than **30 countries** on
4 continents.

More than **50** major
international **Partners.**



More than **200** mid-size and enterprise customers.

ciena

Unitedgroup

CONTOURGLOBAL



Fibank

Моста Банка



ENERGO-PRO



Kaufland

vmware



Lufthansa



**Sensata
Technologies**



**BULGARIAN
NATIONAL
BANK**



**INTERNATIONAL
ASSET BANK**



**Raiffeisen
BANK**

EVN



**telelink
BUSINESS SERVICES**

Industry expertise

public sector

FMCG

healthcare

telecom

retail

finance & banking

food processing

pharma

utilities

media

transportation & logistics

Professional Services

healthcare

software development

food processing

Differentiators

Simplicity

Extra Mile

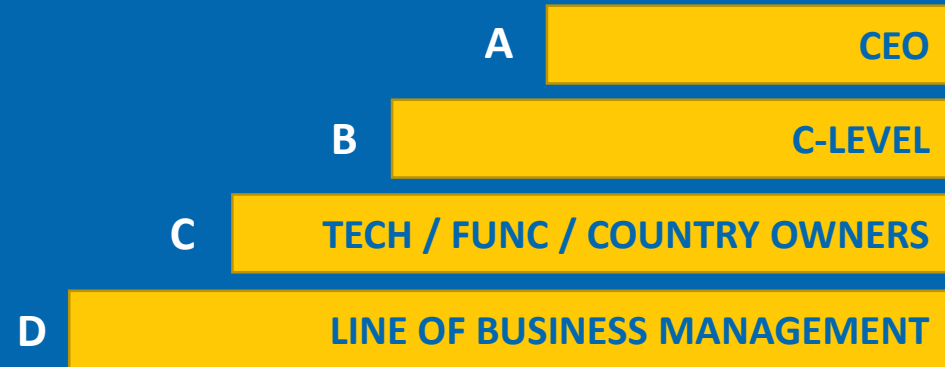
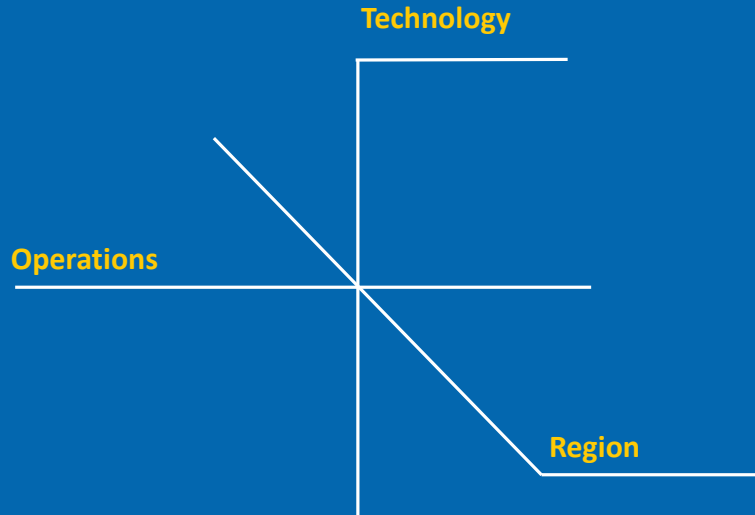
Flexibility

Broad View

Attention to Detail



Organizational Matrix



A close-up, black and white photograph of a hand holding a small, rectangular microchip. The hand is positioned in the upper right, with fingers gently gripping the chip. The chip has a complex circuit pattern on its surface. The background is a textured, leather-like material.

**WORKING
HARD**


**TO SIMPLIFY
THE COMPLEX**



OUR EXPERTISE

A black and white photograph of a hand holding a measuring tape, with the tape partially unrolled and showing measurements in inches and centimeters.

**TAIL
ORED
PRO
JECTS**

A black and white photograph of a hand holding a globe, with the globe's surface reflecting light and showing a grid of latitude and longitude lines.

**COMP
LEX
TECH
TO
MASS**

A black and white photograph of two hands holding a string of small, glowing lights, with the lights creating a soft, warm glow.

**MAN
AGED
SERV
ICES**

Seven technology groups.



**ENTERPRISE
NETWORKING**



**INFORMATION
SECURITY**



**LEAN
INFRASTRUCTURE**



**MODERN
WORKPLACE**



**PRIVATE
CLOUD**



**SERVICE PROVIDER
SPECIFIC**



**APPLICATION
SERVICES**

ENTER PRISE CONNECT IVITY



Connectivity nowadays is a commodity, but it is also the foundation for everything we do. We can build the foundation you can trust.

(SD)WAN | (SD)Fixed Access | (SD)Wireless Access | DC Networking | SAN | Telephony | Video Conferencing

Revenue

€ 14.3

0%

25%

100%



HYBRID CLOUD

Simplify and increase the performance of any data center by adding visibility, orchestration, self-servicing, and connection to the public cloud.

Compute | Storage | Backup | Hypervisors | VDI | Orchestration |
Public IaaS

Revenue

€ 12.3

0%

22%

100%



With the increased rate of digital transformation, Information Security is becoming more critical than ever. The decision to invest in IS is hard, with no tangible ROI. We make security affordable, simple, and result-oriented.

Endpoint Protection Platforms (EPP) | Data Leakage Prevention (DLP) | SIEM | Behavior Analytics | Encryption | Identity | Access Management | Cloud Security Access Brokers (CASB)

INFORMATION SECURITY



Revenue € 2

0% 3%

100%

LEAN INFRA STRUCTURE

Modern applications development relies on a new type of infrastructure we call “Lean.” Infrastructure based on micro-services with embedded CI/CD toolset and application performance monitoring. Our dedicated team can build, operate, and transfer such an environment ensuring new ways to develop, deploy, and manage applications and services.

Docker | Kubernetes | RedHat OpenShift | VMware Project Pacific | VMware Tanzu | AppDynamics

Revenue



0%

100%



We provide a variety of technology solutions, but none of them would make sense if the benefits are not transferred to each employee. We empower teams to be productive and work together securely, everywhere, from any device. Utilizing technology, people, and processes analytics, we aim to deliver not just another tool, but the desired organizational change.

MODERN WORK PLACE



Revenue € 7.3

0% 13%

100%

APPLICATION SERVICES

We started our Software Development practice to enable integrations for products we resell. Later, we added a full stack of API expertise, data visualization, then data warehousing. Nowadays, we are a full-stack software house centered around integrations and data.

Application Services enables us to deliver true end-to-end solutions for our customers and significantly increase our value proposition.



Service Providers are a specific set of customers. They have unique business needs to account for and a particular stack of technology to understand. That is why we have dedicated a team focused on them, building knowledge and understanding for their needs.

Transport Networking | Optical Networking | Network Functions Virtualizations (NFV) | CPE Management | DevNet | Orchestration | Video Head-End

SERVICE PROVIDER SPECIFIC

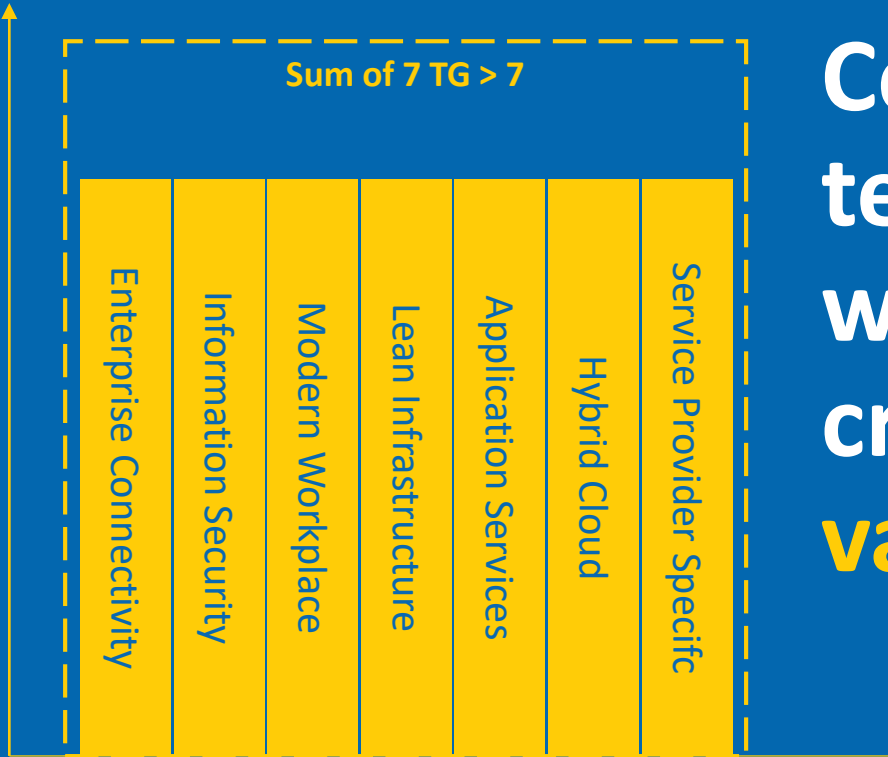


0%

33%

100%

Added Value

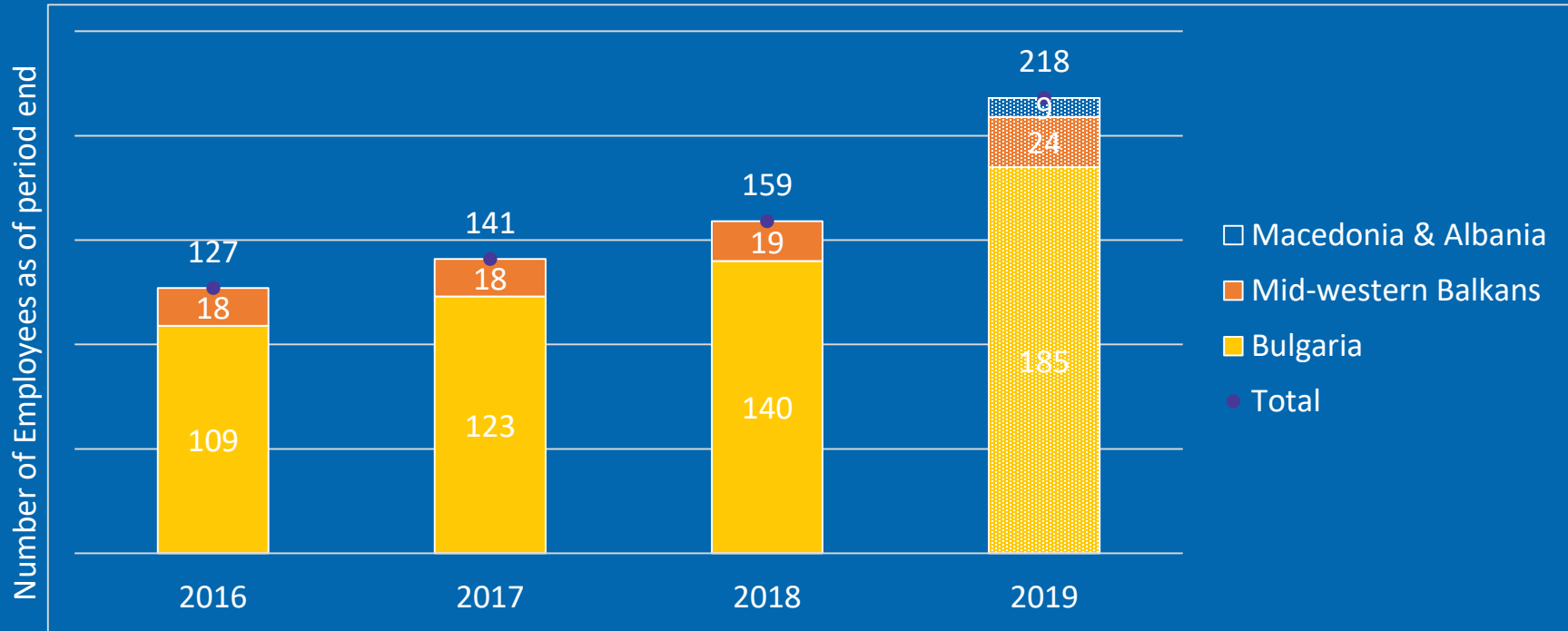


Combining our technology pillars we are able to create **much more value.**

An aerial, black and white photograph of a rowing team in a scull on dark water. The team consists of five rowers, with a coxswain at the stern. The rowers are in a synchronized rowing motion, with their oars dipping into the water. The water is dark and textured with ripples. The scull is a long, narrow boat.

TBS PEOPLE

Team Evolution



Expanding resources to assure targeted growth

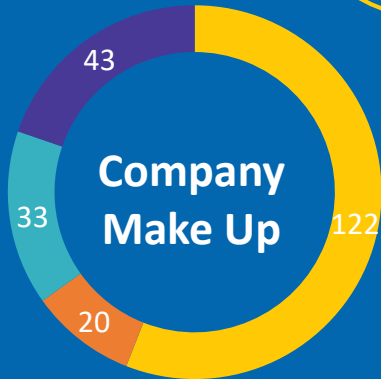
Employee Factsheet

218

Employees

33

Avrg. age



65%

Operations

38%

Female

7%

Employee Turnover*

- Engineers
- Other Operations
- Sales
- Administration

*voluntary churn

Management Factsheet



■ Level A ■ Level B

■ Level C ■ Level D



Leadership



Ivan
CEO



Nikoleta
Director Finance



Ivo
Director Sales



Orlin
Director HR & Partners and
Channels

Leadership



Ivan
CEO



Dimitar
Director Business
Process Automation



Teodor
Director Enterprise networking
& Private Cloud



Ognyan
Director Modern Workplace &
App Services



Orhan
Director Service Provider
Solutions



Lyubomir
Director Lean
Infrastructure



Todor
Director Information
Security

TBS IN NUMBERS

Publication 505
Est. No. 10000
Tax Withholding and Estimated Tax

Contents

- Introduction 1
- What's New for 2019 2
- Reminders 2
- Chapter 1. Tax Withholding for 2019 2
 - Balance and Wages 3
 - TIPS 3
 - Tabletop Fringe Benefits 11
 - Back Pay 11
 - Pensions and Annuities 12
 - Sampling Incentive 13
 - Unemployment Compensation 13
 - Federal Payments 13
 - Backup Withholding 13
- Chapter 2. Estimated Tax for 2019 21
 - Who Does Not Have To Pay Estimated Tax 21
 - Who Must Pay Estimated Tax 21
 - How To Figure Estimated Tax 22
 - When To Pay Estimated Tax 25
 - How To Figure Each Payment 25
 - How To Pay Estimated Tax 25
- Chapter 3. Credit for Withholding and Estimated Tax for 2018 29
 - Withholding 29
 - Estimated Tax 31
 - Refundability 31
 - Refundability of Tax 31



SCHEDULE D (Form 1040)
Capital Gains and Losses

Part I Short-Term Capital Gains and Losses—Generally Assets Held One Year or Less (see instructions)

Use instructions for how to figure the amounts to enter on the schedule. This form may be easier to complete if you round off cents to whole dollars.

File Form 1040 with this schedule.

OMB No. 1545-0047
18
Instructions for Form 1040

Form 433-A (OIC) (Rev. 3/2019)

Information for Self-Employed Individuals

Do you have a business or profession? Yes No

Are you an individual who is personally responsible for a partnership (limited liability company or S corporation) or a sole proprietorship? Yes No

Are you an individual who is submitting an offer on behalf of the estate of a decedent? Yes No

Do you have a business or profession? Yes No

Are you an individual who is personally responsible for a partnership (limited liability company or S corporation) or a sole proprietorship? Yes No

Are you an individual who is submitting an offer on behalf of the estate of a decedent? Yes No

Form 433-A (OIC) (Rev. 3/2019)

Household Information

Date of birth (month/year):

Do you own a home? Yes No

Do you own your home? Yes No

Do you own any other property? Yes No

Do you have any long-term care contracts? Yes No

Do you have any long-term care contracts? Yes No

Form 433-A (OIC) (Rev. 3/2019)

Self-Employment Income

Do you have self-employment income that is not reported on a Schedule C, S, or E? Yes No

Do you have self-employment income that is not reported on a Schedule C, S, or E? Yes No

Do you have self-employment income that is not reported on a Schedule C, S, or E? Yes No

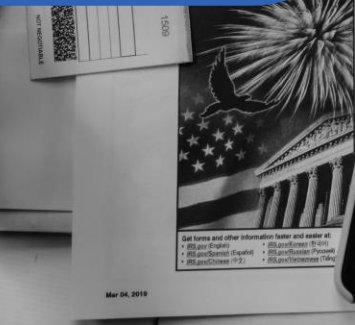
Form 433-A (OIC) (Rev. 3/2019)

Other Information

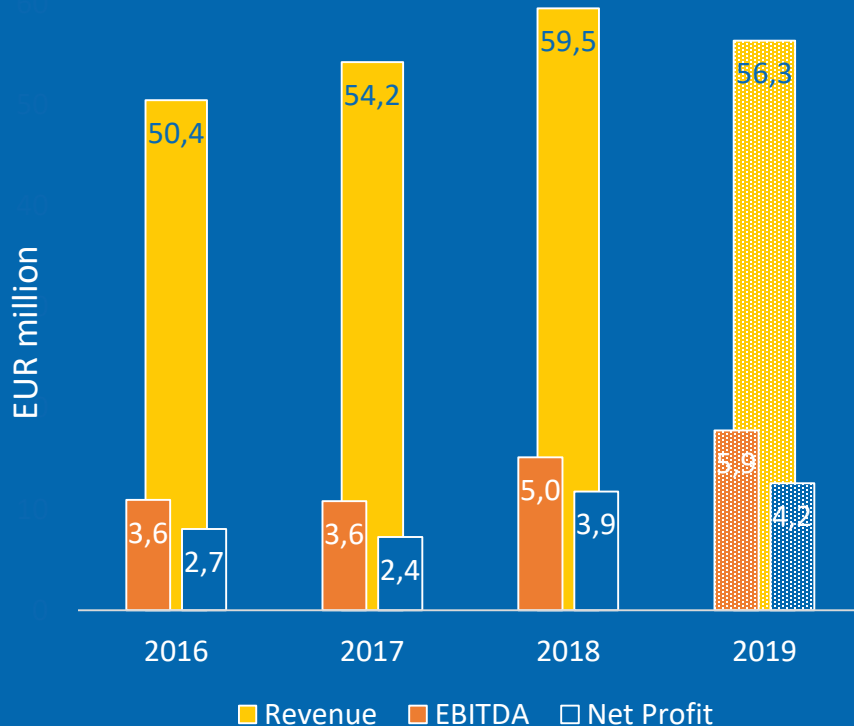
Do you have any other income? Yes No

Do you have any other income? Yes No

Do you have any other income? Yes No

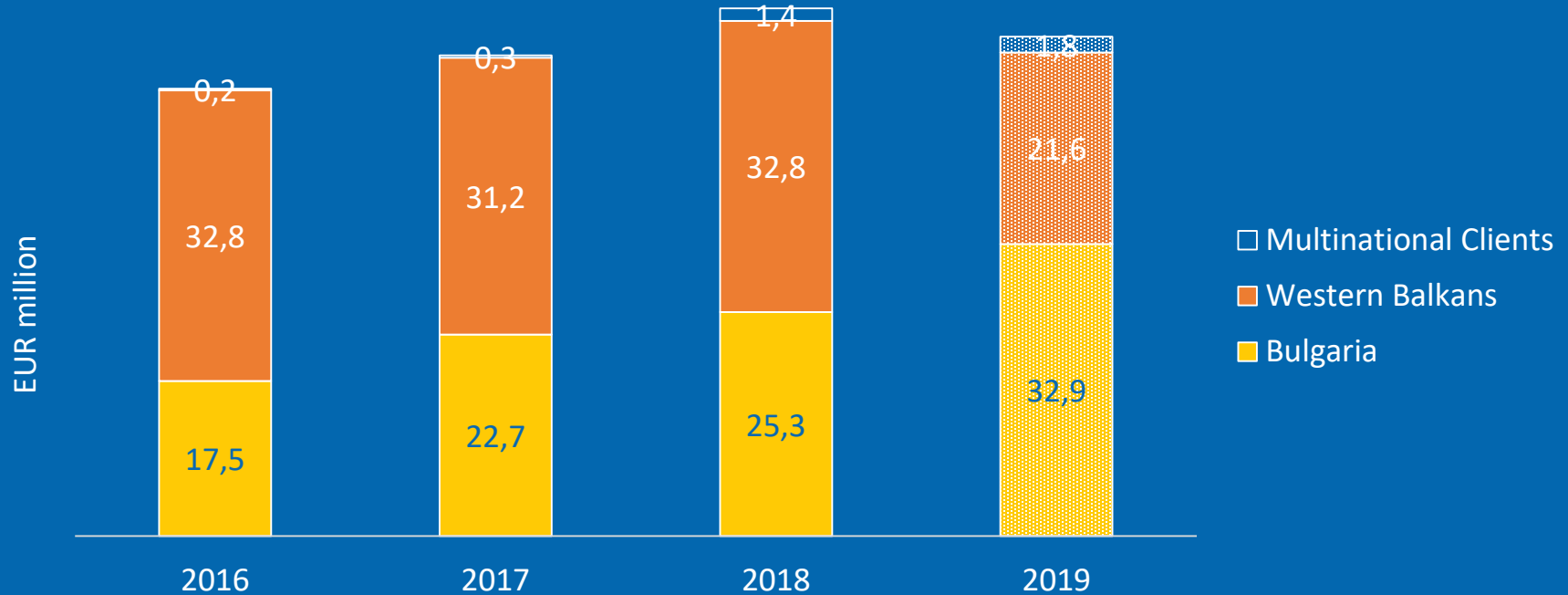


P&L Performance



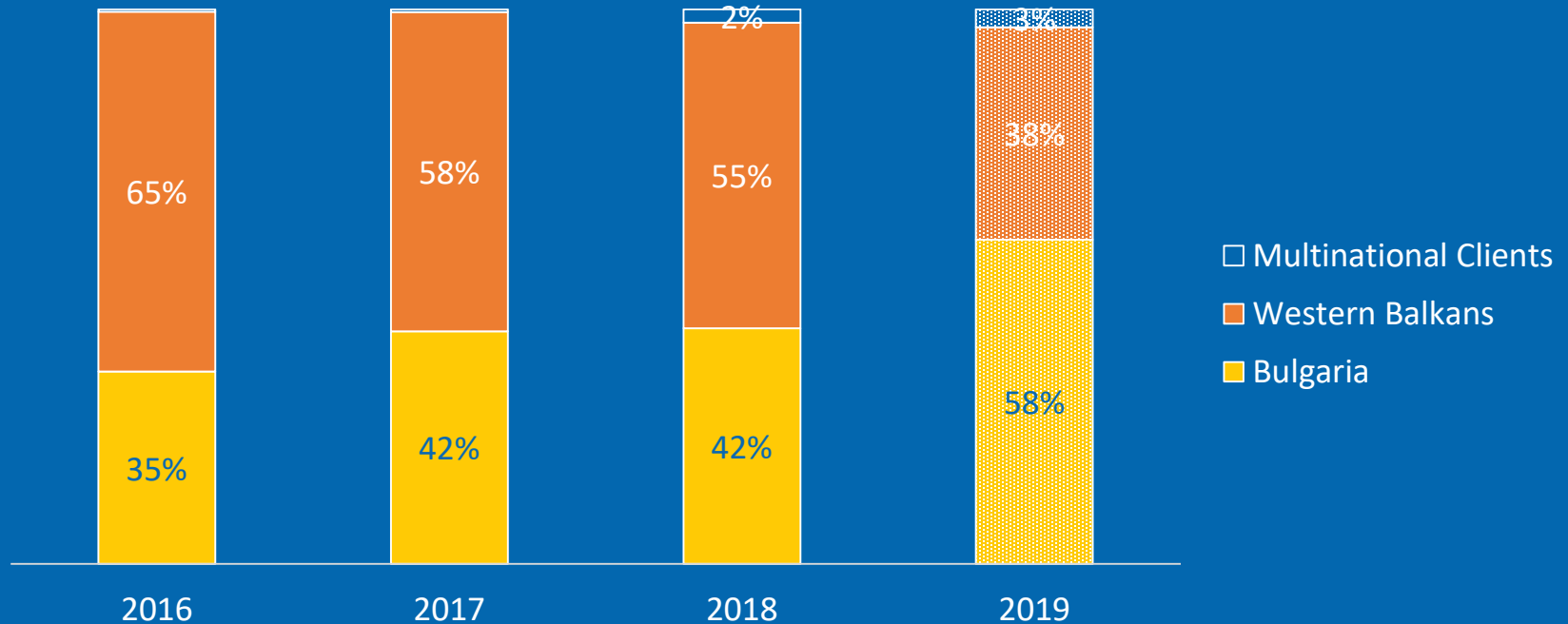
- Revenue:
 - 3Y CAGR of 4%
- EBITDA:
 - 3Y CAGR of 18%
 - Margin 2019 = 10.5%
- Net Profit:
 - 3Y CAGR of 16%
 - Margin 2019 = 7.4%

Geographical Portfolio



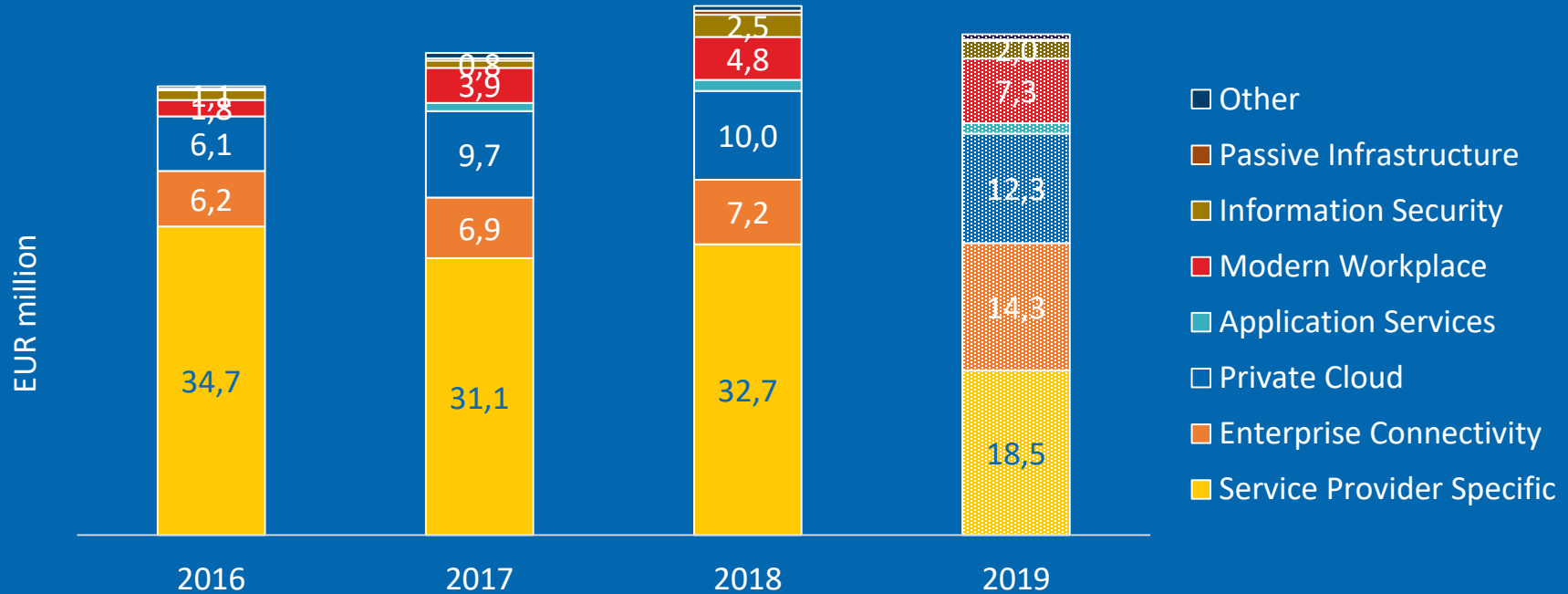
Growing in Bulgaria and Multinational clients

Geographical Portfolio



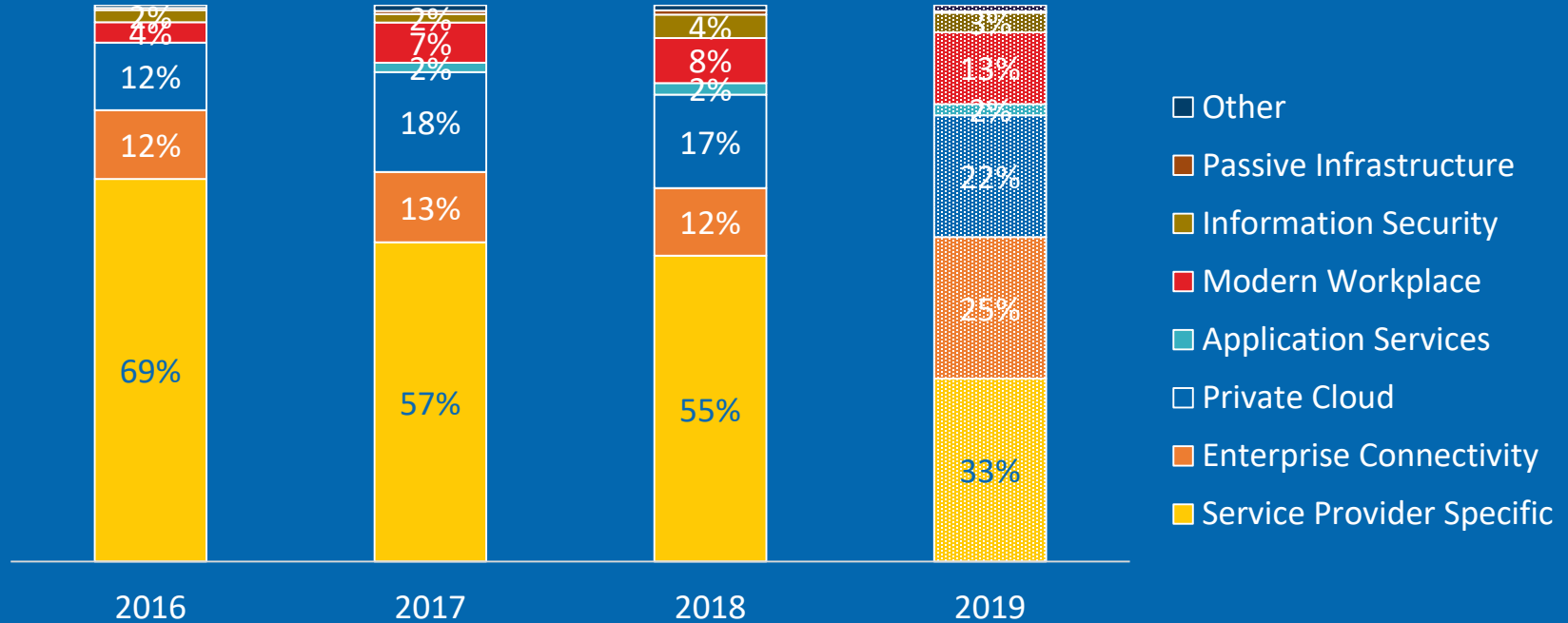
Growing in Bulgaria and Multinational clients

Product Portfolio



Growing in Data Center, Productivity, Security & Enterprise Networks, incl. Managed Services

Product Portfolio



Growing in Data Center, Productivity, Security & Enterprise Networks, incl. Managed Services

Growth in New Tech Groups

Modern Workplace

3Y CAGR = 58%

Information Security

3Y CAGR = 21%

Private Cloud + Application Services

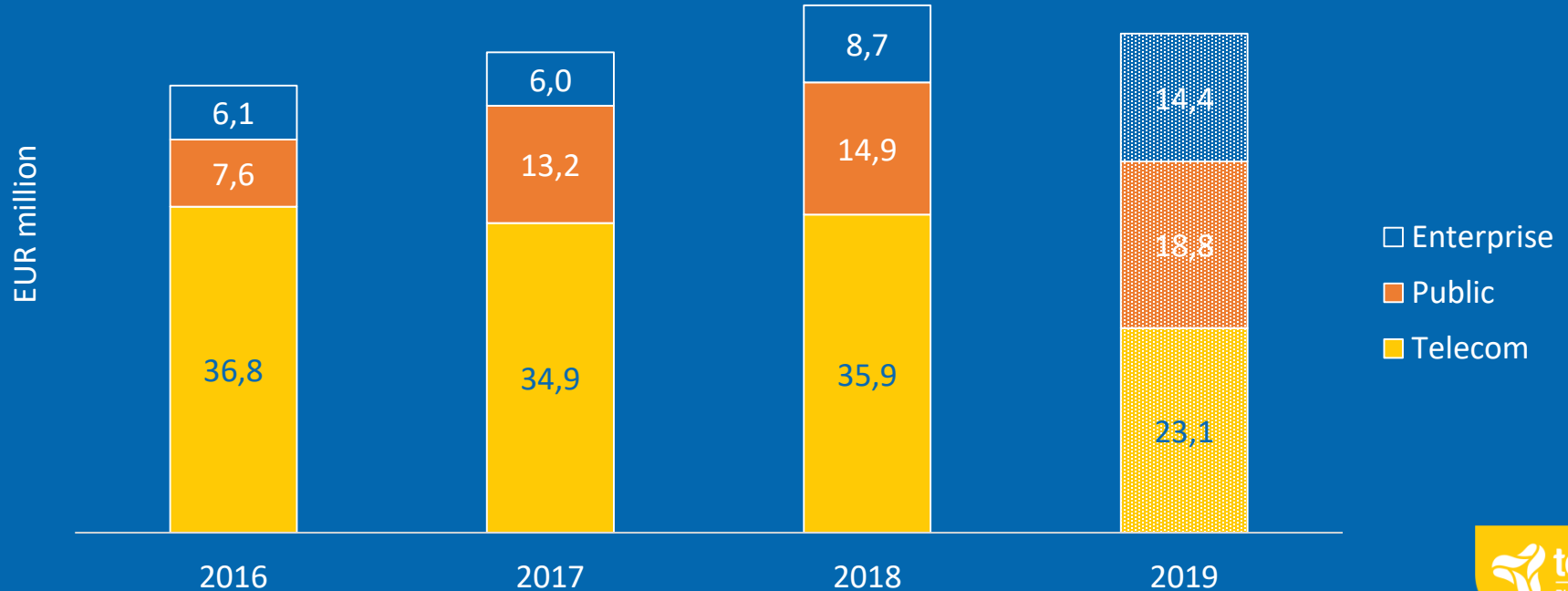
3Y CAGR = 30%

Enterprise Connectivity, incl. Managed Services

3Y CAGR = 32%

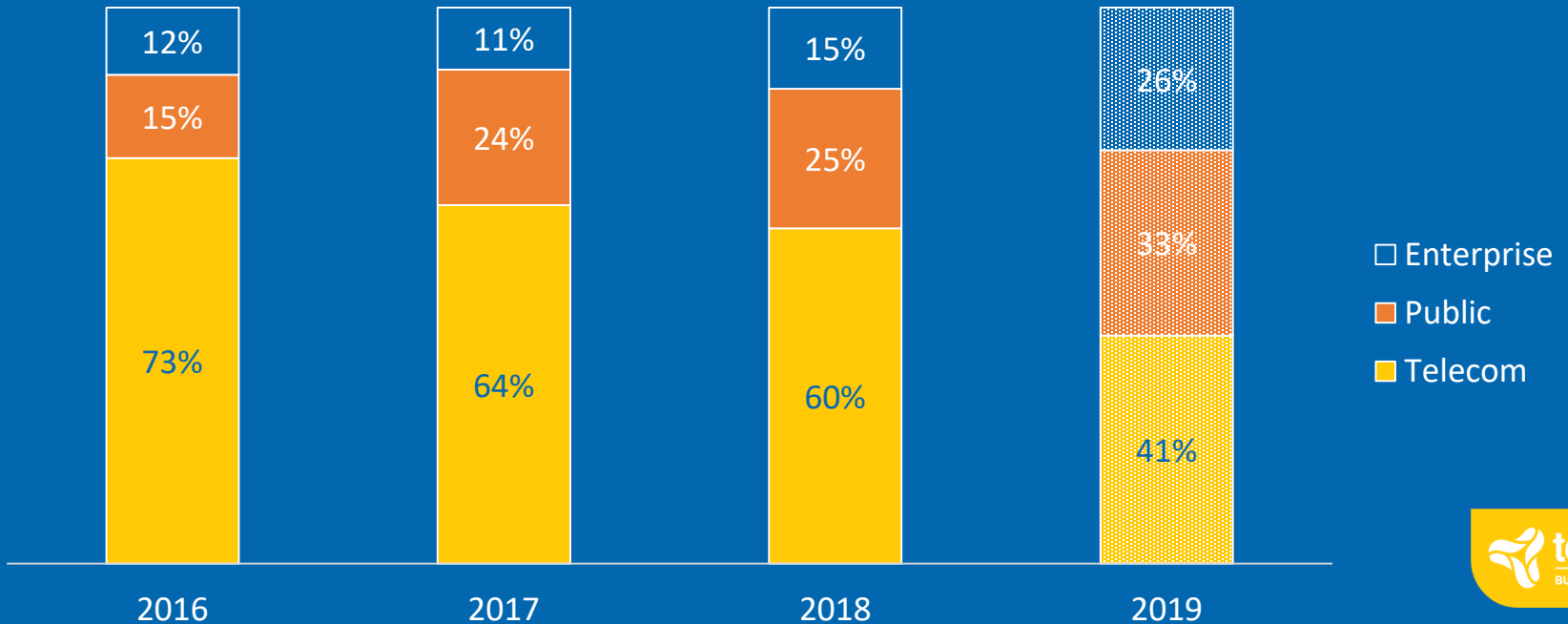
Client Diversity

200+ clients, incl. 40+ with annual revenues of 100+ K Euro

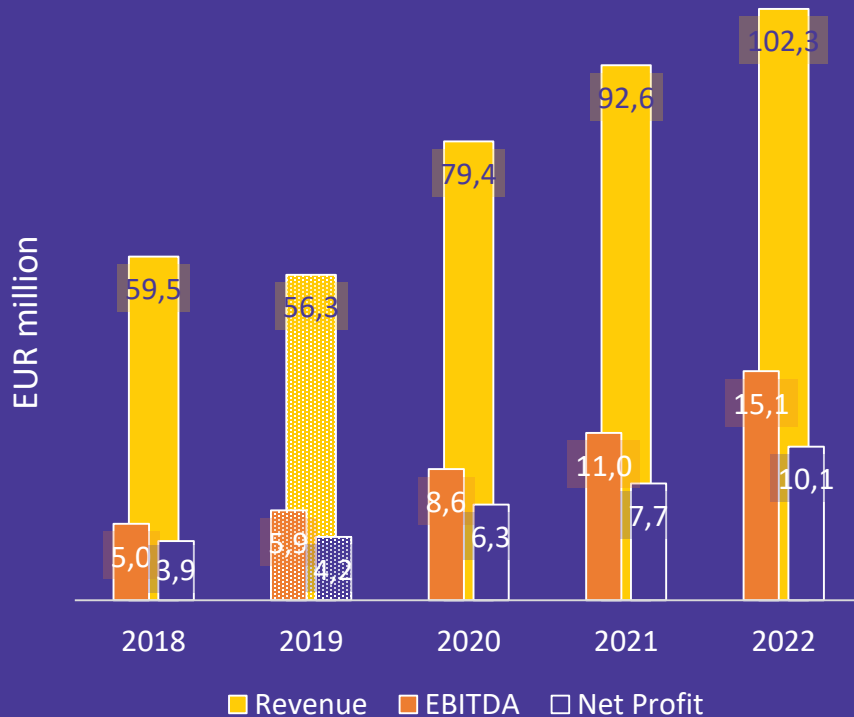


Client Diversity

200+ clients, incl. 40+ with annual revenues of 100+ K Euro

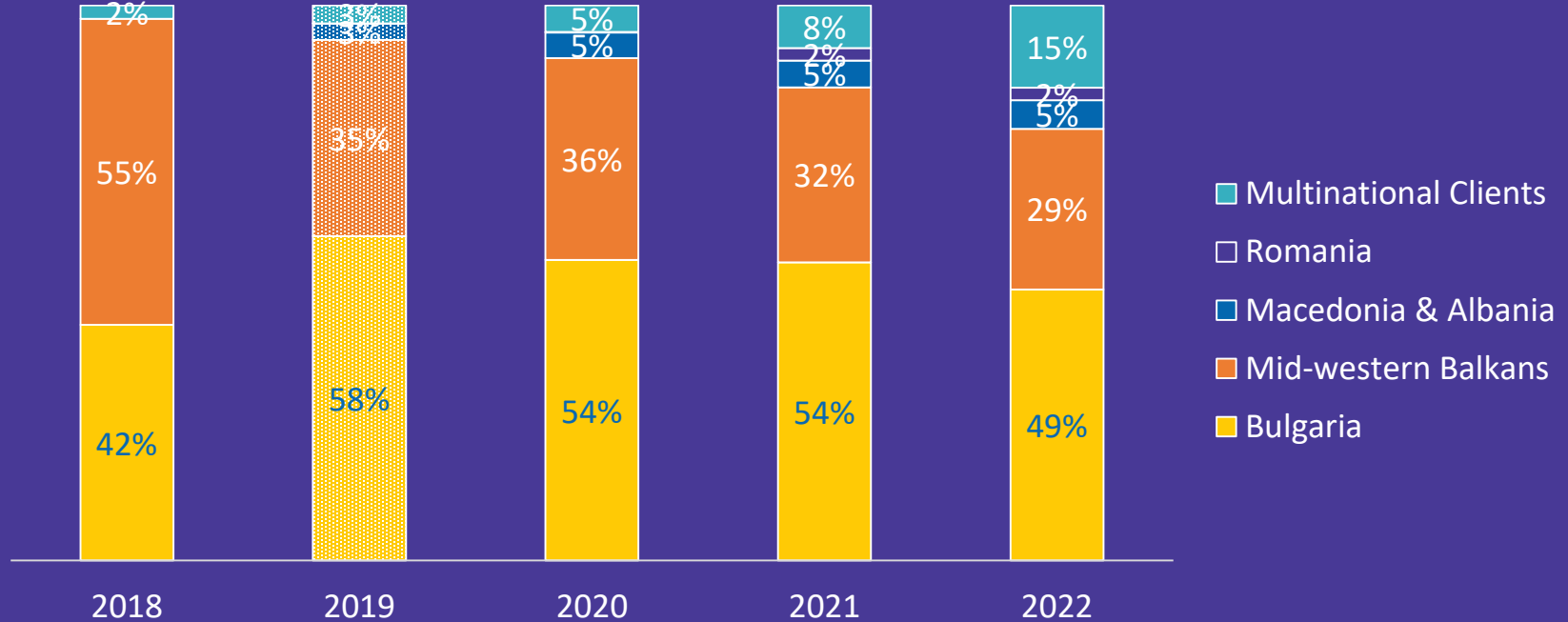


P&L Projections



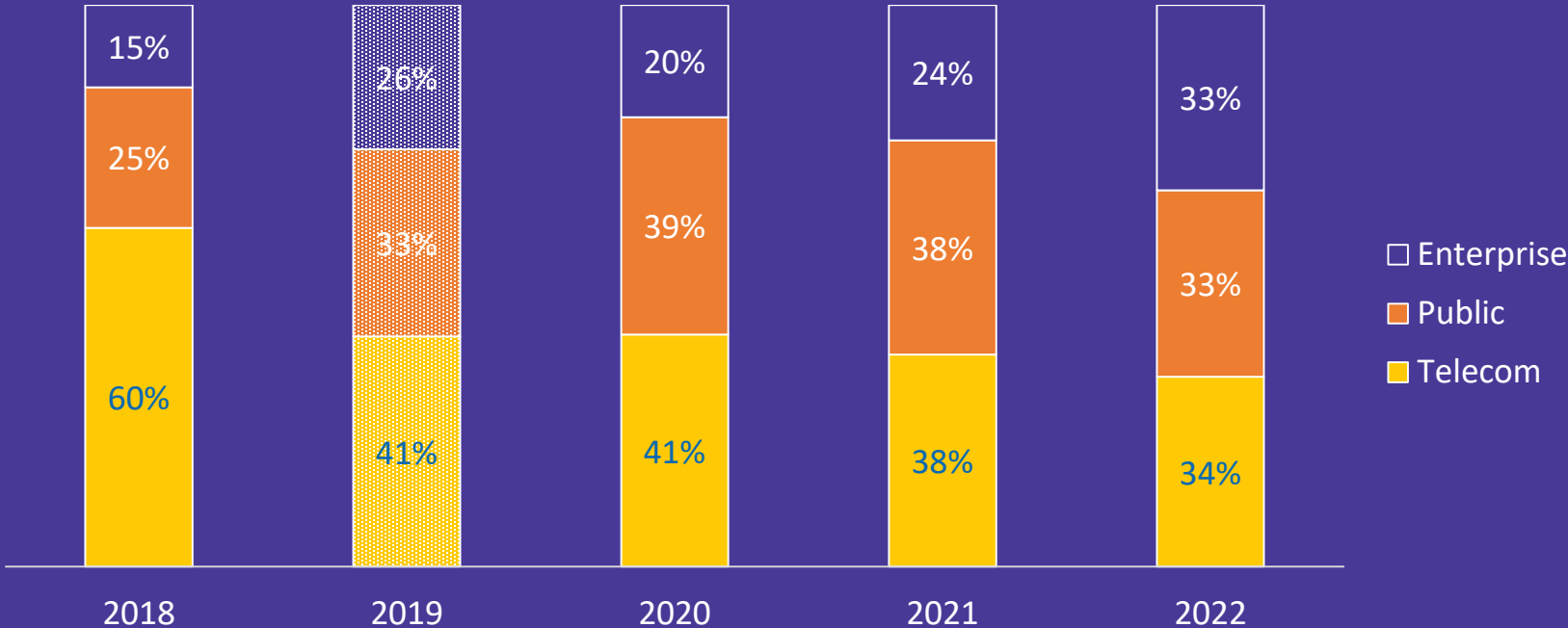
- Revenue:
 - 3Y CAGR of 22%
- EBITDA:
 - 3Y CAGR of 37%
 - Margin '20-22 = 10.9-14.8%
- Net Profit:
 - 3Y CAGR of 34%
 - Margin '20-22 = 7.9-9.9%

Projected Sales by Region



Growth on both existing and new markets

Vertical Portfolio Evolution



Growth Potential Overall

Managed services;

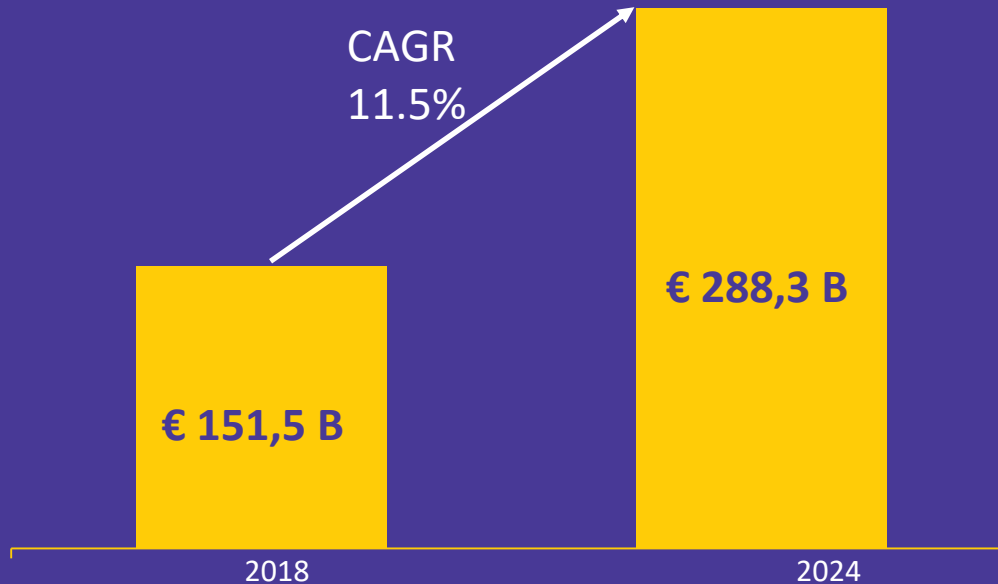
Within tech groups;

Regional market;

....

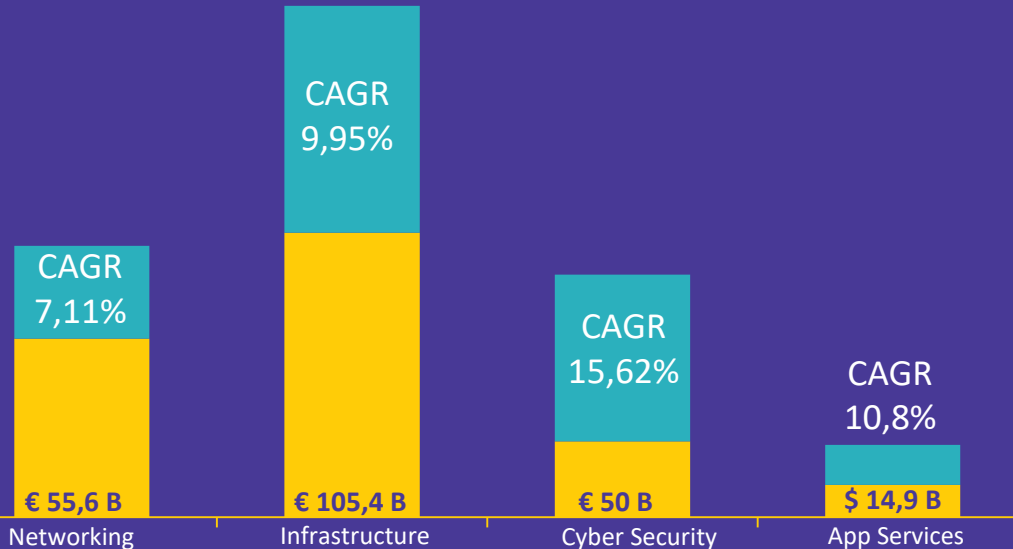
Growth opportunity

Managed services



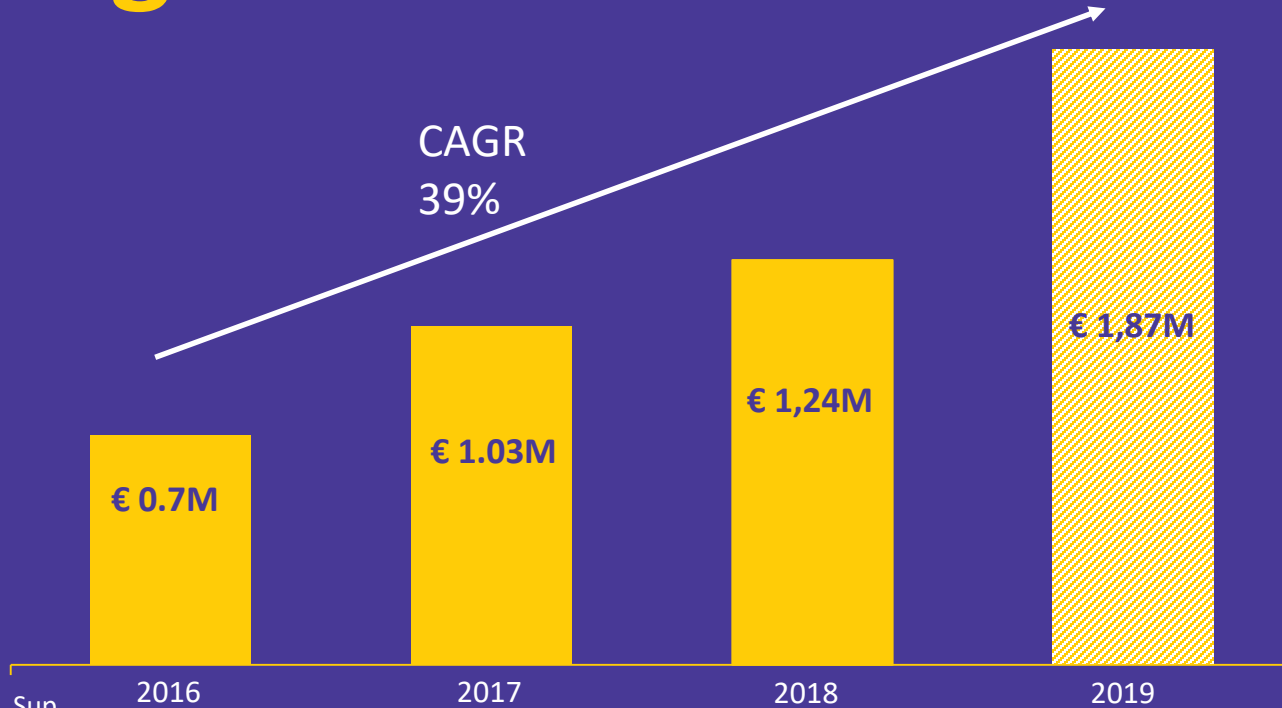
* Mordor Intelligence

Global Managed Services Market trends.



* Mordor Intelligence

Our Growth Managed services.



* Managed Service + Ext. Sup

Managed services growth utilizing:

diversified **portfolio**;
diversified **resource hubs**;
diversified **client list**;
developed **operations**.

Growth by Product/Region

Annual Revenue Growth 2019-2022 (m. Euro)	Bulgaria	Mid-west Balkans	Macedonia & Albania	Romania	Multi-nationals	Total
Service Provider Specific	5.4	4.9	0.6	2.3	0.1	13.3
Enterprise Connectivity	2.4	0.9	0.9	0.0	11.6	15.9
Private Cloud	1.7	1.3	0.9	0.0	0.6	4.5
Cloud Native	0.6	0.0	0.0	0.0	0.2	0.8
Application Services	1.8	0.0	-0.1	0.0	0.0	1.7
Modern Workplace	0.9	0.9	0.6	0.0	0.4	2.8
Information Security	4.4	1.7	0.8	0.0	0.5	7.4
Total	17.0	9.7	3.6	2.3	13.4	46.0

Enterprise Connectivity growth.

Significant **Managed Services** potential;
Software Defined Refresh Phenomena;
SaaS Specific Demands;
Need for **Speed**.

Service Providers growth.

Consolidation in the region

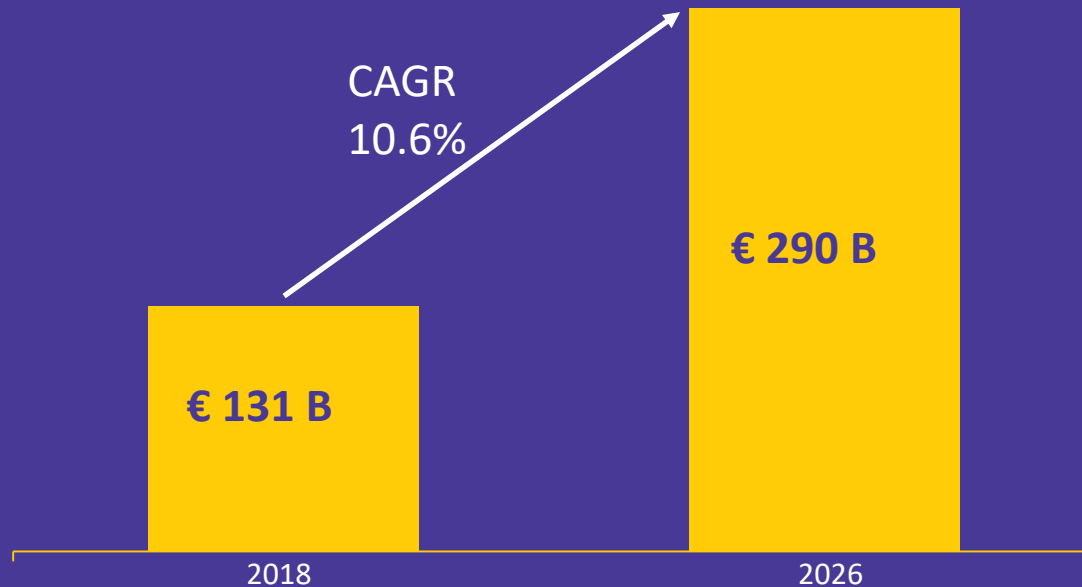
5G is a game changer

DevNet / Software Defined

Network Function Virtualization (**NFV**)

Growth opportunity

Information Security

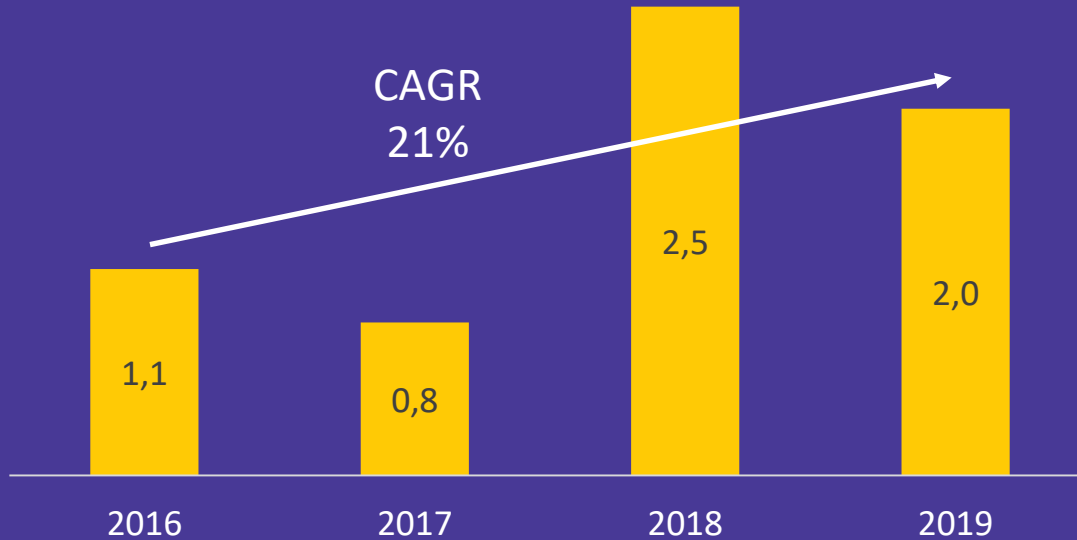


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Our Growth

Information Security

EUR million



Information Security **has no**
direct ROI.

**Information Security requires
complex integration.**

Information Security **requires**
24/7 analytics.

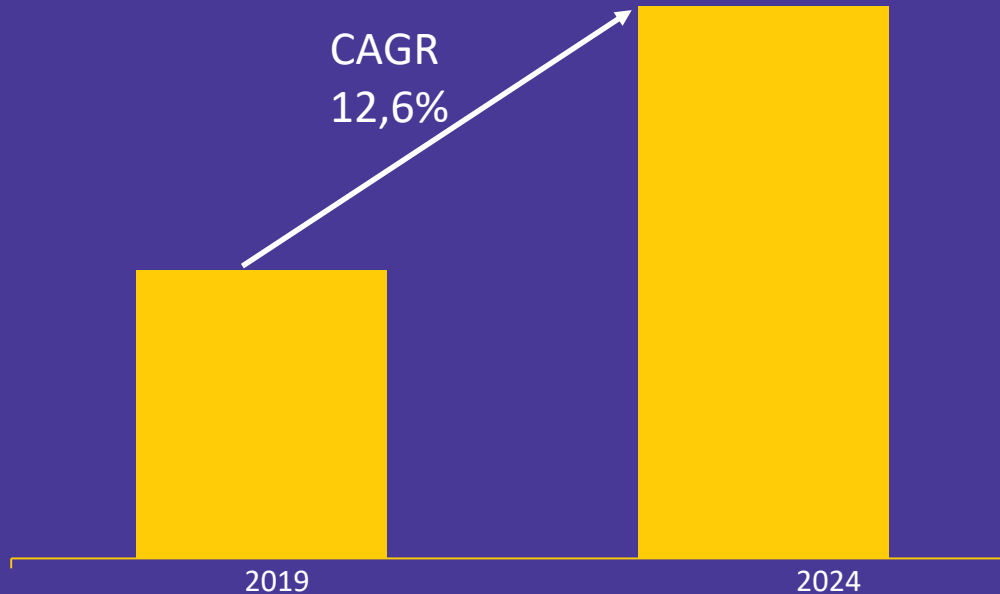
**Information Security experts
are hard to recruit, train and
retain.**

Information Security
introduce complexity which
if managed, creates
differentiator.

Growth in **Info Sec** utilizing

as a service model;
developed **team** - ASOC;
Affordable and effective security.

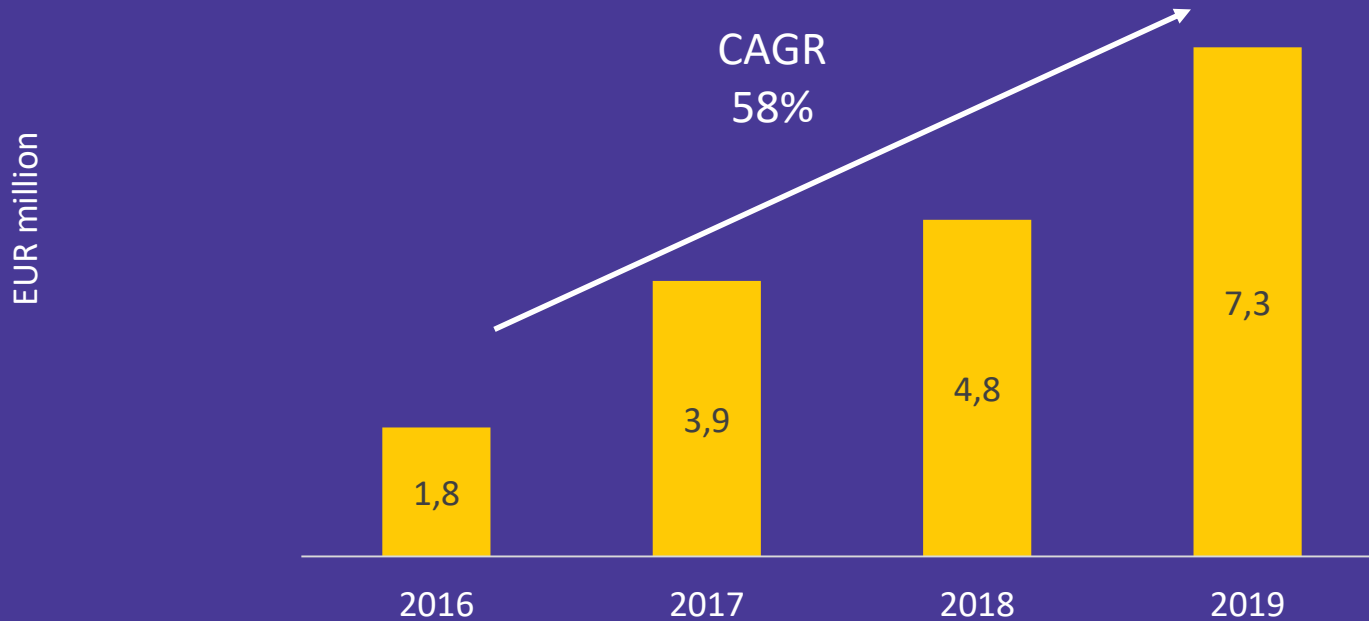
Growth opportunity Modern Workplace



* Mordor Intelligence

Our Growth

Modern Workplace



Grow in **Modern Workplace** utilizing

as a service model;
change adoption offering;
client **real-time** spending control.

Public Offering Rationale

Establish a **profit sharing** scheme

Take a **mature** company to the next level

Establish **advanced** corporate governance

Get **reputable** investors onboard

Increase public image and recognition

Gain access to public **fund-raising** for future capital needs, incl.

potential M&A

Public Offering **Details**

ISSUER	TELELINK BUSINESS SERVICES GROUP AD
Placement	Initial Public Offering of existing shares
Total shares	12 500 000 ordinary shares
Offered shares	Up to 30% (3,750.000 shares)
Initial Price	BGN 7.60 per share
Listing market	Bulgarian Stock Exchange (BSE)
IPO manager	ELANA Trading
IPO method	Transaction(s) on the regulated market of the BSE

Public Offering Procedure

Schedule

2 Tranches

January 2020

Tranche 1:

- Starts: Jan 27th, 2020 – Ends: Jan 31st, 2020
 - Offer size: 7% + 7%, max. 14%
 - Price: at the Initial Price of BGN 7.60 p.s.
-

September 2020

Tranche 2:

- Timing: TBA
 - Offer size: the rest up to 30% of the share capital
 - Price: min. 8.5xEBITDA^{TTM} – Net Debt as of June 30 2020, but not < BGN 7.60 p.s.
-

February-August 2020

No share sales by existing shareholders between the 2 Tranches

Shareholder Commitments

Selling shareholders

Lyubomir Minchev (Founder): 23.9%-30% out of 83.7%
Ivo Evgeniev & Spas Shopov: 0%-3.1% out of 6.2% each
Others (4): 0% out of 4.0%

Lock-up

Current shareholders to retain min. 70% by the end of 2020
Founder to retain min. 51% by the end of 2021

Minimum Price

Current shareholders not to sell at < BGN 7.60 p.s. in 2020
Founder not to sell at < BGN 7.60 p.s. by the end of 2021

Dividend policy

Minimum payout: 50% of the Issuer's annual/semi-annual net profit
Dividend of BGN 4 M expected in Q3 2020, implying a 4.2% Dividend Yield over the minimum listing price



THANK YOU!