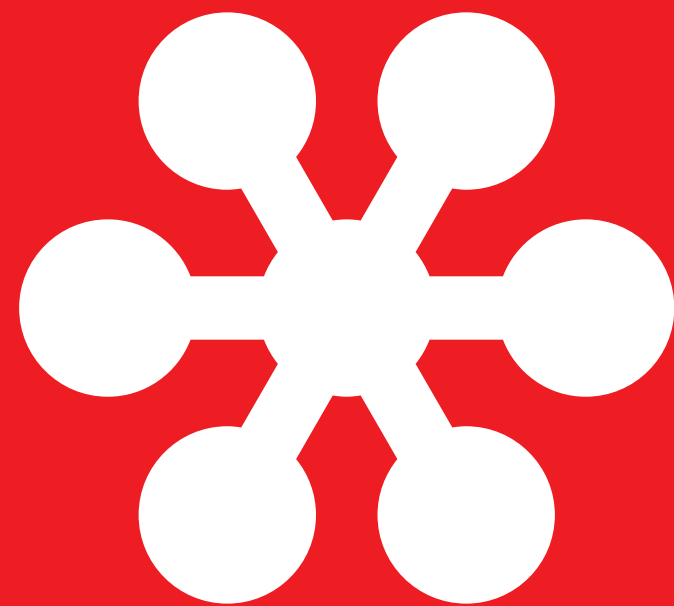




SOITRON 

INSPIRE TO ASPIRE

2010
ANNUAL REPORT



IT COMPANY OF THE YEAR

1.

THE FASTEST GROWING SLOVAK IT COMPANY

3.

TOTAL SALES REVENUE - SOITRON GROUP

76,⁶
mil. €

EMPLOYEES

728

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MESSAGE FROM THE EXECUTIVE DIRECTOR

Rational people like to support their assertions with facts. Facts, then, are often best interpreted with numbers. Although I tend to consider myself a pretty rational man, I would like to leave out numbers for now – they are included in the other parts of this Annual Report anyway. Instead, I will focus more on my feelings and impressions of 2010.

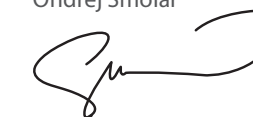
The paramount feeling was undoubtedly one of a change. After 7 years of a successful outsourcing project for HP, our client has decided to take this project into his own hands. For Soitron, this meant more than 300 people leaving the company. Aside from dealing with the financial implications of this issue, which will become visible not earlier than in 2011, we have tried to consider the positive side as well. As a result, we took advantage of available colleagues, ready to join the executive management of the company, thereby enabling it to focus on our primary activities, growth and development, including international acquisitions.

Another significant feeling was that of professionalism. I saw it in the form of improved competence in the Cisco TelePresence technology as well as in the area of Cisco Unified Computing data centers. The fact that we have built these within the “Soitron group” with several countries being involved was extremely important.

Last, but certainly not least, I feel we need to get back to basics in the post-crisis period. We must listen to the customer, be open to his requests, and mainly, contribute personally to the success of the entire team.

All changes we had been through in 2010 had followed a single aim – to fulfill the business goals of our customers and partners by adopting an innovative approach to information technology. And even though I can still see a lot of opportunities for improvement, I believe that in most cases we have succeeded.

Ondrej Smolár



01 THE COMPANY

VISION, MISSION, VALUES AND GOALS

SOITRON is a leader in introducing new technologies and innovative solutions. We operate on the European market as a system integrator for IT Infrastructure, Unified Communications, Customer Interaction, Content Management and Security.

OUR VISION

Our vision is to be recognised as a worldwide partner exceeding today's boundaries with its approach towards IT.

OUR MISSION

Thanks to our competence, overview and creativity along with the ability to understand the clients' business, we innovate and push their IT projects to the forefront. Our advantage becomes our clients' advantage.

OUR VALUES

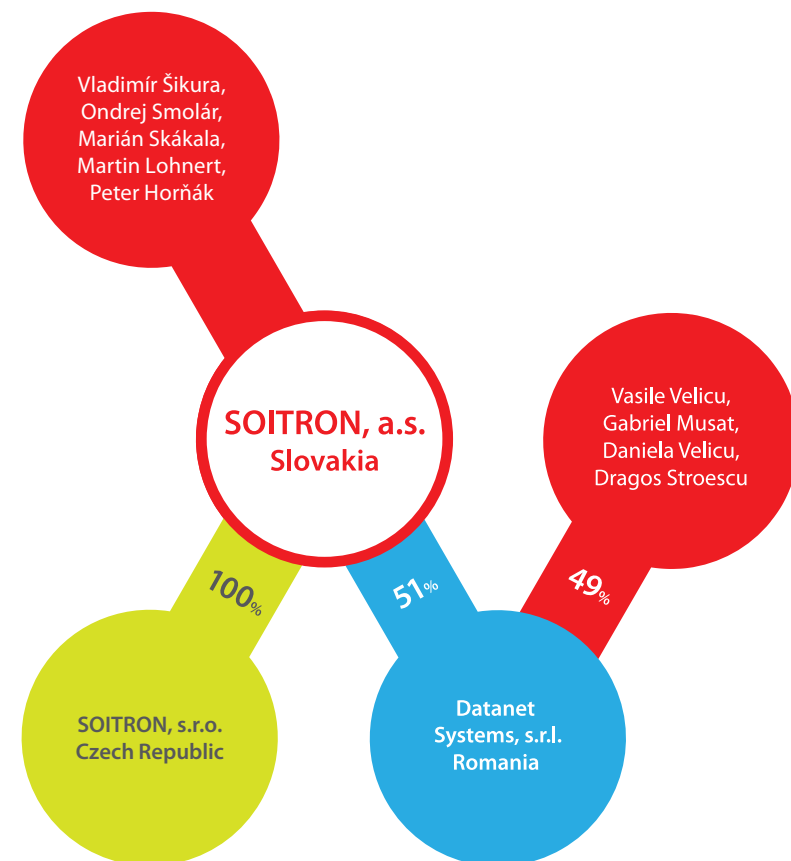
Constant improvement is not a necessity in Soitron, but a way of life. We always want to know more and be the best. Fair partnerships and reliability in relation to partners and colleagues alike are crucial to company's success. We care about our employees and make it our business to contribute to satisfaction in their personal and family lives.

- Education (in general) and high degree of expertise (in the field)
- Innovation and creativity
- Flexibility and open-mindedness
- Reliability and responsibility
- Fairness and openness
- Amity and understanding

COMPANY PROFILE

Name:	SOITRON, a.s.
Seat:	Plynárenská 5; 829 75 Bratislava 25, Slovakia
Statutory body :	Board of Directors Ing. Ondrej Smolár – Chairman of the Board of Directors Ing. Marián Skákala – Deputy Chairman of the Board of Directors
Bank account:	Tatra banka, a.s.; bank account number: 262 583 2658
IBAN:	SK4011000000002625832658
BIC (SWIFT):	TATRSKBX
Company ID:	35 871 636
Tax ID:	202 177 47 99
VAT ID:	SK202 177 47 99
Telephone number:	+421 2 5822 4111
Fax:	+421 2 5822 4520
E-mail:	info@soitron.com

STRUCTURE OF SHAREHOLDERS



HOW WE HAVE REACHED THE PRESENT

Our company was formed via the fusion of the activities of two companies - Tronet and Soitron. Stemming from the long-standing experience of Tronet on the Slovak ICT market and the know-how obtained via two years of collaboration between Soitron and Soitsa SA – the Spanish selective outsourcing specialists.

In 2005 Soitron, a.s. obtained Soitsa SA shares, thereby establishing itself as a leading IT service provider.

Today Soitron is one of the largest info-communication integrators and IT service providers with more than 650 employees and consolidated annual turnover of more than 76 million EUR. Soitron inherited all activities, know-how and the market position held by Tronet in its 15 year existence whilst also adding dynamic growth in the area of outsourcing services.

Today Soitron does not operate only on the Slovak market. The Czech Republic branch founded in 2005 has been expanded by two acquired companies – Caiacom and also Clarionet in 2009. Datanet Systems, which is the biggest Cisco partner in Romania, has become part of Soitron Group in 2009.

In 2010, Soitron has been awarded the IT Company of the Year in Slovakia.

COMPANY MANAGEMENT

VLADIMÍR ŠIKURA

General Director

- completed his studies of electronic computers at the Faculty of Electrical Engineering, SVŠT (at present STU) and during 1967-1986 he completed postgraduate studies in Computer and Terminal Networks at the Institute of Applied Cybernetics
- until 1989 he worked as a Head Technician of the Computer Centre in Hydrostav, a. s. He founded the company Tronet in 1991
- in 2003 he stood behind the birth of joint-venture Soitron with Soitsa and in 2005 when shareholders acquired 100% of Tronet's shares, he managed the process of business activities integration into a single company, Soitron, a. s., in his position of a Chairman of the Board of Directors and General Director. He currently holds a position of a General Director



ONDREJ SMOLÁR

Chairman of the Board of Directors and Executive Director

- graduated from SVŠT (at present STU) in 1986, Robotics Department
- until 1990 he was working for Hydrostav in its computer centre
- in 1991 he co-founded the Tronet Company, and later held position of a Deputy Chairman of the Board of Directors and a Technical Manager. He is also one of the co-founders of Soitron, and as its Deputy Chairman and Technical Director, he was also building the technical department as well as the first IT delivery centre in Slovakia



MARIÁN SKÁKALA

Deputy Chairman of the Board of Directors

- he graduated from the Faculty of Electrical Engineering, SVŠT (at present STU), Department of Microelectronics
- he went through different management positions in the Slovak and international IT companies; one of the most important ones, was the position of Regional Manager for Cisco Systems, in the Slovak and Czech Republics, which he left in order to take up a position of the Sales and Marketing Director in Soitron
- currently, he holds the position of a Deputy Chairman of the Board of Directors





MICHAL MALÍČEK

Sales Director

- he is a graduate of the Faculty of Economics, the Matej Bel University in Banská Bystrica with a focus on management and marketing
- until 2008 he worked for Cisco Systems, where he from the position of the Regional Business Director responsible for development of business strategy for segment of small and medium enterprises joined Soitron. As a Sales Director, he is responsible for business strategy development

MARTIN LOHNERT

Presales and Marketing Director

- graduated from the Faculty of Management at the Bratislava Comenius University and holds the highest certifications from Cisco and Microsoft
- his previous work experience was primarily acquired from technically oriented positions in companies ABB (Slovakia) and Integra IS and Dimension Data (Australia).
- he has worked for Soitron since 2002 and was involved in various activities from planning and implementation of solutions, technical support to pre-sales activities, consulting and training
- in 2007 he became head of the Communication Technologies department, in February 2009 he joined the company's top management and filled the position of a Presales and Marketing Director responsible for product management, marketing strategy and communication

PAVOL NÉMETH

Technical Director

- graduated from the Slovak University of Technology in Bratislava
- he has worked for Soitron since 1994 in various technical positions
- since 2003 he worked in the outsourcing division of the company, first as Head of Department and later as General Manager for Outsourcing division
- currently he holds the position of Technical Director responsible for solutions supply management for Soitron customers and technological direction of the company in information and communication technologies

PETER HORŇÁK

Merges and Acquisitions Director

- has been working for Soitron for more than ten years
- initially a Project Manager, later he transferred from the position of a Head of the Project Management and Communication Technologies Department to a position of the Technical Director and a member of top management
- currently he is the Merges and Acquisitions Director and member of the Board
- his main goal is to seek out new opportunities to advance growth of the Soitron Group within local and international markets
- Peter Horňák is a certified PMP (Project Management Professional), member of PMI

TOMÁŠ TURKOVIČ

Human Resources Director

- graduated from the University of Economics in Bratislava
- before joining Soitron in 2006 he was working in the area of personnel consulting
- has been working for Soitron since 2006, initially as a Head of Recruiting Department and later as a Head of an administrative section of the Human Resources Department. He also participated in several projects in the area of Human Capital management. The most important projects include implementation of the Talent Management program and the Development of Internal Communication

ZOLTÁN VAŠŠ

Financial Director

- graduated from the University of Economics in Bratislava, where he also finished his doctorate degree in 2000
- from 2005 he worked for the Ardaco, a. s., company as a Financial Director. Prior to that he was working with the Kappa Obaly Štúrovo, a. s. as a Financial Auditor for Slovakia and Hungary, and at the same time served as a Managing Director for its subsidiary in Hungary – Kappa Dunatrade Kft
- since March 2008, he is a Financial Director responsible for efficient financial management of the company where he applies his experience from Slovak as well as international financial markets



SOITRON CZ COMPANY MANAGEMENT

ŠTĚPÁN BENYOVSKÝ General Director

- after graduating in geodesy and cartography at VAAZ Brno, he has held various positions associated with performing and managing geodetic and cartographic assignments. Between 1986 and 1992 he worked as a chief analyst/programmer for digital processing and map creation while heading the automated map creation technology development. He is also a graduate of the Faculty of Electrical Engineering, Czech Technical University in Prague
- as of 1992 he has worked as a systems engineer, solution architect, as well as the director of technology and managing director in SAS Praha which later transformed into ClarioNet, s.r.o. In the past 10 years he has focused primarily on identity management
- following the merger of Soitron, s.r.o. (CZ) and ClarioNet, s.r.o., he is the General Director responsible for management of the newly incorporated company Soitron, s.r.o.

TOMÁŠ STEJSKAL Executive Director

- graduate of Brno University of Technology where he majored in technical cybernetics. He also completed MBA studies at Rochester University, USBSP Praha, and is a certified Trade Specialist with the eBSI
- he started as a programmer and process analyst where he acquired skills that later proved useful in areas such as telecommunication or finance
- in 2001 Tomáš founded Caiacom, a firm specializing in AVAYA solutions and call centre services
- following the merger of Caiacom and Soitron, he has served as an Executive Director responsible for internal organization, marketing and finance of Soitron, s.r.o. (CZ)

JAN PÍSAŘÍK Presales and Product Marketing Director

- is a graduate of University of South Bohemia in České Budějovice, and has since held several technical positions
- in 2001 he joined ClarioNet as a systems engineer/consultant, where he went on to build a team charged with life cycle management and end point security. Later he became the head of technology department, and subsequently the Director of Technology in ClarioNet
- following the merger of Soitron, s.r.o. (CZ) and ClarioNet, s.r.o., he has worked as a Presales and Product Marketing Director

MICHAL NOVÁK Technical Director

- is a graduate of the Faculty of Electrical Engineering, Czech Technical University in Prague, specializing in telecommunications. Previously he held primarily technical positions in Azlan and Core Computer
- in 2005 he joined Soitron as a systems engineer and became a department head of Cisco Infrastructure. The positions of Technical Director and member of management followed afterwards. Currently, he is in charge of completing customer solutions delivery as well as setting the technology trends for the company

DUŠAN KOLÍNEK Sales Director

- graduated from the Faculty of Electrical Engineering, Czech Technical University in Prague, specializing in electronic computers and computer graphics
- from 1998 he worked for IBM CR in the position of Territory Account Manager, where he was responsible for commercial and public sectors of the market. From 2000, he worked for Cisco Systems, where he held the position of Mid Market Team Leader. After almost eight years, he decided to move to transnational integrator, Hewlett-Packard CR. He was working there as MDI District Manager responsible for sales team for the production and utilities segment and he implemented large integration projects
- since 2011 he has been working as a Sales Director for Soitron, s.r.o. (CZ) and is responsible for business strategy and leadership of the sales team



VASILE VELICU
Managing Director

- graduate of "Politehnica" University of Bucharest, Faculty of Automatic Control and Computers. He has a Ph.D. in Enterprise Management
- until 1992 he worked in Computing Consultancy and Training Center as Expert Trainer and Deputy Director
- later, he held some strategic positions within the companies and institutions as: Oracle Romania - Public Sector & Service Providers Sales Manager, Alcatel Business Systems Romania - Data Communications Manager; Chamber of Commerce and Industry of Romania, Business Information Center - Deputy Director
- he is one of the co-founders of Datanet Systems in 1998 and since 2008 he has been the Managing Director of Datanet Systems



GABRIEL MUSAT
Executive Director

- graduated from the "Politehnica" University of Bucharest, Faculty of Telecommunications in 1991. He is a graduate of the EMBA program organized by ASEBUSS
- one of the co-founders of Datanet Systems in 1998
- from 1998 he was the General Director, subsequently the Executive Director of Datanet Systems
- he is currently responsible for marketing, presales and business development activities



DRAGOS STROESCU
Sales Manager

- graduate of "Politehnica" University of Bucharest, Faculty of Telecommunications, 1994 and a Master degree in 1995
- one of the co-founders of Datanet Systems in 1998
- since 1998 he was Technical Manager, then Sales Manager of Datanet Systems
- a certified CCIE engineer for 11 years



MIHAELA GHEORGHIU
Financial Manager

- graduate of University of Economics in Bucharest
- since 2009 she has been the Financial Manager of Datanet Systems
- she has previously worked as a Partner Manager with Microsoft Romania and Oracle Romania as Financial Senior Consultant, Project Manager and Program Director for Analysis and implementation of financial models of customers business in ERP applications
- previously has worked as a Financial Director for Loto - Pronosport, controlling and leading accounting, financial and salary activities



OVIDIU LILIAC
Technical Manager

- graduate of "Politehnica" University of Bucharest, Faculty of Telecommunications, 1994
- he has been working for Datanet Systems since 1998. He started as a System Engineer and then became Multiservice consultant
- worked as a Project Manager for the previous 4 years and currently he is the Technical Manager of Datanet Systems
- he is CCIE and also a certified PMP (Project Management Professional)

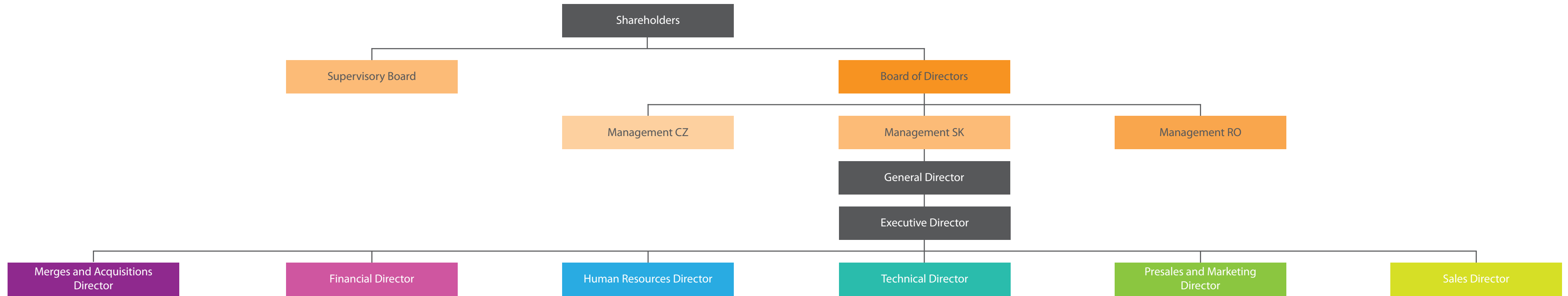


DANIELA VELICU
Operations Manager

- graduate of "Politehnica" University of Bucharest, Faculty of Automatic Control and Computers. She graduated the EMBA program organized by ASEBUSS
- one of the co-founders of Datanet Systems in 1998
- she held the position of Sales & Logistics Manager until 2004
- since 2005 she has been the Operations Manager and is responsible for conducting the purchasing activities, controlling inventory, handling logistics and supervising training and support activities

DATANET SYSTEMS COMPANY MANAGEMENT

ORGANIZATIONAL STRUCTURE



REPORT ON ECONOMIC ACTIVITY

ECONOMIC REPORT

Organizational changes

There have been several major organizational changes at different levels of hierarchy in 2010 with a view to facilitate the management of international structure and a more flexible business administration.

The shareholder structure has grown to include Peter Horňák and Martin Lohnert who became shareholders and members of the Soitron, a.s. company board of directors as well.

Peter Horňák has been appointed the Merges and Acquisitions Director with the main goal to seek out new opportunities to advance growth of the Soitron Group within local and international markets.

Given the development of the HP outsourcing project, the entire outsourcing division has been restructured and put under supervision of Tomáš Turkovič, the HR director. After 6 successful years as an outsourcing director, Pavol Németh has been appointed the new technical director of Soitron, a.s.

Approaching the end of the year, there have been several changes on the company's supervisory board. Vladimír Šikura has become the new chairman acting on shareholders' behalf. The other new board members are: Štěpán Benyovszky (managing director of Soitron, s.r.o. (CZ)) and Marianna Richtáriková, who gained most of the employees' votes. The main task of the supervisory board will be to monitor and counsel on the board of directors' decisions as well as overall strategy.

New products and competences

A substantial broadening of our solutions portfolio includes the knowledge development in the area of "business video" for the purpose of Telepresence solutions integration. We are the only company in the Slovak Republic to have obtained the license for implementing the Cisco Telepresence Solutions. This new form of conference organization utilizes the latest technology to create a „life-like“ impression as if sitting and having a conversation at the same table.

In 2010 we finished the platform for the DMS – Digital Media Systems solutions provision. It includes a set of solutions to facilitate the broadening of communication options and utilizing video in a variety of sectors – education, healthcare, finance, etc. Products and services within the DMS enable sharing and displaying of digital content – video records, live transmission, animation and interactive information on professional screens for the purpose of training, modern marketing or internal communication.

SOITRON AND THE CURRENT MARKET SITUATION

2010 has been characterized by the June parliamentary election even in the realm of IT. We have witnessed the announcement of several new projects within the public sector that have brought questions as to whether these projects had been prepared thoroughly enough. After the elections and the change of government in the latter half of the year almost all public sector IT projects have been put on hold. The entire IT market was subjected to a great deal of uncertainty regarding future developments as all projects were being reconsidered with some being cancelled without compensation, while others were either postponed or realized in a limited scope. The negative impact of such a substantial hold and limitation of investment in IT will only become clear in 2011 and 2012.

The private sector in 2010 has been defined by the recent economic turmoil. Despite a gradual increase of activity in some areas, most IT investments were still limited to include merely the most inevitable upgrades without any elements of systematic development. The most direct consequence of the crisis was intense competition that has put a lot of pressure on prices of the solutions provided, sometimes even at the expense of quality and complexity. The overall result has been lower profitability. The revival of the IT sector that is demonstrated mainly by the planning and preparation of new projects did not occur in 2010. Therefore, the outlook for 2011 is rather conservative as there have only been a few substantial projects under preparation or before commencing during this period.

After 7 years, the fall of 2010 brought some damping to our HP outsourcing project. Based on the decision of global HP's upper management to focus on its key competences, in-sourcing of the second and third line teams was announced. As a result, more than half of the employees who were up to then working on this project have started to transfer from Soitron to HP at the end of 2010.

Despite a difficult market situation, the year of 2010 was a very good one for Soitron. It has brought more growth and financial results exceeding our expectations. In the face of the continuing economic crisis, there are two reasons behind our success: the continuing endeavor for internal efficiency and, coincidentally, the HP in-sourcing. We had started to put more emphasis on internal efficiency in 2009, and the result of this has been the success of 2010. The in-the-fall announced transfer of our employees to HP has begun in a consecutive and carefully staged manner. Due to in-sourcing forced reductions of investment in employee training and personal development we have achieved a higher than expected profit.

Our international activities in 2010 have focused primarily on the consolidation of our 3 companies in the Czech Republic; the result being the finished set of changes in the organizational structure and team management. Thanks to these, the Czech Soitron is today ready for further growth and sound performance better than ever before. The overall economic situation in the Czech Republic has mirrored that of the Slovak market. Complementing the omnipresent topic of economic crisis, the main focus was the election and subsequent political changes. The Czech Soitron was less influenced by politics in the country as the company has a rather low ratio of projects within the public sector in the country.

Unlike in the Czech Republic, the impact of the economic crisis was felt particularly hard in Romania. The conditions and restrictions imposed by the IMF have translated into halted investments and fierce competition. Moreover, the lack of opportunities in the public sector has been felt in most areas of business, thus making us defend our positions even with our long-term and permanent clients.

Overall, our expansion activities abroad continued as planned. Despite a somewhat slower start of integration in Romania during the first half of the year, organizational changes in both Bucharest and the Czech Republic have been completed successfully, and new processes have been designed to facilitate smooth continuation and further growth. Soitron is now well established to fulfill its strategy and expand through acquisitions into new markets.

EVENTS FOR OUR TOP CLIENTS

The Gala Evening with the stars

We opened the year 2010 with a gala performance filled with stars. Three of the most popular Slovak singers Peter Lipa, Richard Müller and Milan Lasica created a star-like mood for our most important business partners; more than 600 of them met in the new building of the Slovak National Theater in Bratislava. Soitron's managing director Vladimír Šikura has complemented the usual acknowledgements by introducing the new Soitron star logo.

Soitron Fest

The first year of the Soitron Festival for customers and business partners has witnessed the performance of the Vidiek, Polemic, La3no Cubano, Vrbovskí víťazi and Karpatské chrbáty bands. The beaches of the Incheba Summer Club in Bratislava have provided for a beautiful sunny June day full of not only great music and exquisite meals, but also a variety of sporting events and entertaining activities; all in all making for an unforgettable summer party.

Wine-tasting

At the beginning of the year we have enjoyed the company of our clients in the architecturally exceptional premises of a Prague Wine Home at the tasting of some truly extraordinary international flavors. All participants have experienced

guided wine-tasting while the braver individuals have also had the opportunity to demonstrate their wine-tasting skills with their eyes blinded. A friendly atmosphere has characterized the end of the year of successful cooperation and the beginning of a new one.

IT as a Cure

In October, Datanet organized the conference "IT as a Cure" in Bucharest to explain the customers how IT can help and even cure their business. The conference included presentations and case studies related to data center virtualization and consolidation, unified communication and contact center solutions, information security systems.

EMPLOYEE APPRECIATION

Kick off

The beginning of the year was traditionally characterized by looking back at the results of the previous period and setting new goals for the year to come. The kick-off event in the Low Tatras has once again proved to be an important communication tool. The participating Soitron integration part team members discussed and were provided with issues that will define the future direction of the company.

The sports day in Studené

Similar to the kick-off event, the outsourcing part of Soitron employees had the opportunity to discuss and find out details about achieved results and plans for 2010. During this full-day event, apart from work, there were also many

opportunities to enjoy the prepared variety of refreshments and sport activities.

The sports day Soitron, s.r.o. (CZ)

Shortly before Christmas, all employees of the Czech Soitron have gathered in Park Holiday Benice. During the all-day sports/cultural event we have had the opportunity to practise number of different sport activities. The program was livened up by sports exhibitions, the Caligula Cabaret performance, the clarinet quartet Clarinet Factory as well as a handful of surprises from employees themselves towards the end of the night.

IMPORTANT PROJECTS OF 2010

Zuno Bank Contact Center

ZUNO, a new direct bank, member of Raiffeisen Bank International opened its first office in Slovakia in 2010 with the aim to expand into the entire region of Central and Eastern Europe.

Given its business model and targeting the group of young people, the bank finds it important to interact via a variety of modern communication channels. As a result, its customers are today able to communicate via voice and online chat.

In the first phase, we implemented a multimedia contact center based on Cisco Contact Center Enterprise products located in two separate data centers in Poland, serving 20 offices in Slovakia. The project execution involved integrating the banking system with the contact center and redesigning the online chat interface to be used on the bank's website. The contact center will continue to expand into another 5 countries, overall including 120 agents.

TelePresence for the Comenius University principality

Comenius University in Bratislava – the largest and oldest university in Slovakia, adopted Cisco Telepresence at the end of 2010. This high-end form of videoconference, thanks to the most modern technologies offers life-like experience even at long distance meetings. The technology has introduced and created new possibilities for the university to communicate with other universities and scientific institutions. A similar technology has been adopted by at least 4 other Slovak universities.

TelePresence enables universities to utilize the new technology to facilitate long-distance discussions, distance learning, seminars, lectures, meetings, exchange of best practice among the staff and students, as well as distant theses defenses.

LANDesk Management Suite implementation in Dalkia a.s. company

Dalkia is a daughter company of a French-based international company Dalkia International, that is a leader in energy-related services management as well as a majority shareholder of Dalkia a.s.

The purpose of the LANDesk Management Suite implementation project was to centralize the evidence of end-user stations. The solution enables immediate, actual and precise evidence and administration of end-user stations, remote administration and central patch distribution of operating systems and third party software.

The entire management and security is administered from one central console that allows clear as well as automated reporting of 400 devices. The same tool enables administering the distribution of program packages as well as entire operating systems. Everything is automatically managed to avoid network overload, and to ensure optimum use of computer capacity without disturbing or otherwise limiting the user.

Technology Network implementation for Nafta a.s. company

Nafta a.s. is the largest Slovak gas storage and distribution company.

We have implemented active components for technology network for Nafta a.s. at locations Plavecký Štvrtok and Gajary. The network enables supervision and monitoring of transport and storage stations from the central control center. Our role was to provide delivery, installation, operation launch and servicing the active components implemented within the project.

A unique feature of this project was the use of technology switches built for environments with extreme conditions. These devices do not feature an active fan (hence being quiet and problem-free), are designed for an industrial environment and operate in extreme temperature range (-40 °C to +70 °C). The solution is built on Cisco technology. Except for standard switches, 50 special industrial IE3000-series switches were installed.

Faculty of Natural Sciences, Comenius University

In 2010, Faculty of Natural Sciences, one of the most recognized faculties within Comenius University, Bratislava, Slovakia, required complete networking infrastructure upgrade to satisfy the present and future needs of students, teachers & researchers.

The main aim of the project was to increase reliability, scalability & capacity of the network to meet the constantly raising needs of its users. We replaced the legacy networking equipment by 44 new Cisco Catalyst Switches using Cisco Catalyst 6500 with Virtual Switching support in the network core. To provide secure network and Internet access for students within the faculty campus, centralized WLAN infrastructure has been designed and implemented.

Each step of the project had to be planned with highest caution and respect to existing infrastructure that has been live during whole implementation. Migration plans with roll-back procedures have been prepared together with professional project management. Using Cisco technology, we were able to meet all goals in scope of this project.

Virtualization of the IT Environment - Swedwood Trnava

The Virtualization of Swedwood Trnava IT environment project was realized at the end of 2010. Swedwood is a global group that serves as an integrated part of the IKEA concern with the goal to provide industrial production capacity for IKEA.

The reason for virtualization was a result of several factors, such as the obsolescence of hardware equipment, simplification of IT environment administration and cost reduction.

The project is based on the VMware virtualization platform (VMware vSphere 4 Advanced), that offers proven, reliable and safe products in the field of IT environment virtualization. Following the customer's requests and Swedwood group IT standards, we have gradually replaced the existing hardware infrastructure. Ten morally and physically outdated servers as well as several non-homogeneous data storage units were replaced by virtual servers running on 2 high-performance HP ProLiant DL380 G7 servers and HP StorageWorks P2000 data storage.

The benefits for the customer include efficient and flexible sharing of hardware performance and hardware resources as well as cost optimization for future hardware, software and services needs.

Expansion of Slovenská sporiteľňa bank contact center

Slovenská sporiteľňa, member of Erste Bank, is the largest commercial bank in Slovakia today. The intention of the bank was to optimize the agent work and expand the portfolio of services of customer care center.

As a result, the project was realized by implementing the Avaya Proactive Contact product into the existing Avaya contact center. The telephone campaigns can now be prepared and managed leveraging automatic dialing. The customer care department has fully automated its marketing campaigns during the contact center off-peak period, by effective use of agents' capacity.

Work of collection department agents is more effective now, as well, as the whole process of call preparation and dialing itself is carried out by predictive dialing (with predictive dialer, the time that agents spend waiting between conversations is minimized).

The project has fulfilled customer expectations and today, the contact center provides the bank with new customer services and follows the recent communication trends.

CETELEM

Cetelem is member of international BNP Paribas Group.

Outbound Contact Center for Cetelem Hungary

For Cetelem Bank Hungary, in cooperation with our subsidiary 2Ring, we have implemented a contact center solution, based on Cisco Unified Contact Center Enterprise (UCCE) with outbound functionality for 119 agents of the Collection department.

Thanks to the new Agent Desktop application, all the applications used by the operators are unified into one common work environment. Most importantly, it has directly embedded screens of Cetelem's core banking system into its main window and provides all the functions necessary for the control of operators' desk phones and contact center work states.

We have enhanced the standard Cisco UCCE system by the option of dynamic campaign change based on individual customer's communication needs and contact center load. This solution processes the daily campaign dialing list produced by the banking system, distributes it to individual operators via a Cisco Dialer interface, and monitors the campaign flow. If needed, it adjusts the dialing strategy to deliver the highest possible collection rate.

Campaign manager for Cetelem Romania

Due to an increased volume of debt recovery activity, and an increasing number of customers as well as the diversification of debt recovery actions, Cetelem Romania started a project to develop and integrate a web interface for the Collection Department.

Datanet, in cooperation with 2Ring designed the solution on the existing Cisco Unified Contact Center Enterprise with outbound dialer infrastructure. It is fully integrated with the core banking system and allows real-time management of the outbound campaigns.

Main benefits for the customer, in both projects, include growth of direct contact with customers, improved efficiency and increased customer satisfaction, as a result of providing customized services. Also strong correlation between quantitative efficiency (number of clients) and qualitative efficiency (debt paid) was achieved. Thanks to the project, collection activity diversification and correlation with the payment delay and the profile of each client was achieved.

2010 EVENTS

January	<p>Employee satisfaction survey – in cooperation with a renowned international consultancy Hewitt Associates</p> <p>Evening with the stars – traditional gala evening for business partners in the Slovak National Theater in Bratislava</p> <p>Kick off – strategic New Year's get-together of the integration part of the Soitron team in Tále resort</p> <p>Blood donation – company initiative followed by 35 employees</p>
February	<p>eSkills week – Soitron being one of the main partners of a nation-wide project aimed at testing IT skills of the Slovak population</p> <p>Professional Testing Center – broadening of the Soitron's test center reach to include electronic testing in the area of academics, government, healthcare, financial sector and professional unions</p> <p>New layout of Soitron's website as well as launch of company social networking</p>
March	<p>IBM Service partner of 2009 – Soitron awarded by IBM as being one of the best business partners of the previous year</p> <p>New trends in the area of Unified Communications – expert lecture for graduates and alumni of the Secondary vocational school of electrical engineering Zochova, Bratislava</p> <p>Information security days – educational activity for Soitron employees responsible for information security complemented with a company-wide employee test</p> <p>Student job fair – participation of the HR department at the National career days in Bratislava, iCareer in Žilina and Bratislava</p> <p>Re-launching of the intra-company blog</p>
April	<p>Cisco EXPO CZ 2010 – Soitron as main partner of the 11th annual conference in Prague</p> <p>Devín – Bratislava run 2010 – participation of the team comprised of 20 employees</p> <p>Soitron Cup 2010 – the 3rd annual employee futsal (indoor soccer) tournament in Bratislava</p> <p>Romanian Air Traffic Control – ATC IP Network Users Conference – Datanet presented its solution of integrated IP communication infrastructure implemented in Romania</p> <p>D-Day – first joint kick-off after the acquisition of ClarioNet by Soitron in Prague</p>

May	<p>TREND TOP in Infotechnology – Soitron placed high among the largest IT companies in the Slovak market</p> <p>Soitron CSR activity "Support the project" the winning projects: special school for handicapped children in Levoča, purchase of an electronic whiteboard for a school in Turany, support of ice ring construction in Most pri Bratislave</p> <p>Children's Day for employees' kids in Senec</p> <p>New concept of waste recycling introduced in Soitron</p>
June	<p>Protection from the inside – firm's own expert seminar about elimination of security incidents from the inside of the company's network for clients in Bratislava</p> <p>Soitron Festival 2010 – first year of a summer music event for business partners in Bratislava</p> <p>Microsoft Office SharePoint Server 2010 – centerpiece of the firm – firm's own expert seminar about a new version of the Sharepoint Server for clients in Prague</p> <p>Cisco ATP – Cisco TelePresence Partner in the South East Europe – certified license obtained</p> <p>Sports day for the members of the outsourcing team in Studené</p> <p>MS Office SharePoint Server 2010 – centerpiece of the firm – firm's own expert seminar about the utilization of the MOSS 2010 as an integration portal for company processes for clients in Prague</p>
July	<p>Danube knowledge cluster – Soitron one of the founding members</p> <p>Trend TOP 200 biggest nonfinancial Slovak corporations – Soitron placed high in several categories</p>
August	<p>Hardware as a gift – material support for the special elementary school with kindergarten for students and children suffering from autism in Prešov</p> <p>Kellys Dubnice marathon – participation of the Soitron team in the amateur mountain bike competition</p>

SOITRON MARKET POSITION

TREND TOP IN INFOTECHNOLOGY

The Economy and Business weekly – Trend, annually publishes its TOP Infotechnology ratings in Slovakia. The number states ranking of Soitron in each category.

	2009	2010
The Fastest Growing Slovak IT Companies	4.	3.
ICT Companies with the Highest EBITDA	3.	3.
The Most Profitable IT Companies in Slovakia	3.	4.
Service Centres in Slovakia	2.	2.
IT Service Providers in Slovakia	3.	4.
Suppliers of Information Technologies in Slovakia Ranked by Added Value	2.	4.
Suppliers of Information Technologies in Slovakia Ranked by Sales	5.	7.
One Billion IT Companies	6.	8.
TOP IT Suppliers for Private Financial Sector	4.	4.
TOP IT Suppliers for Utility Companies	15.	12.
TOP IT Suppliers for Public Sector	8.	5.
TOP IT Suppliers for Industrial Production	11.	9.
TOP IT Suppliers for Service Providers	2.	3.

Source: Trend Top v Infotechnológiách. TREND 20/2011, 20 May 2011

September	IT firm of the year 2010 – Soitron awarded by an informal association of Slovak journalists and members of several professional unions within the IT sector Bratislava night run – Soitron team participation
October	Deloitte Technology Fast 50 – Soitron placed 4th in the Big Five category and 44th as the fastest growing IT company in Central Europe Blood donation – company initiative followed by 40 employees Cisco Expo Romania 2010 – Datanet presented a case study of a contact center implementation IT as a Cure – Datanet expert conference on increasing efficiency and reducing costs through new solutions and Technologies in Bucharest ITIL versus information security – firm's own expert seminar about information security, most important standards and recommendations for clients in Prague
November	Day of opportunities at Faculty of Electrical Engineering and Information Technology of the Slovak University of Technology (FEI STU) – expert lecture for students about Network Service provided by Soitron First Slovak virtual press conference – took place in Soitron Bratislava and Bucharest Datanet branch at the same time thanks to the TelePresence technology Company clothing donation for a non-profit organization providing basic accommodation to the homeless in Bratislava Exchange – more than e-mail – expert seminar in cooperation with Microsoft introducing the Microsoft Exchange Server 2010 technology for clients in Banská Bystrica Unified Communications – new ways to increase the employee efficiency – Seminar and technical training for customers in Bucharest
December	Afternoon with Santa – event for employees' children organized in Hotel Senec Web, e-mail, desktop and network security adapted for borderless networks – Expert seminar for customers in Bucharest Sports day for Soitron CZ employees in the Park Holiday Benice Hotel

03 PRODUCTS

PRODUCT PORTFOLIO

We provide complex solutions in the following areas:

- * **IT Infrastructure**
- * **Unified Communications**
- * **Customer Interaction**
- * **IT Security**
- * **Content Management**

We understand the areas below as following:

IT INFRASTRUCTURE

Definition

Set of all HW and SW components used for entry, storage, processing and transfer of data. It is a common factor in all IT solutions and a foundation for implementation and administration of all applications and services.

Offerings

- Data networks (LAN and WAN, fixed and wireless)
- Data centres (connections, HVAC, OS platforms, applications etc.)
- Workstations and peripheries
- Virtual data centres, work stations and applications
- Structured wiring networks
- User, computer and application management systems
- Automated application and security policy distribution

Benefits

Reliable end-user services and applications are impossible without a reliable infrastructure. Once independent but now converging new services require even greater capacity and thus make reliability of infrastructure ever more necessary. Investments in IT infrastructure and administration contribute to approximately 60 % of all IT-related expenses (according to Gartner study „IT Key Metrics Data 2009“), thereby making optimization a priority of every IT department.

Examples

- IP/MPLS upgrade for Orange triple-play (Fibernet) implementation
- Network infrastructure upgrade

for VUB Bank data center

- Data center for Spoločná zdravotná poisťovňa
- Desktop management for Dalkia
- Work station virtualization for Slovenská sporiteľňa
- IT infrastructure administration for international company Atrium European Management NV, Netherlands
- eHealth pilot infrastructure creation
- Wireless access implementation in Národný ústav srdcových a cievnych chorôb (The national institute of cardiovascular diseases)
- Building of the backup data center for Spoločná zdravotná poisťovňa
- Two data centers for Agentúra pre riadenie dlhu a likvidity
- Data center for Ministry of Interior of the Slovak Republic

UNIFIED COMMUNICATIONS

Definition

All forms of voice, video and multimedia communication among users, both on intra- and intercompany level. Simple and unified administration of all communication channels. To make sure communication makes work easier and not more complicated.

Offerings

- IP Telephony
- Unified Messaging - consolidation of voice, fax and email messages into one inbox
- Audio and video conference solutions - speak to and see participants in distant locations and watch conference presentations, use applications interactively with the audience, share documents or the entire desktop or even create results together
- Presence - consolidation of all communication channels, email integration, Instant Messaging
- Mobility - equal access via the entire range of mobile and land line networks
- TelePresence - new form of conference, which uses the most advanced technologies to create a feeling of meeting at one table, in another words „life-like“

Benefits

Increases efficiency and simplifies communication. Enables communication via a single contact, regardless of the number of phone numbers, email or chat addresses. Monitors presence status and preferred communication channel. Simplifies technically complex activities such as conference and/or video calls.

Just like the Just-In-Time approach in supply management focuses on stock minimization and accurate timing of delivery to where it is needed, Unified Communications focuses on Just-In-Time communication – simple and instantly available to all involved.

Examples

- Country-wide voice network for the SEPS (Slovak Electrification and Transmission System)
- Communication infrastructure in the Crowne Plaza Bratislava Hotel
- New voice network of Slovenská sporiteľňa
- Interactive video transmission and conferencing for the Security Conference of NATO Defense Ministers in Bratislava
- IP Telephony in Tatra banka
- Implementing Cisco TelePresence in Tatra banka
- Implementing Cisco TelePresence for Comenius University in Bratislava

CUSTOMER INTERACTION

Definition

Includes all customer contact solutions aimed at common contact center for all inquiries. Enables to utilize any communication channel (voice, email, web, fax) with equal level of service independent of the channel being selected.

Offerings

- Contact centres
- Interactive voice services – IVR (interactive voice response)
- Connection to CRM and information systems
- Workforce Management – control options and operator load optimisation
- Recording & Reporting – quality measurement and assessment tools

Benefits

Contact center plays a key role in developing loyalty of customers through their experience with customer service. The usual rule applies, i.e. understanding the customer means being in charge. Earning customer's loyalty is much more difficult than losing it. Therefore it is essential to constantly offer high quality service and to keep looking for new ways of how to improve both quality and efficiency of communication with the client. How to achieve a top-notch customer service? Elaborate and efficient company processes, stable and modern technology background and qualified staff are essential for success.

Examples

- E.ON IS – customer contact center for Západoslovenská energetika
- Contact center for Tatra banka (Raiffeisen Group) – Dialog
- First IP contact center in Central and Eastern Europe – Ferona Slovakia
- Contact center for Lion Teleservices SK (Teleperformance), Žilina
- Contact center for Cetelem, Hungary (BNP Paribas Group)
- Contact center for ZUNO bank (Raiffeisen Group)
- Contact center for Slovenská sporiteľňa (Erste Group)
- Contact center for J&T
- RWE – Workforce Management for contact center

SECURITY

Definition

Essential part of all our solutions and projects. Protects information systems as well as data from abuses, and ensures confidentiality, availability and trustworthiness.

Offerings

- Process security
- Network security
- End user security measures
- Complex building protection systems
- Identity and access management
- Single sign-on and unified user access

Benefits

Data stored within information systems are often the most precious assets of a company. Protecting these from security threats and abuse while ensuring their availability is a priority of every company.

Correctly defined and followed security policy enabled via technology solutions is a necessary condition for maintaining high process efficiency and company management.

Examples

- Implementing the Self-Defending Network concept for Spoločná zdravotná poisťovňa, a. s.

- Security as an internal part of network infrastructure for the Ministry of Justice of the Slovak Republic
- Closed circuit TV (motion detection) for OC Mlyny
- Pilot project of Cargo train car identification using the RFID technology for Cargo Slovakia
- Protection against DDoS attacks for LightStorm Communication
- Optimization of operation and accesses over web services portals of the tax office for The Tax Directorate of the Slovak Republic
- Redesign and implementation of complex security network perimeter and corresponding management for Dexia bank
- Solution of Anti-X services on the network perimeter level for OMS

CONTENT MANAGEMENT

Definition

Digital content management involves faster and simplified information and document flow within an organization. It prevents influx of unwanted emails and detects inappropriate content in electronic communication.

Offerings

- Intranet portals
- Electronic approval and documentation
- Spam and inappropriate content detection

Benefits

Intranet portals such as Microsoft Sharepoint deal with storage and administration of growing amount of information generated as part of day-to-day intra-company communication. Increasing process efficiency in HR or finance departments is made possible by removing „paperwork“ and digitalizing most of communication. Traditional approval processes, expense reporting, and inventory maintenance can be fully replaced via electronic documents and utilizing digital signatures.

Examples

- Approval process support in Orange and T-Com companies via using electronic document sharing with Microsoft Sharepoint
- Human resources agenda for more than 700 Soitron employees
- Spam detection solutions for the Ministry of Justice of the Slovak Republic

IN THE ABOVE MENTIONED AREAS, WE PROVIDE THE FOLLOWING SERVICES:

Analysis and Consultancy

Analysis and consultancy services scrutinize technology strategies and their impact on business of our customers. The purpose of consultancy is to get acquainted and understand the needs of our clients, and help them reach their strategic as well as operational goals. This is usually done through series of recommendations and IT project studies.

Architectural Solution Design

Combining the analysis outcomes, our experience and modern technology knowledge with our clients' requests, we try to design and deliver solutions that fulfill,

and surpass their needs. Solution architecture might include a wide range of components, hardware and software infrastructure, applications, implementation and management services. Architecture is proposed with respect to performance, reliability, scalability, and, of course, price.

Implementation Services

When implementing proposed architecture to production, we try to minimize associated risks by detailed planning and professional project management. Delivering on the agreed scope, deadlines and goals defined by the design is of utmost importance for us.

Managed Services

Managed services include transferring clients routine, day-to-day IT operations

to us, in one or more areas, usually to improve service quality and efficiency. Relevant HW and SW is often part of the delivery, combined together as an Infrastructure as a Service offering.

Outsourcing

Outsourcing is a widely used method of decreasing IT costs and improving service efficiency. It involves a comprehensive transfer of one or all activities carried out by internal IT departments, with guaranteed qualitative and performance parameters, and a formalized Service Level Agreements.

Specialist Training

The main purpose of our training program is to develop and maintain high standards of technical knowledge necessary for optimal product integration as well as complex solutions

design. The official Cisco and Microsoft training programs are complemented with an option to become officially certified in our authorized test center.

Project Management

All projects carried out by us are directed by dedicated Project Management Office (PMO) using a unified set of tools and methods. Our project methodology is based on internationally recognized PMI, IPMA, PRINCE2, ISO 9000 standards and Cisco project management guidelines. Combination of industry proven standards is further complemented by our experience with managing large-scale projects of diverse technological and disciplinary backgrounds.

PARTNERSHIPS AND MEMBERSHIPS

HEWLETT-PACKARD

- HP GOLD Preferred Partner
- HP Computing Systems Specialist
- HP Service Sales Partner
- HP Authorized Service Partner
- HP Professional Services Partner
- HP StorageWorks Solutions Specialist

CISCO SYSTEMS

- Cisco Gold Certified Partner
- Cisco IP Advanced Unified Communications Specialization
- Cisco Authorised Technology Provider – Unified Contact Center Enterprise
- Cisco Authorised Technology Provider – Customer Voice Portal
- Cisco Advanced Security Specialization
- Cisco Advanced Wireless LAN Specialization
- Cisco Learning Partner
- Cisco Gold Ironport Channel Partner
- Cisco Advanced Routing and Switching Specialization
- Cisco EMC Value Added Reseller
- Cisco Authorised Technology Provider – Data Center Unified Computing

MICROSOFT

- Microsoft Gold Server Competency Partner
- Microsoft Silver Independent Software Vendor (ISV) Competency Partner
- Microsoft Silver Learning Competency Partner
- Microsoft Authorized Education Reseller

IBM

- IBM Advanced Business Partner
- IBM Service Partner

LENOVO

- Lenovo Premium Business Partner
- Lenovo Service Partner

CITRIX

- Citrix Gold Partner

VMWARE

- VMware Solution Provider Enterprise

AVAYA

- Avaya Silver Partner

ORACLE

- Oracle PartnerNetwork Partner

INTEL

- Intel Channel Partner

R&M

- R&M freenet Certified Installation Manager
- R&M freenet Certified Copper Installer
- R&M freenet Certified Designer

SYSTIMAX

- Authorised Systimax Engineer
- Systimax Trained Installer
- Certified iPatch System Support Specialist

Brand-Rex

- Brand-Rex International Partner

KeLine

- KeLine 10Giga Authorized Planner
- KeLine 10Giga Authorized Expert

LANDESK

- Landesk Expert Solution Provider

IRONPORT

- Ironport Gold Partner

NICE

- Nice Business Partner
- Nice Service Partner

ENTERASYS

- Elite Security Partner

CHECKPOINT

- Bronze Partner

SYMANTEC

- Symantec Gold Partner

NOVELL

- Novell Silver Partner

ZOOM

- ZOOM Gold Partner

TELEOPTI

- Teleopti Certified Partner

REFERENCES

State administration

- Prague district 1
- Slovak government administration facilities
- Statistical Office of the Slovak Republic
- Tax Administration of the Slovak Republic
- The Czech Government Office
- The Czech Ministry of Local Development
- The Czech Supreme Supervisory Office
- The Czech telecommunications Office
- The Romanian air traffic services administration (ROMATSA)
- The Romanian Chamber of Commerce
- The Romanian National Trade Register
- The Slovak Interior Ministry
- The Slovak Ministry of Defence
- The Slovak Ministry of Foreign Affairs
- The Slovak Ministry of Health
- The Slovak Ministry of Justice

Finance and insurance

- Alpha Bank
- Banca Românească
- Bancpost
- BCR Erste
- Cetelem
- Czech Export Bank
- Československá obchodní banka
- Dexia banka Slovensko
- EFG Eurobank
- Emporiki Bank
- First Data Slovakia
- ING Bank
- Interamerican
- Intesa SanPaolo Bank
- J&T Finance group
- National Bank of Romania
- OTP Bank
- Piraeus Bank
- Privatbanka
- Raiffeisen Bank
- RBS
- Slovenská sporiteľňa
- Spoločná zdravotná poisťovňa
- Stabilita

- Tatra banka
- UniCredit Bank
- UniCredit Leasing Slovakia
- Všeobecná úverová banka
- Všeobecná zdravotná poisťovňa
- Wüstenrot poisťovňa
- ZUNO Bank

Industry

- Alas Slovakia
- Belar, a.s.
- CALSONIC KANSEI
- Cutisin
- Daikin
- Doprastav
- DURA Automotive Body & Glass Systems Components
- Fagor Ederlan Slovensko
- Ferona Slovakia
- Holcim România
- In Vest, s.r.o.
- Johns Manville Slovakia
- Metrostav Slovakia
- Model Obaly
- Mondi Business Paper SCP

- NAFTA
- OMS, spol., s.r.o.
- Peugeot Citroën Automobiles
- Pivovar Steiger
- Porsche România
- ROMPETROL
- SAS Automotive
- TOPEX
- U.S. Steel Košice
- Valeo
- VOLVO TRUCKS
- Yazaki Wiring Technologies Slovakia
- Zentiva
- ŽOS Trnava

Education

- Comenius University in Bratislava
- Czech University of Life Sciences in Prague
- University of South Bohemia in České Budějovice
- Technical University of Ostrava
- Institute of Chemical Technology, Prague

Utilities

- ABB
- Bratislavská teplárenská, a.s.
- ČEZ
- Dalkia
- E.ON IS Slovakia
- Petrom
- RWE
- Slovenská elektrizačná prenosová sústava
- Slovenský plynárenský priemysel
- Stredoslovenská energetika
- Stredoslovenská vodárenská prevádzková spoločnosť
- Stredoslovenská vodárenská spoločnosť, a.s.
- VSE

Commerce

- ACCENTURE SERVICES
- ACCOR SERVICES
- Ahold
- AWD
- BAT ROMÂNIA

- BILLA ROMÂNIA
- Coca Cola CR
- Colgate-Palmolive
- Danone
- Delhaize Mega Image
- General Bottlers CR
- Havi Logistics
- Hewlett-Packard Slovakia
- Interhouse Košice
- Interoute
- IXIA
- Kaufland România
- Kúpele Štrbské Pleso
- LIDL ROMÂNIA
- Markíza – Slovakia
- Med – Art
- Metro Cash & Carry Slovakia
- Nestle România
- NOVENSYS
- OMV Slovensko
- Pepsi-Cola SR
- Ringier România
- Ringier Slovakia
- Roche Slovensko
- Slovenská pošta
- TechTeam GLOBAL

- WIPRO
- WNS

Telecommunications

- Cosmote
- České rádiokomunikácie
- Orange
- UPC Broadband Slovakia
- UPC România
- Vodafone

Transport and deliveries

- DHL
- DHL ROMÂNIA
- Dopravný podnik hl. m. Prahy
- Dopravný podnik mesta Brno
- Letové prevádzkové služby SR
- LOCKHEED MARTIN
- Tarom
- TNT România
- TNT Express
- Železnice Slovenskej republiky
- Železničná spoločnosť Cargo Slovakia

Hotels

- Austria Trend Hotel Management Bratislava
- Diamond Hotels Slovakia s.r.o., Crowne Plaza Bratislava
- Domica Resort
- Mövenpick Praha

Healthcare

- Central Military Hospital, Ružomberok
- Faculty Hospital of Comenius University
- General University Hospital in Prague
- Hospital of the Slovak Ministry of Defence
- Slovak Medical Chamber

04 PEOPLE

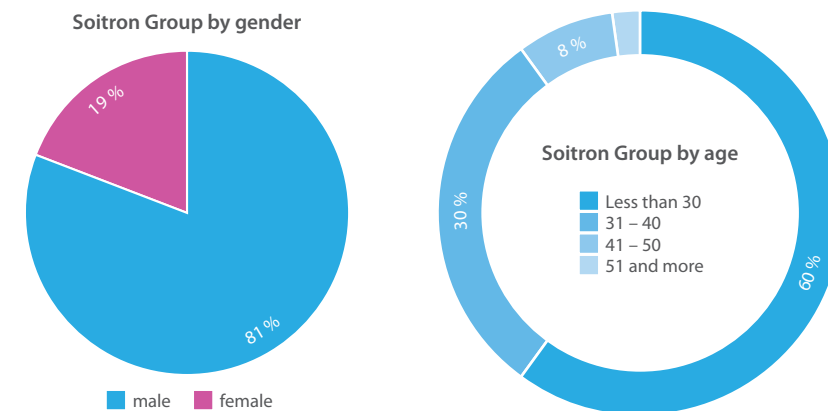
STRATEGIC INITIATIVE FOR THE YEARS 2010 – 2015

The People initiative is one of the four main company initiatives launched for the period of 2010 – 2015. The following key areas have been chosen from the 5-year strategy:

- The Best Employer of 2015 Initiative – The goal is, within the following 5 years, create working environment that is very attractive and motivating for current as well as prospective employees
- Support of internal communication under the heading „Stand-up & speak-up“ – more bottom-up communication within the company

- English as the company language – to address and facilitate acquisition driven growth outside the Slovak and Czech Republics

- „Inspire to Aspire“ within the firm, or „Let’s challenge ourselves“ – creating an atmosphere that motivates personal responsibility for tasks assigned as well as more individual contribution towards reaching the company-wide strategy



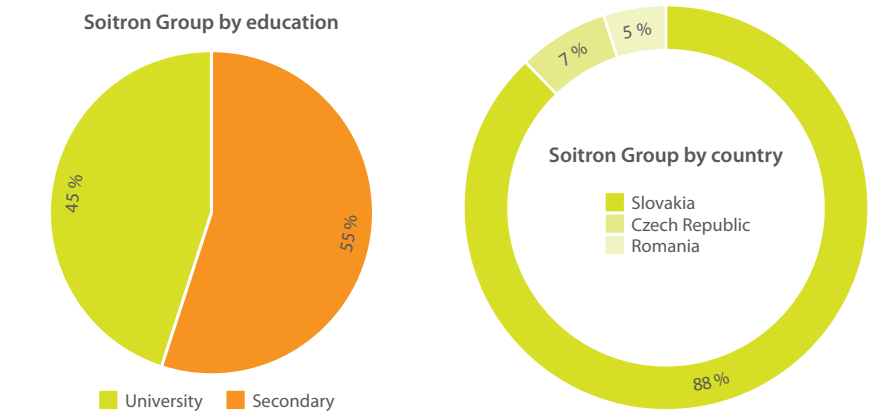
THE BEST EMPLOYER OF 2015 INITIATIVE

One of our main strategic goals for 2015 is to be viewed by our current as well as prospective employees as one of the most attractive employers on the market. To meet this objective it was necessary to analyze the current situation and set up ways to measure advancement. In cooperation with the AON Hewitt consultancy we are able to look at ourselves from a different perspective as well as the possibility to compare ourselves with the best ones.

The survey’s results outperformed both the Slovak and Central-European markets, thus approaching the level of the best employers and confirming the company’s well-deserved reputation. The satisfaction indicator showed slightly above average. On the other hand, we believe that there is significant room for improvement in the way to provide incentives for a long-term stay in the company, and in the effort to reach goals set by the company.

Compared to the market results, it has been shown that it is crucial to invest further in employees’ career growth, professional training and personal development. Equally well viewed were the company benefits, working environment and the work-life balance. There has been less satisfaction in terms of the tasks being assigned, processes, feelings of fulfillment, direct supervisors, salary and the indicator of people’s importance.

The results tended to mirror the areas identified by the firms’ management as critical at the beginning of the year, and became the key focus of the “People” initiative.



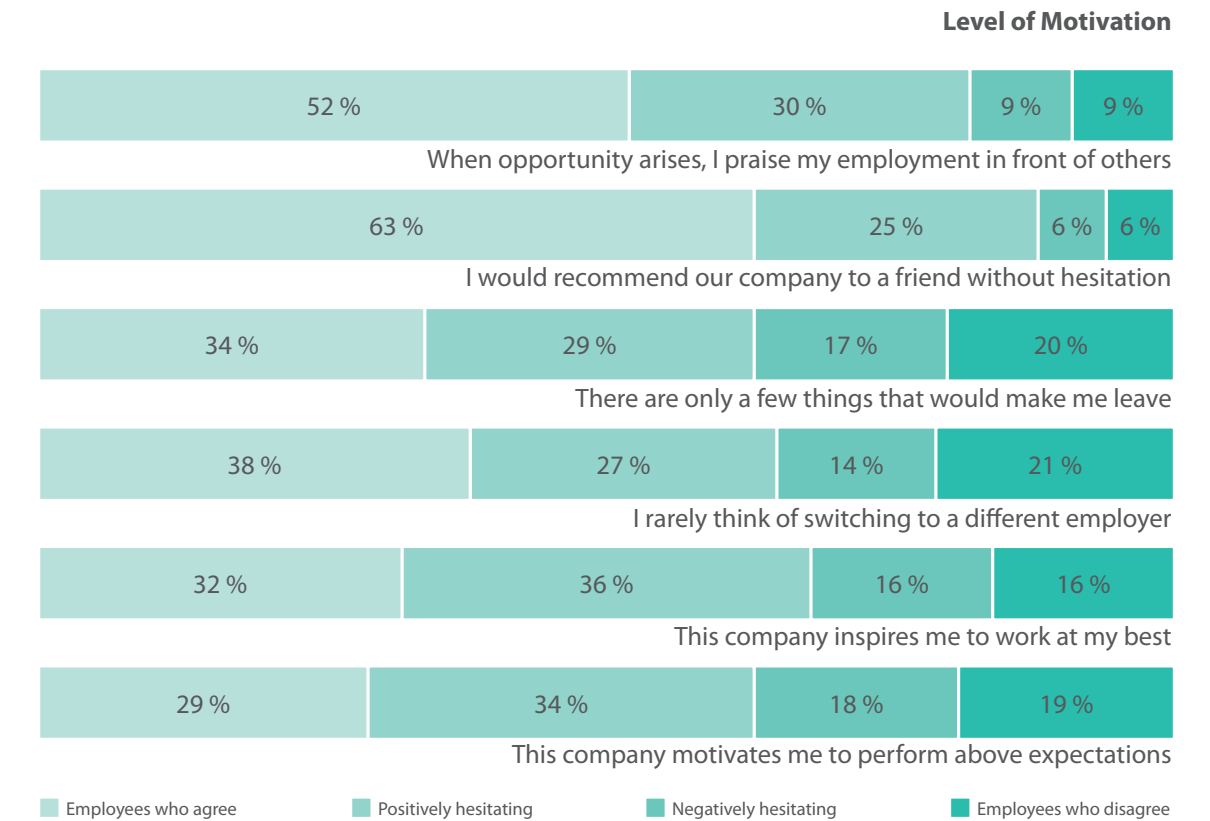
The survey has identified the following areas as in need of further development:

- **Employee motivation** – the need to provide more incentives to employees through better information flow within the company and about the firm’s management decisions. At the same time, more oral participation from employee is to be secured. The following has been undertaken so far:
 - Public communication regarding the 5 year strategy, individual steps and semi-annual evaluations
 - Blogs as a communication and discussion tool
 - Weekly blog records of management meetings
- Quarterly informal meetings with company’s executives, i.e. coffee talks, with clear description of the business plan and current results
- **Direct Supervisor** – the need to increase employees’ satisfaction with management’s activities by utilizing feedback and strengthening leadership and managerial skills. In 2010 the following changes took place:
 - Introduction of the 360° feedback on an annual basis – evaluation of teams’ management skills by colleagues, supervisors as well as by self-evaluation
 - Adjusting the annual managers’ evaluations with goals regarding team spirit and management skills added based on the 360° evaluation
- Leadership and management skills support achieved by introducing new forms of training – management breakfast initiative, as an intra-company platform for sharing experience, team leader academy as a common basis for new employees in the team leader positions, external coaching
- **Processes and tools** – the need to increase employees’ motivation by making the work processes more efficient and providing them with the ability to influence them. The following measures have been implemented so far:
 - Creating a new position of the Business Processes Department Head responsible for the entire group
- Strengthening the position of internal IT, thereby optimizing internal IT tools
- Introduction of the CRM (Customer Relationship Manager) system with the aim to increase employee productivity when working with customers
- Finalizing the system of department controlling, increasing transparency of intra-company financial flows and rules
- **Remuneration and the sense of fulfillment** – the need to foster employee motivation by building an incentivizing and transparent system of compensation based primarily on merit- and performance based evaluation and employee contribution. The system is to reflect both intra-firm as well as external “justice” with respect to current labor market conditions.

„STAND-UP & SPEAK-UP“ INTRA-COMPANY COMMUNICATION SUPPORT

The goal is to create environment that provides sufficient information to employees regarding company related issues, as well as giving them an opportunity to have their voices heard and contribute with their own ideas. In 2010 we strived for a greater degree of unification of both the internal as well as external communication. The cooperation of the HR and marketing departments mattered a great deal especially when jointly organizing company events. With the aim to facilitate bottom-up communication, the following intra-company communication tools were introduced:

- Intra-company blog and reports from weekly management meetings
- Quarterly coffee talks
- Company-wide satisfaction survey
- 360° feedback to management
- Partial intranet surveys



ENGLISH AS A COMPANY LANGUAGE

After acquiring the Romanian Datonet Company, using English in everyday communication has become a must. From the HR perspective this meant setting a goal of switching to an English speaking firm. In 2010 basic milestones have been defined with the so-called road map which clearly defines the final goal and two key paths towards that particular goal:

- Tools:
 - Change of corporate documentation
 - Utilizing of corporate applications
 - Communication tools and channels
- Culture:
 - Defining the critical minimum English language skills for respective job positions
 - Support of language learning
 - Support of culture change through more concentrated internal communication
 - Support of culture change through common business opportunities and projects within the group

„INSPIRE TO ASPIRE“ ALSO WITHIN THE FIRM OR “LET’S CHALLENGE OURSELVES”

We would like to coin a culture and spirit conducive to performance, engagement and proactive approach. We would like to create a mood where each employee identifies with the company’s vision, and knows how to contribute to its fulfillment. It is important for us to have a compensation system that motivates to exceptional performance, rewards personal responsibility, creativity and leadership. To reach our goals, in 2010 we have realized the following projects:

- Introduction of pilot performance management change within the technology department where each manager is evaluated on the basis of measurable performance indicators (so-called Key Performance Indicator – KPI), as well as achieved material results
- Including the results of the 360° feedback in the annual management evaluation and reward
- Measuring of the work spirit and management styles most often used by respective department heads

Based on the steps outlined above, we have planned a concept for a new performance evaluation system within the entire company.

PERSONNEL CHANGES

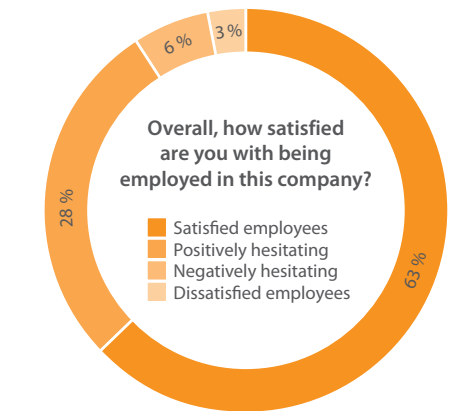
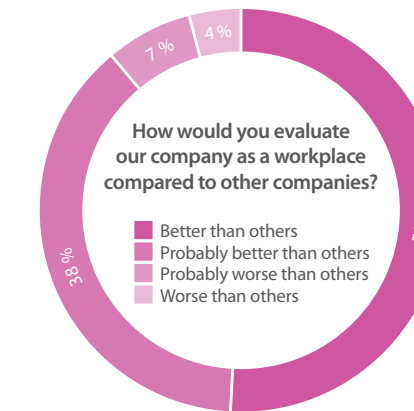
Compared to previous years, in 2010 we have witnessed an increase in the fluctuation of employees. The first three quarters were characterized by massive hiring primarily due to an increase of business opportunities in the outsourcing division. The main factor driving the movements was the project of services provision for Hewlett-Packard. The beginning of cooperation with an important player in the telecommunications market – AT&T, has proved no less important as we have created a team comprising approximately 15 systems engineers. The overall level of recruitment has therefore involved more than 220 newly hired employees within the group.

In September, however, Hewlett-Packard announced a change in its model of cooperation. That translated into yet another transfer and decreasing the number of employees within our company. Nevertheless, merely the last two months of the year have seen more important departures from the firm, thus making the year-end number of employees comparable to that in the previous years.

Employees’ transfers have, of course, had an impact on internal recruitment that reached an above average level of growth. During the year more than 177 employees switched from one internal position to another, while 10 were promoted to a managerial position.

THE D-DAY IN PRAGUE

In April, an official merger of Soitron and ClarioNet took place in Prague during the so-called D-Day. Even though the official acquisition took place a year ago, the offices merged completely and moved to joint premises only in 2010.



CODE OF ETHICS

Our code of ethics formalizes all intra-company relationships from leadership to employees at the lowest level of management. It refers to relationships with current as well as potential clients, employees, suppliers and other business partners. The principles and values of the code of ethics have been created to reflect the real situation of working atmosphere within the company. That may be one reason why our code of ethics differs from the conventional form. It refers to four key areas.

EXPERTISE, QUALIFICATION AND VISION OF OUR PEOPLE

Constant improvement is not a necessity at Soitron, but a way of life. We always want to know more and be the best. Our company strives to support the knowledge base of our employees through constant and wide-reaching training, thereby facilitating

the further growth of talent within the firm. Professional growth, high qualification, competence, breadth of views and solid technological engagement are the pillars of our development that enable us to realize the visions of our clients, and inspire our business partners and employees to aspire themselves.

People are our most valuable asset. We provide stimulating environment where everyone can obtain the most up-to-date information that is essential for continuous growth. Our employees constantly increase their qualification and knowledge by following the most recent developments in their fields. They always search for new opportunities and different ways to solve problems. Trendsetters by nature, our employees prefer an open and creative approach. As a result, they are justifiably considered experts in their respective fields.

TECHNOLOGICALLY SOPHISTICATED SOLUTIONS

It is not just about doing what the client wants. That is not enough for us. We deliver solutions that make maximal use of current knowledge, broaden horizons, and enrich the client in new ways. Exceeding expectations requires competence, flexibility and creative spirit.

We develop projects with an open mind, and are flexible to fulfil our client's wishes. Looking forward, our solutions reflect excellence in every way while discovering new opportunities and moving forward. Our solutions are ahead of our time.

We dismiss groupthink, inefficient solutions and individual backwardness. We do focus, however, on innovative, simple, yet maximally efficient solutions based on creative team

interaction. Our solutions are derived from rich technological background, international experience gained on large projects, local know-how and global partnerships (Cisco, HP, Microsoft, Avaya, IBM, etc.)

UNUSUAL, UNORTHODOX SOLUTIONS

Fair cooperation among partners and commitment to business partners as well as colleagues are the basis of our success. Team spirit can be felt as in our work, so too in our relationships with clients and fellow colleagues.

We nurture relationships with our clients because we want to build lasting partnerships. We strive to make processes as little formal as possible, thereby enhancing the notion of "friendship" between our clients and us. We can accommodate our clients' needs because we always listen and

try to understand the problem at issue. Responsibility, reliability, trust and openness are the foundations of our teamwork. To deliver, we often put in long hours. We always try to make our customer not only a good client, supplier, or business partner, but a true friend.

Our employees enjoy their work. Their motivation to achieve the best results while trying to solve all problems from the scratch serves as a prerequisite for functional multilateral communication with our partners. We strive to understand processes within a deeper context so as to appreciate the very substance of a problem. We prefer relaxed and natural working environment to bureaucracy and formality. Brainstorming the problem is a popular problem-solving tool within our team. We focus on high quality long-term cooperation rather than short-sighted business.

Our outputs are perfectly clear and understandable. When dealing with us, the client never comes across unconvincing and fuzzy results. Living by the motto "Do more for less", we try to follow processes that are carefully customized and strictly conformed to. The quality of our services is reflected in customer appreciation, which in turn translates into doing more business together in the future.

PEOPLE MEET HALFWAY

We care about our employees, friendly atmosphere and good internal social environment within the firm. We have sense of teamwork, we support open communication based on fair play and constructive feedback. Flexibility, empathy, discreetness, adaptability, and willingness to help and leave no one behind are the traits we value most among our people. We consider

the dialogue within the firm of utmost importance. We have coined the "Stand up – speak up" philosophy, and we encourage the open door policy.

With clear and transparent rules, where everyone has an equal opportunity to openly communicate his/her ideas, we all can contribute to our company's future. In return, we expect mutual respect among all members of the company and personal responsibility for achieving the set results.

We believe it is important to contribute to satisfied personal and family lives of our employees. For precisely this reason are the family support and family-oriented events our priorities. The logic is simple: only a happy and balanced person makes a satisfied employee. We often meet outside work and in our spare time. Simply put, we are friends at work as well as outside.

Following the motto "We are people", we prefer natural behaviour, casual dress code, smile and relaxed style to conventionality, suit and tie. Not the cramped stiffness of personality, but the sports spirit. Interests and hobbies of our employees go beyond IT. They are no strangers to the great outdoors, sports, or art, and the company strives to encourage them in their pursuits.

Principles such as flexible working hours, home-based office, no smoking in the premises, waste recycling, and paper (tree) saving are a matter of course for us. This code of ethics is not a company bylaw that must be obeyed. It is rather a set of internal recommendations intended to provide some guidance as to how we need to treat one another as well as subjects outside the firm.

05 CORPORATE SOCIAL RESPONSIBILITY

We are not oblivious of the world around us. According to the values we follow, we strive to become a model for others. Therefore, our aim is to develop the principles of fairness and responsibility further in all areas not only with respect to our business partners and colleagues, but to the local community and environment as well.

COMMUNITY SUPPORT

We have not devoted our endeavors just to our clients. We have been continually spreading the idea of a better world in a number of volunteering activities, educational support, charity and foundations.

- In 2010 we purchased products from protected workshops amounting to almost 27.000 EUR.

- We have donated 25 436 EUR to 17 civic organizations, independent NGOs and foundations supporting, for example, research and development, physical education, prevention of drug addiction, physical disability help programmes, child foster homes and other youth institutions, as well as organizations helping spread the ideas of peace, human rights protection, economic and social reforms, humanitarian and development programmes, family rehabilitation and other services beneficial to society in general.
- We organized expert seminars about the Network Service concept for students of the Faculty of Electrical Engineering and Information Technology at the Slovak University of Technology (FEI STU) in Bratislava, as well as that of Unified Communications for graduates and alumni of the Secondary vocational electro-technician school in Bratislava.
- We were one of the main partners of the IT Fitness Test – a nationwide project aimed at testing the IT skills of the Slovak people. The project was designed to help motivate young people to study and work in the field of computer science and information and communication technology.

- We co-founded the Danube knowledge cluster – a voluntary, independent, special-interest organization created with a view to achieving greater well-being, security and peace for the citizens of the Podunajsky region (region of lower Danube). The goal of the organization is to create a platform from which EU funds could be drawn in a successful and transparent fashion, as well as providing a basis for the creation of a truly knowledge-based economy in the Danube region.

- We organized a company donation for a non-profit organization providing accommodation for the homeless in the St. Vincent de Paul and St. Louise de Marillac shelters.
- From the resources obtained as a result of repurchasing used hardware by company's employees we provided material support to the special elementary school with kindergarten for students and children suffering from autism in Prešov. This "Hardware as a gift" initiative has become a tradition in Soitron.

- Through the Czech foundation of the Vodafone company we joined a charity that supports people with severe physical disabilities (most of them being a result of an injury). As the shared interest involves riding a hand bike, the marketing of the event involves hand bike riding in several European cities as well as participation in local and international competitions.
- The 5th annual charity titled "Support the Project" saw a record number of 18 projects from outside the company's business being nominated by our employees, of which 3 are eligible to gain financial support from Soitron. Based on a variety of criteria, the commission composed of employees' representatives provided financial support to the special

school in Levoča, supported the purchase of an electronic whiteboard for a school in Turany and the construction of an ice ring in Most pri Bratislave.

- In cooperation with the National Transfusion Service, we have organized blood donation twice during the previous year in Soitron's premises. Together, the initiative was supported by more than 70 employees.
- Employees responsible for the firm's information security organized a training seminar for other employees called "Information Security Days" during which they have informed not only about security threats, but also described ways how to protect against them. The event was complemented by a company-wide employee test.

WORKING ENVIRONMENT

In 2010 we have defined a new initiative that will shape the relationship between us and our employees – Best Employer of 2015. To reach the goal, we have so far taken the following steps:

- As part of improving the working environment we have added second multimedia board Digital Media Signage (DMS) that will serve as another communication channel providing news about company-related matters, utilizing photographs and video as well.

- In the Prague office, we have facilitated consultation with experts on ergonomics related to working with a personal computer. These have provided advice on matters such as the right chair setup, height and tilt of the screen, and the like. Employees also received a special tool used to teach the right way of sitting – the overball. Moreover, to alleviate from the pains that often come as a result of sedentary occupations, we continue to provide massages to employees on a weekly basis.

- We have continued to provide our employees with a wide array of company benefits divided into several “packages.” The social package continued to include child birth, wedding support, or long-term sick leave contribution, food vouchers from the social fund, salary pre-payment or free accommodation for the period of one month. An annual cultural event for employees and their spouses that is a part of the family package has been moved from the end of the year to the beginning of the next one to improve quality of the event. There have been two events for kids this year – The Evening with Santa and International Children’s Day. In the area of sports, the Soitron team has

been actively participating in the endurance mountain bike competition Dubnický Marathon, the Devín – Bratislava national run and the Bratislava night run. The 3rd year of Soitron Cup – the employee futsal tournament, also took place this year with 12 teams of employees participating.

- The loyalty package includes bonuses for employees who have been with the company for more than 2 years while the health package involves an option of visiting a company doctor as well as an eye specialist. The benefits budget provides the opportunity to utilize all-year private healthcare services. The same budget also offers the opportunity to take advantage

of a variety of sporting (sports package) or wellness facilities and massages (relaxation package). The financial package includes the option of using the company cell phone for private purposes, entertainment and relaxation vouchers, contribution to the 3rd pension pillar, internet subsidy, employee store, pharmacy, hotel and sporting facility discounts, etc.

- The need for continuing education is addressed by company’s own training and certification test center in the firm’s premises with internal instructors with more than a decade-long tradition. The center has two lecture rooms and

four testing stations and offers training from the most renowned technology firms such as Cisco, Microsoft, UNIX and Solaris. This, along with a system of external education, enables us to maintain the highest level of up-to-date knowledge of our employees in the field of technology. The overall complexity of education is achieved by offering further soft skills and languages training opportunities.

- We have conducted an employee satisfaction survey in cooperation with a renowned international consultancy Hewitt Associates. We discuss further the results in the part of the report devoted to the company’s HR policy.

ENVIRONMENT

- We understand the responsibility we have for our environment. Therefore, as a part of implementing and support of new technology that is less harmful to our environment, conserves resources and simplifies everyday lives of our people, we continue to use the so-called Smart Cards. Their introduction as an employee ID, entry key and electronic signature of internal documents literally eliminated the need for paper-based administration of internal documents.

MARKET

Relations with our clients, suppliers and other business partners are guided and enforced by our code of ethics also published in this report.

06 FINANCE

FINANCIAL RESULTS

Soitron, a.s., has another successful year behind. It continues to hold the primacy among the info-communication integrators and IT service providers in Slovakia.

In 2010, the Soitron group had a turnover of EUR 76.6 million, experiencing a 2.7% growth compared to the last year. Revenues from service provision accounted for more than 59.3% of all revenues, thus reaching 8.9% growth over the last year.

The operating profit of the Soitron group has grown by 2.3% over the last year to reach EUR 8.8 million in 2010.

In 2010, Soitron, a.s. had a turnover of EUR 58.7 million, a 6.3% growth compared to the previous year. Revenues from service provision accounted for more than 65% of the company's turnover. Compared to the last year, this constitutes a 1 p.p. decline. From the structural perspective, outsourcing services, project delivery and technical support prevail.

The economic value added increased compared to the previous year by 10.2% and reached EUR 27.2 million in 2010.

Soitron's after-tax profit amounted to EUR 4.9 million. The before-tax figure reached EUR 6.4 million, representing a 2% growth over the last year. The increase in profits earned was primarily a result of a higher economic value added as well as a continuous prudent cost policy.

The company continued this year with investments in internal company development as well as new areas of technology, thereby further expanding its product portfolio.

Soitron, a.s. values stable supplier – consumer relationships and fulfills its obligations to state and other organizations regularly and without delay.

Financial situation of the company has been stable during the entire year. Company's activities have been financed from its own resources for the most part. Nevertheless, the company has started to draw a loan of EUR 2.1 million.

Financial stability and credit risk management have been ensured through the use of hedging.

SELECTED INDICATORS SOITRON, A. S.

In 2009 – 2010 SOITRON, a.s. achieved following results (in EUR) in the selected indicators:

in EUR	2009	2010
Share Capital	99 600	99 600
Equity	18 513 908	17 846 827
Liabilities	19 494 065	17 797 593
Total Assets	38 050 666	35 773 745
Revenue from Sales of Goods	18 828 379	20 412 581
Revenue from Sales of Own Products and Services	36 383 147	38 248 842
Total Sales Revenue	55 211 526	58 661 423
Total Income	58 195 180	60 324 132
Profit Before Tax	6 219 970	6 378 786
Profit After Tax	5 833 749	4 937 815
Average Number of Employees	682	639
ROA – Return on Assets	15.3%	13.8%
Return on Sales	10.6%	8.4%
Total Liquidity	2.26	2.36
Instant Liquidity	0.72	1.03
Receivables Collection in Days	95	92
Stock Turnover in Days	11	2

SELECTED INDICATORS SOITRON GROUP

Soitron Group achieved following results in the selected indicators (in million EUR)

in million EUR	2009	2010
Equity	25.7	25
Revenue from Sales of Goods	32.9	31.2
Revenue from Sales of Own Products and Services	41.7	45.4
Total Sales Revenue	74.6	76.6
Operating Profit (Loss)	8.5	8.8
Profit Before Tax	7.5	6.2
Average Number of Employees	772	728
ROE - Return on Equity	29.0%	24.1%
Return on Sales	9.98%	8.10%
Gross Profit	44.9%	48.0%

SELECTED INDICATORS SOITRON, S.R.O. (CZ) AND DATANET, S.R.L.

Selected indicators Soitron, s.r.o. (CZ) and DATANET, s.r.l. (in EUR)

in EUR	SOITRON CZ	Datanet
Total Sales Revenue	4 948 741	13 534 710
Revenue from Sales of Own Goods and Services	2 275 130	4 888 348
Revenue from Sales of Goods	2 67 611	8 643 362
Gross Profit	2 424 679	3 722 611
Operating Profit (Loss)	123 881	1 933 422

BALANCE SHEET SOITRON, A. S.

in EUR	2009	2010	Index 10/09
TOTAL ASSETS (netto)	38 050 666	35 773 745	0,94
FIXED ASSETS	14 335 005	8 700 709	0,61
Long-term intangible assets	4 658 087	3 816 029	0,82
Long-term tangible assets	1 176 609	889 865	0,76
Long-term financial assets	8 500 309	3 994 815	0,47
CURRENT ASSETS	23 540 759	26 879 656	1,14
Inventory	1 605 338	322 207	0,20
Long-term receivables	647 327	397 906	0,61
Short-term receivables	13 757 724	14 405 859	1,05
Financial accounts	7 530 370	11 753 684	1,56
Accruals and deferrals	174 902	193 380	1,11

in EUR	2009	2010	Index 10/09
TOTAL LIABILITIES	38 050 666	35 773 745	0,94
EQUITY	18 513 908	17 846 827	0,96
Registered capital	99 600	99 600	1,00
Capital funds	-82 481	-4 400 077	53,35
Funds created from net profit	9 940	9 940	1,00
Retained earnings	12 653 100	17 199 549	1,36
Net profit (loss) from current year	5 833 749	4 937 815	0,85
PAYABLES	19 494 065	17 797 593	0,91
Reserves	5 185 850	4 028 114	0,78
Long-term payables	271 512	277 699	1,02
Short-term payables	10 432 703	11 411 780	1,09
Bank loans and bonds	3 604 000	2 080 000	0,58
Accruals and deferrals	42 693	129 325	3,03

PROFIT AND LOSS STATEMENT SOITRON, A. S.

in EUR	2009	2010	Index 10/09
Revenues from sales of goods	18 828 379	20 412 581	1,08
Expenses of sales of goods	16 282 579	17 147 662	1,05
Margin	2 545 800	3 264 919	
Production	36 383 147	38 248 842	1,05
Production consumption	14 272 133	14 354 628	1,01
Added value	24 656 814	27 159 133	1,10
Personnel expenses	19 309 087	19 842 174	1,03
Taxes and fees	5 926	1 465	0,25
Depreciation of intangible and tangible assets	611 928	1 550 214	2,53
Revenues from sales of fixed assets and materials	0	8 587	0,00
Net book value of fixed assets and materials sold	0	6 387	0,00
Other operating revenues	82 899	63 987	0,77
Other operating expenses	128 565	75 966	0,59
Operating net profit (loss)	4 684 207	5 755 501	1,23
Net profit (loss) from long-term financial assets	1 646 177	544 759	0,33
Gains on revaluation of securities and income from derivative transactions	878 885	834 241	0,95

in EUR	2009	2010	Index 10/09
Loss on revaluation of securities and expenses related to derivative transactions	786 110	627 934	0,80
Interest income	53 688	46 480	0,87
Interest expenses	40 970	84 465	2,06
Income from rate of exchange	322 005	164 655	0,51
Expenses from rate of exchange	505 958	244 033	0,48
Other financial income	0	0	0,00
Other financial expenses	31 954	10 418	0,33
Net profit (loss) from financial operations	1 535 763	623 285	0,41
Income tax from ordinary activities - payable	683 493	1 362 400	1,99
Income tax from ordinary activities - deferred	-297 272	78 571	-0,26
Net profit (loss) from ordinary activities	5 833 749	4 937 815	0,85
Extraordinary revenues	0	0	0,00
Extraordinary expenses	0	0	0,00
Income tax from extraordinary activities	0	0	0,00
Net profit from extraordinary activities	0	0	0,00
Net profit (loss) for current period	5 833 749	4 937 815	0,85

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