

**INTERIM REPORT ON BUSINESS ACTIVITIES
of SHELLY GROUP PLC**

SECOND QUARTER OF 2023

consolidated basis



Pursuant to Art. 100o, Para 5 in conjunction with Para 4 of the Public Offering of Securities Act and Art. 12 of Ordinance No. 2 dated 09.11.2021 on the for initial and subsequent disclosure of information in public offerings of securities and admission of securities to trading on a regulated market

These Notes to the Interim Report on the Business Activities of SHELLY GROUP PLC (former company name ALLTERCO JSCo) on an consolidated basis present information about the company, relevant to the end of fourth quarter of 2022 for the period 01.01.2023 – 30.06.2023 (the “reporting period”).

1. INFORMATION ABOUT THE GROUP

SHELLY GROUP PLC is a public listed joint stock company, established in 2010 in the city of Sofia and entered in the Commercial Register at the Registry Agency on 11.02.2010 under UIC (unified identification code): 201047670 and LEI code (identification code of the legal entity) 8945007IDGKD0KZ4HD95 and is established for an unlimited period. Its name is written in Latin: SHELLY GROUP PLC (former company name ALLTERCO JSCo).

The company has its registered office and address of management: Republic of Bulgaria, Sofia County, Sofia Municipality, Sofia 1407, 103CherniVrah Blvd. The address for correspondence is the same; Tel: +359 2 957 12 47. The website of the Company is www.allterco.com.

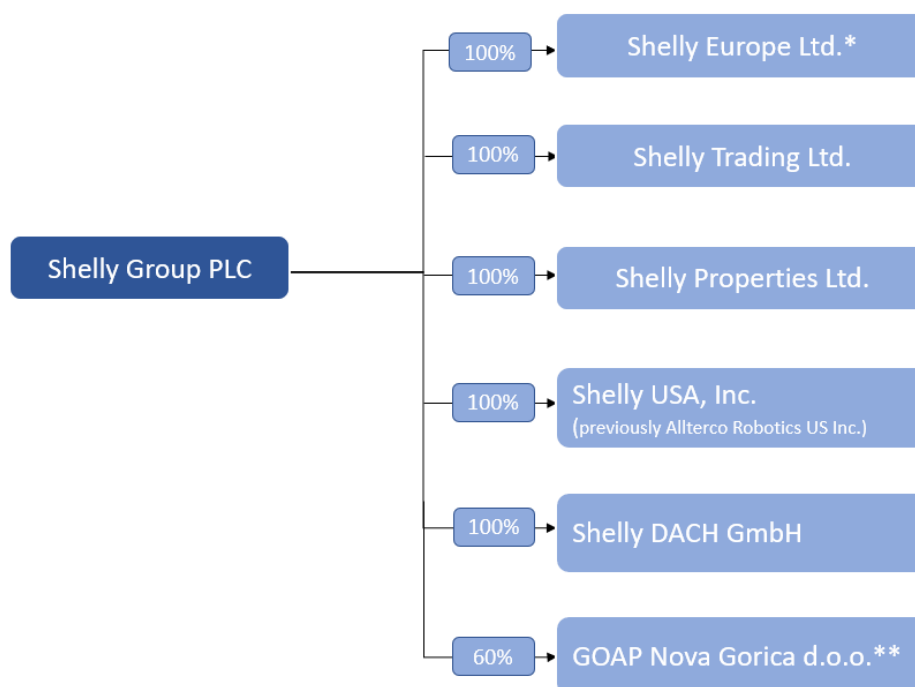
The Company is public listed within the meaning of the Public Offering of Securities Act and is registered as a public company in the register kept by the FSC with Decision 774 - PD of November 14, 2016 as a result of successfully completed initial public offering of shares from the Company’s capital increase.

Since November 22, 2021 the shares of SHELLY GROUP PLC are traded on two regulated markets in EU – Bulgarian Stock Exchange and Frankfurt Stock Exchange.

The company operates according to Bulgarian legislation.

The Issuer is part of an economic group, which consists of the parent company SHELLY GROUP PLC and its subsidiaries:

1.1. Structure of the economic group at the end of the reporting quarter for 2023



* During the reporting period the subsidiary Shelly Europe Ltd. (previous company name Allterco Robotics Ltd.) has registered a branch in Ireland, registered with the Companies Registration Office with registration number 909893 and registered address 38 Upper Mount Street, Dublin, D02 PR89, Ireland

** In January 2023 the Company has closed the 1st stage of the acquisition of the Slovenian IoT provider GOAP Računalniški inženiring in avtomatizacija procesov d.o.o. Nova Gorica, (“GOAP” or the “Target Company”) which consisted in the acquisition of 60% of the share capital of the Target Company. The transaction is based on Share Purchase Agreements (“SPAs”) that were signed with all four GOAP shareholders. The total purchase price for the 1st stage transactions is EUR 2 million.

The remaining 40% of the GOAP share capital belonging to three individual shareholders of GOAP are subject to Option Agreement that was signed together with the SPAs. Under the Option Agreement SHELLY GROUP PLC will have unconditional call options and the selling shareholders will have conditional put options on two packages of shares (the exercise of each of the sellers' options is conditional upon the achievement of certain minimum criteria of KPI, EBITDA and revenue within the period 2023 – 2025). One option is for 16% of GOAPs share capital and the other option is for 24% of GOAPs share capital. The aggregate price for the shares in case of the exercise of the options depends on the extent to which the conditions therefore are met and may range from EUR 699,999.70 (BGN 1,369,080.41) to EUR 3,449,998.60 (BGN 6,747,610.76).

GOAP participates also in the following companies which are in process of liquidation:

- 1,56% of INSTALACIJE d.d. montaža in trgovina - v stečaju, with registered address Goriška cesta 66, 5270 Ajdovščina, Slovenia, registration number 5279330000 – in process of liquidation;
- 50% of COCKPIT smart home - avtomatizacija hiš d.o.o., with registered address, Ulica Klementa Juga 7, 5250 Solkan, Slovenia, registration number: 8159211000 – in process of liquidation;

SHELLY GROUP PLC has participation in a company in China, Allterco Asia Ltd. (associated company) with headquarters and registered office in Shenzhen, Guangdong Province. The capital of the new company is CNY 100 000, as the participation of SHELLY GROUP PLC is 30% with an option to acquire additional up to 50% and reach a controlling stake of up to 80%.

The scope of business of the SHELLY GROUP PLC, according to Art. 4 of its Articles of Association is: Acquisition, management, evaluation and sale of share participations in Bulgarian and foreign companies; acquisition, management and sale of bonds; acquisition, evaluation, sale and assignment of licenses for the use of patents and other intellectual and industrial property rights; financing of companies in which SHELLY GROUP PLC participates; purchase of goods and other items for resale in their original, manufactured or processed form; sale of goods of own production; foreign trade transactions; commission, forwarding, warehousing and leasing transactions; transport transactions in the country and abroad; transactions of commercial representation and intermediation of local and foreign individuals and legal entities; consulting and marketing transactions; providing management and administration services to local and foreign legal entities; as well as any other commercial transactions not prohibited by law.

As a result of strategic deals, corporate changes and decisions in 2019 and 2021, the core business of the Issuer’s Group in the reporting period of 2022 remains the development, production and sale of IoT devices.

Since 2015, the Group has grown organically in the IoT sector through the development and implementation of two main product categories - tracking devices under the brand MyKi and home automation systems under the brand Shelly.

1.2. Management

During the reporting period there has been a change in the personnel of the Board of Directors. With the resolution of the General Meeting of Shareholders of 08.04.2022 there has been changed the number of the Board members from three to five, where Mr. Wolfgang Kirsch and Mr. Gregor Bieler joint to the current members.

Pursuant to the resolution of the General Meeting of Shareholders at its first meeting held on 08.04.2022. the Board of Directors elects from among its members the following executive members, Chairman and Deputy-Chairman:

- Gregor Bieler - Chairman;
- Nikolay Martinov - Deputy Chairman;
- Dimitar Dimitrov - Executive Director and Representative;
- Wolfgang Kirsch - Executive Director and Representative;
- Svetlin Todorov - Member of the Board of Directors and Representative;

The representatives represent the Company together or individually.

1.3. Capital structure

As of the end of the reporting period the issued, subscribed, paid-in and registered capital of the Company amounts to BGN 17 999 999 (seventeen million nine hundred ninety-nine thousand nine hundred ninety-nine), and is divided into 17 999 999 (seventeen million nine hundred ninety-nine thousand nine hundred ninety-nine) dematerialized ordinary registered voting shares, with a par value of 1 (one) BGN each.

The capital is fully paid in five contributions:

- Non-monetary contribution representing 100% of the shares of Teravoice EAD, with an appraised monetary value of BGN 50,000 (fifty thousand);
- Non-monetary contribution representing 69.60% of the shares of Terra Communications JSCo, with an appraised monetary value of BGN 5,438,000 (five million four hundred and thirty-eight thousand);
- A combination of non-monetary and cash contributions amounting to BGN 8,012,000 (eight million and twelve thousand).
- Cash contributions at the amount of BGN 1,500,000 (one million and five hundred thousand) compared to 1,500,000 (one million and five hundred thousand) subscribed and fully paid-in dematerialized ordinary registered voting shares with a par value of BGN 1 each, as a result of a procedure for Initial Public Offering of a new issue of shares.
- Cash contributions at the amount of BGN 2,999,999 (two million nine hundred ninety-nine thousand nine hundred ninety-nine) against 2,999,999 (two million nine hundred and ninety-nine thousand nine hundred and ninety-nine) subscribed and paid-in dematerialized ordinary registered voting shares with a nominal value of BGN 1 each, as a result of a procedure for Public Offering of a new issue of shares. The public offering of shares from the capital increase of SHELLY GROUP PLC was carried out in the period 28.09.2020 - 30.10.2020, on the basis of a Prospectus, together with the supplements thereto, confirmed by the Financial Supervision Commission with Decision № 148- F of 18.02.2020, Decision № 405-E of 11.06.2020, Decision № 601-E of 13.08.2020 and Decision № 791-E of 29.10.2020.

Subsequent to the end of the reporting period, the Company's capital was increased to 18 050 945 (eighteen million fifty thousand nine hundred forty-five) BGN, divided into 18 050 945 (eighteen million fifty thousand nine hundred forty-five) ordinary registered shares with voting rights, with a par value of 1 (one) BGN per share. The increase was made by cash contributions in the total amount of BGN 50,496 (fifty thousand four hundred ninety-six) in procedure of initial public offering of the issue of shares, held in the period from 28.06.2023 to 29.06.2023, in accordance with the procedure under Art. 112, par. 3 of the Public Offering of Securities Act, without a prospectus and based on Information Document pursuant to Article 1(4)(i) in conjunction with Article 1(5)(h) of Regulation (EU) 2017/1129 of the European Parliament and of the Council of 14 June 2017 on the prospectus to be published when securities are offered to the public or admitted to trading on a regulated market

As of 30 June, 2023 the capital structure of SHELLY GROUP PLC is as follows:

NAME OF SHAREHOLDER	CAPITAL PERCENTAGE
Svetlin Todorov	32,48 %
Dimitar Dimitrov	32,48 %
Other individuals and legal entities	35,04 %

As of 30 June, 2023 the company does not hold treasury shares.

After the end of the reporting period, the capital was increased as a result of successfully completed procedure for public offering of shares in favor of the employees of the company. As are result of the capital increase the shareholder structure changed as follows:

NAME OF SHAREHOLDER	CAPITAL PERCENTAGE
Svetlin Todorov	32,39 %
Dimitar Dimitrov	32,39 %
Other individuals and legal entities	35,22 %

1.4. Development and research activities

The company has not carried out activities in the area of research and development and does not plan such in the near future. One of the subsidiaries of SHELLY GROUP PLC has carried out such activity during the reporting period, namely: Shelly Europe Ltd. (previous company name Allterco Robotics Ltd.)

2. IMPORTANT EVENTS FOR SHELLY GROUP PLC

Detailed information about the important events that occurred during the reporting period for SHELLY GROUP PLC, as well as other information that could be important for investors is regularly disclosed by the company in accordance with regulatory requirements. In compliance with the requirement of Art.43a et seq. of Ordinance No. 2 of FSC, in conjunction with Art. 100t, Para 3 of the POSA, the Company discloses the regulated information to the public through selected information media. All information provided to the media in fully unedited text is available at: <http://www.x3news.com/>. The required information is submitted to the FSC - through the unified system for submission of information electronically, developed and maintained by the FSC - e-Register. The information is also available on the Company's website at: <https://allterco.com/en/INVESTORS>.

The announced important events that occurred during the reporting period did not have a significant impact on the financial results of the company on an consolidated basis.

3. FINANCIAL POSITION AND DEVELOPMENT OF THE BUSINESS ACTIVITIES DURING THE REPORTING PERIOD

3.1. Operating income

As of the end of the reporting period SHELLY GROUP PLC reported on consolidated basis a profit of BGN 11 427 thousand, which is an increase in profit of 80.3% compared to the same reporting period of the previous year.

During the reporting period SHELLY GROUP PLC reports consolidated operating revenue of BGN 54 926 thousand, which is an increase of 47.05% compared to the same period of the previous year.

REVENUE	6 months of 2022 thousand BGN	y/y change%	6 months of 2023 thousand BGN
Sale of goods and production	35 724	53.3%	54 767
Revenue from services and rents	29	-37.9%	18
Other operating revenue	1 600	-91.2%	141
Total operating revenue	37 353	47.05%	54 926
Share in the profit of associated companies	38	31.6%	50
Profit form operation with financial assets	-		10
Total financial income	38	57.9%	60

3.2. Operating expenses

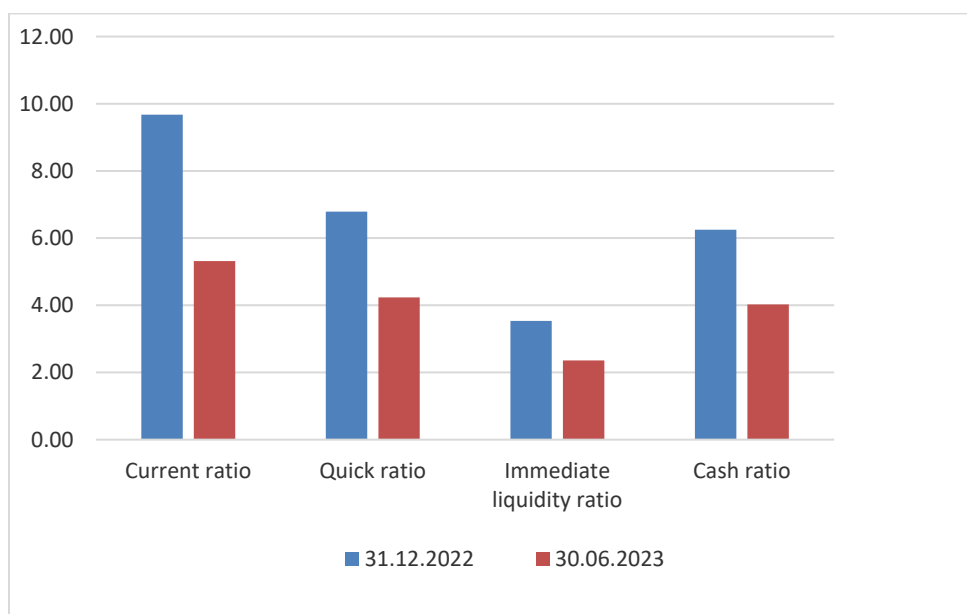
As of the end of the reporting period the total operating expenses of SHELLY GROUP PLC increased by 51,8 % compared to the same reporting period of the previous year. This is mainly due to to the expenses for salaries and social securities which have increased by 48,7, other administrative expenses which have increase by 157,0% and expenses for marketing and sales, which have increase by 148,9%.

The biggest part of the reported operating expenses for the reporting period belongs to the expenses for salaries and social securities with 52,2% share in total expenses, followed by external services with a share of 21,6 % and the expenses for marketing and sales with a share of 16,0%.

EXPENSES	6 months of 2022 thousand BGN	y/y change %	6 months of 2022 thousand BGN
Materials	245	-28.7%	175
External services	2 166	70.7%	3 698
Depreciation	225	68.0%	378
Salaries	6 006	48.7%	8 931
Other administrative expenses	324	157.0%	833
Total administrative expenses	8 966	56.3%	14 014
Sales and marketing	1 101	148.9%	2 740
Other operating expenses	1 202	-70.9%	350
Total Operating Expenses	11 269	51.8%	17 104

3.3. Financial indicators

Liquidity Ratios



LIQUIDITY RATIOS	31-12-22	30-06-23
Current ratio	9.68	5.32
Quick ratio	6.79	4.24
Immediate liquidity ratio	3.53	2.36
Cash ratio	6.25	4.03

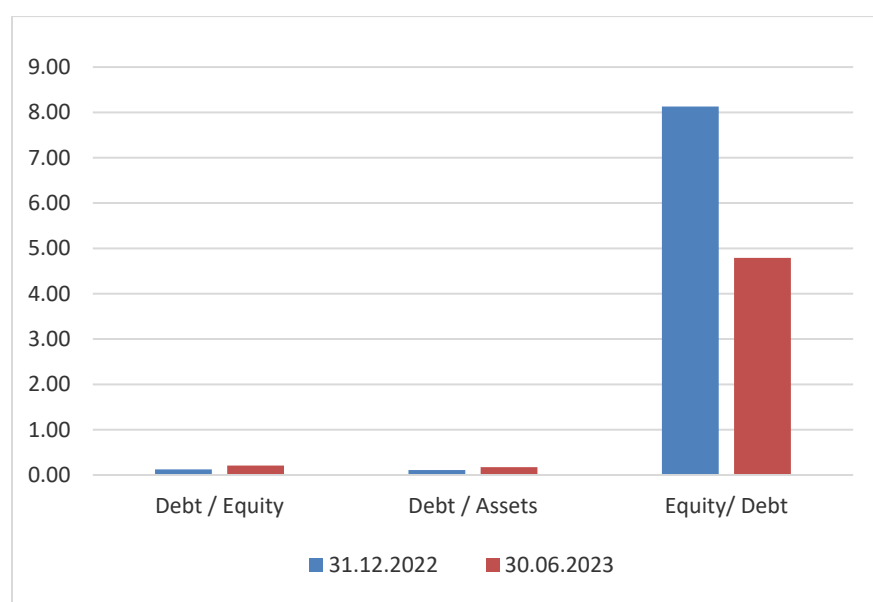
The current liquidity ratio at the end of the reporting period decreased due to the following: the current assets increased by 13,4% compared to the end of 2022, while the current liabilities increased by 106,4% which is highly impacted by the resolution of the General Meeting of the Shareholders for payment of dividend.

The quick liquidity ratio at the end of the reporting period decreased due to the following: the current assets increased by 13,4% compared to the end of 2022, while the inventories decreased by 22,8%.

The absolute liquidity ratio at the end of the reporting period decreased due to the following: the current liabilities increased by 106,4% compared to the end of 2022, while cash increased by 37,8%.

The cash ratio at the end of the reporting period decreased due to the following: The current liabilities increased by 106,4% compared to the end of 2022, while cash increased by 13,4 % and the commercial receivables increased by 26,7.

Financial autonomy indicators



DEBT RATIOS	31-12-22	30-06-23
Debt / Equity	0.12	0.21
Debt / Assets	0.11	0.17
Equity/ Debt	8.13	4.79

The change in the debt/equity ratio at the end of the reporting period is due to the following: the Company's total liabilities increased by 87,7% compared to the end of 2022, and equity increased by 10,6%.

The change in the debt/assets ratio at the end of the reporting period is due to the following: the Company's total assets increased by 19,0% compared to the end of 2022, while the Company's total liabilities increased by 87,7%.

The change in Equity/ Debt ratio at the end of the reporting period is due to the following: the total liabilities of the Company increased by 87,7% compared to the end of 2022, and equity decreased by 10,6%

4. DESCRIPTION OF THE MAIN RISKS AND UNCERTAINTIES

The risks associated with the core business of the Company can generally be divided into systemic (general) and non-systemic (related specifically to its business and the industry in which it operates). Relevant for the Company are also the similar categories of risks inherent in the company business and the industry in which its subsidiaries operate, insofar as they are the main source of the Company's income. Separately, investors in the Company's financial instruments are also exposed to risks related to the investments in securities themselves (derivative and underlying).

4.1. SYSTEMIC RISKS

Systemic risks are related to the market and the macro environment in which the Company operates, which is why they cannot be managed and controlled by the Company's management team. Systemic risks are: political risk, macroeconomic risk, inflation risk, currency risk, interest rate risk, tax risk and unemployment risk.

Type of risk	Description
POLITICAL RISK	<p>Political risk is the likelihood of a change of Government, or of a sudden change in its policy, of occurrence of internal political turmoil and adverse changes in European and/or national legislation, as a result of which the environment in which local businesses operate will change negatively, and investors will incur losses. April 2023, there were held early parliamentary elections for the Ordinary National Assembly and as of the date of this Interim report, as a result of which a regular government of the two first political formations is formed.</p> <p>Political risks for Bulgaria internationally are related to the commitments undertaken to implement serious structural reforms in the country in its capacity as an equal member of the EU, increasing social stability, limiting inefficient spending, on the one hand, as well as the strong destabilization of the countries of The Middle East, military interventions and conflicts in the region of the former Soviet Union, the refugee waves generated by these factors, and the potential instability of other key countries in the immediate proximity of the Balkan</p> <p>Other factors that also affect this risk are the possible legislative changes and in particular those concerning the economic and investment climate in the country.</p>
GENERAL MACROECONOMIC RISK	<p>According to the National Statistical Institute, in June 2023 the overall business climate indicator remained similar to the previous month, with an improvement only in retail trade.</p> <p>According to the ECB experts' August 2023 projections, a annual average real GDP growth is expected to slow down to 0.9% in 2023 (from 3.5% in 2022), before rebounding to 1.5% in 2024 and 1.6% in 2025. Compared with the March 2023 projections, the outlook for GDP growth has been revised down by 0.1 percentage points for 2023 and 2024, reflecting mainly tighter financing conditions. GDP growth in 2025 remains unchanged, as these effects are expected to be partly offset by the impact of higher real disposable income and lower uncertainty.¹</p>
INTEREST RATE RISK	<p>Interest rate risk is related to possible negative changes in interest rates established by the financial institutions of the Republic of Bulgaria.</p>

¹ <https://www.ecb.europa.eu/pub/pdf/ecbu/eb202304.en.pdf>

The Governing Council is determined to ensure that inflation returns to its 2% medium term target in a timely manner. It therefore decided at its meeting on 15 June 2023 to raise the three key ECB interest rates by 25 basis points. [...] The monetary policy tightening continues to be reflected in risk-free interest rates and broader financing conditions. Funding conditions are tighter for banks and credit is becoming more expensive for firms and households. In April lending rates reached their highest level in more than a decade, standing at 4.4% for business loans and 3.4% for mortgages [...] These higher borrowing rates, together with tighter credit supply conditions and lower loan demand, have further weakened credit dynamics. The annual growth of loans to firms declined again in April, to 4.6%. The month-on-month changes have been negative on average since November 2022.²

Basic Interest Rate

01.01.2022	0.00
01.02.2022	0.00
01.03.2022	0.00
01.04.2022	0.00
01.05.2023	2.77
01.06.2023	2.96

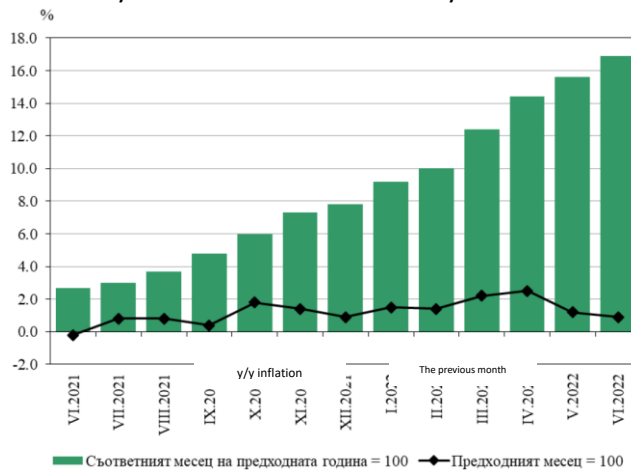
*Source: BNB³

INFLATION RISK

Inflation risk is a general price increase in which money depreciates and households and firms are likely to suffer a loss.

The consumer price index is the official measure of inflation in the Republic of Bulgaria. It assesses the overall relative change in the prices of goods and services used by households for personal (non-productive) consumption and is calculated by applying the structure of final monetary consumption expenditure of Bulgarian households.

According to the NSI, in June 2023, the monthly inflation rate is -0.4% compared to the previous month and the annual inflation rate for June 2023 compared to June 2022 is 8.7%. Year-to-date inflation (June 2023 versus December 2022) is 2.4% and the average annual inflation rate for July 2022-June 2023 versus July 2021-June 2022 is 15.0%.⁴



Source: NSI

² <https://www.ecb.europa.eu/pub/pdf/ecbu/eb202304.en.pdf>

³ <https://www.bnb.bg/Statistics/StBIRAndIndices/StBIBaseInterestRate/index.htm>

⁴ https://www.nsi.bg/sites/default/files/files/pressreleases/Inflation2023-06_Q0Z4XZ5.pdf

	<p>The Harmonized Index of Consumer Prices is a comparable measure of inflation for EU countries. It is one of the criteria for price stability and for Bulgaria's accession to the euro area. The HICP, like the CPI, measures the overall relative change in the price level of goods and services.</p> <p>According to the NSI Harmonized Index of Consumer Prices (HICP), the monthly inflation rate in June 2023 is 0.1% compared to the previous month and the annual inflation rate for June 2023 compared to June 2022 is 7.5%¹. Year-to-date inflation (June 2023 versus December 2022) is 2.9% and the average annual inflation rate for July 2022 to June 2023 versus July 2021 to June 2022 is 12.9%. According to the June 2023 Euro system staff macroeconomic projections for the euro area headline inflation is expected to average 5.4% in 2023, 3.0% in 2024 and 2.2% in 2025. Indicators of underlying price pressures remain strong, although some show tentative signs of softening. Staff have revised up their projections for inflation excluding energy and food, especially for this year and next year, owing to past upward surprises and the implications of the robust labour market for the speed of disinflation. They now see it reaching 5.1% in 2023, before it declines to 3.0% in 2024 and 2.3% in 2025.⁵</p>
CURRENCY RISK	<p>Exposure to currency risk is the dependence and effects of changes in exchange rates. Systemic currency risk is the probability of a possible change in the currency regime of the country (currency board), which would lead either to BGN devaluation or to BGN appreciation compared to foreign currencies.</p> <p>Currency risk will have an impact on companies with market shares, the payments of which are made in a currency other than BGN and EUR. Since, according to the current legislation in the country the Bulgarian lev is fixed to the euro in the ratio EUR 1 = BGN 1.95583, and the Bulgarian National Bank is obliged to maintain a level of Bulgarian levs in circulation equal to the bank's foreign exchange reserves, the risk of devaluation of the BGN compared to the European currency is minimal and consists in the eventual early abolition of the currency board in the country. At this stage, this seems unlikely, as the currency board is expected to be abolished upon the adoption of the EUR in Bulgaria as an official unit of payment.</p> <p>Theoretically, currency risk could increase when Bulgaria joins the second stage of the European Exchange Rate Mechanism (ERM II). This is a regime in which the country must maintain the exchange rate compared to the EUR within +/- 15% on the background of the central parity. In practice, all countries currently in this mechanism (Denmark, Estonia, Cyprus, Lithuania, Latvia, Malta) are witnessing fluctuations that are significantly less than the allowed ones of ± 15%.</p> <p>On July 10, 2020, Bulgaria joined the ERM II exchange rate mechanism, known as the 'euro area's waiting room'. The central rate of the Bulgarian lev is fixed at EUR 1 = BGN 1.95583. Around this central exchange rate of the BGN, the standard range of plus or minus 15 percent will be maintained. Bulgaria joins the exchange rate mechanism with its existing currency board regime, as a unilateral commitment and without additional requirements to the ECB.⁶ At the same time, our country must enter into close cooperation with the unified banking supervision. The fixed exchange rate of the BGN to the EUR does not eliminate for the Bulgarian currency the risk of unfavorable movements of the euro exchange rate against other major currencies (US dollar, British pound, Swiss franc) on the</p>

⁵ https://www.nsi.bg/sites/default/files/files/pressreleases/Inflation2023-06_Q0Z4XZ5.pdf

⁶ <https://www.ecb.europa.eu/pub/pdf/ecbu/eb202304.en.pdf>

	<p>international financial markets, but at present the company does not consider that such a risk would be material to its business. The company may be affected by currency risk depending on the type of cash flow currency and the type of currency of the company's potential loans.</p> <p>The SHELLY GROUP PLC Group companies operate in Bulgaria as well as in EU countries and first countries, mainly in the USA and the Asia-Pacific region. At present, the main revenues from the Group's IoT business are in BGN or EUR, and the costs of delivery of goods in this segment are mainly in US dollars and are largely tied to the Chinese yuan, which is why the appreciation of the US dollar or Chinese yuan would have an adverse effect on the business performance. In terms of US dollar exposure, the Group companies are expected to have significant US dollar sales revenue in the US and other non-EU markets in the future, which to some extent balances the Group's net exposure to this major currency.</p> <p>To limit the effects of the currency risk, the companies of the Group have introduced a system for planning the deliveries from countries inside and outside the EU, as well as procedures for ongoing monitoring of the movements in the exchange rates of the foreign currencies and control over the forthcoming payments. Currently, the Group companies do not use derivative instruments for hedging the currency risk but, if necessary, the management is ready to enter into such transactions.</p>												
Credit risk of the state	<p>Credit risk is the probability of deterioration of Bulgaria's international credit ratings, caused by the government's inability to repay its liabilities regularly. Low credit ratings of the country can lead to higher interest rates, more difficult financing conditions, both for the state and for individual economic entities, including the Issuer. Credit ratings are prepared by specialized credit rating agencies and serve to determine and measure a country's credit risk. Bulgaria's credit rating is presented in the following table:</p> <p>Table 1: Credit risk of Bulgaria</p> <table border="1" data-bbox="423 1142 1422 1297"> <thead> <tr> <th>Credit agency</th> <th>Date of last change</th> <th>Long-term rating</th> <th>Prospects</th> </tr> </thead> <tbody> <tr> <td>Standard & Poor's</td> <td>26.11.2022 ⁷</td> <td>BBB/A-2</td> <td>Stable</td> </tr> <tr> <td>Fitch</td> <td>13.05.2023 ⁸</td> <td>BBB</td> <td>Positive</td> </tr> </tbody> </table> <p>Source: Ministry of Finance</p> <p>The international credit rating agency S&P Global Ratings affirmed its long-term and short-term foreign and local currency sovereign credit ratings on Bulgaria at "BBB/A-2". The outlook remains stable.</p> <p>The stable outlook balances Bulgaria's weaker economic growth prospects in the near term and elevated domestic political uncertainty against Bulgaria's low net general government debt and contained interest expenditures. In S&P Global Ratings' view, this affords Bulgaria a policy buffer and leaves its public finances less susceptible to a swift increase in interest rates globally. Bulgaria is currently experiencing high inflation, which, in S&P Global Ratings' view, could pose challenges to it becoming a member of the eurozone in 2024.</p> <p>S&P Global Ratings expects Bulgaria's GDP growth to weaken notably in the coming months. Although the economy has remained more resilient in 2022 against fallout from the Russia-Ukraine conflict than the rating agency initially expected, several challenges lie</p>	Credit agency	Date of last change	Long-term rating	Prospects	Standard & Poor's	26.11.2022 ⁷	BBB/A-2	Stable	Fitch	13.05.2023 ⁸	BBB	Positive
Credit agency	Date of last change	Long-term rating	Prospects										
Standard & Poor's	26.11.2022 ⁷	BBB/A-2	Stable										
Fitch	13.05.2023 ⁸	BBB	Positive										

⁷ <https://www.minfin.bg/bg/news/12185>

⁸ <https://www.minfin.bg/bg/news/11830>

ahead. In particular, the rating agency expects external demand from Bulgaria's main trading partners in the EU will reduce and domestic consumption will lose steam as continuously high inflation, which is estimated at close to 10% on average in 2023, weighs on real wages. Positively, EU-funded projects will provide some support to the economy. S&P Global Ratings projects real growth of less than 1% in 2023 – a substantial slowdown from the 3% it anticipates for 2022.

According to S&P Global Ratings, Bulgaria is gradually progressing in its efforts to enter the eurozone, but it remains unclear whether it will be granted membership in 2024 due to several remaining obstacles. Bulgaria's successful accession to the eurozone would eliminate residual euro exchange rate risks in its economy, improve the country's access to euro capital markets, and grant domestic banks direct access to the ECB resources. However, Bulgaria is currently experiencing high inflation (at close to 15%), which, in the view of the rating agency, could complicate the task of meeting the inflation convergence criterion next year. Domestic political uncertainty also persists with a caretaker government still in office following the most recent snap election in October 2022, hampering the process of preparing for accession.

The rating agency could raise the ratings on Bulgaria if it became a eurozone member; improvements in Bulgaria's balance of payments position could also support an upgrade. S&P points out that it could lower the ratings if Bulgaria's economic prospects deteriorated significantly compared to the rating agency's current expectations, which could occur, for example, due to stronger second-round effects from a slowdown in global growth, the regional security situation significantly worsening, or disruptions of energy imports from Russia threatening the availability of sufficient energy supplies for Bulgaria's economy.⁹

The international credit rating agency Fitch Ratings has affirmed Bulgaria's long-term foreign and local currency Issuer Default Ratings (IDR) at "BBB" with a Positive Outlook.

Bulgaria's ratings are supported by its strong external and public balance sheets versus 'BBB' peers and a credible policy framework, underpinned by EU membership and a long-standing currency-board. This is balanced by unfavourable demographics, which weigh on potential growth and government finances over the long term.

The Positive Outlook reflects the prospect of euro adoption, which could lead to further improvements in external metrics. The authorities remain committed to euro adoption by 2024, with risks around the timeline mainly tied to exogenous factors. The rating agency does not expect a delay of more than one year in euro accession if the country fails to meet convergence criteria in 2023, as it considers that there is a clear commitment at EU level to expedite the process.

Fitch Ratings has affirmed Bulgaria's 'BBB' long-term foreign and local currency sovereign credit rating with a positive outlook.

Bulgaria's rating is underpinned by its strong external and fiscal position compared to similarly rated countries, the credible policy framework of EU membership and the long-standing functioning of the monetary council regime. On the other hand, the low investment-to-GDP ratio and unfavourable demographic factors weigh on potential economic growth and public finances in the longer term.

⁹ <https://www.minfin.bg/bg/news/12018>

	<p>The positive outlook reflects the country's plans for euro area membership, which could lead to further improvements in the country's external position indicators. Despite a series of snap parliamentary elections over the past two years, the rating agency believes that the key political parties remain committed to euro adoption. According to Fitch Ratings, the necessary legislative amendments should be adopted once the political environment stabilizes, with the risks around the eurozone entry date mainly related to the fulfilment of the price stability criterion.</p> <p>Inflation will ease slowly: Fitch Ratings forecasts average annual inflation (HICP) of 9.6% in 2023 (current median of 6.4% for BBB-rated countries), compared to 13% in 2022. While lower international commodity prices and strong base effects should reduce headline inflation this year, robust domestic demand will keep upward pressure on prices, leading to average annual inflation of 4% in 2024. Wage dynamics are broadly in line with inflation, with nominal average wage growth of 12.8% in 2022, driven primarily by private sector increases.</p> <p>Weakening growth outlook: GDP growth is projected to slow to 1.3% in 2023 from 3.4% in 2022. Analysts at the rating agency, expect a sharp reduction in the inventories that firms hold and a slowdown in private and public consumption growth. Nevertheless, private consumption will continue to be supported by a robust labor market, with increases in minimum wages and social payments supporting lower-income households. Investment growth will start to pick up as EU fund flows increase. GDP growth will accelerate to 2.6% in 2024. The delay in the implementation of the SGP reforms is a major downside risk.</p> <p>Uncertain fiscal outlook: according to Fitch Ratings, fiscal performance this year is uncertain as the caretaker government operates under the provisions of the 2022 budget law. The general government deficit is expected to widen to 3.4% of GDP in 2023 from 2.8% in 2022, in line with the current median of 'BBB' rated countries. Strong nominal GDP growth will support tax revenues, while increases in public sector pensions and wages and increases in capital spending will boost overall government spending. The fiscal prudence achieved and the commitment of key political parties to fiscal consolidation support the view of the rating agency analysts that fiscal performance should not be jeopardized in the medium term. Fitch Ratings expects the budget deficit in 2024 to narrow to 2.5% of GDP.</p> <p>Key factors that could lead to positive rating actions are: progress towards euro area accession, including confidence that Bulgaria meets the membership criteria and the euro adoption deadline; improving the growth potential of the economy, for example by introducing structural and governance reforms to improve the business environment and/or efficient use of EU funds.</p> <p>Factors that could lead to negative rating actions are: lack of progress in joining the euro area due to persistent political instability or failure to meet the convergence criteria; lower growth prospects in the medium term caused, for example, by a significant adverse macroeconomic shock or inflation that has persisted at high levels.¹⁰</p>
Unemployment risk	As a major factor affecting consumer purchasing power, an increase in unemployment would reduce demand for IoT products. On the other hand, the demand for staff from businesses continues to be very active, so such a risk seems negligible within the next year.

¹⁰ <https://www.minfin.bg/bg/news/12185>

	<p>Eurostat estimates that 12.937 million persons in the EU, of whom 11.014 million in the euro area (EA), were unemployed in May 2023. Compared with April 2023, unemployment decreased by 75 000 in the EU and by 57 000 in the euro area. Compared with May 2022, unemployment decreased by 257 000 in the EU and by 227 000 in the euro area.¹¹</p> <p>In June, the Employment Agency again reported a decline in the number of registered unemployed in the labor offices. They are 142 510, which is 1 392 persons or 1.0% less than in May. With this number, the registered unemployment rate in June was 5.0%. Thus, compared to the previous month, there is a decrease of 0.1 points, and compared to June 2022, there is also a decrease of 0.1 points.¹²</p>
Risk associated with the legal system	<p>Although Bulgaria has introduced a number of significant legislative changes since joining the EU and most of the Bulgarian legislation has been harmonized with EU legislation, the legal system in the country is still in the process of reform. Judicial and administrative practices remain problematic and it is difficult to effectively resolve property disputes, breaches of laws and contracts and other. Deficiencies in the legal infrastructure can result in uncertainties arising from the implementation of corporate actions, the implementation of supervision and other issues.</p>
TAX RISK	<p>It is essential for the financial performance of the companies to maintain the current tax regime. There is no guarantee that the tax legislation, which is directly relevant to the core business of the Company, will not be changed in a direction that would lead to significant unforeseen expenses and, accordingly, would adversely affect its profit. The taxation system in Bulgaria is still developing, as a result of which a contradictory tax practice may arise.</p>

4.2. NON-SYSTEMIC RISKS

Risks related to the industry in which the Group operates

Such risks are: risk of shortage of key personnel, risk of strong competition, risk related to personal data security and hacker attacks, risk of technology change.

Risk of shortage of key personnel

One of the biggest challenges for technology companies, such as the companies of the Group, as well as given the specific scope of their business in the field of telecommunications and engineering and software development, is the shortage of skilled personnel. Insufficient availability of suitable staff in the subsidiaries could adversely affect the future development of the Group due to delays in the development of new products/services and the maintenance of existing ones. On the other hand, the high competition in this sector raises the cost of labor. Thus, the financial position and market share of the Group companies could suffer.

¹¹ https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Unemployment_statistics#Unemployment_in_the_EU_and_the_euro_area

¹² <https://www.az.government.bg/bg/news/view/prodyljava-spadyt-na-registriranite-bezrobotni-v-burata-po-truda-3958/#>

Risk of strong competition

After the sale of most of the telecommunication business of the group, the Group companies operate mainly in the segment of the Internet of Things (IoT). This segment is one of the most modern and promising sectors of the industry, which attracts the interest of many technology giants and start-up companies. The loss or inability to gain market share and the fall in final product prices due to increased competition may have a negative effect on revenue, profit and profit margins. Maintaining a competitive position requires investment in the creation of devices with new utilities, improvement of existing solutions and expansion of market share and it cannot be taken for granted that new developments will be established among the competing ones on the market.

Risk related to personal data security and hacker attacks

The technology industry is characterized by digital transmission of information that could be strictly confidential, containing personal data of users of products, financial information of companies, information about new products and other. The protection of such information is a critical factor for the normal operation of companies in the industry, including of the Group. The sales of the devices and the use by the users of the accompanying mobile applications and cloud services provided by the Group are related to the exchange and storage of personal data. Potential breaches in information security can lead to: i) Loss of customers and/or partners and their migration to competing companies; (ii) Imposing sanctions and lawsuits related to breaches of applicable data protection and privacy laws; iii) Lost or delayed orders and sales; iv) Adverse effects on reputation, business, financial position, profits and cash flows.

Risk of regulatory and specific technical requirements

The supply of IoT devices is related to *regulation regarding the certification of products* for sale in the respective country. In the European Union, products are required to bear the 'CE' marking, which indicates that the product has been evaluated and meets the requirements of safety, health and environmental protection. In the US, the equivalent is 'UL' certification. For certification purposes, accredited laboratories are assigned compliance tests, which involve significant costs. In addition, specifics in the requirements of local regulators and contractors (especially mobile operators) may require additional tests and certification to be performed, which increases the cost of entering a particular market or particular distribution channel.

Sales of the Group companies' products cover an increasing number of markets, which often have local regulation regarding the certification of similar products in the respective country. Meeting the requirements of local regulation is related to time and resources and may delay the Company in entering new markets or require additional costs in order to meet different standards.

The change in regulatory requirements for devices may involve additional costs for making them compliant with the new requirements, including costs for withdrawing products from the market to making them compliant with these requirements. The Group companies and their local partners regularly monitor planned changes in the legislation and take timely measures to ensure the compliance of products with them.

Eventual changes in the regulations in the telecommunications sector, could have some impact on the operation of the Group as mobile operators are one of the main sales channels for existing MyKi series products. Big part of the devices developed and sold by the companies in the IoT Group use Internet-based technology and can work with the services of any Internet provider. To that effect, the Group is now less

dependent on regulations in the field of telecommunications, insofar as the companies in its structure are not providers of telecommunication services and mobile operators are only one of the channels for trade and distribution of IoT devices.

Risk of technology change

The Issuer and its subsidiaries operate in an extremely dynamic segment, in which technologies have a significant impact and are a source of competitive advantage. To that effect, there is a risk of delayed adaptation to new technologies due to lack of knowledge, experience or sufficient funding, which may have a negative impact on the Issuer. The slow adaptation to the new realities may lead to a loss of competitive positions and market shares, which in turn will lead to a deterioration of the Group's performance.

Risks related to the Group's business

Such risks are: operational risk, risk related to business partners, risks arising from new projects and liquidity risk.

Operational risk

Operational risk can be defined as the risk of loss as a result of inadequate or non-functioning internal management procedures. Such risks may be caused by the following circumstances:

- Adoption of wrong operational decisions by the management staff related to the management of current projects;
- Insufficient amount of skilled personnel needed for the development and implementation of new projects;
- Leaving key employees and inability to replace them with new ones;
- Risk of excessive increase in management and administration costs, leading to a decrease in the overall profitability of the Issuer;
- Technical damages leading to prolonged interruption of the provided services may lead to termination of contracts with clients.

The effects of such circumstances would be a decrease in the Issuer's revenues and deterioration of its business performance.

Risk associated with business partners

Production activities in the IoT segment is outsourced, mainly to China, concentrated in several manufacturers. Potential risks associated with key subcontractors are related to the accurate and timely execution of deliveries or termination of business relationships. Although management believes that there is a wide range of alternative suppliers, the possible transfer of production to new partners and diversification of subcontractors may lead to delivery delays and additional costs, which may affect the ability of the Group companies to perform agreed orders from customers and adversely affect the Group's reputation and financial performance.

Risks arising from new projects

The main business activity of SHELLY GROUP PLC is related to investments in subsidiaries. There is a risk that some of the subsidiaries will not be able to meet their goals, which will lead to lower or negative return on investment.

The development of new products and services by the subsidiaries of SHELLY GROUP PLC is related to the investment in human resources, software, hardware, materials, goods and services. Should new products and services fail to be marketed, such investments would be unjustified. This in turn would have a negative impact on the costs and assets of the Company, as well as on the performance of its business activities. In order to manage the risk arising from new projects, the Group companies perform a market analysis, prepare a financial analysis containing different scenarios, and in some cases discuss with potential customers the concept of the new service/product.

Liquidity risk

The expression of the liquidity risk in relation to the Group is associated with the possibility of lack of timely and/or sufficient available funds to meet all current liabilities. This risk may appear both in case of significant delay of the payments by the debtors of the Company, as well as in case of insufficiently effective management of the cash flows from the operation of the Company.

Some of the Group companies use bank financing in the form of an investment loan, overdraft or revolving credit line, which can be used in case of liquidity problems.

The company pursues a conservative liquidity management policy, through which it constantly maintains an optimal liquidity cash reserve and good ability to finance its business activities. In order to control the risk, the Company monitors the timely payment of incurred liabilities. The company monitors and controls the actual and projected cash flows for periods ahead and maintains a balance between the maturity limits of the assets and liabilities.

5. TRANSACTIONS WITH RELATED OR INTERESTED PARTIES

For the reporting period the Company has not entered into transactions with interested parties in the meaning according to POSA.

The Company has not entered into any transactions with other Group companies that fall beyond its scope of regular business or that significantly deviate from the market conditions. Transactions in the ordinary course of business with subsidiaries are eliminated for the purposes of the consolidated. The Company has disclosed information about these transactions in its H1 2023 individual report, published on 31.07.2023 :

Key personnel

During the reporting period, to the members of the Board of Directors have been paid gross remunerations in total amount of BGN 519 thousand. The amounts paid are in compliance with the approved remuneration policy of the Company and the changes made in the number of seats in the Board and the appointment new members, that were appointed on an extraordinary meeting of shareholders held on April 8, 2022.

6. INFORMATION ON NEWLY INCURRED SIGNIFICANT RECEIVABLES AND/OR LIABILITIES FROM THE BEGINNING OF THE YEAR TO THE END OF THE REPORTING QUARTER

There are no newly incurred significant receivables and/or liabilities, except the ones described in section 5 of this report.

7. INFORMATION ON THE TRADING IN THE SHARES OF SHELLY GROUP PLC DURING THE REPORTING PERIOD

Historical data on trade

Date	Volume	Turnover	Highest value	Lowest value	Opening value	Closing value
30.06.2023	51854	1406551.80	28,000	26,000	27,400	26,000
31.05.2023	112738	2721969.50	27,400	21,800	22,000	27,400
28.04.2023	20486	458881.90	22,700	22,000	22,500	22,000
31.03.2023	79538	1791590.70	23,000	22,000	22,500	22,000
28.02.2023	49044	1099266.80	23,000	21,000	21,100	22,800
31.01.2023	25137	539302.60	22,200	20,200	20,600	21,100

Source: Investor.bg

Information on the trading of SHELLY GROUP PLC shares during the reporting period on the Frankfurt Stock Exchange is available at <https://www.boerse-frankfurt.de/equity/allterco-jsco/price-history/historical-prices-and-volumes>

8. EVENTS AFTER THE END OF THE REPORTING PERIOD

After the end of the reporting period, SHELLY GROUP PLC submitted to the FSC, the BSE and the public additional information.

Date	NOTIFICATION
03.07.2023	<p>The Company has announced to the FSC and to the Public the following information:</p> <p>Shelly Group PLC (ticker A4L / ISIN: BG1100003166) (“Shelly Group”), a provider of IoT and smart home products based in Sofia, Bulgaria, announces herewith and within the legally established term informs that the following notification under Art. 19, para. 1 of Regulation (EU) № 596/2014 of the European Parliament and of the Council was received at the office of Shelly Group PLC: Notification under Art. 19, para. 1 of Regulation (EU) № 596/2014 of the European Parliament and of the Council from Mr. Svetozar Iliev, in his capacity as a person discharging managerial responsibilities and namely – as Chief Financial Officer of Shelly Group PLC and Managing Director of “Allterco Robotics” EOOD [current company name Shelly Europe Ltd.], of transactions conducted by this person and on his own account in his capacity as employee – and as follows: purchasing of in total 4,619 shares of Shelly Group PLC (ISIN BG1100003166) from the capital increase of Shelly Group PLC, that was addressed to employees of the Company and its subsidiaries (including</p>

	managers), on 29 June 2023 through the investment intermediary Karoll AD at an average price of EUR 1.00 per share. The transactions are not linked to the exercise of share option programs.
11.07.2023	<p>The Company has announced to the FSC and to the Public the following information:</p> <p>Based on preliminary data as of the end of the second quarter of 2023, we hereby inform you about the following: Shelly Group PLC (ticker: A4L / ISIN: BG1100003166) (“Shelly Group” / “the Company”), previously: Allterco JSCo, announce hereby a 53.3% year-on-year increase in revenue from sales of devices and related services to EUR 28.0 million (BGN 54,8 million) in H1 2023, based on preliminary data. The revenue from sales of Shelly-branded IoT and smart home devices increased by 53.9%, amounting to EUR 26.8 million (BGN 52.4 million). The sales revenue of MyKi tracking devices decreased by 27.1% to EUR 0.6 million (BGN 1.2 million). The Company will officially disclose consolidated financials for H1 2023 until 16 August 2023. Note: EUR/BGN exchange rate EUR 1 = BGN 1.95583.</p>
11.07.2023	<p>The Company has announced to the FSC and to the Public the following information:</p> <p>In reference to an announcement, published on 30.06.2023, about the successful closing of initial public offering of shares from the capital increase of Shelly Group PLC (“the Company”), which was addressed to employees of the Company and its subsidiaries (“the Offering”), we hereby inform that the capital increase of 50 946 BGN representing 50 946 ordinary, registered, dematerialized, voting shares, with a par value of BGN 1 each, has been registered with the Commercial Register at the Register Agency. The capital of Shelly Group PLC following the increase amounts to 18 050 945 BGN, representing 18 050 945 ordinary, registered, dematerialized, voting shares, with a par value of BGN 1 each. The capital increase is a result of the successful public offering performed in the period 28.06.2023 – 29.06.2023 in accordance with Resolution of the General Meeting of the Shareholders of 19.06.2023 and Information Document under Art. 1, paragraph 4(i) in conjunction with Art. 1, paragraph 5(h) of Regulation (EC) 2017/1129.</p>

9. OTHER INFORMATION AT THE DISCRETION OF THE COMPANY

In relation to a Term Sheet that was entered into by the Company in March 2023, during the reporting period Shelly Group PLC has signed an Investment agreement for its investment in Ground Solutions Group PLC by way of participation in a capital increase and subscription for new preference shares in the capital of its subsidiary Corner Solutions Ltd (“the Investment”), namely 625 new preference shares representing 10% of the capital after the capital increase of Corner Solutions Ltd, for a price of EUR 100 000. There are no interested parties involved in the transaction. The parties to the Investment Agreement are Shelly Group PLC and Vitosha Venture Partners - Fund I KD, UIC: 206223492, as investors, on one hand, and Ground Solutions Group AD, its founders Mr. Vladimir Konstantinov Todorov, Mr. Denis Krasimirov Florov, Mr. Nikola Konstantinov Ruychev and Corner Solutions Ltd, with UIC 206375571, on the other hand.

In the second quarter of 2023 Shelly Group PLC has provided a cash loan to a to an unrelated and not-interested third party – Expat Capital AD, UIC 175192462, Bulgarian joint stock company in the amount of EUR 280 000 (BGN 547 632) under the following conditions: term – 1 year as of the date of provision of the

cash, interest rate of 1% per annum on the amount borrowed in proportion to the period for which the amount has been used, which interest shall accrue at the end of the loan period.

In June 2023 the Company increased its capital from BGN 17 999 999 to BGN 18 050 945 as a result of successful initial public offering of shares to the subscription of which there were entitled only employees (including managing directors but not members of the Board of Directors) of the Company and its Bulgarian subsidiaries – Shelly Europe Ltd. (*previously named Allterco Robotics*), Shelly Trading Ltd. (*previously named Allterco Trading*) and Shelly Properties Ltd. (*previously named Allterco Properties*) based on Art. 112 (3) of POSA. The public offering was performed in compliance with Srt. 1, para 4 (i) of Regulation (EU) 2017/1129 of the European Parliament and of the Council of 14 June 2017 on the prospectus to be published when securities are offered to the public or admitted to trading on a regulated market.

The Company considers that there is no other information that has not been publicly disclosed that would be important to shareholders and investors in making an informed investment decision.

Date: 16 August 2023

For SHELLY GROUP PLC:

Dimitar Dimitrov
CEO