



GODIŠNJI IZVJEŠTAJ O POSLOVANJU

2022

BUSINESS REPORT

Moja priča.

bh ::

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 GENERALNI DIREKTOR
 mr. **Sedin Kahriman**, dipl. ing. saob. i kom.

PISMO DIONIČARIMA

Poštovani dioničari,

Protekle 2022. godine, sa socio-ekonomске tačke gledišta ponovo veoma izazovne, na tržištu telekomunikacija koje se odlikuje velikom konkurentnošću, BH Telecom je ostvario rekordan rast prihoda od skoro 40 miliona KM i ukupan prihod je dosegnuo sumu od 511,4 miliona KM.

Kontinuirani porast broja korisnika i rast prihoda daju nam dodatnu snagu i potvrđuju da smo na pravom putu. Naša korisnička baza veća je za preko 20 hiljada novih korisnika u odnosu na 2021. godinu, a posebno nas raduje da rastemo u onim vrstama servisa koji su za nas od strateškog značaja. Ovdje prije svega mislim na servis Moja TV sa rastom prihoda od 10% i servis mobilne telefonije u kojem smo ostvarili rast prihoda od 9% u odnosu na 2021. godinu i ostali vodeći telekom operateri u BiH. Posvećenost razvoju i modernizaciji mobilne mreže daje rezultate. Korisnička baza mobilne telefonije uvećana je za 18 hiljada korisnika, a prihod za skoro 16 miliona KM u odnosu na prošlu godinu. Stalnim osvježavanjem post-paid portfolija korisnička baza na kraju 2022. godine je veća za cca 39 hiljada korisnika ili 14%, pa je ovaj segment postao glavni generator rasta ukupnog prihoda.

Protekla godina se može okarakterisati kao razdoblje makroekonomске neizvjesnosti koja je sa sobom donijela specifične izazove kojima je bilo potrebno upravljati. Sve veći troškovi energije i goriva koji su doprinijeli širenju inflacije i na ostale sektore uticali su na povećanu volatilnost opskrbnih lanaca, manji raspoloživi dohodak naših korisnika i povećanje logističkih kao i svih drugih troškova poslovanja. Tokom cijele godine poduzimane su mjere optimiziranja operativnih i kapitalnih troškova. Sve ovo se odrazilo na našu profitabilnost i usporilo rast BH Telecom-a koji bi bio još značajniji.

BH Telecom je u 2022. godini ostvario bruto dobit od 61,1 milion KM, koja je za 7,7 miliona KM ili 14% veća od planirane. EBITDA je ostvarena u visini od 163,4 miliona KM što je više za 8,8 miliona KM ili 6% u odnosu na plan. Strateško opredjeljenje BH Telecom-a je kontinuirano ulaganje u kvalitetu infrastrukture i lojalnost korisnika čime postavljamo temelje za budućnost i omogućavamo dugoročan rast kompanije.

Naš fokus u proteklom periodu je bio ulaganje u sadržaj, povećanje kapaciteta širokopojasnog pristupa internetu i poboljšanje korisničkog iskustva. Kroz investiciona ulaganja od 90,3 miliona KM u fiksnu i mobilnu mrežu, kao i digitalnu transformaciju, nastavili smo restrukturirati i razvijati naše poslovanje ulaskom u nove poslovne niše, kreiranje novih digitalnih servisa i širenje portfolija usluga, a sve s ciljem zadovoljenja potreba naših korisnika i povećanja njihovog zadovoljstva.

Za rezidencijalne korisnike smo obogatili ponudu Moja TV usluge i Extra mobilnih pretplatničkih paketa sa mnoštvom mogućnosti za svakoga. Od 1. aprila 2022. godine Moja TV usluga prepoznatljivih TV, Phone, Net i Full paketa korisnicima donosi više fantastičnog filmskog i serijskog TV sadržaja i besplatnih dodatnih paketa uz brzine interneta do 1000 Mbps.

Kada je u pitanju postpaid segment mobilne telefonije nastavili smo da nadograđujemo naše Extra pakete. Prateći tržišne trendove lansirane su i nove prepaid opcije sa nizom benefita koje korisnici biraju spram svojih preferenci. Te promjene su značajno doprinijele povećanju zadovoljstva naših korisnika i u konačnici rast profitabilnosti ovog segmenta. U protekloj godini smo prešli broj od 100.000 lokacija u BiH sa gigabitnim optičkim pristupom. Nova usluga eSIM omogućila je beskontaktnu aktivaciju svih usluga iz naše ponude, čime je praktično omogućena aktivacija / kupovina usluga i prije dolaska u BiH. Idealno za sve koji planiraju odmor ili poslovni put.

Naša platforma BH Content Lab donijela je niz novih aktivnosti koje su realizovane tokom 28. Sarajevo film festivala, čiji smo glavni sponzor bili i ove godine. Pored brojnih sadržaja koji su pripremljeni za publiku i posjetioce, posebnost ovogodišnjeg SFF-a je svjetska premijera prve bh. krimi serije "Kotlina" renomiranih reditelja Danisa Tanovića i Aide Begić-Zubčević, a koju su posjetitelji mogli pogledati na SFF-u. "Kotlina" je prva domaća serija čiji je scenarij odabran putem javnog poziva za prijavu scenarija igralnih serija i čije je snimanje realizovano putem platforme BH Content Lab kompanije BH Telecom. U ovoj godini najavljujemo završetak snimanja i emitovanje serija "Na rubu pameti", "Tender", "Znam kako dišeš" i "Princ iz Eleja".

LETTER TO SHAREHOLDERS

BH Telecom je bio pokrovitelj ceremonije dodjele nagrada za TV serije i domaćin projekcije filma "When you finish saving the world" u kinu Metalac. Za korisnike su pripremljeni brojni interesantni i premium TV sadržaji na multi-medijalnoj platformi Moja TV, na servisu MYTV, na kojem je emitovan cjelodnevni festivalski sadržaj.

Uz podršku BH Telecoma i BH Content Lab platforme unaprijeđena je domaća kinematografija i produkcija. Predviđjeli smo sigurno najveća ulaganja u bh. kinematografiju i tu mislim na finansiranje svih sedam serija gdje BH Telecom postaje vlasnik prava, ali također i na dodatni javni poziv koji je kontinuiranog karaktera. Poziv se odnosi na domaće autore, ali i na regiju i ukupno smo izdvojili 18 miliona KM za ovu namjenu. Ako sve saberemo, radi se o iznosu od 27 miliona KM koje planiramo uložiti u kinematografiju što nas svrstava u najvećeg i najboljeg partnera domaće kinematografije. Koproducenti smo bili za filmove "Koncentriši se baba", "Quo Vadis, Aida?", "Deset u pola", kao i za film koji zatvara SFF "Praznik rada", te "Djeca Są CNN-a". Sadržaj BH Content Lab platforme predstavili smo i u Zagrebu na New Europe TV marketu.

Naši poslovni korisnici usluge Top Tim i IP Centrex sada mogu ugovoriti ove usluge na 36 mjeseci uz značajno veće popuste na mjesecnu pretplatu/fakturu. Poslovnim korisnicima smo u protekloj godini predstavili i ekosistem BH Telecoma za pametne gradove (pametni parking, pametne punionice, pametna rasvjeta i pametni odvoz smeća). Radili smo i na unapređenju cloud platforme i cyber sigurnosti. Cloud infrastruktura BH Telecoma pokazuje se kao pouzdan i cjenovno efikasan resurs sa kontinuiranim rastom. Usluga NB-IOT Connectivity je sada u našoj ponudi.

BH TechLab platforma je postala najpopularnija platforma u našoj zemlji za podršku ICT startup ideja i procesa digitalne transformacije kao ključa privrednog napretka u BiH. Platforma je namijenjena mladim i kreativnim osobama sa kvalitetnim i inovativnim idejama, pojedincima, različitim udruženjima i visokoškolskim ustanovama koje se u svom svakodnevnom radu bave razvojem inovativnih digitalnih poslovnih rješenja. Za ove namjene osigurali smo 15 miliona KM. BH TechLab platforma će postati temelj inovativnog poslovanja iz oblasti umjetne inteligencije, mašinskog učenja, Blockchain i IoT. Platforma kontinuirano radi na prepoznavanju ključnih aktera koji čine ekosistem inovacija i poduzetništva na području BiH, te potiče stvaranje povoljnije klime za ubrzani razvoj inovativnih ICT rješenja i usluga.

Sa novim Telecom centrima u Visokom, Bihaću, Čeliću, Tešnju, Dobrinji, Gornjem Vakufu-Uskoplju, kao i otvaranjem BH Telecom Premium Showrooma, prvog prodajnog centra ove vrste u regiji, širimo našu mrežu i osigurat ćemo veću dostupnost usluga, uređaja i terminalne opreme iz bogate i raznovrsne ponude BH Telecoma i partnera.

U partnerstvu sa BHRT osigurali smo praćenje utakmica nogometne reprezentacije BiH, kao i utakmice Svjetskog nogometnog prvenstva održanog u Kataru, putem BHT1 kanala, servisa MYTV i Moja web TV. Dan BH Telecoma obilježili smo 19. godišnjicom prijateljstva sa udruženjem "Srce za djecu oboljelu od raka" i Sergejem Barbarezom kao zaštitnim licem.

Lanu Pudar, zvjezdu bh. sportske scene i naše zemlje koja je, osvajajući zlatnu, srebrnu i bronzanu medalju na Svjetskom i Evropskom prvenstvu u Rimu usrećila cijelu bh. naciju, podržali smo od prvog takmičenja i nastavljamo pružajući joj podršku u ostvarenju još boljih sportskih rezultata. Pored Lane, kontinuirano podržavamo i Amelu Tuku, Džanunu Musu, Edinu Puhalu, Dževadu Poturku, Lejlu Njemčević, te brojne druge uspješne bh. sportiste. Naša podrška nije izostala ni sportskim klubovima te smo ove godine bili uz fudbalske klubove Željezničar, Sarajevo, Čelik, Velež i Slobodu. Godinu u kojoj smo marljivo i predano radili na različitim projektima, a sve s namjerom da kreiramo bolja i inovativnija rješenja za naše korisnike, završili smo uručenjem donacija u iznosu od 2 miliona KM, koji je raspoređen na 293 pravna lica. Među dobitnicima donacija je 97 osnovnih škola, 59 srednjih škola, 112 udruženja, odnosno organizacija, 18 kuhinja i 7 sportskih klubova. Udruženju pomozi.ba su u prvom kvartalu 2023. godine donirana sredstva u iznosu od 150.000 KM za pružanje humanitarne pomoći na stradalom stanovništvu u Republici Turskoj i Sirijskoj Arapskoj Republici pogodjenim razornim zemljotresima.

Zahvaljujemo se svim korisnicima usluga BH Telecoma i našim dioničarima na ukazanom povjerenju. Također, zahvaljujemo se i našim radnicima na predanom i posvećenom radu, a našim partnerima i dobavljačima na uspješnoj saradnji u 2022. godini. Na kraju, ponosni na sve zajedničke dobre priče, sa zadovoljstvom idemo u ovu novu godinu, nove izazove i nove projekte.



GENERALNI DIREKTOR
mr. **Sedin Kahriman**, dipl. ing. saob. i kom.

Dear shareholders,

In the challenging socio-economic landscape of 2022, characterized by intense competition in the telecommunications market, BH Telecom achieved a record revenue growth of nearly 40 million KM, with a total revenue reaching 511.4 million KM.

The continuous increase in the number of customers and revenue provides us with additional strength and confirms that we are on the right track. Our customer base has grown by over 20 thousand new customers compared to 2021, and we are particularly pleased to see growth in strategic services. This includes our Moja TV service, which experienced a 10% revenue growth, and our mobile telecommunications service, where we achieved 9% revenue growth compared to 2021, solidifying our position as the leading telecom operator in Bosnia and Herzegovina. Our commitment to the development and modernization of the mobile network is yielding results. The mobile telecommunications customer base has increased by 18 thousand customers, with revenue growing by almost 16 million KM compared to the previous year. By consistently refreshing our postpaid portfolio, the customer base at the end of 2022 has grown by approximately 39 thousand new customers, representing a 14% increase. As a result, this segment has become the primary driver of overall revenue growth.

Last year can be considered as a period of macroeconomic uncertainty resulting in specific challenges which had to be managed. Increasing energy and fuel costs, which caused inflation in other sectors as well, resulted in higher volatility in supply chains, lower salaries of our customers, and growth of logistic and all other operating costs. Throughout the year we were optimizing our operating and capital expenses. All above stated significantly affected our profitability and slowed down development of BH Telecom.

BH Telecom generated 61.1 million KM gross profit in 2022, being 7.7 million KM or 14% more than planned. EBITDA was 163.4 million KM, i.e., 8.8 million KM or 6% more than planned. BH Telecom's strategic commitment is to continuously invest in infrastructure quality and customer loyalty, thereby laying the foundations for the future and enabling long-term company growth. We were focused on investing in content, increasing broadband internet access capacity, and enhancing the customer experience. Through investment of 90.3 million KM in fixed and mobile networks, as well as digital transformation, we have continued to restructure and develop our business by entering new market segments, creating new digital services, and expanding our service portfolio, in order to meet the needs of our customers and increase their satisfaction.

We expanded Moja TV service and Extra mobile subscription packages for residential customers, with a multitude of options for everyone. Starting from April 1, 2022, Moja TV services, including TV, Phone, Net and Full packages, bring customers even more fantastic movie and TV content, along with free additional packages and internet speeds of up to 1000 Mbps.

When it comes to the postpaid segment of mobile telephony, we continued to upgrade our Extra subscription packages. Following market trends, new prepaid options were launched with a series of benefits that customers choose according to their preferences. These changes significantly contributed to the increase in the satisfaction of our customers and ultimately in profitability growth in this segment. In the past year, we exceeded the number of 100,000 locations in Bosnia and Herzegovina with gigabit optical access. The new eSIM service enabled contactless activation of all services from our offer, allowing activation and purchase of services even before arriving in Bosnia and Herzegovina. This is ideal for anyone planning a vacation or business trip.

Our BH Content Lab platform brought a series of new activities that were implemented during the 28th Sarajevo Film Festival (SFF), which we sponsored in 2022 as well. In addition to numerous contents prepared for the audience and visitors, highlight of this year's SFF was the world premiere of the first Bosnian crime series "Kotlina" directed by renowned filmmakers Danis Tanović and Aida Begić-Zubčević. Visitors had the opportunity to watch "Kotlina" at the SFF. "Kotlina" is the first domestic production whose script was selected through a public call for scripts for TV series and was filmed using the BH Content Lab platform. This year, we will finish filming and broadcasting series such as "Na rubu pameti", "Tender", "Znam kako dišeš" and "Princ iz Eleja".(1)

BH Telecom sponsored TV series awards ceremony and hosted the screening of the film "When You Finish Saving the World" at the Metalac cinema. A rich interesting and premium TV content has been prepared for customers on the Moja TV multimedia platform, on the MYTV service, where a full-day festival content was broadcast.

Supported by BH Telecom and BH Content Lab platform, domestic cinematography and production have been improved. We plan to make the highest investments in BH cinematography, i.e., to finance all seven series where BH Telecom is the rights owner. Additionally, we have launched a continuous public call that encompasses domestic authors as well as the region, and we have allocated a total of 18 million KM for this purpose. Accordingly, we plan to invest a total of 27 million KM, which makes us the biggest and best partner of domestic cinematography. We have been co-producers for films such as "Focus, Grandma", "Quo Vadis, Aida?", "Not So Friendly Neighbourhood Affairs" as well as the closing film of the Sarajevo Film Festival, "May Labour Day" and "Children from CNN". We presented the content of the BH Content Lab platform at the New Europe TV Market in Zagreb.

Our business customers of the Top Tim and IP Centrex services can now sign contracts for 36 months with significantly larger discounts on their monthly subscription/invoice. Over the past year, we have introduced the BH Telecom ecosystem for SMART cities (SMART parking, SMART charging stations, SMART lighting, and SMART waste disposal) to our business customers. We have also worked on improving the cloud platform and cyber security. BH Telecom's cloud infrastructure has proven to be a reliable and cost-effective resource with continuous growth. We now offer the NB-IoT Connectivity service as well.

The BH TechLab platform has become the most popular platform in our country, supporting ICT startup ideas and the process of digital transformation as a key to economic progress in Bosnia and Herzegovina. The platform is designed for young and creative individuals with quality and innovative ideas, as well as associations and higher education institutions that are involved in developing innovative digital business solutions in their daily work. We have allocated 15 million KM for these purposes. The BH TechLab platform will become the foundation of innovative business in the fields of artificial intelligence, machine learning, blockchain, and IoT. The platform continuously works on identifying key players making the innovation and entrepreneurship ecosystem in Bosnia and Herzegovina, and it fosters the creation of a favorable climate for accelerated development of innovative ICT solutions and services.

With the opening of new Telecom centers in Visoko, Bihać, Čelić, Tešanj, Dobrinja, and Gornji Vakuf-Uskoplje, as well as the BH Telecom Premium Showroom, the first sales center of its kind in the region, we are expanding our network and ensuring greater availability of services, devices, and terminal equipment from the rich and various offers of BH Telecom and its partners.

In partnership with BHRT, we have secured the broadcasting of the matches of the Bosnian national football team, as well as the matches of the FIFA World Cup held in Qatar, through the BHT1 channel, MYTV service, and Moja web TV.

We celebrated the 19th anniversary of friendship with the "Heart for the kids with cancer" association and had Sergej Barbarez as its patron.

We have supported Lana Pudar, the sports star of Bosnia and Herzegovina, from her first competition, and we continue to support her in achieving even better sports results, as she brought joy to the entire Bosnian-Herzegovinian nation by winning gold, silver, and bronze medals at the World and European Championships in Rome. In addition to Lana, we provide continuous support to Amel Tuka, Džanan Musa, Edin Puhalo, Dževad Poturak, Lejla Njemčević, and many other successful Bosnian-Herzegovinian athletes. Our support has also extended to sports clubs, and this year we have been alongside football clubs Željezničar, Sarajevo, Čelik, Velež, and Sloboda.

After a year of hard work and dedication to various projects, all with the aim of creating better and more innovative solutions for our customers, we concluded it by donating 2 million KM, distributed among 293 legal entities. The recipients included 97 primary schools, 59 high schools, 112 associations or organizations, 18 soup kitchens, and 7 sports clubs. In the first quarter of 2023, we donated 150,000 KM to the pomozi.ba organization for providing humanitarian aid to people of the Republic of Turkey and Syria affected by devastating earthquakes.

We would like to express our gratitude to all BH Telecom customers and our shareholders for their trust. We also thank our employees for their dedicated and devoted work, and our partners and suppliers for the successful collaboration in 2022.

Finally, proud of all the good stories we have shared, we enthusiastically embark on this new year, new challenges, and new projects.



Sedin Kahriman, MSc
Graduate Engineer of Traffic and Communications



JEDINSTVENA BH. PLATFORMA
ZA AUDIO-VIZUELNI SADRŽAJ



PLATFORMA ZA ICT STARTUP



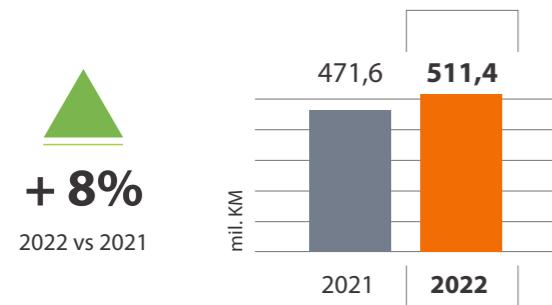
PAMETNA IoT RJEŠENJA

OD DOBRE IDEJE
DO USPJEŠNE PRIČE

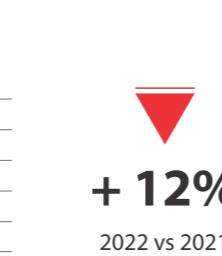
GLAVNA OBILJEŽJA POSLOVANJA

KEY PERFORMANCE INDICATORS

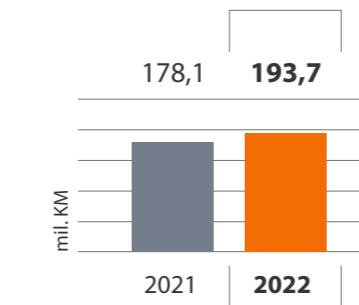
UKUPNI PRIHODI
TOTAL REVENUE



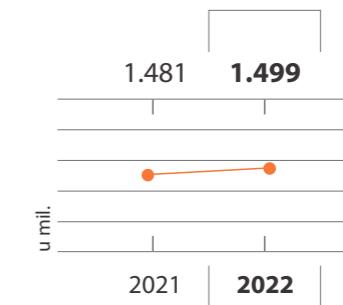
UKUPNI TROŠKOVIT
TOTAL EXPENSES



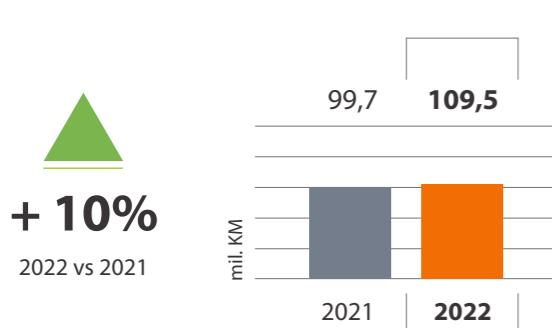
BH MOBILE PRIHOD
BH MOBILE REVENUE



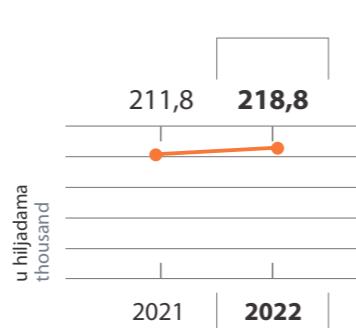
BH MOBILE KORISNICI
BH MOBILE CUSTOMERS



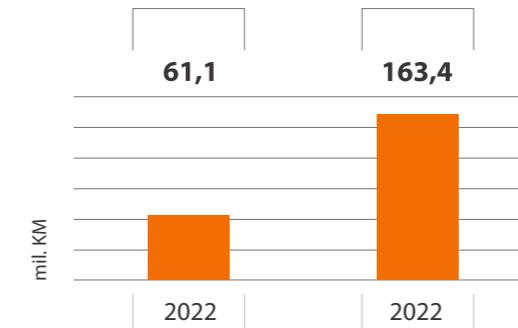
PRIHOD OD MOJA TV (FL i PL)
MOJA TV REVENUE (IC & CC)



BROJ KORISNIKA MOJA TV (FL i PL)
MOJA TV CUSTOMERS (IC & CC)



BRUTO DOBIT
GROSS PROFIT



EBITDA



KORPORATIVNI PROFIL

CORPORATE PROFILE

DJELATNOST

BH Telecom je vodeći telekom operator u Bosni i Hercegovini, koji pruža visokokvalitetne, najsavremenije usluge iz oblasti telekomunikacija. Kontinuirano sarađujemo sa brojnim domaćim i stranim firmama, čime direktno doprinosimo kvalitetu svojih usluga. Strateški veoma ozbiljno pristupamo korporativnoj odgovornosti znajući da smo dio industrije koja se brzo razvija, te nastojimo i putem ponude inoviranih usluga doprinijeti dobrobiti društva u cjelini. Odgovornim upravljanjem, stavljanjem korisnika na prvo mjesto, implementiranjem novih tehnologija kao i donošenjem dobrih poslovnih odluka, uspjeli smo da se u vrijeme velike konkurenčije na telekomunikacijskom tržištu ostvarimo kao najbolji pružač telekomunikacionih usluga. Naša jedinstvenost, tradicija, širok assortiman usluga i dinamika razvoja poslovanja čine nas prepoznatljivim. Kao društveno odgovorna kompanija učestvujemo u svakodnevnom napretku bh. društva, dajući doprinos njegovom razvoju.

ACTIVITIES

BH Telecom is the leading telecom operator in Bosnia and Herzegovina, which provides high quality and the most up-to-date services in the field of telecommunications to its customers. We continuously cooperate with numerous domestic and foreign companies, directly contributing to the quality of our services. We have a very serious strategic approach to corporate responsibility knowing we are a part of the fast-evolving industry and making our best efforts to offer innovated services, so contributing to the well-being of our society as a whole. Thanks to our managing, having our customers in the first place, implementing new technologies and making good business decisions, we have proved to be the best provider of telecommunication services in spite of a large-scale competition in the telecommunications market. Our uniqueness, tradition, comprehensive service offer and fast business development have made us recognizable in the telecommunications market. As a socially responsible company, we participate in the daily progress of Bosnia-Herzegovinian society, contributing to its development.

OSNOVNI PODACI | BASIC DATA

	Poslovno ime Name	BH Telecom d.d. Sarajevo BH Telecom JSC Sarajevo
	Sjedište Head Office	Franca Lehara 7
	Osnovni kapital Share Capital	634.573.580,00 KM
	Broj i vrsta izdatih dionica Number and Type of Issued Shares	63.457.358 običnih dionica nominalne vrijednosti po 10 KM common shares with nominal value of 10 KM each
	Web sajt Web Site	www.bhtelecom.ba
	Osnovna djelatnost Main Activity	žičane telekomunikacije Telecommunications

VLASNIČKA STRUKTURA

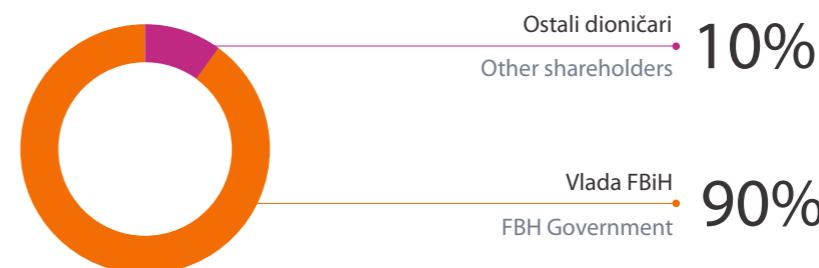
JP PTT Saobraćaja BiH, pravni prethodnik JP BH Telecom Sarajevo je registrovano 31. jula 1992. s osnovnim ciljem hitne uspostave telekomunikacionog saobraćaja, prekinutog agresijom nakon proglašenja nezavisnosti Bosne i Hercegovine. Odlukom Vlade Federacije BiH od 20. decembra 2001. godine, Javno preduzeće PTT saobraćaja BiH je reorganizovano i formirana su dva nova pravna subjekta: JP BH Pošta i JP BH Telecom.

U sadašnjem obliku Dioničko društvo BH Telecom Sarajevo egzistira od 12. marta 2004. godine kada je promijenjen oblik preduzeća i uskladen sa Zakonom o privrednim društvima, (Odluka Vlade Federacije Bosne i Hercegovine o davanju saglasnosti na Plan reorganizacije - promjena oblika JP BH Telecom Sarajevo u Dioničko društvo BH Telecom Sarajevo ("Službene novine FBiH" broj 66/03) i Odluke Vlade Federacije BiH o davanju saglasnosti o promjeni oblika organizovanja Javnog preduzeća BH Telecom Sarajevo u Dioničko društvo ("Službene novine FBiH", broj 1/04). BH Telecom Sarajevo je privredno društvo organizovano kao dioničko društvo koje samostalno obavlja privrednu djelatnost radi sticanja dobiti i sa tim ciljem istupa na bh. tržištu.

OWNERSHIP STRUCTURE

The legal predecessor of BH Telecom Sarajevo, PE PTT Saobraćaja BiH, was registered on July 31, 1992, with the primary objective to urgently establish telecommunication traffic interrupted by aggression on Bosnia and Herzegovina following proclamation of its independence. By the decision of the Government of the Federation of Bosnia and Herzegovina of December 20, 2001, the Public Enterprise of PTT Saobraćaja BiH was reorganized, and two new legal entities were formed: JP BH Pošta and JP BH Telecom.

BH Telecom JSC Sarajevo as such has existed since March 12, 2004, when its legal form was changed in compliance with the Law on Companies (Decision made by the Government of the Federation of Bosnia and Herzegovina on giving a consent for the reorganization plan - change of PE BH Telecom Sarajevo to BH Telecom Sarajevo Joint Stock Company ("FBiH Official Gazette" No. 66/03) and the Decision made by the Government of the Federation of Bosnia and Herzegovina on giving a consent for the organizational change of the Public Enterprise BH TELECOM Sarajevo to a Joint Stock Company ("FBiH Official Gazette" No. 1/04)). BH Telecom Sarajevo is a joint-stock company organized as a separate legal entity engaged in economic activities for profit, and with that purpose, it operates in the BH market.



STRATEGIJA

Strateške smjernice BH Telekoma stvaraju prepostavke za dugoročni uspjeh ove kompanije. Strateškim planom za period 2021.- 2025.godina definisana su osnovna strateška opredjeljenja za plansko razdoblje.

BH Telecom postavlja korisnika usluga u centar pažnje što i potvrđuje Certifikatom o usaglašenosti sistema upravljanja kvalitetom (QMS) sa zahtjevima međunarodnog standarda ISO 9001:2015. Istovremeno, kada je u pitanju sigurnost informacija, posebna pažnja je usmjerena na procese koji se odnose na pružanje IT i Cloud servisa uz zaštitu ličnih podataka korisnika usluga, što se i potvrđuje Certifikatom o usaglašenosti sistema za upravljanje sigurnošću informacija sa zahtjevima međunarodnog standarda ISO 27001:2013. Uprava BH Telekoma na ovaj način provodi viziju, misiju i ciljeve, kako bi se ostvarila planirana dostignuća.

STRATEGY

Strategic guidelines of BH Telecom have made assumptions for a long-term success of this company. The 2021-2025 strategic plan includes the basic strategic decisions for the same period.

For BH Telecom a customer is in the spotlight, which is confirmed by the Certificate on Compliance of Quality Management System (QMS) with the requirements of ISO 9001:2015 International Standard. With respect to information security, we have paid special attention to the processes referring to provision of IT and Cloud Services, including personal data protection of our customers, being confirmed by the Certificate on Compliance of Information Security Management System with the requirements of ISO 27001:2013 International Standard. This way the Management and General Manager of BH Telecom have implemented the company's vision, mission and goals in order to achieve the prearranged goals.

NAŠE TEMELJNE VRIJEDNOSTI

OUR CORE VALUES



MISIJA _Osiguranjem vrhunskog korisničkog iskustva ostati prvi izbor na tržištu digitalnih rješenja i usluga i kontinuirano doprinositi razvoju savremenog i boljeg društva u Bosni i Hercegovini.

VIZIJA _Primjenjujući najsavremenija tehnološka i poslovna rješenja, kroz društveno odgovoran i etički pristup, pružamo elektronska komunikacijska rješenja u svrhu poboljšanja kvaliteta života i radnog okruženja korisnika naših usluga.

MISSION _Applying the latest technological and business solutions, through a socially responsible and ethical approach, we provide electronic communication solutions in order to improve the quality of life and work environment of customers of our services.

VISION _Ensuring a superior customer experience remains the first choice on the market of digital solutions and services and continuously contributes to the development of a modern and better society in Bosnia and Herzegovina.

ORGANIZACIJA I ORGANI DRUŠTVA ORGANIZATION AND MANAGEMENT

Društvo je organizovano kao jedinstvena samostalna organizacija i ekonomsko-poslovna cjelina na funkcionalnom, tehnološkom, procesnom i teritorijalnom principu. U organizacionom smislu Društvo čine osnovne organizacione jedinice (kabinet Generalnog direktora, izvršne direkcije, regionalne direkcije i telecom centri), i njihove unutrašnje organizacione jedinice.

Organji Društva su:

- **Skupština**
- **Nadzorni odbor**
- **Uprava društva i**
- **Odbor za reviziju**

The Company is organized as a unified, independent organization and economic and business entity based on the functional, technological, process and territorial principles. The Company consists of the basic organizational units (Office of the General Manager, Executive Directorates, Regional Directorates and Telecom Centers) and their internal organizational parts.

The Company consists of the following management bodies:

- Assembly
- Supervisory Board
- Management and
- Audit Board

SKUPŠTINA ASSEMBLY

Skupštinu Društva čine dioničari. Vlada FBiH, kao većinski vlasnik kapitala, imenuje predsjedavajućeg, koji presjedava sjednicama Skupštine.

The Company's Assembly consists of the shareholders. The Government of the Federation of Bosnia and Herzegovina, as the majority owner of the capital, appoints its representative for taking part and decision-making at the meetings as Chairperson.

NADZORNI ODBOR SUPERVISORY BOARD

Nadzorni odbor čine predsjednik i šest članova. Navedene funkcije u vrijeme sačinavanja Izvještaja o poslovanju za 2022. godinu su obavljali:

Supervisory Board consists of the Chairman and six members. The positions held at the time of preparing the 2022 Business Report were as follows:

Mugdim Mandžuka	v.d. predsjednik a.i. Chairman
Almina Pilav	v.d. član a.i. member
Nedin Dedić	v.d. član a.i. member
Zoran Marijanović	v.d. član a.i. member
Haris Delizaimović	v.d. član a.i. member
Fuad Cuplov	v.d. član a.i. member

UPRAVA MANAGEMENT

Upravu Društva (menadžment) čine Generalni direktor i izvršni direktori. Uprava Društva je upravljačko tijelo nadležno i odgovorno za poslovanje Društva. Svi članovi Uprave imaju u svojoj nadležnosti jednu korporativnu ili poslovnu jedinicu. Navedenu funkciju u vrijeme sačinavanja Izvještaja o poslovanju za 2022. godinu su obavljali:

Management of the company consists of the General Manager and the Executive Managers. The Management Board is responsible for the company's operations. Each member of the Management Board is in charge for one corporate or business unit. The positions held at the time of preparing the 2022 Business Report were as follows:

Sedin Kahriman	Generalni direktor General Manager
Muamer Hadžović	Izvršni direktor Izvršne direkcije za razvoj poslovanja Executive Manager of Executive Directorate for Business Development
Adnan Huremović	Izvršni direktor Izvršne direkcije za tehnologiju i razvoj servisa Executive Manager of Executive Directorate for Technology and Services Development
Samir Jusufović	Izvršni direktor Izvršne direkcije za pravne poslove, upravljanje organizacijom i ljudskim resursima Executive Manager of Executive Directorate for Legal Affairs, Organization and Human Resources Management
Mirza Odobašić	Izvršni direktor Izvršne direkcije za ekonomsko-finansijske poslove Executive Manager of Executive Directorate for Economic and Financial Affairs
Kemal Avdagić	Izvršni direktor Izvršne direkcije za investicije Executive Manager of Executive Directorate for Investments
Samira Čerim	Izvršni direktor Izvršne direkcije za informacione tehnologije Executive Manager of Executive Directorate for Information Technologies

ODBOR ZA REVIZIJU AUDIT BOARD

Odbor za reviziju čine predsjednik i dva člana. U toku 2022. godine navedenu funkciju su obavljali:

Audit Board consists of the President and two members. During the year 2022, the positions were held by:

Fatima Obhodaš	predsjednica President
Dika Hodžić	član member
Esad Osmanbegović	član member

REGIONALNE DIREKCIJE REGIONAL DIRECTORATES

Kabinet Generalnog direktora i izvršne direkcije čine Generalnu direkciju čije sjedište je u Sarajevu. Društvo svoje djelovanje ostvaruje i putem regionalnih direkcija i telecom centara, i to:

- Direkcija Sarajevo sa sjedištem u Sarajevu
- Direkcija Tuzla sa sjedištem u Tuzli
- Direkcija Zenica sa sjedištem u Zenici
- Direkcija Bihać sa sjedištem u Bihaću
- Direkcija Travnik sa sjedištem u Travniku
- Direkcija Mostar sa sjedištem u Mostaru
- Direkcija Goražde sa sjedištem u Goraždu
- Direkcija Brčko sa sjedištem u Brčkom
- Direkcija Banja Luka sa sjedištem u Banja Luci
- Telecom centri pri regionalnim direkcijama

The Office of the General Director and the Executive Directorate form the General Directorate, headquartered in Sarajevo. The company also operates through the following regional directorates and telecom centers:

- Sarajevo Directorate having the head office in Sarajevo
- Tuzla Directorate having the head office in Tuzla
- Zenica Directorate having the head office in Zenica
- Bihać Directorate having the head office in Bihać
- Travnik Directorate having the head office in Travnik
- Mostar Directorate having the head office in Mostar
- Goražde Directorate having the head office in Goražde
- Brčko Directorate having the head office in Brčko
- Banja Luka Directorate having the head office in Banja Luka
- Telecom Centers within Regional Directorates



**UPRAVA
MANAGEMENT**
(s lijeva na desno / from left to right)

Kemal Avdagić, Izvršni direktor za investicije / Executive Manager for Investments; **Samir Jusufović**, Izvršni direktor za pravne poslove, upravljanje organizacijom i ljudskim resursima / Executive Manager for Legal Affairs, Organization and Human Resources Management; **Samira Ćerim**, Izvršni direktor za informacione tehnologije / Executive Manager for Information Technologies; **Sedin Kahriman**, Generalni direktor / General Manager; **Muamer Hadžović**, Izvršni direktor za razvoj poslovanja / Executive Manager for Business Development; **Adnan Huremović**, Izvršni direktor za tehnologiju i razvoj servisa / Executive Manager for Technology and Services Development; **Mirza Odobašić**, Izvršni direktor za ekonomsko-finansijske poslove / Executive Manager for Economic and Financial Affairs;

UPRAVA MANAGEMENT

Sedin Kahriman

Generalni direktor
General Manager

kabinet@bhtelecom.ba

Sedin Kahriman rođen je 1978. godine u Sarajevu. Diplomirao je na Fakultetu za saobraćaj i komunikacije Univerziteta u Sarajevu 2004. godine, a svoje znanje usavršio 2013. godine na istom fakultetu stičući akademsku titulu magistra nauka iz oblasti transportnih i komunikacionih tehnologija. Trenutno je u statusu doktoranta na Fakultetu za saobraćaj i komunikacije Univerziteta u Sarajevu.

Poslovnu karijeru je započeo 2005. godine kao pripravnik u Dioničkom društvu BH Telecom Sarajevo. Od 2006. godine raspoređen je na radno mjesto stručnog saradnika, a od 2011. godine i na mjesto samostalnog stručnog saradnika u Direkciji za prodaju i podršku Dioničkog društva BH Telecom Sarajevo. Funkciju pomoćnika direktora Direkcije Sarajevo obavlja od 2012. godine pa sve do polovine 2015. godine, kada je imenovan za izvršnog direktora Izvršne direkcije za razvoj poslovanja. Na ovoj funkciji ostaje do 2016. godine kada biva imenovan za izvršnog direktora Izvršne direkcije za informacione tehnologije i ovom direkcijom rukovodi do 2018. godine. Od decembra 2018. godine uspješno obavlja funkciju generalnog direktora Dioničkog društva BH Telecom Sarajevo.

Sedin Kahriman was born in Sarajevo in 1978. He earned the title Graduate Engineer of Traffic and Communications at Sarajevo University in 2004 and improved his knowledge at the same Faculty in 2013 earning his Master of Science degree in transportation and communication technologies. Currently he is the candidate for his doctoral degree.

He started his career as an apprentice in BH Telecom JSC Sarajevo in 2005. He worked in the Sales and Support Directorate as the Expert Associate from 2006 and as the Independent Expert Associate from 2011. He worked as the Assistant Manager in Sarajevo Directorate from 2012 to mid-2015, when he was appointed as the Executive Manager of the Executive Directorate for Business Development. He kept that position until 2016 when he was appointed as the Executive Manager of the Executive Directorate for Information Technologies. He has been the General Manager of BH Telecom JSC Sarajevo since December 2018 onwards.

Muamer Hadžović

Izvršni direktor za razvoj poslovanja
Executive Manager for Business Development

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Muamer Hadžović je rođen 1975. godine u Sarajevu. Akademsku titulu diplomiranog ekonomiste, iz oblasti marketinga, stekao je 2002. godine na Ekonomskom fakultetu Univerziteta u Sarajevu. Svoju poslovnu karijeru je započeo 2001. godine u Mikrokreditnoj organizaciji Mikra, a potom je nastavio u Ziraat Bank, gdje je zaposlen od 2002. do 2005. godine. Početkom 2005. godine se priključuje timu Raiffeisen lisinga gdje ostaje sve do februara 2009. godine. Od 2009. godine do 2013. godine svoju poslovnu karijeru nastavlja u Vanjskotrgovinskoj komori Sarajevo.

U toku 2013. godine zasniva radni odnos u Dioničkom društvu BH Telecom Sarajevo i to u Izvršnoj direkciji za ekonomsko finansijske poslove i na ovim poslovima ostaje do 2016. godine. Početkom 2016. godine je imenovan za izvršnog direktora Izvršne direkcije za investicije i ovom direkcijom uspješno rukovodi do 2020. godine kada biva imenovan za izvršnog direktora Izvršne direkcije za razvoj poslovanja

Muamer Hadžović was born in Sarajevo in 1975. He earned the title Graduate Economist, in the field of marketing, at the Faculty of Economy of Sarajevo University in 2002. His career began in "Mikra" Microcredit Organization in 2001 and continued in Ziraat Bank from 2002 to 2005. He joined Raiffeisen Leasing team at the beginning of 2005 and worked therein until February 2009. Afterwards, he continued working in Sarajevo Foreign Trade Chamber till 2013.

He started his employment in BH Telecom JSC Sarajevo in the Executive Directorate for Economic and Financial Affairs in 2013 until 2016. He was appointed as the Executive Manager of the Executive Directorate for Investments at the beginning of 2016, managing it successfully till 2020 when he was appointed as the Executive Manager of the Executive Directorate for Business Development.

Adnan Huremović

Izvršni direktor za tehnologiju i razvoj servisa
Executive Manager for Technology and Services Development

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Adnan Huremović rođen je 1980. godine u Tešnju. Diplomirao je 2003. godine na Elektrotehničkom fakultetu Univerziteta u Sarajevu, gdje je i magistrirao 2006. godine. Na istom fakultetu 2015. godine stiče titulu doktora nauka iz oblasti telekom-unikacija. Kao stipendista Dioničkog društva BH Telecom, 2003. godine započinje svoj pripravnički staž u Direkciji Zenica, i u ovoj organizacionoj jedinici ostaje do kraja 2005. godine na mjestu stručnog saradnika. Svoju poslovnu karijeru nastavlja u Izvršnoj direkciji za investicije, prvo bitno na mjestu šefa Službe za planiranje realizacije investicija, pripreme investicionih nabavki, procesnu superviziju i izvještavanje, a potom i na mjestu šefa Službe za planiranje i podršku. Početkom 2013. godine biva imenovan za rukovodioca Sektora za Core strukture sistema i na ovoj poziciji ostaje dvije godine.

U januaru 2015. godine imenovan je za izvršnog direktora Izvršne direkcije za investicije i ovu funkciju obavlja do 2016. godine. U periodu od 2016. godine do 2018. godine uspješno rukovodi Direkcijom za konvergentno jezgro pri Izvršnoj direkciji za tehnologiju i razvoj servisa. U decembru 2018. godine imenovan je za izvršnog direktora Izvršne direkcije za tehnologiju i razvoj servisa.

Adnan Huremović was born in Tešanj in 1980. He earned the title Graduate Electrical Engineer at the Faculty of Electrical Engineering of Sarajevo University in 2003, where he received his master's degree in 2006. He received his doctoral degree in telecommunications at the same Faculty in 2015. As a scholar of BH Telecom JSC Sarajevo, he started his apprenticeship in Zenica Directorate in 2003, working as the Expert Associate till the end of 2005. He continued with his career in the Executive Directorate for Investments, firstly as the Head of Department for Investment Implementation Planning, Investment Procurement Preparation, Process Supervision and Reporting, and then as the Head of Planning and Support Department. At the beginning of 2013 he was appointed as the Manager of Division for Core System Structures, keeping that position for two years.

He was appointed as the Executive Manager of the Executive Directorate for Investments in January 2015 until 2016. He managed successfully Convergent Core Department within the Executive Directorate for Technology and Services Development in the 2016 - 2018 period. He was appointed as the Executive Manager of the Executive Directorate for Technology and Services Development in December 2018.

Samir Jusufović

Izvršni direktor za pravne poslove, upravljanje organizacijom i ljudskim resursima
Executive Manager for Legal affairs, Organization and Human Resources Management

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Samir Jusufović rođen je 1982. godine u Jajcu. Stručno zvanje diplomiranog pravnika je stekao 2006. godine na Pravnom fakultetu Univerziteta u Sarajevu, a 2011. godine uspešno polaže pravosudni ispit pred komisijom Federalnog ministarstva pravde. Kao stipendista Dioničkog društva BH Telecom Sarajevo, 2007. godine kao pripravnik započinje svoju poslovnu karijeru u ovoj kompaniji nakon čega obavlja poslove stručnog saradnika - pripravnika u Izvršnoj direkciji za pravne, kadrovske i opštne poslove.

Od 2011. godine obavlja poslove samostalnog stručnog saradnika, a od 2013. poslove koordinatora u Sektoru za pravne poslove. 2015. godine biva imenovan za šefa Kabineta generalnog direktora Dioničkog društva BH Telecom Sarajevo i poslove iz te nadležnosti obavlja do 2018. godine. U decembru 2018. godine, imenovan je za izvršnog direktora Izvršne direkcije za pravne poslove, upravljanje organizacijom i ljudskim resursima.

Samir Jusufović was born in Jajce in 1982. He earned the title Law Graduate at the Faculty of Law of Sarajevo University in 2006 and he passed his bar exam successfully before relevant commission of the Federal Ministry of Justice in 2011. Being a scholar of BH Telecom JSC Sarajevo, he started his apprenticeship in 2007 and worked as the Expert Associate - Apprentice in the Executive Directorate for Legal Affairs, Organization and Human Resources Management. He worked as the Independent Expert Associate from 2011 and the Coordinator in the Legal Affairs Division from 2013. He was appointed as the Chief of Staff of the General Manager of BH Telecom JSC Sarajevo in 2015, keeping that position until 2018. He was appointed as the Executive Manager of the Executive Directorate for Legal Affairs, Organization and Human Resources Management in December 2018.

Mirza Odobašić

Izvršni direktor za ekonomsko-finansijske poslove
Executive Manager for Economic and Financial Affairs

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Mirza Odobašić rođen je 1984. godine u Konjicu. Ekonomski fakultet je završio na Internacionalnom Univerzitetu u Travniku gdje je stekao zvanje bakalaureat ekonomije. Trenutno je na master studiju Ekonomskog fakulteta Univerziteta u Sarajevu, smjer Napredni finansijski menadžment. Poslovnu karijeru je započeo 2009. godine u Grawe osiguranju d.d. Sarajevo gdje je ostvario značajne poslovne rezultate u prodaji za koje je više puta nagrađivan.

Radni odnos u Dioničkom društvu BH Telecom Sarajevo zasniva 2013. god., u tadašnjem Telecom Inženjeringu, gdje ostaje do 2015. godine kada se preraspoređuje u Izvršnu direkciju za ekonomsko finansijske poslove na radno mjesto stručnog saradnika u Službi za realizaciju ugovora. U januaru 2020. godine postaje član Uprave Društva i to kao izvršni direktor Izvršne direkcije za ekonomsko finansijske poslove.

Mirza Odobašić was born in Konjic in 1984. He earned the title Bachelor in Economy at the Faculty of Economy of Travnik International University. Currently he is the candidate for his master's degree at the Faculty of Economy of Sarajevo University, in the Advanced Financial Management Department. His career began in Grawe osiguranje JSC Sarajevo in 2009, where he made significant sales results for which he was awarded several times.

He has been employed with BH Telecom JSC Sarajevo since 2013, in the then Telecom Inženjering, where he worked till 2015. Afterwards, he was transferred to the Executive Directorate for Economic and Financial Affairs where he worked as the Expert Associate in the Contract Implementation Department. He became the member to the Management after his appointment as the Executive Manager of the Executive Directorate for Economic and Financial Affairs in January 2020.

Kemal Avdagić

Izvršni direktor za investicije
Executive Manager for Investments

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Kemal Avdagić rođen je 1970. godine u Sarajevu. Kao stipendista Javnog preduzeća PTT saobraćaja Bosne i Hercegovine, 1998. godine na Elektrotehničkom fakultetu Univerziteta u Sarajevu stiče zvanje diplomiranog inženjera elektrotehnike, a 2013. godine akademsku titulu magistra ekonomskih nauka na Ekonomskom fakultetu Univerziteta u Sarajevu. U periodu 15.04.1992. - 1995. godine bio je pripadnik Armije RBiH. U Javnom preduzeću PTT saobraćaja BiH, a po okončanju svog studija, započinje radni odnos kao pripravnik.

Osnivanjem Dioničkog društva BH Telecom Sarajevo, od 2002. godine nastavlja svoj poslovni razvoj u ovoj kompaniji, prvo bitno na radnom mjestu stručnog saradnika u Generalnoj direkciji (GDS fiksna telefonija), zatim na mjestu šefa Odjeljenja za satelitske sisteme, te šefa Službe za prenosne sisteme. Od 2008. godine zaposlen je u GD BH Line, kao šef Službe za pripremu i praćenje projekta. Za direktora Direkcije Sarajevo biva imenovan 2011. godine. Ovu funkciju je obavljao do 31.12. 2020. godine, kada postaje član Uprave Društva, kao izvršni direktor Izvršne direkcije za investicije.

Kemal Avdagić was born in Sarajevo in 1970. As a scholar of the Public Enterprise PTT saobraćaja BiH, he earned the title Graduate Electrical Engineer at the Faculty of Electrical Engineering of Sarajevo University in 1998, and he received his master's degree at the Faculty of Economy of Sarajevo University in 2013. He was a member to RBiH Army from 15 April, 1992 to 1995. As a scholar of the Public Enterprise PTT saobraćaja BiH, he started his apprenticeship after his graduation.

Upon establishment of BH Telecom JSC Sarajevo, he went on with his business growth in this company in 2002, firstly as the Expert Associate in the General Directorate (SGD fixed telephony), then as the Head of Satellite Systems Unit and afterwards as the Head of Transmission Systems Department. He was employed with BH Line as the Head of Project Preparation and Follow-Up Department from 2008. He was appointed as the Manager of Sarajevo Directorate in 2011 until 31 Dec., 2020, when he became the member to the Management after being appointed as the Executive Manager of Executive Directorate for Investments.

Samira Ćerim

Izvršni direktor za informacione tehnologije
Executive Manager for Information Technologies

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Diplomirani inženjer informatike postaje 1992. godine završavajući studij na Vojnotehničkom fakultetu u Zagrebu/Beogradu. Titulu magistra nauka iz oblasti računarstva i informatike stiče 2005. godine na Elektrotehničkom fakultetu Univerziteta u Sarajevu. 1993. zasniva radni odnos u JP PTT Saobraćaj BiH Sarajevo, te u narednom periodu vrši niz funkcija kako u JP PTT BiH tako i u BH Telecom d.d. Sarajevo, pri čemu daje značajan doprinos izgradnji informacionog sistema obje ove kompanije.

U poslovnoj karijeri se nalazila na različitim menadžerskim funkcijama, od nivoa rukovodioca službe za Informacione sisteme, direktora sektora za Informacione sisteme u JP PTT BiH do rukovodioca sektora i pomoćnika direktora Direkcije za informacione tehnologije, odnosno pomoćnika izvršnog direktora Izvršne direkcije za informacione tehnologije. Široko iskustvo stekla je kroz angažman na brojnim IT projektima od interesa za JP PTT BiH i BH Telecom, u kojima je imala različite uloge, a najčešće vođenje i koordinacija timova koji su bili ključni za procese tehnološke i poslovne transformacije kompanije. Danas je na poziciji izvršnog direktora Izvršne direkcije za informacione tehnologije, na koju je imenovana u decembru 2018. godine.

She earned the title Graduate Computer Engineer in 1992 after graduating at the Military and Technical Faculty in Zagreb/Belgrade. She received her master's degree in the field of information technology at the Faculty of Electrical Engineering of Sarajevo University in 2005. She was employed at PE PTT saobraćaja Sarajevo in 1993, exercising many functions both in PE PTT saobraćaja Sarajevo and BH Telecom JSC Sarajevo, so contributing significantly to establishment of information system in both companies.

She had various managerial duties in her career, firstly as the Manager of Information Systems Department, Manager of Information Systems Division in PE PTT saobraćaja BiH, then as the Division Manager and Assistant Manager in the Information Technologies Directorate, i.e. Assistant to the Executive Manager of the Executive Directorate for Information Technologies. She gained a huge experience resulting from her engagements in numerous important IT projects within PE PTT saobraćaja BiH and BH Telecom JSC Sarajevo, having different roles therein, mostly with respect to team management and coordination being very important for technological and business transformation of the company. She was appointed as the Executive Manager of the Executive Directorate for Information Technologies in December 2018.



2.000.000

RAZLOGA ZA DOBRE PRIČE!
REASONS FOR INSPIRING STORIES!

DRUŠTVENA ODGOVORNOST SOCIAL RESPONSIBILITY

Društveno odgovorno poslovanje čini sastavni dio poslovne prakse BH Telekoma i dokazuje se kontinuirano putem različitih aktivnosti, među kojima su najznačajnije donacije neprofitnim organizacijama i podržavanje sportskih, kulturnih, humanitarnih i drugih manifestacija putem sponsorских aranžmana, ali i ulaganjem u projekte obrazovanja i nauke, te druge projekte koji su značajni za razvoj bh. društva.

Dugogodišnja praksa ulaganja u društveno korisne projekte, posredstvom donacija i reklamno propagandnih ugovora je nešto na što smo posebno ponosni, a što je prepoznala i šira društvena zajednica.

Corporate social responsibility is an integral part of BH Telecom's business practices and is continuously demonstrated through various activities. The most significant among them are donations to non-profit organizations and support for sports, cultural, humanitarian, and other events through sponsorship arrangements.

Additionally, BH Telecom invests in education and science projects, as well as other initiatives that are significant for the development of Bosnian-Herzegovinian society.

DONACIJE

Izdvajajući 1% od ostvarene dobiti, BH Telecom je do sada donirao ukupan iznos od **21,3 miliona KM** različitim neprofitnim organizacijama, a u svrhu realizacije brojnih projekata iz oblasti zdravstva, obrazovanja, kulture, sportsa, socijalne pomoći i humanitarnih aktivnosti, što ga čini najvećim pojedinačnim donatorom u BiH. BH Telecom je darovao u 2022. godini 1.840.093 KM za 293 pravna lica. Kao i do sada, kao i uvijek za podršku, pomoć, dalji rad, za rast i razvoj.

Dioničari Dioničkog društva BH Telecom Sarajevo su na 72. (vanrednoj) Skupštini održanoj 20. decembra 2022. godine donijeli Oduku o odobrenju Odluke Nadzornog odbora o dodjeli donacija BH Telecomu pravnim licima u 2022. godini. Donacije su dodijeljene na osnovu odluka o visini ukupnog iznosa donacija pravnim licima iz ostvarene dobiti BH Telekoma u 2020. i 2021. godini, u skladu sa važećom *Metodologijom za raspodjelu sredstava i vrednovanje krite-rija za dodjelu donacija u Dioničkom društvu BH Telecom*.

Ove godine pored redovnih donacija koje se dodjeljuju putem Javnog poziva, zbog prirodne katastrofe izazvane potresima u Turskoj i Siriji, kompanija BH Telecom donirala je 150.000 KM Udruženju **Pomozi.ba** za pomoć stradalima u potresima.

Ukupan iznos dodijeljenih donacija u 2022. godini je 1.840.093 KM, koji je raspodijeljen na 293 pravna lica. Među dobitnicima donacija je

1.840.093 KM

The total amount of donations granted in 2022 was 1,840,093 KM, distributed among 293 legal entities. The recipients included

97	osnovnih škola primary schools	59	srednjih škola secondary school	112	udruženja ili organizacija associations or organizations	18	javnih kuhinja soup kitchens	7	sportskih klubova sports clubs
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DRUŠTVENO ODGOVORNO POSLOVANJE BH TELECOMA SE DOKAZUJE SVAKODNEVNO. IZ GODINE U GODINU.

SOCIAL RESPONSIBILITY OF BH TELECOM IS DEMONSTRATED DAY-TO-DAY, YEAR BY YEAR.

DONATIONS

By allocating 1% of our net profit, BH Telecom has donated a total amount of **21.3 million KM** to various non-profit organizations to support numerous projects in the fields of healthcare, education, culture, sports, social assistance, and humanitarian activities. This makes us the largest individual donor in Bosnia and Herzegovina. In 2022, BH Telecom donated 1,840,093 KM to 293 legal entities!

As always, we remain committed to providing support, assistance, and fostering further growth and development. At their 72nd (Special) Shareholders' Assembly held on December 20, 2022, the shareholders of BH Telecom Sarajevo approved the Decision of the Supervisory Board regarding the allocation of donations by BH Telecom to legal entities in 2022. The donations were granted based on the decisions regarding the total amount of donations to legal entities from BH Telecom's net profit in 2020 and 2021, in accordance with the applicable *Methodology for the allocation of funds and evaluation criteria for donation allocation in BH Telecom*.

Additionally, this year, in response to the natural disaster caused by earthquakes in Turkey and Syria, BH Telecom donated 150,000 KM to the **Pomozi.ba** Association to aid those affected by the earthquakes.

BH Telecom donacije dodjeljuje isključivo u novčanim sredstvima, u skladu sa Zakonom o donacijama u Federaciji BiH. Inače, predmet prethodno provedenog Javnog oglasa / natječaja za dodjelu donacija BH Telekoma u 2022. godini iz dobiti za 2020. i 2021. godinu je bila podrška za finansiranje ili sufinansiranje programa ili projekata ili aktivnosti, na području Federacije BiH i/ili Bosne i Hercegovine iz oblasti djelovanja: osnovnih i srednjih škola (finansiranje ili sufinansiranje nabavke IT opreme za potrebe opremanja informatičkih kabinetova), javnih kuhinja (nabavka namirnica i/ili kuhinjske opreme), udruženja/ustanove koje se bave brigom o djeci sa posebnim potrebama i udruženja/ustanove koje se bave brigom o djeci sa poteškoćama u razvoju, udruženja roditelja djece oboljele od malignih bolesti, te općinska/gradska udruženja penzionera i centri za zdravo starenje.

Donacije se svake godine dodjeljuju na osnovu javnog oglasa za dodjelu donacija. U izuzetnim i vanrednim slučajevima, Nadzorni odbor BH Telekoma može donijeti odluku o dodjeli donacija na način koji nije definisan javnim oglasom, a u svrhu iskazivanja pomoći društvenoj zajednici u vanrednim okolnostima. Prvi ovakav slučaj je bio u 2014. godini kada su našu zemlju zadesile velike prirodne nepogode i BH Telecom je donirao iznos od 1.191.800 KM, od čega je 1 milion KM bio namijenjen Federalnom fondu za pomoć nastradalim područjima od prirodne nepogode na teritoriji Federacije BiH, a preostali dio iznosa donacije od 191.800 KM je usmjerjen na oblasti kulture i sportsa.

Zbog epidemiološke situacije u BiH izazvane pandemijom korona virusa u 2020. godini, Odlukom Nadzornog odbora BH Telekoma d.d. Sarajevo, na inicijativu Uprave BH Telekoma, sredstva donacija u iznosu od 1 milion KM, su usmjerena za hitnu nabavku respiratora i druge medicinske opreme kliničkim centrima, kantonalnim i općim bolnicama. Odlukom Vlade FBiH ova sredstva su ravnomjerno raspoređena na kantonale i opće bolnice u Konjicu, Zenici, Goraždu, Travniku i Bihaću u iznosima od po 200.000 KM.

BH Telecom provides donations exclusively in monetary form, in accordance with the Law on Donations in the Federation of Bosnia and Herzegovina. The subject of the previous public call for the allocation of BH Telecom donations in 2022, from the profit generated in 2020 and 2021, was to support the financing or co-financing of programs, projects, or activities in the areas of primary and secondary schools (financing or co-financing the acquisition of IT equipment for equipping computer classrooms), soup kitchens (procurement of food and/or kitchen equipment), associations/institutions involved in caring for children with special needs, associations/institutions involved in caring for children with developmental difficulties, associations of parents of children with malignant diseases, and municipal/city associations of retirees and healthy aging centers.

Donations are allocated each year based on a public call for donation allocation. In exceptional and extraordinary cases, the BH Telecom Supervisory Board may make a decision regarding donation allocation that is not defined by the public call, with the aim of providing assistance to the community in extraordinary circumstances. The first such case occurred in 2014 when our country was hit by natural disasters. BH Telecom donated an amount of 1,191,800 KM, of which 1 million KM was directed to the Federal Fund for Assistance to Areas Affected by Natural Disasters in the Federation of Bosnia and Herzegovina, and the remaining 191,800 KM was allocated to the fields of culture and sports.

Due to the epidemiological situation in Bosnia and Herzegovina caused by the COVID-19 pandemic in 2020, the BH Telecom Supervisory Board, upon the initiative of BH Telecom's management, directed donation funds of 1 million KM towards the urgent procurement of ventilators and other medical equipment for clinical centers, cantonal hospitals, and general hospitals. By the decision of the Government of the Federation of Bosnia and Herzegovina, these funds were evenly distributed to cantonal and general hospitals in Konjic, Zenica, Goražde, Travnik, and Bihać, in the amounts of 200,000 KM each.

U periodu od 2018. - 2022. godina BH Telecom je podržao preko 3.000 različitih projekata, manifestacija i društveno korisnih aktivnosti pravnih lica sa područja cijele BiH, sa ukupnim iznosom od oko **15 miliona KM.**

From 2018 to 2022, BH Telecom supported over 3,000 various projects, events, and socially beneficial activities of legal entities across Bosnia and Herzegovina, with a total amount of approximately **15 million KM.**

SPONZORSTVA

Doprinos sportu, kulturi, nauci, obrazovanju...

Pored toga što stalno nastojimo da budemo vrlo pouzdan partner privredi i stanovništvu, budući da smo dugoročno posvećeni tržištu Bosne i Hercegovine, vidimo svoju ulogu i u aktivnom i konstantnom doprinisu razvoju društva u oblasti sporta, nauke, kulture, obrazovanja i drugim oblastima. Decenijama se, iz godine u godinu, trudimo da budemo čvrsto povezani sa zajednicom u kojoj pružamo usluge, doprinoseći njenom daljem razvoju i stabilnosti.

BH Telecom je više od 22 godine ponosni partner mnogima, a posebno se ističe doprinos koji je kompanija dala i daje rezultatima bosanskohercegovačkih reprezentacija i vrhunskih sportista. Stoga smo, kao i svih godina prethodno, i u 2022. godini ostvarili saradnju sa brojnim subjektima koji su nam se javili sa dobrim idejama u vezi sa pozitivnim, društveno korisnim projektima u svim sferama života i rada.

Posredstvom velikog broja partnerskih aranžmana u 2022. godini, BH Telecom je društvenoj zajednici vratio značajna sredstva, od čega je najveći dio bio usmjeren za ostvarenje uspjeha **bh. reprezentacija**, npr. reprezentacije BiH u sjed-ečoj odbojci, rukometne reprezentacije BiH i brojnih drugih, kao i brojnih bh. klubova koji se takmiče u raznim sportovima: nogometu, tenisu, atletici, košarci, odbojci, plivanju, klizanju, skijanju, hokeju, taekwondou, boksu, džudou, karateu, konjičkom sportu i drugim. Osim toga, podržali smo aktivnosti **Olimpijskog komiteta BiH i Paralimpiskog komiteta BiH.**

BH Telecom je i tokom 2022. godine dao podršku većem broju kulturnih projekata, događaja i manifestacija, kao i redovnim aktivnostima najznačajnijih kulturnih ustanova, poput **Narodnog pozorišta Sarajevo i JU Kamerni teatar 55**, sa kojima partnerski odnos traje više godina uzastopno.

Kada je riječ o nauci i obrazovanju, BH Telecom je podržao nekoliko aktivnosti bh. univerziteta i fakulteta, kao i organizaciju više međunarodnih i domaćih naučnih konferencija, simpozija i drugih poslovnih događaja. Također, podržali smo, kao i ranijih godina, brojne sportske projekte za mlade, u okviru kojih se mladima pruža mogućnost da vrijeme provedu u druženju i organizovanim sportskim takmičenjima sa vršnjacima. Podržali smo i druge aktivnosti za mlade, poput otvorenog klizališta na Skenderiji u okviru projekta "**Zimska čarolija**" KSC Skenderija. Važno je istaći da smo podržali i ključne poslovne konferencije na kojima smo, pored sponzorstva, dali doprinos kroz učešće zaposlenika, eminentnih stručnjaka iz svojih oblasti u programima biznis, IT i tehničkih konferencijskih projekata.

Uz brojne humanitarne projekte na području cijele zemlje, tokom 2022. godine je nastavljena uspješna saradnja iz prethodnih godina sa **Udruženjem "Srce za djecu koja boluju od raka"**, **Udruženjem "Obrazovanje gradi BiH"** koje stipendira djecu žrtve rata, sa Udruženjem **"Kupujmo i koristimo domaće"**, koje promovira razvoj domaće proizvodnje i privrede i drugim.

SPONSORSHIPS

Our contributions to sports, culture, science, education...

In addition to our constant efforts to be a reliable partner to the economy and the population, since our dedication to the market of Bosnia and Herzegovina is long-term, we see our role in actively and constantly contributing to the development of society in the field of sports, culture, science, education, etc. For decades we have been doing our best to have a strong connection with our community to which we provide services, contributing to its further development and stability.

BH Telecom has been a proud partner to many institutions for 22 years, and it particularly stands out for the contribution to national teams and top athletes of Bosnia and Herzegovina. Therefore, as in previous years, in 2022 we cooperated with numerous entities that approached us for an assistance in their positive and socially beneficial projects in all fields of life and work.

Through a number of partnership arrangements in 2022, BH Telecom returned significant funds to social community, with the majority for the **national teams** such as the Handball National Team of BiH, Sitting Volleyball National Team of BiH, etc., as well as many BH clubs competing in various sports such as football, tennis, athletics, basketball, volleyball, swimming, skating, skiing, hockey, taekwondo, boxing, judo, karate, horse racing, etc. In addition, we supported activities of the **Olympic Committee of Bosnia and Herzegovina** and the **Paralympic Committee of Bosnia and Herzegovina**.

During 2022, BH Telecom also provided support to a number of cultural projects, events, and manifestations, as well as regular activities of the most significant cultural institutions, such as the **National Theater Sarajevo** and the Chamber Theater 55, with which our partnership is more than one decade long.

When it comes to science and education, BH Telecom supported several activities of BH universities and faculties, as well as the organization of numerous international and domestic scientific conferences, symposiums, and other business events. Furthermore, as in previous years, we supported numerous sports projects for young people, providing them with the opportunity to spend time socializing and participating in organized sports competitions with their peers. We also supported other activities for young people, such as the open ice-skating rink at Skenderija within the project "**Winter Magic**" by KSC Skenderija. It is important to note that we supported key business conferences in which, in addition to sponsorship, our employees, eminent experts in their fields, contributed through participation in business, IT, and technological conference programs.

Alongside numerous humanitarian projects throughout the country, successful collaborations from previous years continued in 2022 with organizations such as "**Heart for the kids with cancer**", "**Education Builds Bosnia and Herzegovina**", which provides scholarships to children who are victims of war, and the "**Buy and Use Domestic**" Association, which promotes the development of domestic production and economy, among others.

S P O R T

S P O R T S

Za mnoge od sportskih aktivnosti koje su podržane od BH Telekoma vezani su najuspješniji bh. sportisti Amel Tuka, Lana Pudar, Damir Džumhur, Larisa Cerić, Lejla Njemčević, Elvedina Muzaferija, Edih Puhalo, Edin Branković i drugi.

Many of the sports activities supported by BH Telecom include the most successful BH athletes like Amel Tuka, Lana Pudar, Damir Džumhur, Larisa Cerić, Lejla Njemčević, Elvedina Muzaferija, Edin Branković, etc.



Lana Pudar



Larisa Cerić



Lejla Njemčević



Damir Džumhur



Elvedina Muzaferija



Amel Tuka

KULTURA CULTURE



NARODNO
POZORIŠTE
SARAJEVO



Korisnik je na prvom mjestu. Uvijek.

The customer is always the top priority.

ODGOVORNOST PREMA KORISNICIMA

Odgovornim upravljanjem, stavljanjem korisnika na prvo mjesto, implementiranjem novih tehnologija kao i donošenjem dobrih poslovnih odluka, uspjeli smo da u vrijeme velike konkurenčije na bh. telekomunikacijskom tržištu zadržimo status najboljeg pružaoca telekomunikacionih usluga.

BH Telecom suštinski postavlja korisnika usluga u centar pažnje, što potvrđuje *Certifikat o usaglašenosti sistema upravljanja kvalitetom (QMS) sa zahtjevima međunarodnog standarda ISO 9001 : 2015* koji BH Telecom posjeduje. Istovremeno, kada je u pitanju sigurnost informacija, posebna pažnja je usmjerena na procese koji se odnose na pružanje IT i Cloud servisa uz zaštitu ličnih podataka korisnika usluga, što se i potvrđuje *Certifikatom o usaglašenosti sistemaza upravljanje sigurnošću informacija sa zahtjevima međunarodnog standarda ISO 27001:2013*.

U BH Telecomu se uvažava moderna poslovna filozofija proizašla iz načela marketinške koncepcije upravljanja odnosima sa korisnicima usluga. Od početnog masovnog marketinga, preko segmentacijskog marketinga, došlo se do pojedinačnog potrošača kao aktivnog saradnika u razvijanju međusobnih odnosa.

Kreiranje ponuda, kao i promotivno-prodajnih akcija, usmjereno je prema potrebama i željama kupaca, rezidencijalnih i poslovnih korisnika usluga BH Telekoma. Kreiranje ponuda prema željama i potrebama korisnika se prvenstveno odnosi na zadržavanje postojećih korisnika usluga, pa zatim i na sticanje novih. Stoga se u BH Telecomu stalno radi na izgradnji kvalitetnog odnosa sa korisnicima, koji se ogleda osim u prilagođavanju usluga njihovim pojedinačnim potrebama gdje god je to moguće i u brzom i kvalitetnom rješavanju smetnji koje se javljaju pri korištenju usluga.

Također, ogleda se i u svakodnevnom "dodavanju" novih, uglavnom digitalnih kanala za pristup uslugama, za realizaciju drugih potreba korisnika, kako bi korisničko zadovoljstvo bilo što veće. Karakteristika takvog odnosa BH Telecom je višegodišnje kontinuirano kreiranje promotivno-prodajnih akcija za korisnike, u kojima korisnici biraju pogodnosti prema svojim potrebama: popuste na pretplatu, veće količine saobraćaja ili dodatne usluge. Također im se pri ugovaranju svih usluga, mobilnih, multimedijalnih, interneta ili usluga fiksne mreže, stalno omogućavaju takvi izbori.

Uz to, BH Telecom već pet godina zaredom gradi i usavršava, u skladu sa mogućnostima, svoj program lojalnosti Bonus plus, putem kojeg bonus bodovima nagrađuje svoje vjerne korisnike za redovno plaćanje računa, pretplatnički staž i drugo.

Poštovanje lojalnosti svojih korisnika u BH Telecomu je izraženo sloganom
"Mi ne zaboravljamo povjerenje..."

RESPONSIBILITY TOWARDS CUSTOMERS

Through responsible management, prioritizing customers, implementing new technologies, and making sound business decisions, we have managed to remain the leading telecommunications service provider in the highly competitive Bosnia-Herzegovinan telecommunications market.

For BH Telecom a customer is in the spotlight, which is confirmed by the *Certificate on Compliance of Quality Management System (QMS) with the requirements of ISO 9001:2015 International Standard*, awarded to BH Telecom. At the same time, with respect to information security, special attention is given to the processes referring to provision of IT and Cloud Services, including personal data protection, being confirmed by the *Certificate on Compliance of Information Security Management System with the requirements of ISO 27001:2013 International Standard*.

BH Telecom embraces a modern business philosophy derived from the principles of relationship management in the field of customer service. Starting from mass marketing and moving towards segmented marketing, the focus has shifted to individual consumers as active collaborators in developing mutual relationships.

Creating offers and promotional-sales actions is tailored to the needs and desires of both residential and business customers of BH Telecom. Creation of offers based on customer preferences and needs primarily aims at retaining existing customers and acquiring new ones. Therefore, BH Telecom continuously works on building a quality relationship with its customers, which is reflected not only in customizing services to their individual needs whenever possible but also in promptly and effectively addressing any issues that arise during service usage.

Additionally, it is demonstrated through the daily addition of new primarily digital channels for service access to fulfill other customer needs, aiming to maximize customer satisfaction. A characteristic of BH Telecom's approach is the continuous creation of promotional-sales campaigns for customers, where customers can choose benefits according to their needs: discounts on subscriptions, increased traffic volume, or additional services. Such choices are consistently provided when contracting all services, be it mobile, multimedia, internet, or fixed network services.

Additionally, for five consecutive years, BH Telecom has been building and enhancing its loyalty program, Bonus Plus, which rewards its loyal customers with bonus points for regular bill payments, subscription tenure, and more.

Respecting the loyalty of its customers, BH Telecom expresses its commitment with the slogan "**We don't forget the trust...**"



MJERE PODUZETE NA ZAŠTITI ŽIVOTNE SREDINE

Strategija BH Telekoma uključuje više paralelnih projekata u cilju povećanja energetske efikasnosti i smanjenja emisije CO₂, a jedna od inicijativa je i korištenje solarne energije za kompenziranje potreba za električnom energijom iz niskonaponske distributivne mreže. Pored navedenog, smanjenje karbonskog otiska BH Telekoma ogleda se u konsolidaciji serverskih kapaciteta, adaptivnim upravljanjem snage u mobilnoj mreži, te projektima razvoja mreže e-punionica za kapacite kompanije. Sve ovo također rezultuje smanjenjem operativnih troškova kompanije.

U toku 2022. godine BH Telecom okončava nabavku i počinje realizaciju projekta implementacije fotonaponskog sistema na krovu poslovnog objekta u Mostaru, za koji se očekuje da producira oko 20% sadašnje potrošnje električne energije tog objekta. Također, okončava pripremu planske i nabavku projektne dokumentacije za izgradnju fotonaponskih sistema na ravnim krovovima ostalih poslovnih i tehničkih objekata čiji je vlasnik, u Sarajevu, Bihaću, Zenici, Goraždu i Tuzli, gdje se procjenjuje proizvodnja oko 450kW snage električne energije.

Isto tako, pripremljena je tenderska dokumentacija za implementaciju fotonaponskih sistema, kao hibridnog napajanja, na prostorno pogodnim lokacijama baznih stanica, 30 lokacija u prvoj fazi, a kasnije i više. Očekivane uštede u potrošnji električne energije iz niskonaponske mreže iznose preko 30% sadašnje potrošnje, zavisno od pojedinačne bazne stanice. Okončana je nabavka, a u toku je realizacija projekta izgradnje 8 AC punionica za električna vozila na lokacijama direkcija BH Telekoma. (DC punionica je ranije završena kao dio IoT Smart City Showroom na parkingu Poslovne zgrade BH Telekoma u ulici Franca Lehara u Sarajevu.)

Pored navedenih aktivnosti, nastavljene su ranije započete aktivnosti kao što su:

- pribavljanje sistemskih ispitivanja i elaborata o uticaju baznih stanica na životnu okolinu sa izjavama o sigurnosti (zakonska regulativa);
- nastavlja se sa implementacijom single-RAN rješenja mobilne mreže, što je energetski efikasnije u odnosu na raniju arhitekturu i topologiju (manja disipacija toplote i CO₂), te izmještanjem RRU jedinica uz antene, a van kontejnera, čime se gubi potreba za klimatizacijom opreme;
- u toku je realizacija projekta modernizacije i zamjene zastarjele aktivne opreme na fiksnoj mreži, te migracija voice korisnika na IMS, čime TDM oprema postepeno izlazi iz upotrebe, a servis se koncentriše na jedan core element, umjesto na šest postojećih;
- konsolidacija server sala u objektima BH Telekoma, na način da se oprema koncentriše u manji broj sali, pri čemu bi bili zadovoljeni zahtjevi kontinuiteta poslovanja u slučaju značajnih nepredviđenih okolnosti;
- zamjena zastarjelih baterijskih i ispravljačkih sistema novim sa većim stepenom efikasnosti;
- priprema planske, projektne i tenderske dokumentacije za izgradnju modularnog data centra.

BH Telecom je usvojio "Politiku zaštite životne okoline" u sklopu aktivnosti za certifikaciju u domenu društvene odgovornosti preko EcoVadis platforme u 2021. godini. Na 3. Savjetovanju CIRED u Mostaru 16.-18.10.2022. godine tim autora iz BH Telekoma je predstavio rad "Proizvodnja električne energije iz obnovljivih izvora energije u BH Telecomu".

ENVIRONMENTAL PROTECTION MEASURES

BH Telecom's strategy includes multiple parallel projects aimed at increasing energy efficiency and reducing CO₂ emissions. One of the initiatives is the use of solar energy to offset the needs for electricity from the low-voltage distribution grid. In addition to that, BH Telecom reduces its carbon footprint through server capacity consolidation, adaptive power management in the mobile network, and the development of e-charging network projects for the company's facilities. All of these efforts also result in reduced operating costs for the company.

During 2022, BH Telecom finalized the procurement and began with construction of a photovoltaic system on the roof of its business facility in Mostar. It is expected to generate around 20% of the current electricity consumption of that facility. Furthermore, the company completed the preparation of planning and procurement documentation for the construction of photovoltaic systems on flat roofs of other business and technological facilities owned by BH Telecom in Sarajevo, Bihać, Zenica, Goražde, and Tuzla. The estimated electricity generation from these systems is around 450 kW.

Documentation has also been prepared for the construction of photovoltaic systems as hybrid power supply at spatially suitable locations for base stations. In the first phase, 30 locations are targeted, with more to follow later. The expected savings in electricity consumption from the low-voltage grid amount to over 30% of the current consumption, depending on each individual base station. The procurement has been completed, and the construction of 8 AC charging stations for electric vehicles at BH Telecom's headquarters locations is currently underway. (DC charging station was previously completed as part of the IoT Smart City Showroom at the parking area of BH Telecom's Business Building on Franca Lehara Street in Sarajevo).

In addition to the mentioned activities, previously initiated actions have been continued, such as:

- Obtaining systematic tests and reports on the impact of base stations on the environment with safety statements (legal regulations).
- Continuing the implementation of a single-RAN solution for the mobile network, which is more energy-efficient compared to the previous architecture and topology (lower heat dissipation and CO₂ emissions) and relocating RRU units near the antennas and outside of containers, eliminating the need for equipment air conditioning.
- Implementing the project for the modernization and replacement of outdated active equipment in the fixed network, as well as migrating voice customers to IMS, gradually phasing out TDM equipment and focusing the service on a single core element instead of the existing six of them.
- Consolidating server rooms in BH Telecom's facilities by concentrating equipment in a smaller number of rooms while ensuring business continuity requirements in case of significant unforeseen circumstances.
- Replacing outdated battery and rectifier systems with new ones that have a higher level of efficiency.
- Preparation of planning, project and tender documentation for the construction of a modular data center.

BH Telecom implemented the "Environmental Protection Policy" as part of its activities for certification in the field of corporate social responsibility through the EcoVadis platform in 2021. At the 3rd CIRED Conference in Mostar, held from October 16-18, 2022, the BH Telecom team presented a paper titled "Electricity Production from Renewable Energy Sources in BH Telecom".

INFORMACIJE ZA INVESTITORE

INVESTOR INFORMATION



INFORMACIJE ZA INVESTITORE	2021.	2022.	% promjene change in %	INVESTOR INFORMATION
Broj transakcija	570	600	5%	Number of transactions
Ukupan promet (mil. KM)	2,7	7,1	163%	Total turnover (mil. KM)
Tržišna kapitalizacija (mil. KM)	761,5	841,4	10,5%	Market capitalization (mil. KM)
Isplaćena dividenda (mil. KM)	85	35	-59%	Dividend (mil. KM)
ROE	6,37	5,45	-14%	ROE
EPS	0,9978	0,8666	-13%	EPS

Vrijednost osnovnog kapitala Dioničkog društva BH Telecom Sarajevo na dan 31.12.2022. god. iznosila je **634,57 miliona KM**, podijeljen na 63.457.358 običnih dionica, nominalne vrijednosti 10 KM.

The value of the share capital of the Joint Stock Company BH Telecom Sarajevo on December 31, 2022, was 634.57 million KM, divided into 63,457,358 common shares with a nominal value of 10 KM each.

Ukupan promet je veći za 163% nego u prošloj godini, a cijena dionica je porasla i tržišna kapitalizacija na dan 30.12.2022. godine iznosila je **841,4 miliona KM**, što predstavlja rast od 10,5%.

The total turnover is 163% higher than the previous year, and the share price has increased, resulting in a market capitalization of 841.4 million KM on December 30, 2022, representing a growth of 10.5%.

Ukupan broj transakcija dionicama BH Telekoma u 2022. godini iznosio je **600**, sa ukupnom vrijednošću od **7,1 milion KM**.

The total number of transactions with BH Telecom shares in 2022 was 600, with a total value of 7.1 million KM.

U vlasničkoj strukturi većinski dio (90%) posjeduje Vlada Federacije Bosne i Hercegovine.

The Government of the Federation of Bosnia and Herzegovina is the majority owner (90%) of the company.

Prosječna cijena dionica BH Telekoma u 2022. godini iznosila je **13,30 KM**, minimalna prosječna cijena iznosila je 11,96 KM, a maksimalna prosječna cijena 15,83 KM.

The average price of BH Telecom shares in 2022 was 13.30 KM, the minimum average price was 11.96 KM, and the maximum average price was 15.83 KM.

Prosječna cijena dionice BH Telekoma na posljednji dan trgovanja u 2022. godini je iznosila **13,26 KM**.

The average share price of BH Telecom on the last trading day of 2022 was 13.26 KM.

Prema godišnjem statističkom izvještaju Sarajevske berze (SASE), najveći promet na Slobodnom tržištu - ST1 ostvaren je dionicama emitenta BH Telecom d.d. Sarajevo u iznosu od **7.121.778,49 KM** što čini 29% ukupno ostvarenog redovnog prometa na ovom tržištu i svrstava BH Telecom među top 10 emitentata prema ostvarenom prometu.

According to the annual statistical report of the Sarajevo Stock Exchange (SASE), the highest turnover on the Free Market-ST1 was achieved by shares of BH Telecom JSC Sarajevo, amounting to 7,121,778.49 KM, which represents 29% of the total regular turnover on this market and positions BH Telecom among the top 10 issuers in terms of turnover.

Skupština Društva je na 69. sjednici održanoj 17.6.2022. godine donijela Odluku o isplati dividende za 2021. godinu u iznosu od **35 miliona KM**.

The General Assembly of the Company, at its 69th session held on June 17, 2022, approved the payment of a dividend for the year 2021 in the amount of 35.0 million KM.

BH TELECOM I MEĐUNARODNA SARADNJA BH TELECOM AND INTERNATIONAL COOPERATION

Interkonekcijama sa međunarodnim operatorima omogućavamo svojim pretplatnicima uslugu međunarodne govorne telefonije i razmjene SMS-ova sa svim zemljama svijeta. BH Telecom ima 20 direktnih veza sa međunarodnim operatorima, direktnе veze sa 10 bosansko-hercegovačkih operatora, preko kojih se vrši razmjena telefonskog saobraćaja. BH Telecom je svojim korisnicima omogućio kvalitetnu roaming uslugu širom svijeta. Nesmetanu komunikaciju prilikom boravka u inostranstvu korisnici mogu ostvariti u **169 zemalja svijeta**, te birati između **345 operatora** sa kojima BH Telecom ima sklopljene roaming ugovore. Pored naprijed navedenog, BH Telecom je za svoje krajnje korisnike obezbijedio potrebne internet kapacitete kroz saradnju i povezivanje sa vodećim Tier 1 međunarodnim nadprovajderima, kao i kroz **saradnju sa vodećim svjetskim content provajderima poput Googlea, Facebooka i Netflix-a**.

Through interconnections with international operators, we provide our subscribers with international voice telephony services and SMS exchange with all countries worldwide. BH Telecom has 20 direct links with international operators and direct links with 10 operators in Bosnia and Herzegovina for the exchange of telephone traffic. BH Telecom has enabled its customers to access quality roaming services worldwide. Seamless communication during their stay abroad is possible for customers in **169 countries worldwide**, with a choice of **345 operators** with whom BH Telecom has signed roaming agreements.

In addition to the above, BH Telecom has provided the necessary internet capacities to its end-customers through collaboration and connectivity with leading Tier 1 international providers, as well as through **partnerships with leading global content providers such as Google, Facebook, and Netflix**.

BH TELECOM JE ČLAN MEĐUNARODNIH TELEKOMUNIKACIJSKIH ASOCIJACIJA: BH TELECOM IS A MEMBER OF INTERNATIONAL TELECOMMUNICATIONS ASSOCIATIONS:

ITU	Međunarodna telekomunikaciona unija International Telecommunications Union
ETNO	Asocijacija evropskih telekomunikacionih mrežnih operatora European Telecommunication Network Operators Association
EUTELSAT	Evropska telekomunikaciona satelitska organizacija European Telecommunications Satellite Organization
ETSI	Evropski institut za standardizaciju u CEPT European Telecommunications Standards Institute
CEPT	Evropska konferencija poštanskih i telekomunikacionih administracija European Conference of Postal and Telecommunications Administrations
GSM Association	



POSLOVNO OKRUŽENJE

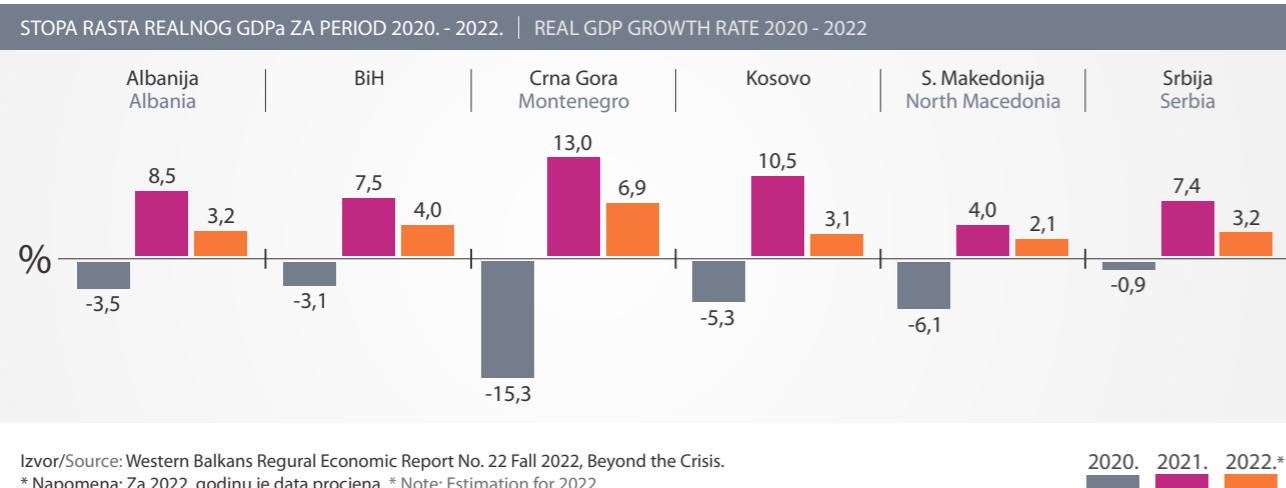
BUSINESS ENVIRONMENT

MAKROEKONOMSKO OKRUŽENJE U 2022.

Rat u Ukrajini postavio je nove izazove upravo u momentima kada se svjetska ekonomija počela oporavljati od pandemije COVID-19. Za kompletno svjetsko tržište uslijedio je novi šok i novi uslovi trgovine, posebno na tržištu energetika što je proizvelo energetsku krizu svjetskih razmjera i oslabilo izglede za rast. Sve veći troškovi energije i goriva koji su doprinijeli širenju inflacije i na ostale sektore uticali su na povećanu volatilnost opskrbnih lanaca, manji raspoloživi dohodak kućanstava i povećanje logističkih i svih drugih troškova poslovanja. Centralne banke djelovale su snažnije, pooštravanjem finansijskih uslova kako bi visoku i postojanu inflaciju spustile na ciljanu. Navedeni efekti prelili su se i na tržište BiH, što uz domaće političke napetosti i nepostojanje političkog konsenzusa odgađa reformske procese koji su neophodni za promicanje srednjoročnog rasta.

Analiza ključnih makroekonomskih indikatora za BiH ukazuje da slijedi razdoblje usporavanja realne ekonomske aktivnosti što bi moglo prerasti i u recesiju ukoliko ne dođe do političke stabilizacije i konsenzusa oko ključnih reformi u BiH.

- Zadnjim revidovanim projekcijama predviđa se smanjenje stope rasta realne ekonomske aktivnosti na 4,0% u 2022. godini u odnosu na 7,5% koliko je iznosila u 2021. godini i da će rast ostati prigušen u srednjem roku. Rast realne proizvodnje je usporio u drugoj polovini 2022. godine smanjenjem privatne potrošnje što je uzrokovan visokom stopom inflacije.



- Stopa nezaposlenosti je smanjena - prema podacima Agencije za statistiku BiH broj registriranih nezaposlenih lica u decembru 2022. godine je manji za 5,7% u odnosu na decembar 2021. godine. Tržište rada u tekućoj godini je istovremeno pod uticajem snažnog rasta nominalnih neto plata. Prosječna neto plata na kraju decembra iznosi 1.190 KM i bilježi rast od 14,2% u odnosu na isto razdoblje prethodne godine. Ovo je djelimično uzrokovano povećanjem ekonomskom aktivnosti, ali i uslijed inflatornog pritiska na povećanje nominalnih plata.
- Projicirana je inflacija od 14,0% u 2022. godini, te usporavanje u naredne dvije godine. Međutim, ne očekuje se vraćanje na višegodišnji prosjek, zabilježen prije 2022. godine, u srednjem roku.

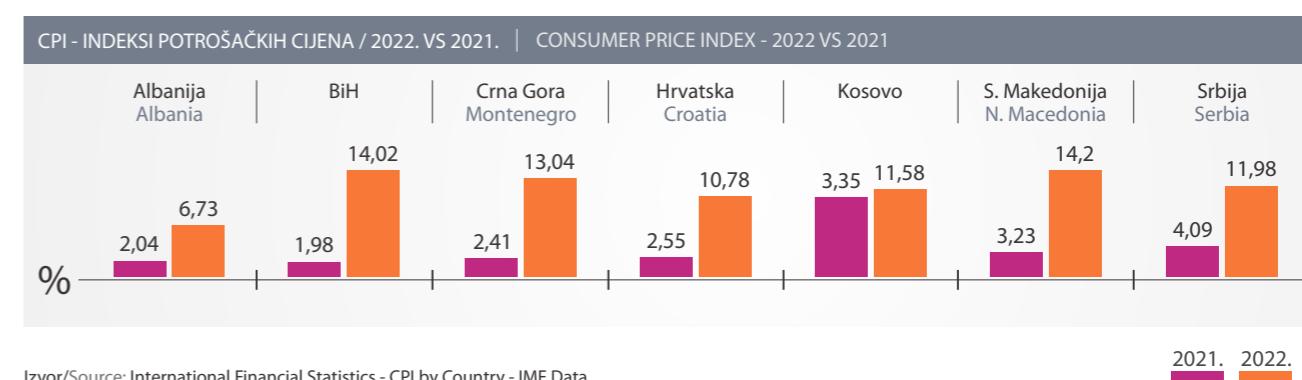
Visoka stopa inflacije, a posebno činjenica da su cijene hrane, energije i goriva, stanovanja i pojedinih sirovina brže rasle od stope inflacije, značajno su oslabili realnu kupovnu moć stanovništva i uticali na povećanje troškova preduzeća. Generalno niske plate i penzije (čiji rast nije pratio rast troškova života), nepovoljna starosna struktura i negativni demografski trendovi tek bi se u narednom periodu mogli odraziti i usporiti ekonomski rast. U narednom periodu u cilju stabiliziranja inflacije očekuje se i pooštravanje uslova finansiranja što će se dodatno odraziti na pad lične potrošnje i smanjenje investicija.

2022 MACROECONOMIC ENVIRONMENT

The conflict in Ukraine posed new challenges just as the global economy was recovering from the COVID-19 pandemic. The world market experienced a new shock and new trade conditions, particularly in the energy market, which led to a global energy crisis and weakened growth prospects. Rising energy and fuel costs contributed to inflationary pressures and affected other sectors, resulting in increased volatility in supply chains, reduced household disposable income, and higher logistics and operational costs. Central banks took stronger actions, tightening financial conditions to bring down high and persistent inflation to target levels. These effects also spilled over to the market in Bosnia and Herzegovina, further delaying necessary reforms for promoting medium-term growth due to domestic political tensions and the absence of political consensus.

An analysis of key macroeconomic indicators for Bosnia and Herzegovina suggests a period of slowing real economic activity, which could potentially turn into a recession without political stabilization and consensus on key reforms in the country.

- The latest revised projections anticipate a decrease in the rate of real economic activity growth to 4.0% in 2022 compared to 7.5% in 2021, with growth remaining subdued in the medium term. The growth of real production slowed down in the second half of 2022 due to a decrease in private consumption caused by high inflation rates.



- The unemployment rate has decreased - according to data from the Agency for Statistics of Bosnia and Herzegovina, the number of registered unemployed individuals in December 2022 was 5.7% lower compared to December 2021. The labor market in the current year is simultaneously influenced by strong growth in nominal net wages. The average net wage at the end of December amounted to 1,190 KM, marking a growth of 14.2% compared to the same period in the previous year. This is partly due to increased economic activity but also due to inflationary pressure driving up nominal wages.
- An inflation rate of 14.0% is projected for 2022, with a slowdown expected in the following two years. However, a return to the pre-2022 multi-year average in the medium term is not anticipated.

The high inflation rate, and particularly the fact that prices of food, energy and fuel, housing, and certain raw materials were growing faster than the inflation rate, have significantly weakened the real purchasing power of the population and increased business costs. Overall low wages and pensions (whose growth did not keep pace with the cost of living), unfavorable age structure, and negative demographic trends could possibly slow down economic growth in the coming period. In order to stabilize inflation, it is expected that financing conditions will tighten, further impacting personal consumption and reducing investments. In this context, the prospects for Bosnia and Herzegovina are significantly dimmed.



br. 1

telekom operator u BiH

no. 1

telecom operator in B&H

TRŽIŠTE TELEKOMUNIKACIJA U BIH

Tržište telekomunikacija je i dalje dinamično i kapitalno intenzivno, sa izraženom konkurenčijom, prevashodno u domenu mobilne telefonije i interneta. Digitalne usluge i mreže nove generacije postaju pokretača snaga koja redefinira odnose u privatnom i poslovnom svijetu. Telekomunikacijska industrija kreće se prema novom dobu koje karakterizira napredak tehnologija kao što je 5G, hibridni rad, povezani uređaji, usvajanje cloud tehnologije, digitalna plaćanja, digitalna i zelena transformacija javnog i privatnog sektora.

Ovo su trendovi koji su uveliko prisutni u svijetu i postepeno se prenose i na bh. telekomunikacijsko tržište i koji će oblikovati industriju telekomunikacija u godinama koje dolaze. Svijet postaje sve povezaniji i sve je više uređaja koji se spajaju na internet poznati kao Internet stvari (IOT). Trgovina se ubrzano seli na internet, a digitalne platforme i digitalni uređaji postaju sve popularniji. Sve ove promjene sa sobom nose povećanu potražnju za brzim i pouzdanim fiksnim i mobilnim mrežama, kao i nizom pratećih usluga i uređaja. Mrežnim operaterima se pruža prilika za dalje produbljivanje odnosa sa korisnicima nudeći širok raspon usluga, ali istovremeno će biti izazov odgovoriti na sve ove rastuće potrebe korisnika.

Bosanskohercegovačko telekomunikacijsko tržište, koje je u velikoj mjeri zasićeno, i dalje se prilagođava efektima sve veće dostupnosti ponuda s različitim tarifnim paketima te rastuće popularnosti atraktivnih uređaja/pametnih telefona i dodatnih (OTT - over the top) usluga. **Prema podacima Regulatorne agencije za komunikacije 2022. godinu obilježili su sljedeći trendovi** (1):

- Nastavak trenda smanjenja broja aktivnih fiksnih telefonskih linija u 2022. godini - na kraju Q4 2022. godine broj telefonskih linija je manji za 6,99% u odnosu na Q4 2021. godine. Broj fiksnih linija u 2021. godini je za 2,5% manji u odnosu na broj aktivnih telefonskih linija u 2020. godini. Stopa gustoće korisnika fiksne mreže (broj fiksnih pretplatnika na 100 stanovnika) u 2021. godini je iznosila 19,52%, u 2020. godini 20,02%, dok je u 2019. godini iznosila 20,63%. Smanjenje broja korisnika fiksne telefonije je konstantan trend, ne samo u BiH već i na tržištu telekomunikacija u regiji i svijetu što je, najvećim dijelom, izazvano supsitucijom fiksnih telefonskih usluga mobilnim telefonskim uslugama.
- Broj pretplatnika mobilnih komunikacija (prepaid i postpaid) u Bosni i Hercegovini bilježi porast u 2022. godini u odnosu na 2021. godinu - na kraju Q4 2022. godine broj prepaid i postpaid korisnika je veći za 2,23% u odnosu na broj ovih korisnika na kraju Q4 2021. godine. Trendovi rasta pretplatnika mobilnih komunikacija u 2022. godini u odnosu na 2021. godinu su rezultat porasta kretanja stanovništva i dolaska turista i dijaspora. Stopa gustoće mobilne telefonije u BiH na kraju Q4 2022. godine je iznosila 110,39% što predstavlja rast od 2,88% u odnosu na Q4 2021. godine.
- Broj pretplatnika fiksног širokopojasnog pristupa internetu bilježi rast u 2022. godini - u Q4 2022. godine broj pretplatnika fiksног širokopojasnog pristupa internetu bilježi rast od 9,7% u odnosu na broj ovih pretplatnika na kraju Q4 2021. godine. U 2020. godini u odnosu na 2019. godinu broj pretplatnika fiksног širokopojasnog pristupa internetu bilježi rast od 3,3%. Stopa gustoće navedenih korisnika (broj pretplatnika fiksног širokopojasnog pristupa internetu na 100 stanovnika) na kraju četvrtog kvartala 2022. godine iznosila je 110,90%, dok je na kraju četvrtog kvartala 2021. godine iznosila 97,61%. Uporedno sa rastom konkurencije, kao i sve većim zahtjevima korisnika, raste i broj priključaka visokih brzina.
- Također, u 2022. godini nastavljen je trend rasta korištenja interneta putem mobilnih mreža. Imajući u vidu sve veću potrebu korisnika za korištenjem interneta putem mobilnih mreža, operatori kreiraju tarifne pakete koji uključuju sve veće količine besplatnog mobilnog interneta. Osim toga, operatori nude mobilni internet putem USB modema i SIM kartice na kojoj je onemogućen govorni saobraćaj i koja je namijenjena isključivo za prijenos podataka.

(1) Zadnje objavljeni podaci Regulatorne agencije za komunikacije dostupni na dan 16.03.2023.

BH TELECOMMUNICATIONS MARKET

The telecommunications market remains dynamic and capital-intensive, with pronounced competition, primarily in the mobile telephony and the Internet. New generation digital services and networks are becoming the driving force that redefines relationships in the private and business world. The telecommunications industry is moving towards a new era characterized by advancements of technology such as 5G, hybrid operations, connected devices, cloud technology, digital payments, and digital and green transformation of the public and private sectors.

These are trends that are widely present in the world and gradually being transferred to the BH telecommunications market, shaping the industry in the years to come. The world is becoming increasingly interconnected, with a growing number of devices connecting to the internet, known as the Internet of Things (IoT). Commerce is rapidly shifting online, and digital platforms and devices are becoming increasingly popular. All these changes bring increased demand for fast and reliable fixed and mobile networks, as well as a range of accompanying services and devices. Network operators have the opportunity to deepen their relationships with customers by offering a wide range of services, but at the same time, it will be a challenge to meet all these growing customer needs.

The telecommunications market in Bosnia and Herzegovina, which is largely saturated, is still adapting to the effects of increasing availability of offers with different tariff packages and the growing popularity of attractive devices/smartphones and additional Over-the-Top (OTT) services. **According to data from the Communications Regulatory Agency, the year 2022 was marked by the following trends** (2):

- The ongoing trend of decreasing the number of active fixed telephone lines in 2022 - at the end of Q4 2022, the number of telephone lines decreased by 6.99% compared to Q4 2021. The number of fixed lines in 2021 was 2.5% lower compared to the number of active telephone lines in 2020. The penetration rate of fixed network subscribers (number of fixed subscribers per 100 inhabitants) was 19.52% in 2021, 20.02% in 2020, and 20.63% in 2019. The decline in the number of fixed telephony customers is a consistent trend, not only in Bosnia and Herzegovina but also in the telecommunications market regionally and globally, primarily caused by the substitution of fixed telephone services with mobile phone services.
- The number of subscribers of mobile communications (prepaid and postpaid) in Bosnia and Herzegovina increased in 2022 compared to 2021 - at the end of Q4 2022, the number of prepaid and postpaid customers increased by 2.23% compared to the number of these customers at the end of Q4 2021. The growth trends of mobile communication subscribers in 2022 compared to 2021 are a result of population movements, and tourist and diaspora arrivals. The mobile telephony penetration rate in Bosnia and Herzegovina at the end of Q4 2022 was 110.39%, representing a growth of 2.88% compared to Q4 2021.
- The number of subscribers of fixed broadband internet access has been increasing in 2022 - in Q4 2022, the number of subscribers of fixed broadband internet access recorded a growth of 9.7% compared to the number of these subscribers at the end of Q4 2021. In 2020, compared to 2019, the number of subscribers of fixed broadband internet access increased by 3.3%. The penetration rate of these subscribers (number of fixed broadband internet subscribers per 100 inhabitants) at the end of Q4 2022 was 110.90%, while at the end of Q4 2021, it was 97.61%. Alongside the increasing competition, as well as the increasing demands of users, the number of high-speed connections is growing.
- Also, the trend of growing use of the Internet via mobile networks continued in 2022. Considering the growing customer demand for mobile internet usage, operators are creating tariff packages that include larger amounts of free mobile internet. Furthermore, operators offer mobile internet through USB modems and SIM cards that are exclusively for data transmission and do not support voice traffic.

(2)The last published data of the Communications Regulatory Agency available on March 16, 2023.

PREMA PODACIMA REGULATORNE AGENCIJE ZA KOMUNIKACIJE BOSNE I HERCEGOVINE
OD 31.12.2022. GODINE NA TRŽIŠTU BIH POSLUJU:

ACCORDING TO THE DATA FROM THE COMMUNICATIONS REGULATORY AGENCY OF BOSNIA
AND HERZEGOVINA AS OF DECEMBER 31, 2022, THE FOLLOWING OPERATORS AND PROVIDERS
ARE PRESENT IN THE TELECOMMUNICATIONS MARKET OF BOSNIA AND HERZEGOVINA:

3 UMTS operatora UMTS operators	3 GSM operatora GSM operators	4 pružaoca mobilnih telefonskih usluga mobile phone service providers	3 davaoca usluga fiksne usluga fixed telephone service providers	14 operatora za pružanje internet fiksnih telefonije javnih telefonskih usluga operators for providing fixed public telephone services	60 davaoca internet usluga fixed telephone service providers	72 licencirana mrežna operatora licensed network operators	30 korisnika dozvola za distribuciju audiovizuelnih i medijskih usluga i medijskih usluga radija license holders for the distribution of audiovisual and media services and radio media services
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Na telekomunikacijskom tržištu BiH su nastavljeni trendovi iz prethodnih godina poslovanja poput pomjerenja potražnje korisnika sa nepokretnih (fiksnih) komunikacija na pokretne (mobilne) komunikacije što je dovelo do smanjenja broja korisnika i prihoda fiksne mreže uz povećanje broja korisnika i prihoda mobilne mreže i internet usluga, deregulacija odnosno uklanjanje barijera za ulazak na tržište što je dovelo do jačanja konkurenčije u pojedinim segmentima kao i stalna regulacija, odnosno donošenje novih regulativa koje za cilj imaju cjenovno usklađivanje i zaštitu krajnjih potrošača, okupnjavanje telecom operatora kroz spajanja i akvizicije, investiranje u nove tehnologije i u skladu s tim pojava novih usluga, pojava OTT servisa koji su donijeli novu konkurenčiju na tržište, uticaj socijalnih i ekonomskih faktora poput prosječnog GDP-a i njegove stope rasta, prosječnog dohotka po stanovniku, stope nezaposlenosti i sl.

Proces digitalne transformacije se ubrzava, a korištenje interneta se višestruko povećava. Brz i dostupan internet dobio je na značaju više nego ikad ranije. Postpandemijsko novo normalno će vjerovatno ubrzati aktivnosti na digitalnoj transformaciji ekonomije i društva.

The trends from previous years in the BH telecommunications market continue, such as the shift in customer demand from fixed communications to mobile communications, which has led to a decrease in the number of customers and revenue for the fixed network, while the number of customers and revenue for the mobile network and internet services has increased. There is deregulation, removing barriers to market entry, which has strengthened competition in certain segments, as well as ongoing regulation and the introduction of new regulations aimed at price harmonization and consumer protection. Consolidation of telecom operators through mergers and acquisitions, investment in new technologies, and the emergence of new services are observed. The market has also faced new competition with the emergence of Over-the-Top (OTT) services. Social and economic factors such as average GDP, its growth rate, average income per capita, unemployment rate, etc., have had an impact.

The process of digital transformation is accelerating, and internet usage has significantly increased. Fast and accessible internet has gained more importance than ever before. The post-pandemic new normal is likely to accelerate activities in the digital transformation of the economy and society.

Djelujemo transparentno, etički i u interesu zajednice u kojoj živimo i radimo.

REGULATORNI OKVIR

Regulisanje tržišta telekomunikacija u BiH je u nadležnosti Regulatorne agencije za komunikacije BiH (u daljem tekstu RAK), a zasnovano je na Zakonu o komunikacijama BiH (Službene novine BiH br. 31/03, 75/06, 32/10, 98/12), Politici sektora elektronskih komunikacija BiH i Akcionog plana za realizaciju Politike i podzakonskim aktima. Postojeći regulatorni okvir se zasniva na regulatornom okviru EU, a karakteriše ga stalno praćenje i analiziranje tržišta telekomunikacija, te donošenje potrebnih regulatornih akata s ciljem njegovog kontinuiranog razvoja.

NAJZNAČAJNIJE REGULATORNE AKTIVNOSTI TOKOM 2022. GODINE SU:

- ROAMING KAO KOD KUĆE (RLAH) - Nastavak aktivnosti na implementaciji Odluke o cijenama usluga roaminga u javnim mobilnim komunikacionim mrežama Regulatorne agencije za komunikacije BiH br. 03-02-3-1011-1/21 od 12.5.2021. godine i usvojenog Pravila 93/21 o primjeni politike primjerenog korištenja i procjeni održivosti ukidanja dodatnih naknada za regulisane maloprodajne usluge roaminga kojim je propisana obaveza svim operatorima u BiH da svojim korisnicima od 01.07.2021. godine omoguće korištenje mobilnih usluga u roamingu u zemljama Zapadnog Balkana kao da su u domaćoj mreži. BH Telecom je u skladu sa propisanim pravilima i smjernicama uspješno implementirao iste, te od 01.07.2021. godine pozivi/SMS poruke upućeni iz roaminga iz neke od zemalja Zapadnog Balkana prema bilo kojoj mreži unutar područja Zapadnog Balkana naplaćuju se kao pozivi/SMS poruke prema drugim mrežama u domaćem saobraćaju, prema korištenom tarifnom modelu. Također, korištenje mobilnog interneta u nekoj od zemalja WB6 naplaćuje se po cijenama i uslovima koje važe u domaćoj mreži, uz određena ograničenja utvrđena pravilima primjerenog korištenja. U toku 2022. godine implementirane su odredbe predmetne Odluke na primjeni sniženja veleprodajnih cijena za Data usluge.
- EU/WB6 ROAMING DEKLARACIJA - BH Telecom je u toku 2022. godine, u skladu sa Odlukom Uprave društva br.:001-14.124602/22-2 od 02.12.2022. godine, potpisao "EU/WB6 roaming deklaraciju" čime smo se obvezali da na volonterskoj bazi izvršimo postepeno snižavanje maloprodajnih cijena za usluge Data u roamingu, u mrežama EU operatora u periodu 2023.-2028. godina. Potpisana deklaracija je nastavak aktivnosti na saradnji mobilnih operatora WB6 sa Evropskom komisijom (EC) i Regionalnim vijećem za saradnju (RCC), uz čiji angažman je uspostavljen i RLAH princip za korištenje usluga roaminga u WB6 regiji. Potpisnici navedene deklaracije su skoro svi operatori iz WB6 regije kao i vodeće grupacije mobilnih operatora iz EU (Deutsche Telekom, A1, Orange, United group, 4iG, Yetell i dr.). Obaveze potpisnika su sniženje maloprodajne cijene za Data usluge u roamingu za krajnje korisnike mobilnih operatora potpisnika deklaracije. Rok za definisanje granične maloprodajne cijene (Price cap) za Data uslugu u roamingu je 01.05.2023. godine, dok će primjena usaglašenih cijena početi 01.10.2023. godine. Sniženje cijena planirano je fazno u periodu 2023.-2028. godina, a procenat godišnjeg sniženja cijene će se definisati između operatora potpisnika deklaracije uz angažman konsultanta od strane RCC-a.
- U skladu sa nalogom Regulatora, od strane Uprave društva usvojena je "Odluka o izmjenama i dopunama Cjenovnika usluga u unutrašnjem i međunarodnom saobraćaju BH Telecom-a - korištenje regulisanih roaming usluga na području Zapadnog Balkana (RLAH - Roaming Like At Home) za 2023. godinu". U oviru predmetne odluke izvršena je prilagodba preračunatog data saobraćaja u skladu sa unaprijed definisanim maksimalnim veleprodajnim cijenama, te su nove količine ažurirane u usvojenim Specificnim uslovima "Prilog 6.2.12. - Politika pravedne upotrebe roaming saobraćaju zemljama Zapadnog Balkana.

We operate transparently, ethically and in the interest of the community where we live and work.

REGULATORY FRAMEWORK

The regulation of the telecommunications market in Bosnia and Herzegovina is under the authority of the Communications Regulatory Agency of Bosnia and Herzegovina (CRA). It is based on the Law on Communications of Bosnia and Herzegovina (Official Gazette of BiH No. 31/03, 75/06, 32/10, 98/12), the Electronic Communications Sector Policy of Bosnia and Herzegovina, and the Action Plan for the Implementation of the Policy, along with relevant subordinate legislation. The existing regulatory framework is based on the EU regulatory framework and is characterized by continuous monitoring and analysis of the telecommunications market, as well as the implementation of necessary regulatory acts to ensure its continuous development.

THE MOST SIGNIFICANT REGULATORY ACTIVITIES DURING 2022 WERE:

- ROAM LIKE AT HOME (RLAH):** Continuation of activities to implement the Decision on roaming service prices in public mobile communication networks of the CRA, No. 03-02-3-1011-1/21, dated May 12, 2021, and the approved Regulation 93/21 on the application of the policy of fair use and assessment of sustainability of eliminating additional charges for regulated retail roaming services. This decision imposes an obligation on all operators in Bosnia and Herzegovina to enable their customers to use mobile services while roaming in the Western Balkan countries as if they were in the domestic network starting from July 1, 2021. BH Telecom has successfully implemented these rules and guidelines, so as of July 1, 2021, calls/SMS messages made while roaming in any of the Western Balkan countries are charged as calls/SMS messages to other networks in domestic traffic, based on the applicable tariff model. Additionally, the use of mobile internet in the Western Balkan countries is charged at prices and conditions applicable in the domestic network, with certain limitations specified in the fair use rules. In 2022, the provisions of this decision were implemented regarding the reduction of wholesale prices for data services.

- EU/WB6 ROAMING DECLARATION:** In 2022, BH Telecom, in accordance with the decision of the Company's Management No. 001-14.124602/22-2 dated December 2, 2022, signed the "EU/WB6 Roaming Declaration," committing to gradually lower the retail prices for Data services in roaming in EU operators' networks from 2023 to 2028 on a voluntary basis. The signed declaration is a continuation of the collaboration between WB6 mobile operators, the European Commission (EC), and the Regional Cooperation Council (RCC), through which the RLAH principle for roaming services in the WB6 region was established. The signatories of the declaration include most operators from the WB6 region, as well as leading mobile operator groups from the EU (Deutsche Telekom, A1, Orange, United Group, 4iG, Yetell, etc.).

The obligations of the signatories include reducing the retail price for Data services in roaming for end-customers of the signatory operators. The deadline for defining the retail price cap for Data services in roaming is May 1, 2023, and the implementation of the agreed prices will start on October 1, 2023. The price reductions are planned to be phased in from 2023 to 2028, and the annual percentage reduction will be determined between the signatory operators with the involvement of a consultant appointed by the RCC.

- In accordance with the Regulator's order, the Company's Management approved the "Decision on Amendments and Supplements to the Price List of Services in Domestic and International Traffic of BH Telecom - Use of Regulated Roaming Services in the Western Balkans (RLAH - Roam Like At Home) for 2023." Within this decision, the calculated data traffic was adjusted in accordance with pre-defined maximum wholesale prices, and the new quantities were updated in the approved Specific Conditions, "Annex 6.2.12 - Fair Use Policy for Roaming in the Western Balkan countries."

STANJE KONKURENCIJE

Pojedini segmenti bosanskohercegovačkog tržista telekomunikacija se, prema stanju konkurenčnosti, mogu okarakterisati kao oligopoljsko (tržiste sa malim brojem učesnika), sa izrazito jakim nivoom konkurenčnosti između pojedinih operatora, npr. segment mobilne telefonije ili kao konkurentsko (sa velikim brojem učesnika), npr. tržiste internet usluga. Kao i ostala, tržiste u Bosni i Hercegovini je neminovno pod utjecajem opštih, ekonomskih i političkih prilika u zemlji, te ga karakterišu visoka stopa fluktuacije stanovništva (odlaska iz BiH), niži stepen upotrebe informaciono komunikacionih tehnologija u odnosu na nivo Evropske Unije, ali i relativno brzo prihvatanje novih tehnologija od strane mlađe populacije (mobilna telefonija, internet).

Negativni ekonomski utjecaji, sve veći broj učesnika i jačanje konkurenčnosti na telekomunikacijskom tržistu BiH, te brzi napredak u razvoju tehnologija, koji omogućava uvođenje novih i boljih usluga krajnjim korisnicima, imali su direktnе posljedice na poslovanje Dioničkog društva BH Telecom Sarajevo.

Razvoj tehnologije uspostavio je niske barijere za globalne kompanije (uglavnom OTT kompanije), pa je ulazak novih konkurenata na globalnom, ali i na BH nivou stalno prisutan, što dovodi do većeg korištenja besplatnih alternativnih načina zadovoljavanja potreba za elektronsko komunikacijskim uslugama i utiče na smanjenje tražnje za našim uslugama. Agresivan nastup konkurenčnosti, posebno usmjeren prema korisnicima BH Telecom, kao i ranijih godina, često je nosio obilježja nelojalnosti, što uz nereagiranje regulatora, doprinosi nejednakim uslovima poslovanja BH Telecom i konkurenčnosti.

COMPETITION

Certain segments of the telecommunications market in Bosnia and Herzegovina can be characterized as oligopolistic (with a small number of participants) with a high level of competition between individual operators, such as the mobile telephony segment, or as competitive (with a large number of participants), such as the internet services market. Like in other countries, the telecommunications market in Bosnia and Herzegovina is inevitably influenced by general economic and political conditions, characterized by a high population turnover (emigration from Bosnia and Herzegovina) and a lower level of ICT usage compared to the European Union, but also a relatively fast adoption of new technologies by the younger population (mobile telephony, internet).

Negative economic impacts, an increasing number of participants, and intensified competition in the BH telecommunications market, as well as rapid technological advancements enabling the introduction of new and better services to end-customers, have had direct consequences on the operations of BH Telecom Joint Stock Company Sarajevo.

Technological development has lowered barriers for global companies (mostly OTT companies), resulting in the constant presence of new competitors at both the global and BH levels, leading to a higher usage of free alternative ways to meet electronic communication service needs and impacting the reduced demand for our services. The aggressive approach of the competition, particularly targeted towards BH Telecom customers, as in previous years, often exhibited signs of unfairness, which, in the absence of regulatory response, contributes to unequal business conditions between BH Telecom and the competition.

TRŽIŠTE FIKSNE TELEFONIJE FIXED TELEPHONY MARKET



U BiH djeluju tri licencirana operatora fiksne telefonije, BH Telecom d.d. Sarajevo, Telekom Srpske a.d. Banja Luka i JP Hrvatske telekomunikacije d.d. Mostar, koji posjeduju Dozvolu za javnog operatora fiksne telefonije od 2002. godine, te 14 alternativnih operatora kojima je dodjeljena Dozvola za pružanje fiksnih javnih telefonskih usluga. Prema svim indikatorima BH Telecom d.d. Sarajevo, Telekom Srpske a.d. Banja Luka i JP Hrvatske telekomunikacije d.d. Mostar do sada imaju značajno tržišno učešće na tržištu fiksne telefonije u područjima koja pokrivaju svojim mrežama. Regulatorna agencija za komunikacije BiH kao indikatore koji ukazuju na tržišnu snagu ovih telekom operatora analizira: tržišni udjele na segmentima na kojima oni djeluju, ostvarene prihode, broj konkurenckih kompanija i drugo.

U narednoj tabeli prikazani su osnovni parametri poslovanja svih operatera fiksne telefonije za treći kvartal 2022. godine i četvrti kvartal 2022. godine prema podacima Regulatorne agencije za komunikacije Bosne i Hercegovine.(2)

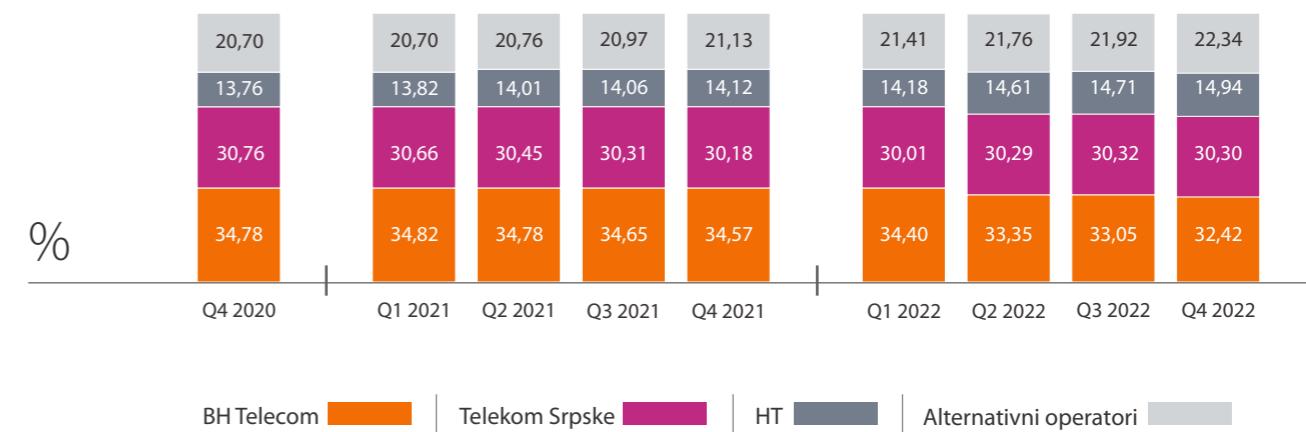
There are three licensed fixed telephony operators in Bosnia and Herzegovina: BH Telecom d.d. Sarajevo, Telekom Srpske a.d. Banja Luka, and JP Hrvatske telekomunikacije d.d. Mostar, who have had a Public Fixed Telephony Operator License since 2002. There are also 14 alternative operators holding a License for the provision of fixed public telephone services. According to all indicators, BH Telecom d.d. Sarajevo, Telekom Srpske d.d. Banja Luka, and JP Hrvatske telekomunikacije d.d. Mostar have had a significant market share in the fixed telephony market in the areas covered by their networks. The CRA analyzes indicators of market strength for these telecom operators, such as market share in their operating segments, generated revenues, the number of competing companies, and others. The following table presents the key performance indicators for all fixed telephony operators for the third quarter of 2022 and the fourth quarter of 2022, based on data from the CRA (3).

SVI OPERATORI - FIKSNA TELEFONIJA ALL OPERATORS - FIXED TELEPHONY	Q3 2022	Q4 2022	% promjene % Change	% promjene % Change
			Q4 vs Q3 2022.	Q4 vs Q4 2021.
Broj aktivnih fiksnih telefonskih linija dominantnih operatora Number of active fixed telephone lines of dominant operators	518.446	505.128	-2,57%	-6,99%
Broj novih operatora fiksne telefonije Number of new fixed telephony operators	14	12	-14,29%	-14,29%
Broj vlastitih pretplatnika novih operatora Number of subscribers of new operators	145.586	145.333	-0,17%	-0,11%
Broj pretplatnika novih operatora sa indirektnim pristupom (cs - izbor operatora) Number of subscribers of new operators with indirect access (carrier selection - CS)	186	173	-6,99%	-23,79%
Broj prenesenih brojeva Number of ported numbers	104.912	105.516	0,58%	5,48%
Odlazni saobraćaj operatora u minutama (min.) Outgoing traffic (min.)	274.610.382	273.722.198	-0,32%	-19,91%
Domaći odlazni saobraćaj (min) Domestic outgoing traffic (min.)	270.737.596	270.161.127	-0,21%	-19,94%
Međunarodni odlazni saobraćaj (min) International outgoing traffic (min.)	3.872.787	3.561.070	-8,05%	-17,90%

FIKSNA TELEFONIJA - TRŽIŠNI UDIO FIXED TELEPHONY - MARKET SHARE

TRŽIŠNI UDIO SVIH OPERATORA FIKSNE TELEFONIJE U BIH PO KVARTALIMA NA OSNOVU PODATAKA REGULATORNE AGENCIJE ZA KOMUNIKACIJE BIH.

THE MARKET SHARE OF ALL FIXED TELEPHONY OPERATORS IN BOSNIA AND HERZEGOVINA BY QUARTERS BASED ON DATA FROM THE CRA.



Broj aktivnih fiksnih telefonskih linija dominantnih operatora u periodu između trećeg kvartala 2022. godine i četvrtog kvartala 2022. godine ima trend pada za 2,57%, dok je u odnosu na četvrti kvartal 2021. godine manji za 6,99%. Zaključno sa četvrtim kvartalom 2022. godine tržišno učešće BH Telecom-a na tržištu pružanja usluga fiksne telefonije iznosiло je 32,42%, te je zabilježio pad tržišnog učešća za 2,15 p.p. u odnosu na četvrti kvartal 2021. godine. Kada su u pitanju pojedinačni operatori BH Telecom ima najveće tržišno učešće.

The number of active fixed telephone lines of dominant operators between the third quarter of 2022 and the fourth quarter of 2022 shows a downward trend of 2.57%, while compared to the fourth quarter of 2021, it is lower by 6.99%. As of the fourth quarter of 2022, BH Telecom's market share in the fixed telephony services market stood at 32.42% and recorded a decrease of 2.15 percentage points compared to the fourth quarter of 2021. When it comes to individual operators, BH Telecom has the largest market share.

(2) Za potrebe sačinjanja Izvještaja uzeti posljednji dostupni podaci sa web stranice www.rak.ba na dan 16.03.2023.
(3) For preparation of this Report, we took the last available data from the web page www.rak.ba on March 16, 2023.

TRŽIŠTE MOBILNE TELEFONIJE MOBILE TELEPHONY MARKET



U BiH djeluju tri operatora koji su nosioci dozvole za pružanje GSM usluga, a to su: BH Telecom d.d. Sarajevo, Telekom Srpske a.d. Banja Luka i JP Hrvatske telekomunikacije d.d. Mostar, te četiri davaoca usluga u mobilnim komunikacijama: Logosoft d.o.o. Sarajevo, DASTO SEMTEL d.o.o. Bijeljina, NOVOTEL d.o.o. Sarajevo i haloo d.o.o. Sarajevo. Pružalač usluga haloo d.o.o. Sarajevo u toku 2021. godine nije pružao usluge. Za razliku od tržišta fiksne telefonije, na tržištu mobilne telefonije postoji veći stepen konkurenčije, obzirom da tri postojeća operatora nude svoje usluge na cijeloj teritoriji BiH.

Unarednoj tabeli prikazani su osnovni parametri poslovanja svih operatora mobilne tehnologije za treći kvartal 2022. godine i četvrti kvartal 2022. godine prema podacima Regulatorne agencije za komunikacije Bosne i Hercegovine.

There are three operators in Bosnia and Herzegovina that hold licenses for providing GSM services: BH Telecom d.d. Sarajevo, Telekom Srpske a.d. Banja Luka, and JP Hrvatske telekomunikacije d.d. Mostar. Additionally, there are four providers of mobile communication services: Logosoft d.o.o. Sarajevo, DASTO SEMTEL d.o.o. Bijeljina, NOVOTEL d.o.o. Sarajevo, and haloo d.o.o. Sarajevo. However, haloo d.o.o. Sarajevo did not provide services during 2021. Unlike the fixed telephony market, the mobile telephony market has a higher level of competition as the three existing operators offer their services throughout the entire territory of Bosnia and Herzegovina.

The following table presents the key performance indicators of all mobile technology operators for the third quarter of 2022 and the fourth quarter of 2022, based on the data from the CRA.

SVI OPERATORI - MOBILNA TELEFONIJA ALL OPERATORS - MOBILE TELEPHONY	Q3 2022	Q4 2022	% promjene % Change	% promjene % Change
			Q4 vs Q3 2022.	Q4 vs Q4 2021.
Broj korisnika telefonskih usluga u mobilnoj telefoniji Number of mobile services customers	3.918.190	3.811.931	-2,71%	2,23%
Broj prepaid korisnika mobilne telefonije Number of pre-paid customers	2.874.638	2.748.308	-4,39%	0,31%
Broj postpaid korisnika mobilne telefonije Number of post-paid customers	1.043.552	1.063.623	1,92%	7,54%
Broj M2M korisnika Number of M2M customers	133.331	136.026	2,02%	4,93%
Ukupan odlazni saobraćaj operatora mobilne telefonije Total outgoing traffic of mobile operators	676.715.304	656.444.264	-3,00%	-3,62%
Ukupan broj poslatih SMS poruka Total number of sent SMS messages	75.123.652	70.386.724	-6,31%	-19,80%
Ukupan broj poslatih MMS poruka Total number of sent MMS messages	361.377	325.649	-9,89%	6,52%
Ukupan broj prenesenih brojeva Total number of ported numbers	116.383	121.216	4,15%	14,36%
Ukupna količina prenesenih podataka Total amount of transferred data	37.822.361	37.624.378	-0,52%	-
Stopa gustoće korisnika mobilne telefonije Mobile phone customer penetration rate	113,47%	110,39%	-2,71%	2,88%

MOBILNA TELEFONIJA - TRŽIŠNI UDIO MOBILE TELEPHONY - MARKET SHARE

TRŽIŠNI UDIO SVIH OPERATORA MOBILNE TELEFONIJE U BIH PO KVARTALIMA NA OSNOVU PODATAKA REGULATORNE AGENCIJE ZA KOMUNIKACIJE BIH.

THE MARKET SHARE OF ALL MOBILE OPERATORS IN BOSNIA AND HERZEGOVINA BY QUARTERS BASED ON THE DATA FROM THE CRA.



BH Telecom | Telekom Srpske | HT | Alternativni operateri

Stopa gustoće korisnika mobilne telefonije zaključno sa četvrtim kvartalom 2022. godine iznosi 110,39%. Ukupan broj korisnika usluga u mobilnoj telefoniji između trećeg kvartala 2022. godine i četvrtog kvartala 2022. godine ima trend pada za 2,71%. Također, u istom periodu tržišni udio BH Telecom-a imao je trend pada za 0,13 p.p. Zaključno sa četvrtim kvartalom 2022. godine BH Telecom ostaje i dalje dominantni operater na tržištu mobilne telefonije sa tržišnim učešćem od 42,38%.

Penetration rate of mobile subscribers, as of the fourth quarter of 2022, is 110.39%. The total number of mobile phone service customers between the third quarter of 2022 and the fourth quarter of 2022 has shown a downward trend of 2.71%. Additionally, during the same period, the market share of BH Telecom has experienced a decline of 0.13 percentage points. As of the fourth quarter of 2022, BH Telecom remains the dominant operator in the mobile phone market with a market share of 42.38%.

TRŽIŠTE INTERNET USLUGA INTERNET SERVICES MARKET



Krajem 2021. godine u BiH je ukupno djelovalo 60 davalaca internet usluga. U narednoj tabeli prikazani su osnovni parametri poslovanja svih operatora internet usluga za treći kvartal 2022. godine i četvrti kvartal 2022. godine prema podacima Regulatorne agencije za komunikacije Bosne i Hercegovine.

At the end of 2021, there were a total of 60 internet service providers operating in Bosnia and Herzegovina. The following table shows the basic business parameters of all internet service operators for the third quarter of 2022 and the fourth quarter of 2022, according to the data from the CRA.

SVI OPERATORI - ŠIROKOPOJASNI PRISTUP INTERNETU ALL OPERATORS - BROADBAND INTERNET ACCESS	Q3 2022	Q4 2022	% promjene % Change	% promjene % Change
			Q4 vs Q3 2022.	Q4 vs Q4 2021.
Ukupan broj operatora Total number of operators	60	60	-	-
Ukupan broj priključaka širokopojasnog pristupa internetu putem fiksne mreže / Total number of broadband access connections via fixed network	869.374	875.521	0,71%	9,73%
Broj xDSL priključaka Number of XDSL connections	465.331	466.698	0,29%	12,2%
Broj priključaka putem kabloske mreže Number of connections via cable network	269.904	271.023	0,41%	2,11%
Broj priključaka putem fiksnog bežičnog pristupa Number of connections via fixed wireless access	62.757	63.068	0,50%	13,3%
Broj priključaka putem iznajmljene linije Number of connections via leased lines	2.299	2.302	0,13%	6,23%
Broj priključaka FTTx Number of FTTx connections	69.060	72.407	4,85%	23,55%
Broj priključaka putem ostalih tehnologija Number of connections over other technologies	16	16	-	-
Satelitske veze Satellite connections	7	7	-	-
Ukupna količina fiksnog širokopojasnog internet saobraćaja Total quantity of fixed broadband Internet traffic	941.607.233	1.009.084.975	7,17%	-
Stopa gustoće korisnika interneta putem fiksne mreže Fixed network internet penetration rate	110,15%	110,90%	0,68%	13,29%

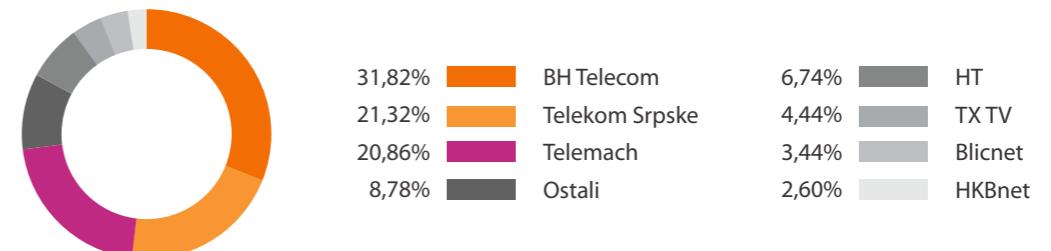
Broj priključaka na 100 stanovnika zaključno sa četvrtim kvartalom 2022. godine je 110,90%. xDSL je i dalje dominantna tehnologija pristupa sa učešćem od 53,31%, zatim slijede: kabloska mreža sa 30,96%, FTTx pristup sa 8,27%, fiksnii bežični pristup sa 7,20%, iznajmljene linije sa 0,26% i ostale tehnologije sa neznatnim brojem priključaka.

U proteklim godinama došlo je do značajnog unapređenja ponude usluga prijenosa podataka, prije svega kod pružanja ADSL usluga, što se ogleda kroz povećanje pristupnih brzina, uvođenje novih paketa namijenjenih različitim kategorijama korisnika, te sniženje cijena za postojeće pakete. Također, operatori su proširili ponudu paketiranih usluga. U BiH je zabilježen značajan porast korištenja Interneta putem mobilnih mreža. Imajući u vidu sve veću potrebu korisnika za korištenjem interneta putem mobilnih mreža, operatori kreiraju tarifne pakete koji uključuju sve veće količine besplatnog mobilnog interneta. Osim toga, operatori nude mobilni internet putem USB modema i SIM kartice na kojoj je onemogućen govorni saobraćaj i koja je namijenjena isključivo za prijenos podataka.

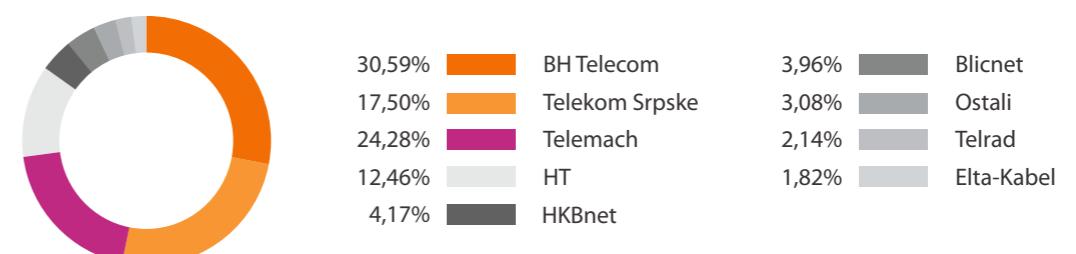
The number of connections per 100 inhabitants, as of the fourth quarter of 2022, is 110.90%. xDSL remains the dominant access technology with a share of 53.31%, followed by cable network with 30.96%, FTTx access with 8.27%, fixed wireless access with 7.20%, leased lines with 0.26%, and other technologies with a negligible number of connections.

In recent years, there has been significant improvement in the data transmission services offered, particularly in the provision of ADSL services. This is reflected in increased access speeds, introduction of new packages targeting different customer categories, and price reductions for existing packages. Additionally, operators have expanded their offerings of bundled services. There has been a significant increase in the use of the Internet via mobile networks in Bosnia and Herzegovina. Considering the growing customer demand for mobile internet usage, operators are creating tariff packages that include larger amounts of free mobile internet. Furthermore, operators offer mobile internet through USB modems and SIM cards that are exclusively for data transmission and do not support voice traffic.

UDIO OPERATORA PREMA BROJU PRETPLATNIKA KOJI KORISTE DVIJE USLUGE VEZANE U PAKET
OPERATORS' SHARE BASED ON THE NUMBER OF SUBSCRIBERS USING TWO SERVICES IN ONE SERVICE PACKAGE



UDIO OPERATORA PREMA BROJU PRETPLATNIKA KOJI KORISTE TRI USLUGE VEZANE U PAKET
OPERATORS' SHARE BASED ON THE NUMBER OF SUBSCRIBERS USING THREE SERVICES IN ONE SERVICE PACKAGE





INOVACIJE U PONUDI USLUGA I PRISTUPU KORISNICIMA

INNOVATIONS IN SERVICE OFFERINGS AND CUSTOMER APPROACH

BH Telecom je vodeći telekom operator u Bosni i Hercegovini, koji pruža visokokvalitetne, najsavremenije usluge iz oblasti telekomunikacija. Odgovornim upravljanjem, stavljanjem korisnika na prvo mjesto, implementiranjem novih tehnologija kao i donošenjem dobrih poslovnih odluka, uspjeli smo da se u vrijeme velike konkurenčije na telekomunikacijskom tržištu ostvarimo kao najbolji pružalac telekomunikacijskih usluga.

I u 2022. godini, pored svih izazova koje je donijela globalna ekomska kriza izazvana ratom u Ukrajini, nismo mijenjali kurs. Kroz digitalnu transformaciju nastavili smo mijenjati, restrukturirati, investirati i razvijati svoje poslovanje ulaskom u nove poslovne niše, kreiranjem novih poslovnih modela i širenjem portfolija svojih usluga, a sve u cilju zadovoljenja potreba naših korisnika i povećanja njihovog zadovoljstva. Trenutno imamo preko 2 miliona korisnika i posve smo sigurni da ćemo novim pristupom povećati našu korisničku bazu.

ICT tržište je dinamično, važno je prepoznati prilike i potencijale na tržištu te se prilagoditi ponudom koja ispunjava različite korisničke potrebe. Mi smo ih prepoznali i u 2022. godini ponudili širok spektar novih, ali i prilagođenih postojećih usluga.

**preko 2 miliona korisnika
over 2 million customers**

BH Telecom is the leading telecom operator in Bosnia and Herzegovina, providing high quality and most up-to-date services in the field of telecommunications. Thanks to our responsible management, prioritizing customers, implementation of new technologies and making good business decisions, we managed to remain the best provider of telecommunication services in the period of extensive competition in BH telecommunications market.

Even in 2022, despite the challenges brought by the global economic crisis caused by the war in Ukraine, we stayed on course. Through digital transformation, we continued to change, restructure, invest, and develop our business by entering new business niches, creating new business models, and expanding our service portfolio, all with the aim of meeting the needs of our customers and increasing their satisfaction. We currently have over 2 million customers and we are confident that with a new approach, we will increase our customer base.

The ICT market is dynamic, and it is important to recognize opportunities and potentials in the market and adapt with offerings that meet different customer needs. We have identified these opportunities and in 2022, we offered a wide range of new services, as well as customized existing services.



POSTPAID

Uz značajno razvijenu i proširenu 4G+ mrežu i velikim izborom postpaid ponude i Extra paketa koji u svojim opcijama nude još bogatije sadržaje, kao i određene popuste koje kupci mogu izabrati, BH Telecom zadržava primat u ovom segmentu. Kontinuirano se povećava baza korisnika, kako novih, tako i onih koji dolaze sa prepaid, ali i nezanemariv broj korisnika koji dolaze iz drugih mreža, što je dovelo do značajnog rasta prihoda od ovog segmenta korisnika u toku 2022. godine. Bogata ponuda opcija rezultirala je i **značajnjim povećanjem broja vezanih korisnika** ugovornim odnosima 12/24, te na kraju godine taj iznos doseže do cca 92% za Extra pakete postpaid ponude. I pored solidne ponude uređaja kako kroz asembliranu tako i partnersku ponudu, korisnici su se najviše odlučivali za opcije vezivanja ugovornog odnosa koji nudi bogatiji sadržaj paketa što je pokazatelj da data saobraćaj postaje sve više glavna komponenta paketa te se tome kontinuirano pridaje i najveći značaj.

PREPAID

U toku 2022. godine situacija sa pandemijom Corona virusa se značajno stabilizovala, ali je rat u Ukrajini doveo do pojave novih tržišnih prilika/neprilika koje su uticale na povećanje inflacije i potrošačke navike mobilnih korisnika. BH Telecom je kroz aktivnosti agilnog tima za prepaid u toku 2022. godine stalnim akcijskim ponudama i kompletним redizajnom redovne ponude dokupa i start paketa nastojao korisnicima omogućiti korištenje usluga po povoljnim uslovima, naročito u dijelu korištenja mobilnog interneta. U avgustu 2022. godine komercijalizovana je **eSIM usluga** (za prepaid i postpaid korisnike) koja se pokazala vrlo atraktivnom tako da je početkom januara 2023. godine izvršena nabavka novog kontingenta eSIM licenci.

ROAMING PONUDA

Tokom 2022. godine kontinuirano se radilo na obogaćivanju roaming ponude. Od 01.07.2022. godine proširena je ponuda roaming usluga na način da su uvedena tri nova paketa: "Travel World 10 dana", "Travel World 30 dana" i "Travel World Pro" (samo za postpaid pakete) koji omogućavaju korisnicima povoljne cijene roaming saobraćaja u većem broju vanevropskih zemalja. Istovremeno, unaprijeđeni su postojeći Travel Evropa paketi (Travel Evropa 7 dana, Travel Evropa 10 dana, Travel Evropa 30 dana) proširenjem mogućnosti korištenja u SAD i Kanadi, kao i Travel Balkan NET paketi kod kojih su snižene cijene mobilnog interneta i cijene aktivacije. Uvođenjem novih paketa Travel World **BH Telecom je kreirao najpovoljniju ponudu roaming paketa** u odnosu na konkureniju, u pogledu cijena saobraćaja, fleksibilnosti korištenja i broja zemalja u kojima je omogućeno korištenje.

Krajem 2022. godine urađen je redizajn ponude Travel paketa kojim je dodatno unaprijeđena roaming ponuda, na način da su uvedena tri nova data paketa za korištenje mobilnog interneta u roamingu: "Travel Net2 - 3 dana", "Travel Net3 - 7 dana" i "Travel Net4 - 7 dana". U okviru novih paketa korisnicima su omogućene još niže cijene saobraćaja (mobilnog interneta) u odnosu na postojeću ponudu. Pored uvođenja tri nova paketa, redizajn ponude obuhvatio je i preimenovanje postojećih Travel paketa brišanjem geografskih odrednica iz naziva u cilju smanjenja mogućnosti grešaka korisnika prilikom izbora odgovarajućeg paketa.

Zbog ratnih dešavanja Ukrajini, u periodu od 04.03.2022. godine do 02.04.2022. godine realizovana je promotivna akcija u okviru koje je korisnicima mobilne i fiksne mreže BH Telecom-a omogućen besplatan roaming saobraćaj u Ukrajini, kao i besplatni pozivi i SMS poruke iz BiH prema Ukrajini.

Roaming kao kod kuće (RLAH) - Odlukom o cijenama usluga roaminga u javnim mobilnim komunikacionim mrežama Regulatorne agencije za komunikacije BiH br. 03-02-3-1011-1/21 od 12.5.2021. godine i usvojenim Pravilom 93/21 o primjeni politike primjereno korištenja i procjeni održivosti ukidanja dodatnih naknada za regulisane maloprodajne usluge roaminga, propisana je obaveza svim operatorima u BiH da svojim korisnicima od 01.07.2021. godine omoguće korištenje mobilnih usluga u roamingu u zemljama Zapadnog Balkana kao da su u domaćoj mreži. I za 2022. godinu usvojena je Odluka kojom su se izvršile prilagodbe preračunatog data saobraćaja u skladu sa unaprijed definisanim maksimalnim veleprodajnim cijenama.

POSTPAID

With a significantly developed and expanded 4G+ network and a wide selection of postpaid offers and Extra packages that provide even richer content and certain customer-selected discounts, BH Telecom maintains its leading position in this segment. The customer base continues to grow, including new customers, those transitioning from prepaid, and a notable number of customers switching from other networks, leading to significant revenue growth in this segment during 2022. The rich range of options has resulted in **a substantial increase in the number of subscribers** with contractual agreements of 12/24 months, reaching approximately 92% for Extra package postpaid offers by the end of the year. Despite a solid device offering through assembled and partner packages, customers mostly opted for options that involved contractual agreements, indicating that data traffic is becoming an increasingly essential component of the packages, and thus, receiving the utmost attention.

PREPAID

During 2022, the situation with the COVID-19 pandemic significantly stabilized, but the war in Ukraine led to the emergence of new market opportunities/challenges that influenced inflation and consumer habits of mobile customers. BH Telecom, through the activities of its agile prepaid team, aimed to provide customers with favorable conditions for using services, particularly in terms of mobile internet usage, through continuous promotional offers and a complete redesign of regular purchasing options and starter packages. In August 2022, the **eSIM service** was commercialized (for both prepaid and postpaid customers), which proved to be very attractive, and as a result, a new batch of eSIM licenses was procured in early January 2023.

ROAMING OFFERING

Throughout 2022, continuous efforts were made to enrich the roaming offering. From July 1, 2022, the roaming service portfolio was expanded by introducing three new packages: "TravelWorld 10 days," "TravelWorld 30 days," and "TravelWorld Pro" (only for postpaid packages), which offer customers favorable prices for roaming services in a larger number of non-European countries. At the same time, the existing Travel Europe packages (Travel Europe 7 days, Travel Europe 10 days, Travel Europe 30 days) were improved by expanding their usability in the United States and Canada, and the Travel Balkan NET packages had reduced prices for mobile internet usage and activation. By introducing the new Travel World packages, **BH Telecom has created the most favorable roaming package** offering compared to the competition in terms of traffic prices, usage flexibility, and the number of countries where the services are available.

At the end of 2022, a redesign of the Travel package was conducted to further enhance the roaming offer. Three new data packages were introduced for using mobile internet while roaming: "Travel Net2 - 3 days," "Travel Net3 - 7 days," and "Travel Net4 - 7 days." These new packages offer even lower rates for mobile internet usage compared to the existing offer. In addition to the introduction of these three new packages, the redesign also involved renaming the existing Travel packages by removing geographic indications from their names to reduce the possibility of customer errors when selecting the appropriate package.

Due to the ongoing conflict in Ukraine, a promotional campaign was conducted from March 4, 2022, to April 2, 2022, during which customers of BH Telecom's mobile and fixed networks were provided with free roaming services in Ukraine, including free calls and SMS messages from Bosnia and Herzegovina to Ukraine.

Roam Like at Home (RLAH) - By Decision on the prices of roaming services in public mobile communication networks of the Communications Regulatory Agency in Bosnia and Herzegovina, no. 03-02-3-1011-1/21 dated May 12, 2021, and the approved Regulation 93/21 on the implementation of the policy of fair use and assessment of the sustainability of eliminating additional charges for regulated retail roaming services, all operators in Bosnia and Herzegovina are obligated to enable their customers to use mobile services while roaming in the Western Balkan countries as if they were in their home network since July 1, 2021. An additional decision was approved for 2022 to align the calculated data traffic with predefined maximum wholesale prices.

POSLOVNI KORISNICI

U skladu sa planom aktivnosti za 2022. godinu, iako suočeni sa energetskom krizom izazvanom ratnim zbivanjima u Ukrajini, visokom inflacijom i smanjenim planiranim troškovima poslovnih lica, ali i usporenim oporavkom privrede od posljedica pandemije Corona virusa, uspješno je izvršena komercijalizacija unaprijeđenja usluga namijenjenih poslovnom segmentu. U toku 2022. godine komercijalizovane su nove ponude i to Bmail servis, čime su smanjeni troškovi u vidu obustavljanja dodjele email računa svim korisnicima fiksнog pristupa internetu i izvršena komercijalna ponuda sigurnog pristupa emailu za poslovna lica. Uvedena je i nova ponuda **NB IoT Connectivity** usluge koja korisnicima Smart rješenja omogуava korištenje opsega od 800 MHz za pametne i mjerne uređaje sa većom autonomijom baterija čime je otvoren novi tržišni segment - IoT.

Pored unapređenja usluge Video prijenosa putem fiksne mreže, korištenjem MPLS VPN i Internet pristupa BH Telecoma, u ponudu je uvedena nova usluga **Video prijenos** putem mobilne mreže BH Telecoma. Na taj način je BH Telecom prvi put ponudio profesionalnu uslugu video prijenosa korištenjem resursa mobilne mreže i to u vidu integrisane ponude koja uključuje specijalnu mobilnu produkcjsku opremu (tzv. mobilni ruksak) i mogućnost korištenja neograničene količine mobilnog data saobraćaja. Ponudom usluge Video prijenos putem mobilne mreže BH Telecoma korisnicima se garantuju visok kvalitet i pouzdanost video signala, mobilnost i potencijalne uštede. Medijske kuće, ali i svi drugi zainteresovani poslovni korisnici, imaju mogućnost da sa gotovo bilo koje lokacije i u bilo koje vrijeme, putem TV kanala ili online medija (Facebook, Instagram, YouTube, web stranica, intranet i dr.), osiguraju live video prijenos različitih događaja (sportska takmičenja, koncerti, konferencije, stručni skupovi, promocije, proslave godišnjica i sl.) za svoju ciljanu publiku.

Paralelno s navedenim, kontinuirano su rađena unapređenja postojećih usluga namijenjenih pravnim licima, od kojih se izdvajaju kao značajniji Biz Izbor u sklopu kojeg je omogуeno uključenje u Biz Izbor BaaS usluge, NetFlat GO usluge, kao i Cloud baziranih servisa. Provedena je i promotivno prodajna akcija za Toptim korisnike u cilju kreiranja što povoljnijih uslova za produženje ugovora i nastavak korištenja usluge. Zadržan je kontinuitet kad je u pitanju strategija prelazaka korisnika sa TDM na digitalne servise, tj. IP Centrex stvaranjem prepostavki za uspješnu migraciju korisnika sa ISDN baziranih usluga.

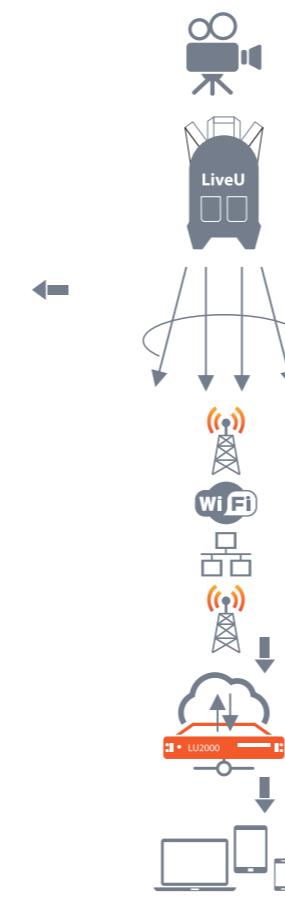
Prepostavke za širenje portfolija **Cloud usluga BH Telecom** su stvorene i pripremljenim rješenjem za DRaaS uslugu koja omogуava očuvanje kontinuiteta implementacijom backup i recovery rješenja koje će biti sastavni dio nove ponude Cloud portfolija. U sklopu kontinuiranih aktivnosti usmjerenih na održavanje atraktivnosti i konkurentnosti ponude Cloud usluga BH Telecom u odnosu na trendove koje diktiraju globalni Cloud provideri, pokrenuta je i realizacija unaprijeđenja ponude Cloud Computing usluga na novonabavljenoj platformi vSAN, kao i stvaranje prepostavki za Self Provisioning korisnički portal. Također, zadržan je trend omogуavanja korištenja novih komercijalizovanih i unaprijeđenih postojećih usluga iz Cloud portfolija kroz integriranu ponudu Biz izbor, uz odgovarajuće pogodnosti, te korištenje Cloud usluga u sklopu IKT rješenja.



MOJA TV

Ponudom redizajniranih Moja TV paketa, multimedijalna usluga je pojednostavljena i učinjena atraktivnijom, na principu "more for more". Ponuda je unaprijeđena i kroz obezbeđenje najboljeg TV sadržaja i najatraktivnijih sportskih događaja, a u cilju što većeg zadovoljstva korisnika. Unapređenja sa aspekta TV sadržaja obuhvataju uključenje trinaest potpuno novih TV kanala, obezbeđenje prava emitovanja utakmica reprezentacije BiH u okviru takmičenja UEFA Liga nacija, obezbeđenje prava za ekskluzivno emitovanje 66 utakmica Premijer lige BiH, uvrštanje novog HBO Max servisa u okviru HBO paketa, uključenje novog Superstar kataloga sadržaja, te proširenje ponude Moja webTV usluge za teritoriju BiH i van BiH.

U nastojanju da korisnicima omogуimo uštede i povećamo vrijednost koju im nudi Moja TV usluga, tokom 2022. godine smo kroz niz promotivno-prodajnih akcija ponudili izbor različitih pogodnosti. U skladu sa svojim preferencijama, korisnici su iz široke palete Moja TV paketa mogli odabrati onaj koji im najviše odgovara i kombinovati različite benefite.



BUSINESS CUSTOMERS

In line with the activity plan for 2022, despite facing an energy crisis caused by the events in Ukraine, high inflation, and reduced planned expenses for businesses, as well as a slowed economic recovery from the impact of the Corona virus pandemic, the commercialization of improved services aimed at the business segment was successfully carried out. During 2022, new offers were commercialized, including the Bmail service, which reduced costs by discontinuing the provision of email accounts to all fixed internet access customers and offering a commercial secure email access for businesses. A new offer of **NB IoT Connectivity** service was introduced, allowing customers of Smart solutions to utilize the 800 MHz range for smart and measurement devices with greater battery autonomy, thus opening a new market segment - IoT.

In addition to the improvement of the Video Streaming service over the fixed network, using MPLS VPN and BH Telecom's Internet access, a new service for **Video Streaming** over BH Telecom's mobile network was introduced. This marked the first time BH Telecom offered a professional video streaming service utilizing mobile network resources, in the form of an integrated offer that includes special mobile production equipment (known as a "mobile backpack") and the ability to use unlimited mobile data traffic. The Video Streaming service over BH Telecom's mobile network guarantees customers high-quality and reliable video signals, mobility, and potential cost savings. Media houses, as well as other interested business customers, have the opportunity to provide live video streaming of various events (sports competitions, concerts, conferences, professional gatherings, promotions, anniversary celebrations, etc.) to their target audience from almost any location and at any time, through TV channels or online media platforms (Facebook, Instagram, YouTube, websites, intranet, etc.).

Parallel to the aforementioned, continuous improvements have been made to existing services intended for legal entities, among which significant ones include Biz Izbor, which enables the inclusion of Biz Izbor BaaS service, NetFlat GO service, as well as cloud-based services. A promotional sales campaign was also conducted for Toptim customers to create favorable conditions for contract renewal and continued service usage. The strategy of transitioning customers from TDM to digital services, specifically IP Centrex, has been maintained by creating the prerequisites for a successful migration of customers from ISDN-based services.

Preparations for expanding **BH Telecom's Cloud services** portfolio have been made with the introduction of a DRaaS (Disaster Recovery as a Service) solution, which enables continuity preservation through backup and recovery solutions that will be an integral part of the new Cloud portfolio offer. As part of the ongoing activities aimed at maintaining the attractiveness and competitiveness of BH Telecom's Cloud services portfolio compared to the trends set by global Cloud providers, the enhancement of the Cloud Computing service offer has been initiated and implemented on the newly procured vSAN platform, along with the creation of prerequisites for a Self-Provisioning customer portal. Additionally, the trend of enabling the use of new commercialized and improved existing services from the Cloud portfolio through an integrated Biz Izbor offer, with corresponding benefits, has been maintained, as well as the utilization of Cloud services within ICT solutions.

MOJA TV

With the redesigned Moja TV packages, the multimedia service has been simplified and made more appealing, based on the principle of "more for more." The offer has been enhanced by providing the best TV content and the most attractive sports events, aiming to maximize customer satisfaction. The improvements in terms of TV content include the inclusion of thirteen brand new TV channels, securing the broadcasting rights for the matches of the Bosnia and Herzegovina national team in the UEFA Nations League, securing the exclusive broadcasting rights for 66 matches of the Premier League of Bosnia and Herzegovina, the addition of the new HBO Max service within the HBO package, the inclusion of the new Superstar content catalog, and the expansion of the Moja webTV service offering within and outside of Bosnia and Herzegovina.

In an effort to provide savings and increase the value offered to customers, throughout 2022, we offered a variety of promotional sales campaigns with different benefits to choose from. Customers were able to select the Moja TV package that best suited their preferences and combine various benefits.

PLASMAN ROBE ZA DALJU PRODAJU PUTEM ASEMLBLIRANE USLUGE

Prethodni period obilježio je nastavak trenda kontinuiranog širenja assortimana robe za dalju prodaju putem asemblirane usluge BH Telecom-a. U segmentu komisione prodaje i dalje je prisutno širenje assortimana ponude, a sve u skladu sa zahtjevima tržišta.

SALE OF DEVICES THROUGH ASSEMBLED SERVICES

The previous period was marked by the continued trend of expanding the range of goods for resale through BH Telecom's assembled service. In the commission sales segment, there is still expansion of the product range, in line with market demands.

BH TELECOM ICT PORTFOLIO SA PARTNERIMA KROZ PARTNERSKA RJEŠENJA

BH Telecom na putu transformacije od tradicionalnog telekom operatera u savremenu digitalnu kompaniju je jasno prepoznao ulogu inovacija u procesu digitalne transformacije i koliko inovacije mogu doprinijeti razvoju ICT tržišta. Tome svjedoči strateško opredjeljenje BH Telecom-a da bude nosilac platformi i programa koji su usmjereni ka naprednim tehnologijama, kreiranju ekosistema pametnih rješenja i općenito praćenju globalnih trendova razvoja u ICT-u.

BH Telecom je prepoznat kao kompanija koju karakteriše:

- Tehnološko okruženje - prostor za ICT projekte, partnerska rješenja i startupe
- Stabilnost, sigurnost i pouzdanost tehnološkog sistema (platforma, mreža, data centar...)
- Stabilan poslovni partner - finansijski potencijal da podrži projekte

BH Telecom je prepoznao potrebu tržišta za Cloud baziranim servisima i kroz partnerski program realizovao saradnju sa partnerima, a prateći globalne trendove potražnje i ponude sa ciljem diverzifikacije ponude. Putem Partnerskog programa saradnja je ostvarena sa 20 partnera čime je obogaćena ponuda BH Telecom-a sa novim uslugama, kao i unaprijeđene postojeće usluge.

Realizovane su usluge za različite tržišne niše u cilju ispunjavanja raznovrsnih zahtjeva korisnika, poput: online zaštite pri korištenju interneta, digitalizacije poslovnih procesa, odnosno digitalne transformacije, edukacije korisnika, saradnja sa obrazovnim institucijama i javnim sektorom i dr. usluge čime je unaprijeđen imidž BH Telecom-a kao kompanije koja prati tehnološke trendove, ali i kreirani uslovi za nove izvore prihoda. U trenutnom portfoliju implementirano je 9 partnerskih usluga namijenjenih poslovnim korisnicima (Online zaštita, MCSP (Microsoft usluge), Pantheon Cloud - ERP, edu720 - platforma za edukaciju poslovnih lica, OWIS Cloud - aplikacija za upravljanje dokumentima i poslovnim procesom, Cloud call centar, itd.), te 5 usluga namijenjenih privatnim korisnicima (Online zaštita, Tu sam, Osnovna.ba, itd.).

U 2022. godini izvršeno je unapređenje sljedećih usluga: Kron - Cloud Call Centar (unapređenje); Data Lab - Pantheon WEB Light (unapređenje Pantheon Cloud usluge) i izmjena cijena za Pantheon Cloud; Uključenje usluga Partnerskog programa u Biz Izbor; RsC - Uvođenje XGS firewall uređaja u ponudu BH Telecom-a i update cijena rješenja Sophos proizvođača; Sparkasse Bank - proširenje partnerske saradnje za uslugu Elektronska uplatnica.

U toku 2022. godine ugovoreno/realizovano je 12 projektnih IKT rješenja kao rezultat izvršene transformacije i prilagođavanja poslovanja i prodaje B2B i B2G segmentu, te kontinuiranog unapređenja istog. Kroz realizaciju projektnih IKT rješenja za B2B i B2G segment omogućavamo cjelovita rješenja, samostalno ili u saradnji sa partnerima /samo-stalnim stručnjacima s ciljem promptnog ispunjenja potreba poslovnih korisnika i boljeg etabliranja na IKT (ICT) tržištu. Ponosni smo na mrežu kompanija partnera u ovom domenu. Trenutno je njih 20, sa tendencijom uspostavljanja novih partnerskih saradnji.



BH TELECOM ICT PORTFOLIO WITH PARTNERS THROUGH PARTNER SOLUTIONS

BH Telecom, on its path of transformation from a traditional telecom operator into a modern digital company, has clearly recognized the role of innovation in the process of digital transformation and how it can contribute to the development of the ICT market. This is evident in BH Telecom's strategic commitment to be a leader in platforms and programs focused on advanced technologies, creating ecosystems for smart solutions, and staying abreast of global ICT development trends.

BH Telecom is recognized as a company characterized by:

- Technological environment - a space for ICT projects, partner solutions, and startups.
- Technological system stability, security, and reliability (platform, network, data center).
- Stable business partner - financial potential to support projects.

BH Telecom has identified the market demand for cloud-based services and has established partnerships through a partner program, aligning with global demand and supply trends in order to diversify its offerings. Through the Partner Program, collaboration has been established with 20 partners, enriching BH Telecom's portfolio with new services and enhancing existing ones.

Services have been provided for different market niches in order to meet diverse customer requirements, such as online protection while using the internet, business process digitization, i.e., digital transformation, user education, collaboration with educational institutions and the public sector, and other services. This has improved BH Telecom's image as a company that keeps up with technological trends, and it has created conditions for new sources of revenue. The current portfolio includes nine partner services designed for business customers (Online Protection, MCSP (Microsoft services), Pantheon Cloud - ERP, edu720 - platform for business education, OWIS Cloud - document and business process management application, Cloud Call Center, etc.), and five services for private customers (Online Protection, Tu Sam, Osnovna.ba, etc.).

In 2022, the following service enhancements were implemented: Kron - Cloud Call Center (improvement), Data Lab - Pantheon WEB Light (improvement of Pantheon Cloud service), price changes for Pantheon Cloud, Inclusion of Partner Program services in Biz Izbor, RsC - Introduction of XGS firewall devices to BH Telecom's offering, and pricing updates for Sophos solutions. Additionally, the partnership collaboration for the Electronic Payment Service was expanded with Sparkasse Bank.

During 2022, a total of 12 ICT project solutions were contracted/implemented as a result of business transformation and adaptation to B2B and B2G sales and operations segments, along with continuous improvement. By implementing ICT project solutions for the B2B and B2G segments, we enable comprehensive solutions, independently or in collaboration with partners/independent experts, with the aim of promptly meeting the needs of business customers and establishing a stronger presence in the ICT market. We take pride in our network of partner companies in this domain, currently consisting of 20 partners, with a tendency to establish new partnerships.

BH TELECOM EKOSISTEM ZA PAMETNE GRADOVE

BH Telecom posjeduje tehnološko okruženje i otvoren prostor za razne projekte i različita partnerska rješenja. Strateški opredijeljen da bude nosilac i enabler ekosistema Pametnih gradova, BH Telecom je otvoren za saradnju sa partnerima u dijelu razvoja aplikativnih rješenja i popunjavanja novih tržišnih niša, a sve u cilju obogaćivanja portofolia usluga za naše korisnike. Neizostavan dio u eri digitalizacije je i pojam "Pametnog grada" kao vizije urbanog razvoja u kojem se koristi digitalna i komunikacijska tehnologija (ICT) i internet stvari (IoT), kako bi se što bolje zadovoljile potrebe građana i unaprijedila učinkovitost gradskih usluga.

U skladu sa strategijom dugoročnog pametnog i održivog budućeg razvoja, BH Telecom je, implementirao tehnološke pretpostavke i poslovne modele za podršku cijelog kataloga usluga Pametnog grada. Naša IoT platforma za pametne gradove podržava različita rješenja iz portofolia pametnih usluga, među kojima su pametni parking, daljinsko očitanje brojila, praćenje kvaliteta zraka, pametna rasvjeta, pametno upravljanje otpadom, video nadzor i brojni drugi. U 2022. godini implementirana su 2 komercijalna projekta Pametnog parkinga, te u saradnji sa 22 lokalne zajednice javnim preduzećima su prezentirani benefiti primjene smart projekata.

BH TELECOM SMART CITIES ECOSYSTEM

BH Telecom has a technological environment and open space for various projects and various partnership solutions. Strategically committed to being a leader and enabler of Smart City ecosystems, BH Telecom is open to collaboration with partners in the development of application solutions and tapping into new market niches, all with the aim of enriching our service portfolio for our customers. The concept of a "Smart City" is an essential part of the digitalization era as a vision for urban development that utilizes digital and communication technology (ICT) and the Internet of Things (IoT) to better meet the needs of citizens and improve the efficiency of urban services.

In line with the long-term strategy for smart and sustainable future development, BH Telecom has implemented technological foundations and business models to support the entire Smart City service portfolio. Our IoT platform for Smart Cities supports various solutions from the smart service portfolio, including smart parking, remote meter reading, air quality monitoring, smart lighting, smart waste management, video surveillance, and many others. In 2022, two commercial Smart Parking projects were implemented, and the benefits of implementing smart projects were presented to 22 local communities and public enterprises in collaboration.

PAMETNA
SMART
IoT
RJEŠENJA
SOLUTIONS



PAMETNI PARKING



PAMETNI DOM



PAMETNA RASVJETA



PAMETNA KLUPA



PAMETNI OTPAD



PAMETNA PUNIONICA
ELEKTRIČNIH VOZILA



BH TECHLAB

NAJPOPULARNIJA PLATFORMA U BiH
ZA PODRŠKU ICT STARTUP IDEJA



4. SARAJEVO TECHLAB
POSLOVNO-TEHNOLOŠKA KONFERENCIJA BH TELECOMA

septembar, 2022.

BH TECHLAB

Neizostavan dio tehnološkog napretka su i **Start UP** kompanije i kao društveno odgovorna kompanija pokrenuli smo jedinstven projekt koji ima za cilj pomoći mladima u pokretanju biznisa. BH Telecom je usvojio Politiku uspostavljanja Platforme za ICT startup-e - BH TechLab.

BH TechLab je mjesto na kojem vlasnici ideja, sa fokusom na inovativna poslovna rješenja, mogu dobiti podršku za brži rast i razvoj. Kao takva, BH TechLab platforma, u cilju stvaranja nove vrijednosti, ima kontinuirano otvoreni javni poziv za prijavu ideja i projekata, gdje se najperspektivnijim daje mogućnost za finansiranje do minimalno održivog proizvoda na tržištu (MOP) i daljih faza razvoja u kolaboraciji sa agilnim timovima BH Telecom-a.

Kada je u pitanju output djelovanja, u odnosu na prošlu godinu:

- Ostvaren je 5 puta veći priliv ideja/aplikacija na programe Platforme;
- Učešće kvalitetnih ideja u odnosu na ukupan broj zaprimljenih aplikacija znatno je povećan.

Sve navedene aktivnosti koje su provedene u 2022. godini te zabilježeni pozitivni trendovi spram zaprimljenih prijava /aplikacija, daju nam za pravo da očekujemo da će se u 2023. godini realizovati prvo investiranje BH Telecom-a u startupe. Ovo će dati dodatni kredibilitet platformi i dovesti nas korak bliže ostvarenju vizije.

Start-up companies are an integral part of technological advancement, and as a socially responsible company, we have launched a unique project aimed at assisting young people in starting their businesses. BH Telecom has approved a Policy for Establishing the ICT Start-up Platform - BH TechLab.

BH TechLab is a place where idea owners, with a focus on innovative business solutions, can receive support for faster growth and development. As such, the BH TechLab platform continuously invites ideas and projects, giving the most promising ones the opportunity for financing up to the minimum viable product (MVP) stage and further development in collaboration with BH Telecom's agile teams, aiming to create new value.

Regarding the output of our activities compared to the previous year:

- There was a 5 times increase in the influx of ideas/applications to the Platform programs.
- The participation of high-quality ideas compared to the total number of applications has significantly increased.

All the mentioned activities carried out in 2022 and the positive trends observed in terms of received applications give us reason to expect that BH Telecom will make its first investment in start-ups in 2023. This will further enhance the platform's credibility and bring us one step closer to realizing our vision.





JEDINSTVENA BH. PLATFORMA ZA AUDIO-VIZUELNI SADRŽAJ

P R I Č E K O J E V O L I M O .
S T O R I E S W E L O V E .



BH CONTENT LAB PLATFORMA

BH Content Lab je najveća domaća platforma za produkciju audio vizuelnih sadržaja. Cilj platforme je podrška bh. kinematografiji i kreiranje kvalitetnog sadržaja koji će povećati zadovoljstvo korisnika kroz atraktivnost ponude na MojaTV usluzi i ostalim platformama BH Telecom.

BH Telecom čini najznačajnije i najveće ulaganje u audio-vizualnu produkciju u historiji Bosne i Hercegovine. Ova inicijativa otvara neslućene mogućnosti za nove uspjehe bosanskohercegovačke kinematografije i jedinstvena je prilika za sve filmske autore i profesionalce, te daje mogućnosti novim generacijama da odmah stiču iskustvo. BH Telecom je za projekat vlastite produkcije planirao izdvajanje sredstava u iznosu od 27 miliona KM, od čega je u do sada realizovane projekte investirano 9 miliona KM.

Po prvom javnom pozivu za prijavu projekata igralih serija, od ukupno 50 prijava, odabrano je 7 projekata naših najuspješnijih reditelja i profesionalaca iz oblasti produkcije. Realizovano je pet projekata (Kotlina, Na rubu pameti, Tender, Znam kako dišeš, Princ iz Eleja). Premijerno su na servisu MY TV emitovane tri serije, i to: Kotlina, Tender i Na rubu pameti koje su izuzetno dobro prihvачene od publike. Za serije "Kotlina", "Na rubu pameti" i "Tender" prava na emitovanje su ustupljena za teritorij BiH, Slovenije, Hrvatske i Crne Gore, dok su u toku pregovori i za ostale zemlje u regionu i svijetu.

BH Content Lab platforma se temelji na sprovodenju stalnih aktivnosti na:

- Kontinuiranom javnom pozivu za prijavu projekata igralih serija i filmova, po kojem je odabrano novih 11 projekata za fazu razvoja scenarija i scenarističke građe
- Podršci i zajedničkom razvoju bh. kinematografije
- Investiranjem u igrale serije i filmove

BH Telecom je raspisao kontinuirani javni poziv za prijavu projekata igralih serija i filmova, poziv je otvoren prema svima, odnosno prijave mogu podnijeti i fizička lica, te produkcije, udruženja i druga pravna lica.

BH CONTENT LAB PLATFORM

BH Content Lab is the largest domestic platform for the production of audiovisual content. The platform's goal is to support Bosnian-Herzegovinian cinematography and create high-quality content that will enhance customer satisfaction through attractive offerings on the Moja TV service and other BH Telecom platforms.

BH Telecom is making the most significant and largest investment in audiovisual production in the history of Bosnia and Herzegovina. This initiative opens up unprecedented opportunities for new achievements in Bosnian-Herzegovinian cinematography and provides a unique opportunity for all film directors and professionals, as well as offering new generations the chance to gain immediate experience. BH Telecom has allocated funds of 27 million KM for its own production project, of which 9 million KM has been invested in projects implemented so far.

In the first public call for applications for scripted series projects, out of a total of 50 applications, 7 projects from our most successful directors and production professionals were selected. Five projects have been realized ("Kotlina", "Na rubu pameti", "Tender", "Znam kako dišeš", "Princ iz Eleja"). Three series, "Kotlina", "Tender", and "Na rubu pameti", premiered on the MY TV service and were extremely well-received by the audience. The broadcasting rights for the series "Kotlina", "Na rubu pameti" and "Tender" have been granted for Bosnia and Herzegovina, Slovenia, Croatia, and Montenegro, with ongoing negotiations for other countries in the region and the world.

The BH Content Lab platform is based on ongoing activities, including:

- Continuous public calls for applications for scripted series and film projects, through which 11 new projects have been selected for the script development phase.
- Support and collaborative development of Bosnian-Herzegovinian cinematography.
- Investment in scripted series and films.

BH Telecom has announced an ongoing public call for applications for scripted series and film projects, open to everyone, including individuals, production companies, associations, and other legal entities.



PANTHEON WEB LIGHT

Jednostavna online verzija programa za vođenje posovanja, koja omogućava korisniku pristup poslovnim podacima bilo kada i bilo gdje sa bilo kojeg uređaja. Ova usluga namijenjena je novim poslovnim korisnicima i postojećim PANTHEON Cloud poslovnim korisnicima, sa primarnim fokusom na mikro, male i srednje kompanije za uvezivanje poslovnih procesa te njihovu potpunu kontrolu u jedinstvenom sistemu. Omogućava jednostavan način izdavanja i primanja računa, podupire ključne procese u skladištu i omogućava pregled robe, upravljanje putnim nalozima, praćenje evidencije radnog vremena te e-posovanje.

Pantheon WEB ligt is a simple online version of a business management software that allows customers to access business data anytime, anywhere, from any device. This service is designed for new business customers and existing PANTHEON Cloud business customers, with a primary focus on micro, small, and medium-sized companies to integrate their business processes and have full control in a unified system. It enables easy invoicing and receipt handling, supports key processes in the warehouse, provides a view of inventory, manages travel orders, tracks work time records, and facilitates e-commerce.

USLUGA ELEKTRONSKA UPALTNICA | THE ELECTRONIC PAYMENT SERVICE

Predstavlja rješenje kojim je omogućena dostava računa za usluge BH Telekoma, unaprijed pripremljenog za plaćanje jednim klikom putem mobilne aplikacije partnerskih banaka. Na ovaj način korisnicima je omogućeno da iz svog doma, beskontaktno plate račune. U 2022. godini je proširena saradnja sa Sparkasse Bank. Do sada je sklopljena saradnja sa 6 banaka, s tim da se nastavljaju aktivnosti proširenja saradnje i sa drugim bankama.

The Electronic Payment Service enables the delivery of invoices for BH Telecom services, pre-prepared for one-click payment through the mobile application of partner banks. This allows customers to make convenient and contactless payment of their invoices from their homes. In 2022, BH Telecom expanded its collaboration with Sparkasse Bank, and cooperation agreements have been signed with six banks so far, with ongoing activities to expand cooperation with other banks.

OGLAŠAVANJE | ADVERTISING

BH Telecom je u 2022. godini plasirao nove usluge oglašavanja kojima je proširoio svoj portfolio na skoro sve tipove oglašavanja koji u ovoj industriji postoje:

- Oglasavanje u poslovnim prostorima BH Telekoma (Indoor/Outdoor)
- Oglasavanje u programu MYTV kanala
- Targetirano TV oglašavanje
- Targetirano mobilno oglašavanje

In 2022, BH Telecom introduced new advertising services, expanding its portfolio to cover almost all types of advertising in the industry, including:

- Advertising in BH Telecom business premises (Indoor/Outdoor),
- Advertising on MYTV channels,
- Targeted TV advertising, and
- Targeted mobile advertising.

MOJ BH TELECOM APLIKACIJA

Kao lider na tržištu mobilne telefonije, BH Telecom je internim razvojem svojim korisnicima omogućio upravljanje korisničkim računima putem mobilne aplikacije dostupne na svim mobilnim platformama. Aplikacija Moj BH Telecom se kontinuirano dorađuje i korisnicima mobilne mreže pruža sve više mogućnosti. Neke od njih su:

Za postpaid korisnike:

- Praćenje potrošnje unutar i izvan zakupljenog paketa usluga, detaljan listing aktivnosti, prikaz najbrojeva,
- Praćenje data potrošnje u zemljama Zapadnog Balkana,
- Praćenje stanja otplate kupljenog uređaja,
- Slanje kredita prema Ultra korisnicima i pregled izvršenih nadopuna,
- Nadopuna Ultra korisnika putem bankovnih kartica i pregled izvršenih nadopuna,
- Plaćanje prispjelih računa kao i praćenje i pregled zadnjih 12 mjeseci.

Za prepaid korisnike:

- Praćenje stanja kredita, status priključka, najbrojevi,
- Detaljan listing aktivnosti,
- Slanje kredita prema Ultra korisnicima i pregled izvršenih nadopuna,
- Praćenje data potrošnje u zemljama Zapadnog Balkana,
- Nadopuna vlastitog ili drugog Ultra korisnika putem bankovnih kartica.

Od samog početka razvoja aplikacije Moj BH Telecom je baziran na istraživanju potreba korisnika kroz direktnе informacije putem platformi za distribuciju aplikacije, ali ponajprije kroz rezultate kontinuiranih istraživanja tržišta koje se sprovode. Do kraja 2022. godine **broj korisnika aplikacije je prešao 350.000**. Kontinuirani rast broja korisnika je rezultat kvaliteta funkcija koje se nude, pouzdanosti i sigurnosti aplikacije.

Aplikacija Moj BH Telecom je jedan u nizu koraka ka digitalizaciji prodajno-servisnih kanala BH Telekoma. U 2023. godini će se i dalje nastaviti razvoj novih funkcija plaćanja i podrške korisnicima. Kao i proširenje na ostale segmente korisnika kao što su MojaTV i ADSL.

MOJ BH TELECOM APP

As a market leader in mobile telecommunications, BH Telecom has developed the Moj BH Telecom application to enable its customers to manage their accounts through a mobile app available on all mobile platforms. The Moj BH Telecom app is continuously enhanced and provides customers with increasing capabilities. Some of its features include:

For postpaid customers:

- Tracking usage within and outside the subscribed service package, detailed activity listings, displaying most frequently dialed numbers,
- Monitoring data usage in the Western Balkan countries,
- Monitoring the status of device installment payments,
- Sending credit to Ultra customers and viewing top-ups,
- Topping up Ultra customers through bank cards and viewing top-up history,
- Payment of due bills and tracking and reviewing the last 12 months.

For prepaid customers:

- Checking credit balance, connection status, most frequently dialed numbers,
- Detailed activity listings,
- Sending credit to Ultra customers and viewing top-ups,
- Monitoring data usage in the Western Balkan countries,
- Topping up one's own or another Ultra customer's credit via bank cards.

Since the beginning, the development of the Moj BH Telecom app has been based on customer needs research, through direct feedback via app distribution platforms, and primarily through continuous market research activities. By the end of 2022, the number of Moj BH Telecom **app customers exceeded 350,000**. The continuous growth in the number of customers is the result of the quality of the offered functions, reliability, and security of the application.

The Moj BH Telecom app is one of the steps towards the digitalization of BH Telecom's sales and service channels. In 2023, further development of new payment functions and customer support will continue, as well as expansion to other customer segments such as MojaTV and ADSL.



MOJA OMILJENA MOBILNA APLIKACIJA

MOJ BHTELCOM APLIKACIJA JE DOSTUPNA NA : | THE MOJ BH TELECOM APP IS AVAILABLE ON:



→ Google Play
https://play.google.com/store/apps/details?id=ba.bhtelecom.mojbhtelecom&utm_source=mojbhtpocetna&utm_campaign=mojbhtpocetna



→ AppStore
https://apps.apple.com/us/app/moj-bh-telecom/id1515776624?utm_source=mojbhtpocetna&utm_medium=mojbhtpocetna



DISTRIBUTIVNI KANALI

BH Telecom ima razvijene sljedeće kanale prodaja za rezidencijalne korisnike:

- Vlastita prodajna mjesta,
- Web shop,
- Ovlašteni posrednici u prodaji usluga BH Telecom-a,
- Kontakt centar,
- Prodaja van poslovnih prostorija BH Telecom-a.

Iako se u narednim godinama očekuje da će online kanal prodaje preuzeti primat, još uvijek najveći dio prodaje realizuje se na fizičkim prodajnim mjestima koja su više tradicionalnog nego modernog futurističkog karaktera.

TRENUTNO BH TELECOM IMA OTVORENO 81 PRODAJNO MJESTO I TO:

73
u Federaciji Bosne i Hercegovine

6
u Republici Srpskoj

2
u Brčko distriktu

Razvoj distributivnih kanala u proteklom periodu, osim velike posredničke/prodajne mreže, doprinio je cijelokupnom zadovoljenju potreba naših korisnika. Tokom 2022. godine BH Telecom je aktivno radio na rebrendingu i adaptaciji prodajnih mjesta, pri čemu je otvoreno novih 6 prodajnih mesta: Telecom Centar Bihać, Telecom Centar Gornji Vakuf, Telecom Centar Visoko, Telecom Centar Dobrinja, Telecom Centar Čelić i Info Prodajni Pult Mepromex Tešanj/Usora.

Tržište telekomunikacija prolazi kroz značajan proces transformacije kako u tehnološkom smislu tako i u smislu transformacije lanca isporuke vrijednosti, a što sve ima značajan uticaj na promjene u korisničkom iskustvu. Sve ono što su bili prioriteti vođenja ovog biznisa u proteklih dvadeset i više godina, sada odlazi u prošlost, a novi trendovi postaju novi prioriteti, a u njihovom fokusu je tranzicija korisničkog iskustva. S druge strane i sam biznis telekomunikacija se mijenja. Nekada su telekomi prodavali neopipljive usluge, a danas uz usluge operatori prodaju razne elektroničke uređaje, terminalnu opremu, sadržaje, IoT ekosisteme, što itekako zahtijeva pokazivanje i demonstraciju funkcionalnosti.

BH Telecom kao lider digitalne transformacije je krenuo sa procesom transformacije fizičkih kanala distribucije /prodajnih mesta. Novi reprezentativni prodajno - izložbeni prostor/showroom, BH Telecom-a otvoren je u Sarajevu. Završena je prva faza u kojoj je završen i otvoren prodajni dio. U 2023. godini planira se završiti i druga faza u kojoj se planira otvoriti za korisnike i dio sa multimedijalnom salom, kino salom i salom za sastanke.

Unutrašnjost reprezentativnog Telecom Centra u Sarajevu je koncipirana tako da prostor izgleda prostrano, da je "open space" sa centralnim dijelom koji je izložbenog karaktera, da u njemu ima nekoliko tačaka u kojima korisnici mogu doživjeti digitalno iskustvo koristeći se interaktivnim multimedijalnim kioscima, sa prostorom predviđenim da posjetioc mogu sjesti i pregledati neke od ponuda na tabletima, digital signage uređajima, sa prostorom u kojem će biti prezentovani ekosistemi i pametni dom (kamere, svjetla, utičnice). Sve navedeno je uklopljeno u prostor tako da djeluje udobno, da podstiče posjetioca da ostane, razgleda, istražuje te izvrši kupovinu.

SALES CHANNELS

BH Telecom has developed the following sales channels for residential customers:

- Own retail stores,
- Webshop,
- Authorized resellers of BH Telecom services,
- Contact center,
- Sales outside BH Telecom premises.

Although online sales channels are expected to take the lead in the coming years, the majority of sales are still conducted through physical retail locations, which have a more traditional rather than futuristic character.

CURRENTLY, BH TELECOM HAS 81 OPEN RETAIL STORES DISTRIBUTED AS FOLLOWS:

73
in the Federation of Bosnia and Herzegovina

6
in the Republika Srpska

2
in the Brčko District

The development of distribution channels in the past period, along with a large intermediary/sales network, has contributed to meeting the overall needs of our customers. In 2022, BH Telecom actively worked on rebranding and adapting sales locations, resulting in the opening of 6 new retail stores: Telecom Center Bihać, Telecom Center Gornji Vakuf, Telecom Center Visoko, Telecom Center Dobrinja, Telecom Center Čelić, Info Sales Counter Mepromex Tešanj /Usora.

The telecommunications market is going through a significant transformation process both in technological terms and in terms of value chain transformation, all of which have a significant impact on changes in the customer experience. What used to be the priorities of running this business in the past twenty or more years is now becoming a thing of the past, and new trends are becoming the new priorities, with the focus on the transition of the customer experience. On the other hand, the telecommunications business itself is changing. Once, telecom operators sold intangible services, but today, in addition to services, operators sell various electronic devices, terminal equipment, content, IoT ecosystems, which require demonstration and showcasing of their functionality.

As a leader in digital transformation, BH Telecom has embarked on the process of transforming its physical distribution channels/retail locations. A new representative sales-exhibition space/showroom of BH Telecom has been opened in Sarajevo. The first phase has been completed, including the opening of the sales area. In 2023, the second phase is planned to be completed, which will open up a multimedia hall, a cinema hall, and a meeting room for customers.

The interior of the representative Telecom Center in Sarajevo is designed to appear spacious, with an open-space concept and a central area for exhibitions. It features several points where customers can experience digital interaction using interactive multimedia desks, sitting area for visitors to browse through offers on tablets, digital signage devices, where ecosystems and smart home will be presented (cameras, lighting, and sockets). The showroom is very comfortable and inviting for our customers to stay, research and shop.

Moj webshop



WEBSHOP

BH Telecom je početkom 2021. godine otvorio novi digitalni prodajni kanal Webshop, a koji predstavlja dodatak fizičkoj trgovini, ali ujedno je i najprofitabilniji prodajni kanal. Webshop je jako brzo, prije od očekivanog, prepoznat od strane korisnika kao pouzdan, jednostavan i efikasan način kupovine usluga, što pokazuje veliki broj registrovanih korisnika koji su u 2022. godini ostvarili preko milion korisničkih interakcija. Implementacijom ovog kanala prodaje BH Telecom je omogućio rezidencijalnim korisnicima da putem interneta 0-24 x 365 dana, obavljaju kupovinu proizvoda i/ili usluga BH Telecom-a, uz besplatnu dostavu na području BiH.

Webshop omogućava korisniku da pregledava proizvode i/ili usluge sa opisom, slikama i cijenom svakog proizvoda i/ili usluge. Nakon što se odluči za kupovinu korisnik na siguran i jednostavan način može izvršiti plaćanje: online sa platnim karticama (Maestro, Master, Visa, Visa electron), uz mjesecni račun BH Telecom-a i gotovinom (po uzeću).

FIZIČKA LICA U OKVIRU WEBSHOPA MOGU:

- kupiti uređaje i ostalu opremu (jednokratno, uz ugovor na 12 ili 24) kao dio asemblirane ponude i partnerske ponude uređaja (komision),
- kupiti Ultra Start i Ultra Internet start pakete sa USIM karticama,
- kupiti Ultra Start, Ultra Internet start pakete i Ultra Tourist pakete sa eSIM karticama,
- kupiti ultra dopune u različitim apoenima,
- podnijeti zahtjeve za sve osnovne usluge, promjeniti paket, objediniti usluge u Moj Izbor,
- preći sa Ultra na pretplatu, ugovoriti mobilnu uslugu (USIM + Ugovor odnosno eSIM + Ugovor),
- ugovoriti novi obavezni period 12/24,
- podnijeti zahtjev za prelaz sa druge mreže,
- platiti račun BH Telecom-a - svih usluga,
- automatsko uključenje privremeno isključenih korisnika mobilne mreže nakon što se izvrši plaćanje duga putem webshop-a,
- aktivirati online servise (različite vrste dokupa: Instant internet, Buy&Surf, Turist, Travel dokupi, MojaTV dodatne usluge itd.),
- aktivirati Bonus plus program lojalnosti (link za popunjavanje forme), pratiti dodijeljene bodove kao i iskoristiti bodove za kupovine koje se obavljaju preko Webshopa,
- prijaviti smetnju,
- podnijeti reklamaciju/žalbu na usluge BH Telecom-a.

Korisniku je omogućeno da u procesu pripreme kupovine ostvari pogodnosti po osnovu realizacije prikupljenih bodova u okviru Bonus plus programa. Tokom 2022. godine organizirane su promotivne akcije kojima su korisnici webshop-a za kupovinu određenog proizvoda ili usluge nagrađeni posebnim webshop popustima na cijenu proizvoda ili usluge koju kupuju, zatim dodjelom raznih vrsta poklona (uređaji, dodatna oprema, bonus saobraćaj, vaučeri za kupovine u tržnim centrima ili trgovinama i dr.).

BH Telecom je u saradnji sa dobavljačima/proizvođačima terminalne opreme putem webshopa organizirao pre-order prodajne kampanje za premium uređaje, pri čemu su korisnici koji su prije početka prodaje napravili prednarudžbu i nakon puštanja u prodaju izvršili kupovinu, time ostvarili pravo na poklone u vidu uređaja, poklon bonova ili prava na kupovinu naručenog uređaja po značajno nižoj cijeni.

WEBSHOP

In early 2021, BH Telecom launched a new digital sales channel called Webshop, which serves as an addition to their physical stores and has become the most profitable sales channel. The Webshop was quickly recognized by customers as a reliable, simple, and efficient way to purchase BH Telecom services, as evidenced by the large number of registered customers who had over a million customer interactions in 2022. By implementing this sales channel, BH Telecom enabled residential customers to make purchases of products and/or services online, 24/7, 365 days a year, with free delivery within Bosnia and Herzegovina.

The Webshop allows customers to browse products and/or services with descriptions, images, and prices for each item. Once they decide to make a purchase, customers can securely and easily proceed with payment options such as online payment with debit/credit cards (Maestro, Mastercard, Visa, Visa Electron), monthly BH Telecom billing, or cash on delivery.

WITHIN THE WEBSHOP, INDIVIDUAL CUSTOMERS CAN:

- Purchase devices and other equipment outright or with a 12 or 24-month contract as part of the assembled offer and device partnership offer (commission-based).
- Purchase Ultra Start and Ultra Internet Start packages with USIM cards.
- Purchase Ultra Start, Ultra Internet Start, and Ultra Tourist packages with eSIM cards.
- Purchase Ultra top-ups in various denominations.
- Submit requests for all basic services, package changes, and service unification under "Moj Izbor".
- Switch from Ultra to a subscription plan, contract mobile services (USIM + Contract or eSIM + Contract).
- Agree to a new mandatory 12/24-month period.
- Request a transfer from another network.
- Pay invoices for all BH Telecom services.
- Automatically reconnect temporarily disconnected mobile network customers after clearing their outstanding payments through the Webshop.
- Activate online services (various types of add-ons: Instant Internet, Buy&Surf, Tourist, Travel add-ons, additional Moja TV services, etc.).
- Activate the Bonus Plus loyalty program (link to fill out the form), track assigned points, and redeem points for purchases made through the Webshop.
- Report malfunctions.
- Submit complaints regarding BH Telecom services.

Customers are provided with the opportunity to benefit from accumulated points within the Bonus Plus program during the purchase preparation process. Throughout 2022, promotional campaigns were organized where Webshop customers were rewarded with special Webshop discounts on specific products or services they purchased, as well as various types of gifts (devices, additional equipment, bonus traffic, vouchers for shopping in malls or stores, etc.).

In collaboration with suppliers/terminal equipment manufacturers, BH Telecom organized pre-order sales campaigns for premium devices through the Webshop. Customers who placed pre-orders before the start of sales and subsequently made a purchase were entitled to gifts in the form of devices, gift vouchers, or the right to purchase the ordered device at a significantly lower price.

Ovlašteni posrednici u prodaji usluga BH Telecom-a

AUTHORIZED DEALERS TO SELL BH TELECOM SERVICES

Početkom 2020. godine uveden je model prodaje TK usluga rezidencijalnim korisnicima putem posrednika, koji omogućava da korisnik ugovori uslugu bez odlaska na prodajno mjesto BH Telecom-a. BH Telecom vrši prodaju vrijednosnica putem široke mreže posrednika u prodaji, i to na više načina, ovisno o kanalu/sistemu distribucije:

- Ultra kartice za punjenje, Ultra start pakete, Ultra Plus pakete, Internet start pakete, Internet Plus pakete, Ultra Turist start pakete i telefonske kartice za javne govornice - putem kanala fizičke distribucije,
- Ultra kartice za punjenje - putem kanala off-line elektronske distribucije mrežom bankomata i POS terminalnih uređaja,
- e-Ultra - putem on-line elektronske distribucije.

Broj posrednika varira iz godine u godinu, te je trenutni broj prodajnih mesta na kojima se mogu "kupiti" usluge BH Telecom-a oko 10.000.

At the beginning of 2020, a sales model was introduced for TK services targeting residential customers through intermediaries, enabling customers to subscribe to services without visiting BH Telecom's sales outlets. BH Telecom conducts the sale of securities through a wide network of sales intermediaries using various methods, depending on the channel/distribution system:

- Ultra top-up cards, Ultra Start packages, Ultra Plus packages, Internet Start packages, Internet Plus packages, Ultra Tourist Start packages, and public telephone cards are sold through physical distribution channels.
- Ultra top-up cards are sold through off-line electronic distribution channels via ATMs and POS terminal devices.
- "e-Ultra" is sold through online electronic distribution.

The number of intermediaries varies from year to year, and currently, there are approximately 10,000 sales points where BH Telecom services can be "purchased."

KONTAKT CENTAR | CONTACT CENTER

Kontakt centar je značajan kanal prodaje putem sistema eloqua kada je u pitanju upsale i cross sale, te vezivanje korisnika Moja TV usluge, xDSL korisnika, te stimulisanje prepaid korisnika za prelazak na neki od postpaid paketa iz ponude BH Telecom-a.

The contact center is a significant sales channel through the Eloqua system when it comes to upselling and cross-selling, as well as engaging customers of Moja TV services, xDSL customers, and encouraging prepaid customers to switch to one of the postpaid packages offered by BH Telecom.

PRODAJA VAN POSLOVNIH PROSTORIJA BH TELECOM-A

SALES OUTSIDE BH TELECOM BUSINESS PREMISES

Koncept "Prodaja van poslovnih prostorija" je zasebno zakonski obrađen kroz članove 39., 40. i 41. Zakona o zaštiti potrošača i interno Odlukom broj: 00.1-2.1-29890/18-2 i isti otvara nove mogućnosti plasmana usluga BH Telecom-a na adresi korisnika pristupom F2F (licem u lice).

The concept of sale outside business premises was regulated in Articles 39, 40 and 41 of the Law on Consumers Protection as well as internally through Decision No. 00.1-2.1-29890/18-2. It opens up new opportunities for the distribution of BH Telecom services by accessing customers' addresses through face-to-face (F2F) interactions.

PRODAJNI KANAL ZA POSLOVNE KORISNIKE

U BH Telecomu je 2006. godine uspostavljen kanal direktnе prodaje velikim poslovnim korisnicima na principu KAM-ova (Key Account management) kao dugoročne prodajne strategije, a prateći tadašnja tržišna kretanja u odnosima sa ključnim korisnicima. Od samog starta, ovaj model prodaje je izuzetno dobro prihvaćen od strane velikih poslovnih korisnika, zbog svoje specifičnosti da KAM (menadžer velikih korisnika - MVK) i nakon zaključenja prodaje ostaje u bliskom odnosu i stalnoj komunikaciji sa korisnikom u slučaju potrebe za bilo kakvom vrstom savjeta, konsultacija i zadovoljenja potreba za TK uslugama.

Prateći aktuelna tržišna kretanja u proteklih nekoliko godina ovaj kanal prodaje je doživio svoju transformaciju na način da BH Telecom može odgovoriti na potrebe i zahtjeve poslovnih korisnika kroz pružanje usluga koje se prilagođavaju i kreiraju upravo prema zahtjevima korisnika, a u skladu sa tehničkim mogućnostima BH Telecom-a. Kreiranje poslovnih komunikacijskih tehničkih i IKT rješenja ovog tipa je postala nužnost i potreba, a u cilju kreiranja ponuda iniciiranih tokom pregovora sa postojećim i potencijalnim korisnicima, kao i sa korisnicima koji vrše nabavke usluga po ZJN BiH.

Nakon pandemije virusa COVID-19 desile su se promjene u prodajnim aktivnostima prema poslovnim korisnicima i izvršena potrebna prilagođavanja novim tržišnim uslovima. Komunikacija sa korisnicima se odvija uz veću primjenu kolaboracijskih alata (online sastanci, chat komunikacija itd.), podnošenje zahtjeva kroz online formu za poslovne korisnike na web portalu za lakši pristup potrebnim informacijama i podnošenje zahtjeva za uslugama.

Glavni fokus je pružanje poslovnim korisnicima kompletne rješenja koja će zadovoljiti sve njihove komunikacijske potrebe uz prilagođavanje ponude usluga njihovim stvarnim i realnim potrebama, te izgradnji dugoročnog poslovnog odnosa sa korisnicima, baziranog na brzom odzivu na sve zahtjeve u cilju postizanja zadovoljstva kako kvalitetom usluga tako i sveukupnim odnosom sa BH Telecomom.

SALES CHANNEL FOR BUSINESS CUSTOMERS

BH Telecom established a direct sales channel in 2006, intended for our big customers over Key Account Managers (KAM) as our long-term sale strategy following the then market trends with respect to our relationships with the key customers. From the very beginning, this sales model was extremely well accepted by our big business customers, because KAMs remain in a close relationship and constantly communicate with the customers in the case they need any advice, consultation and additional TC service in the post-sales period.

Following market trends in recent years, this sales channel has undergone transformation to enable BH Telecom to meet the needs and demands of business customers by providing services that are tailored and created based on their specific requirements, in line with BH Telecom's technical capabilities. The creation of business communication, technical, and ICT solutions of this nature has become a necessity in order to generate offers initiated during negotiations with existing and potential customers, as well as customers procuring services under the Public Procurement Law of Bosnia and Herzegovina.

Following the COVID-19 pandemic, changes have occurred in sales activities towards business customers, and necessary adjustments have been made to adapt to new market conditions. Communication with customers now involves greater use of collaboration tools (online meetings, chat communication, etc.), and the submission of requests through an online form for business customers on the web portal to facilitate access to necessary information and service requests.

The main focus is on providing comprehensive solutions to business customers that meet all their communication needs, while customizing service offerings to their actual and real requirements, and building long-term business relationships with customers based on prompt responsiveness to all their requests in order to achieve satisfaction in terms of service quality and overall relationship with BH Telecom.



PROGRAMI LOJALNOSTI

U toku 2022. godine kroz niz aktivnosti nastojali smo poboljšati iskustvo korisnika sa BH Telecomom, kako za poslovne tako i za rezidencijalne korisnike.

Poseban tretman podrazumijeva:

- VIP status prilikom servisiranja mobilnih uređaja unutar servisnih centara u roku od 48 sati,
- VIP status prilikom procesa otklanjanja smetnji i odgovora na korisničke upite putem tel. 1322 i e-maila: poslovna.podrska@bhtelecom.ba
- Unapređenje zadovoljstva VIP poslovnih korisnika kroz First Call Resolution (rješavanje upita/zahtjeva kroz prvi kontakt),
- Prigodne čestitke i pozivnice na različite evenete u organizaciji ili pod sponzorstvom BH Telecom-a.

Dodatajni tretman poslovnih korisnika - nagrađivanje posebne skupine najvećih korisnika uređajima iz asemblirane ponude. Ovogodišnji program lojalnosti za pravna lica je izuzetno uspješno realizovan, obzirom da ukupan broj korisnika koji su preuzeeli nagrade iznosi 492, a što je cca 99,19% od planiranog broja korisnika.

Rezidencijalni korisnici - Bonus plus

Program lojalnosti Bonus plus je jedinstveni model nagrađivanja rezidencijalnih korisnika (postpaid i prepaid korisnici). BH Telecom cijeni svoje korisnike i posjeduje veliku bazu podataka koja potvrđuje vašu lojalnost kroz aktivnosti u BH Telecomu: plaćanje računa, pretplatnički staž, kupovinu uređaja i dr. Članovi programa lojalnosti sakupljaju bodove (jednokratne, mjesecne, po osnovu aktivnosti korisnika, posebni akcijski bodovi) koje u toku bonitetnog perioda mogu iskoristiti kao popust na asembliranu uslugu, popust na mjesecnu naknadu za postpaid korisnike, aktivacija dokupa mobilnih usluga u iznosu cijene dokupa.

Bonus plus program lojalnosti, zaključno sa 31.12.2022. godine ima **99.452 članova**. Najveći prirast zabilježen je u segmentu Start koji prirodno čini najveći dio korisničke baze.

U toku 2022. godine vršena je sveobuhvatna analiza Bonus plus programa lojalnosti kako bi se utvrdile dodatne mogućnosti izmjena i unapređenja koncepta, odnosno kako bi se priča korisničkog iskustva proširila na sve aspekte poslovanja, a kako bi se dodatno radilo na podizanju korisničkog zadovoljstva.

Vaše zadovoljstvo i saradnja s nama su nam veoma značajne, i zato vas želimo nagraditi popustima i drugim pogodnostima, koje određujete upravo vi, uz redovno plaćanje računa koji vam omogućavaju da kroz vašu potrošnju ostvarite bonus bodove. Zato smo za sve vas koji ste sve ove godine korisnici naših usluga kreirali poseban program lojalnosti Bonus plus koji nagrađuje vaše kontinuirano korištenje BH Telecom usluga.

Mi ne zaboravljamo povjerenje!

LOYALTY PROGRAM

During 2022, we carried out a series of activities aimed at improving the customer experience with BH Telecom, both for business and residential customers.

The special treatment includes:

- VIP status when servicing mobile devices within service centers within 48 hours.
- VIP status when resolving issues and responding to customer inquiries via phone at 1322 and email at poslovna.podrska@bhtelecom.ba.
- Enhancing satisfaction for VIP business customers through First Call Resolution (resolving queries/requests in the first contact).
- Occasional greetings and invitations to various events organized or sponsored by BH Telecom.

Additional treatment for business customers includes rewarding a special group of the largest customers with devices from the assembled offer. This year's loyalty program for legal entities has been extremely successful, with a total of 492 customers who claimed rewards, representing approximately 99.19% of the planned number of customers.

Residential customers - Bonus plus

The Bonus plus loyalty program is a unique reward model for residential customers (postpaid and prepaid customers). BH Telecom values its customers and possesses a large database that confirms your loyalty through activities within BH Telecom, such as bill payment, subscription tenure, device purchases, and more. Program members accumulate points (one-time, monthly, based on customer activity, special promotional points) that can be utilized as discounts on assembled services, discounts on monthly fees for postpaid customers, or activating additional mobile services at the redemption price.

As of December 31, 2022, the Bonus plus loyalty program has **99,452 members**. The largest growth was observed in the Start segment, which naturally comprises the largest part of the customer base.

In 2022, a comprehensive analysis of the Bonus plus loyalty program was conducted to identify additional opportunities for changes and concept improvements, expanding the customer experience to all aspects of our business and further enhancing customer satisfaction.

Your satisfaction and collaboration with us are essential, and therefore, we want to reward you with discounts and other benefits that you determine through regular bill payments, allowing you to earn bonus points based on your consumption. Hence, we have created a special loyalty program, Bonus plus, for all of you who have been our service customers throughout the years, rewarding your continuous use of BH Telecom services.

We don't forget trust!



KORISNICI USLUGA CUSTOMERS

PREGLED BROJA KORISNIKA NAŠIH USLUGA, KOJI SU PODIJELJENI U TRI KLJUČNA SEGMENTA:
OVERVIEW OF THE NUMBER OF CUSTOMERS OF OUR SERVICES, DIVIDED INTO THREE KEY SEGMENTS:

Rb No.	SEGMENT	2021.	2022.	% promjene Changes in %	SEGMENT
A	PORODIČNI SEGMENT	329.081	328.683	-0,12	FAMILY SEGMENT
A.1	xDSL fizička lica	53.419	54.549	2,00	xDSL service - individual customers
A.2	Fiksna fizička lica	65.221	56.936	-13,00	Fixed network services - individual customers
A.3	Moja TV fizička lica	210.441	217.198	3,00	Moja TV service - individual customers
B	SEGMENT MOBILNIH KORISNIKA	1.480.748	1.498.485	1,00	MOBILE CUSTOMERS SEGMENT
B.1	Prepaid	1.202.440	1.181.318	-2,00	Prepaid service
B.2	Postpaid	278.308	317.167	14,00	Postpaid service
C	POSLOVNI SEGMENT	218.304	221.519	1,50	BUSINESS SEGMENT

Kao tehnološki lider na tržištu, nastavili smo sa daljim ulaganjima u razvoj infrastrukture kako bi našim korisnicima omogućili pristup najsvremenijim servisima. Imajući u vidu rastuće potrebe za mobilnim internet servisima, kompanija je posebnu pažnju posvetila razvoju mobilne mreže. Kontinuirano unapređujemo portfolio usluga u skladu sa najnovijim tehnološkim trendovima u cilju povećanja zadovoljstva postojećih i privlačenja novih korisnika.

Baza korisnika BH Telecom-a u 2022. godini je uvećana za 20,5 hiljada novih korisnika, dok su naši strateški segmenti Moja TV i postpaid segment mobilne telefonije zabilježili rast korisnika od 3%, odnosno 14% u odnosu na prošlu godinu.

As a technological leader in the market, we have continued to invest in the development of infrastructure to provide our customers with access to the most advanced services. Considering the growing demand for mobile internet services, the company has dedicated special attention to the development of the mobile network. We continuously enhance our service portfolio in line with the latest technological trends to increase the satisfaction of existing customers and attract new ones.

In 2022, the customer base of BH Telecom increased by 20.5 thousand new customers, while our strategic segments, Moja TV and postpaid mobile segment, recorded a customer growth of 3% and 14%, respectively, compared to the previous year.

PORODIČNI SEGMENT

U okviru porodičnog segmenta pružamo usluge fizičkim licima i to: xDSL pristup internetu (fiksni pristup, pristup internet mreži putem WLL tehnologije, širokopojasni pristup internetu putem mobilne mreže novije generacije), fiksnu telefonsku uslugu i multimedijalnu uslugu Moja TV koja podrazumjeva distribuciju TV i radio kanala. Korisnička baza porodičnog segmenta na dan 31.12.2022. godine zadržana je na gotovo istom nivou u odnosu na broj korisnika na dan 31.12.2021. godine. Ostvarena pozitivna kretanja u korisničkoj bazi fiksнog interneta i Moja TV usluge gotovo su neutralizirala pad broja korisnika fiksne telefonije što je opće prisutan trend na telekomunikacijskom tržištu.

Redizajnirana Moja TV usluga prepoznatljivih TV, Phone, Net i Full paketa od 01.04.2022. korisnicima donosi bogatije sadržaje:

- Moja TV Flix sa preko 1200 naslova + 15 novih svakoga mjeseca uz mogućnost neograničenog broja pregleda
- Moja TV HD osigurava vrhunsku HD kvalitetu Arena Sport i drugih TV kanala (dokumentarni, muzički, informativni)
- Pink + donosi zabavu za cijelu porodicu uz domaći i strani program
- HBO Premium uključuje sve HBO i Cinemax kanale + HBO Max + HBO OD videoteka
- Moja webTV uz koju TV možete gledati na bilo kojem uređaju, gdje god da se nalazite
- Snimalica vam omogućava da omiljene TV sadržaje snimite i gledate kada vama odgovara
- Veće brzine interneta - do 200 Mbps u novim L paketima, odnosno do 50 Mbps u S paketima uz mogućnost dokupa većih pristupnih brzina do 1.000 Mbps
- Besplatne minute prema mobilnoj mreži BH Telekoma za Moja TV Full M i L pakete.

Na kraju 2022. godine korisnička baza Moja TV usluge broji preko **217.000** zadovoljnih korisnika.

At the end of 2022, the Moja TV service had over 217,000 satisfied customers.

FAMILY SEGMENT

Within the family segment, we provide services to individuals, including xDSL internet access (fixed access, access to the internet network via WLL technology, broadband access via the latest generation mobile network), fixed telephone service, and the multimedia service Moja TV, which involves the distribution of TV and radio channels. The customer base of the family segment as of December 31, 2022, remained at almost the same level compared to the number of customers as of December 31, 2021. The positive growth in the customer base of fixed internet and Moja TV services almost offset the decline in the number of fixed telephone customers, which is a common trend in the telecommunications market.

The redesigned Moja TV service, with its recognizable TV, Phone, Net, and Full packages since April 1, 2022, brings customers richer content:

- Moja TV Flix with over 1200 titles + 15 new ones every month, with unlimited views
- Moja TV HD ensures excellent HD quality of Arena Sport channels and other TV channels (documentaries, music, news)
- Pink + offers entertainment for the whole family with domestic and foreign programs
- HBO Premium includes all HBO and Cinemax channels + HBO Max + HBO On-Demand video library
- Moja webTV allows you to watch TV on any device, wherever you are
- Recording feature enables you to record and watch your favorite TV content at your convenience
- Higher internet speeds - up to 200 Mbps in new L packages, or up to 50 Mbps in S packages, with the option to upgrade to higher access speeds of up to 1,000 Mbps.
- Free minutes to the BH Telecom mobile network for Moja TV Full M and L packages.

U osnovnom TV paketu su i Cinestar TV kanali, pet originalnih filmskih kanala sa fantastičnim filmskim i serijskim sadržajem u tehnologiji visoke rezolucije. Svi TV paketi imaju TimeShift opciju za pregled TV sadržaja do 7 dana unazad + EPG (elektronski programski vodič), kao i preko 40 najslušanijih radio stanica. Pored novih filmskih i serijskih sadržaja, uz Moja TV naši korisnici, mogu pratiti i uživati u svim najelitnijim sportskim takmičenjima, najboljim domaćim nogometnim utakmicama, a posebno nas raduje činjenica da se nogometna reprezentacija BiH vratila na program BHRT-a i na platforme BH Telekoma.

Naime, 20 maja 2022. godine potpisani je **Memorandum o međusobnoj saradnji na obezbjeđivanju medijskih prava najvažnijih međunarodnih sportskih takmičenja i dostupnosti istih svim građanima BiH, između BH Telekoma i Radiotelevizije Bosne i Hercegovine**. Osim što je od značaja za ukupnu javnost Bosne i Hercegovine, ova saradnja ima za cilj i veću promociju fudbala kao najatraktivnijeg sporta, ali i promociju svih bosanskohercegovačkih sportista i sporta u BiH u cijelini.

Potpisivanju Memoranduma o razumijevanju i međusobnoj saradnji prethodilo je zajedničko učešće BHRT-a i BH Telekoma na tenderu, nakon čega je uslijedilo zaključivanje ugovora sa UEFA-om o otkupu medijskih prava za utakmice Nogometne reprezentacije BiH u okviru UEFA Lige nacija za period 2022-2028. godina, Evropske kvalifikacije za UEFA EURO 2024, FIFA Svjetsko prvenstvo 2026 i UEFA EURO 2028 i medijska prava za prenos prijateljskih utakmica naše fudbalske reprezentacije u periodu 2022. - 2028. godina. Potpisivanje ovog memoranduma je istovremeno i podrška BH Telekoma RTV BiH i njenom nesmetanom radu, produkciji i emitovanju TV i radio programa, čime i na ovaj način pokazujemo svoju privrženost državi BiH i njenim građanima.

Također, od 1. aprila u ponudi je i nova dodatna usluga za korisnike Moja TV Net i Moja TV Full paketa, a koja im omogućava korištenje najbržeg interneta.

The basic TV package also includes Cinestar TV channels, five original movie channels with fantastic film and series content in high-resolution technology. All TV packages have the TimeShift option for viewing TV content up to 7 days back + Electronic Program Guide (EPG), as well as over 40 popular radio stations. In addition to new film and series content, with Moja TV, our customers can follow and enjoy all the most prestigious sports competitions, the best domestic football matches, and we are particularly pleased that the Bosnia and Herzegovina national football team has returned to the BHRT program and BH Telecom platforms.

On May 20, 2022, a **Memorandum of Understanding and Cooperation on securing media rights for the most important international sports events and their accessibility to all citizens of Bosnia and Herzegovina was signed between BH Telecom and Radio and Television of Bosnia and Herzegovina**. Besides being significant for the general public of Bosnia and Herzegovina, this collaboration aims to promote football as the most attractive sport, as well as the promotion of all Bosnian and Herzegovinian athletes and sports.

The signing of the Memorandum of Understanding and Cooperation was preceded by the joint participation of BHRT and BH Telecom in a tender, followed by the conclusion of an agreement with UEFA for the acquisition of media rights for the matches of the Bosnia and Herzegovina National Football Team in the UEFA Nations League for the period 2022-2028, European Qualifiers for UEFA EURO 2024, FIFA World Cup 2026, UEFA EURO 2028, and media rights for the broadcast of friendly matches of our national football team during the period 2022-2028. The signing of this memorandum is simultaneously a support to BH Telecom, RTV BiH, and their uninterrupted work, production, and broadcasting of TV and radio programs, thus demonstrating our commitment to Bosnia and Herzegovina and its citizens.

Also, as of April 1, new additional service are offered for the users of Moja TV Net and Moja TV Full package, which allows them to use the fastest Internet.

SEGMENT MOBILNIH KORISNIKA

Segment mobilnih korisnika uključuje fizička i pravna lica koji koriste mobilne usluge govora i pristupa internetu putem mobilne mreže: Ultra, Extra i druge pakete. **Značajan rast je zabilježen u okviru postpaid korisničke baze, pri čemu je baza korisnika fizičkih lica uvećana za 14%, a baza korisnika pravnih lica uvećana za 13%.** Postpaid baza korisnika je ukupno uvećana za skoro 39 hiljada korisnika što je postignuto daljim rastom Extra paketa, redizajnjem ponude, kao i konverzijom korisnika iz prepaina u postpaid.

Uvođenjem 4G+ mreže i paletom ponude Extra paketa u komercijalnu ponudu su pušteni novi postpaid i kombinovani paketi na komponentnoj osnovi, sa nizom opcija na svim paketima, tako da su u stalnoj ponudi korisnicima dostupne razne mogućnosti korištenja određenih benefita koji odgovaraju njihovim potrebama, uz ugovaranje obaveznog ugovornog odnosa na 12/24 mjeseca.

Korisnici mogu da biraju između ponuđenih opcija kao što su: korištenje bonus saobraćaja, popusta na pretplatu ili subvencije na kupovinu uređaja iz asemblirane ponude, ili pak bonus saobraćaja uz izabrane uređaje u komisionoj ponudi. Na ovaj način prevaziđena je potreba organizovanja pojedinačnih kratkotrajnih prodajnih akcija s ciljem privlačenja i vezivanja korisnika, atraktivna ponuda je u konti-nuitetu na raspolažanju korisnicima, što daje puno bolje efekte od kratkotrajnih akcijskih ponuda sa odobravanjem dodatnih benefita i bonusa.

Broj korisnika mobilne telefonije, prepaid i postpaid, na dan 31.12.2022. godine iznosio je i veći je za 17,7 hiljada ili 1% u odnosu na broj korisnika na dan 31.12.2021. godine.

1.5 miliona

The number of mobile phone customers, both prepaid and postpaid, as of December 31, 2022, amounted to 1.5 million, an increase of 17.7 thousand or 1% compared to the number of customers as of December 31, 2021.

MOBILE CUSTOMER SEGMENT

The mobile customer segment includes both individual and corporate customers who utilize mobile voice and internet services through the mobile network: Ultra, Extra and other packages. **Significant growth was recorded within the postpaid customer base, with an increase of 14% in the individual customer base and 13% in the corporate customer base.** The postpaid customer base overall increased by almost 39 thousand customers, achieved through further growth of the Extra packages, offer redesign, and the conversion of prepaid customers to postpaid.

By introducing the 4G+ network and a range of Extra packages, new postpaid and combined packages based on component-based pricing have been launched into commercial offerings. These packages provide customers with various usage options that cater to their needs, including the option to choose bonus data, subscription discounts, device subsidies from the available lineup or bonus data in combination with selected devices from the consignment offer.

This approach eliminates the need for individual short-term sales promotions to attract and retain customers, as the attractive offering is continuously available to customers, yielding better results compared to short-term promotional campaigns with additional benefits and bonuses being granted.

POSLOVNI SEGMENT

Poslovni segment obuhvata isključivo pravna lica kojima se, pored osnovnih usluga pružanja fiksne telefonske usluge (telefonski priključak, IP Centrex, Business Trunk i Biz Phone Plus) i pristupa internetu po željenoj brzini i tehnologiji (Business Pro paketi, Eduka, xDSL paketi, MyWiFi, Neto to Go, NetFlat-Go), nude i slijedeće usluge: mobilni paketi po želji uz 4G+ mrežu (Extra, MojM, No Limit, TopPhone), integrisane usluge (Toptim paketi, Biz izbor), multimedijalni paketi (MojaTV Biz, Moja TV Hotel), usluge prenosa podataka (paket za Fiskalne kase, Korporativni pristup M2M, MPLS VPN-TopNet, Ethernet vodovi, NB-IOT Connectivity), Cloud servisi (Computing, Networking, Storage, Hosting, Kolokacija u Data centru BH Telecoma, Housing, Cloud Direkt Backup) i usluge iz partnerskog programa (Microsoft Business Suite, Edu 720, Cloud Call Centar, Cloud Fax, OWIS Cloud, Online zaštita za poslovne korisnike).

Raduje nas činjenica da je, u godini visoke inflacije i nastojanja da privredni sektor optimizira svoje troškove, broj korisnika poslovnog segmenta na dan 31.12.2022. godine **veći za 3.215 u odnosu na prošlu godinu.**

Većina servisa korisničke baze poslovnog segmenta na kraju 2022. godine bilježi povećanje broja korisnika u odnosu na prošlu godinu. Na servisu Fiksna pravna lica ostvaren je manji broj korisnika za 4% u odnosu na prošlu godinu, ali se za isti i očekuje da lagano iščeza i ustupa primat naprednjim tehnologijama komunikacije. Poslovni korisnici fiksnu govornu uslugu supstituiraju naprednjim uslugama u cilju smanjenja troškova i općenito manjeg obima korištenja telekomunikacijskih usluga.

Naša Biz izbor usluga poslovnim korisnicima omogućava integraciju više različitih usluga u Biz izbor grupu sa ciljem ostvarivanja niza pogodnosti: jedinstveni račun, jedinstveni kontakt za sve potrebe, besplatna govorna komunikacija, veliki bonusi u vidu popusta, kao i pogodnosti za nabavku uređaja.

Kompanija BH Telecom je od 25. novembra 2022. godine **prvi verificirani cloud service provider u BiH sa statusom "VMware Cloud Verified".** Cloud/data usluga omogućava korisniku pristup privatnom prostoru na data centru BH Telecoma, korištenje virtualnih servera/virtualne mreže računara sa zakupljenim serverskim resursima. Postojeći i budući korisnici verificirane cloud platforme BH Telecoma, implementirane u dva data centra Sarajevo i Zenica, realizirat će svoje poslovanje u cloudu po najvišim svjetskim standardima kroz self-service portal u sigurnom, pouzdanom i skalabilnom okruženju sa fiksnim i predvidivim troškovima.

Sigurni i moderni cloud servisi poput Virtual Data Center, vAPPs, Virtual Machine, Data Protection, Backup, Replication, Disaster Recovery, Business Continuity će našim korisnicima biti na raspolaganju kroz Self-Service portal novouspostavljene platforme, na fleksibilan način po principu "Pay As You Grow" što u slobodnom prevodu znači "plati samo ono što koristiš". Cloud servisi će biti u ponudi i kao menadžirani cloud servisi čiji rad će podržavati iskusni stručno-tehnički tim BH Telecoma uspostavljen na ranijim projektima renomiranih vendora poput VMwarea, Veeama, CheckPointa, Microsofta, što je garancija BH Telecoma da moderne cloud servise isporuči i najzahtjevnijim klijentima javnog i privatnog sektora.

Izvršena su unapređenja postojećih usluga iz Partnerskog programa, te proširenja portfolija usluga, a sve sa ciljem postizanja zadovoljstva postojećih korisnika, kao i privlačenja novih. Broj licenci/korisnika Partnerskog programa se povećava, što nas iznimno raduje.

BH Telecom kroz svoje poslovanje i portfolio usluga namijenjen poslovnim korisnicima želi doprinijeti digitalizaciji malih i srednjih preduzeća u BiH i njihovom bržem adaptiranju na tržišne promjene. Korisnik ostaje u fokusu našeg poslovanja, a naša je misija da pružamo elektronska komunikacijska rješenja u svrhu poboljšanja života i radnog okruženja korisnika naših usluga. **Naša korisnička baza broji preko 2 miliona zadovoljnih korisnika i portfolio sa preko 1.000 usluga.** Naša jedinstvenost, tradicija, širok assortiman usluga i dinamika razvoja poslovanja čine nas prepoznatljivim na telekomunikacionom tržištu. Osiguranjem vrhunskog korisničkog iskustva želimo ostati prvi izbor na tržištu digitalnih rješenja i usluga i kontinuirano doprinositi razvoju savremenog i boljeg društva u BiH.

BUSINESS SEGMENT

The business segment exclusively includes corporate customers who are provided with basic fixed telephone services (telephone connection, IP Centrex, Business Trunk, and Biz Phone Plus) and customized high-speed internet access (Business Pro packages, Eduka, xDSL packages, MyWiFi, Net to Go, NetFlat-Go). Additionally, the following services are offered: customized mobile packages with 4G+ network (Extra, MojM, No Limit, TopPhone), integrated services (Toptim packages, Biz Choice), multimedia packages (MojaTV Biz, MojaTV Hotel), data transmission services (Fiscal Cash Register package, Corporate M2M access, MPLS VPN-Top Net, Ethernet lines, NB-IoT Connectivity), Cloud services (Computing, Networking, Storage, Hosting, BH Telecom Data Center Colocation, Housing, Cloud Direct Backup), and services from the partner program (Microsoft Business Suite, Edu 720, Cloud Call Center, Cloud Fax, OWIS Cloud, Online Protection for Business Customers).

We are pleased to announce that despite the high inflation and efforts by the business sector to optimize costs, the number of customers in the business segment as of December 31, 2022, **has increased by 3,215 compared to the previous year.**

Most of the service customer base in the business segment has witnessed an increase in the number of customers compared to the previous year. The Fixed corporate customers experienced a slight decrease of 4% in the number of customers compared to the previous year, and it is expected to gradually diminish and give way to more advanced communication technologies. Business customers are substituting fixed voice services with more advanced solutions to reduce costs and overall usage of telecommunications services.

Our Biz Choice service enables business customers to integrate multiple services into a Biz Choice group, offering various benefits such as a single invoice, a single point of contact for all needs, free voice communication, significant discounts, and device procurement advantages.

As of November 25, 2022, BH Telecom has become **the first verified cloud service provider in Bosnia and Herzegovina with "VMware Cloud Verified"** status. The Cloud/Data service grants customers access to a private space in BH Telecom's data center, utilizing virtual servers/virtual computer network with leased server resources. Existing and future customers of BH Telecom's verified cloud platform, implemented in two data centers in Sarajevo and Zenica, will conduct their operations in the cloud following the highest global standards through a self-service portal, in a secure, reliable, and scalable environment with fixed and predictable costs.

Secure and modern cloud services like Virtual Data Center, vAPPs, Virtual Machine, Data Protection, Backup, Replication, Disaster Recovery, and Business Continuity will be available to our customers through the self-service portal of the newly established platform. This will be accomplished in a flexible manner, based on the "Pay As You Grow" principle, meaning "pay only for what you use." Cloud services will also be offered as managed cloud services, supported by the experienced technical team of BH Telecom, established through previous projects with renowned vendors such as VMware, Veeam, CheckPoint, and Microsoft. This ensures that BH Telecom can deliver cutting-edge cloud services even to the most demanding clients in the public and private sectors.

Existing Partner Program services have been enhanced, and the service portfolio has been expanded, with the aim of achieving customer satisfaction and attracting new customers. The number of licenses/customers in the Partner Program is increasing, which brings us great joy.

Through its business operations and service portfolio designed for business customers, BH Telecom aims to contribute to the digitalization of small and medium-sized enterprises in Bosnia and Herzegovina and their faster adaptation to market changes. The customer remains at the center of our business, and our mission is to provide electronic communication solutions to improve the lives and work environments of our service customers. **Our customer base consists of over 2 million satisfied customers, and we offer a portfolio of over 1,000 services.** Our uniqueness, tradition, wide range of services, and dynamic business development make us recognizable in the telecommunications market. By ensuring top-notch customer experience, we aim to remain the first choice in the market for digital solutions and services, continuously contributing to the development of a modern and better society in Bosnia and Herzegovina.



EKONOMSKO - FINANSIJSKO POSLOVANJE

ECONOMIC AND FINANCIAL OPERATIONS

UTICAJ GLOBALNE EKONOMSKE KRIZE NA POSLOVANJE BH TELECOM-A

Sa ekonomskim oporavkom u 2021. godini uslijedio je i oporavak telekomunikacijskog tržišta, a onda je ratom u Ukrajini nametnuta nova makroekonomska neizvjesnost i energetska kriza koja je imala svoje implikacije i na telekomunikacijsko tržište. Sve veći troškovi energije i goriva koji su doprinijeli širenju inflacije i na ostale sektore uticali su na povećanu volatilnost opskrbnih lanaca, manji raspoloživi dohodak naših korisnika i povećanje logističkih i svih drugih troškova poslovanja.

Već u drugom kvartalu 2022. godine svjetsko tržište terminalne opreme suočilo se sa enormnim povećanjem cijena čipova, memo-rije, displeja i drugih komponenti za proizvodnju uređaja. Također, značajan udio u formiranju cijene imaju transport i kurs dolara. Navedene promjene na svjetskom tržištu direktno su se reflektovale na nabavne cijene proizvoda i rezultirale nabavkom manje količine terminalnih uređaja. Kako bi se odgovorilo na zahtjeve korisnika i osigurao planirani plasman bilo je potrebno osigurati dodatna sredstva iz rezervi Društva. Manji raspoloživi dohodak i opća socio-ekonomska situacija vodili su ka većem broju korisnika koji su rezervirani i nerado potpisuju ugovor o obaveznom trajanju ugovornog odnosa. Također, zbog finansijske sigurnosti korisnici teže smanjenju troškova i reduciranju usluga. Tokom cijele godine poduzimane su mјere optimiziranja operativnih i kapitalnih troškova. Sve ovo se odrazilo na našu profitabilnost i usporilo rast BH Telecom-a koji bi bio još značajniji.

Ostvarena bruto dobit za poslovnu 2022. godinu iznosi **61,1 milion KM**, što je u odnosu na prošlu godinu pad od 13%. Pad bruto dobiti u odnosu na prošlu godinu rezultat je visoke inflacije koja je uslovila rast troškova i značajno usporila rast Društva koji je potaknut rekordnim godišnjim rastom prihoda koji iznosi cca 40 miliona KM.

EBITDA u 2022. godini je na nivou od 163,4 miliona KM i imala je pad od 2% u odnosu na prošlu godinu. Strateški cilj BH Telecom-a za smanjenjem broja zaposlenih prirodnim odlivom kadrova rezultirao je porastom produktivnosti u 2022. godini za 9%, odnosno ostvaren prihod po radniku je porastao sa 149 hiljada KM na 163 hiljade KM. Ukupna imovina na dan 31.12.2022. godine iznosila je 1,2 milijarde KM i u odnosu na dan 31.12.2021. godine bilježi rast od 2%. Također, ukupan kapital Društva povećan je za 2% i sada iznosi nešto više od 1,0 milijardu KM.

FINANSIJSKI POKAZATELJI | FINANCIAL INDICATORS

Kratak pregled ostvarenih poslovnih rezultata u 2022. godini
Here is a brief overview of the business results achieved in 2022

OSNOVNI FINANSIJSKI POKAZATELJI POSLOVANJA	2021.	2022.	% promjene Changes in %	BASIC FINANCIAL PERFORMANCE INDICATORS
Ukupna aktiva/pasiva	mil. KM	1.207,53	1.237,00	2,00
Ukupan kapital	mil. KM	994,56	1.009,23	2,00
Ukupan prihod	mil. KM	471,6	511,4	8,00
Ukupan rashod	mil. KM	401,5	450,3	12,00
Bruto dobit	mil. KM	70,1	61,1	-13,00
Neto dobit	mil. KM	63,3	54,9	-13,00
Produktivnost	hilj. KM	149	163	9,00
EBITDA marža	%	35,91	32,24	-3,67 p.p
ROE	%	6,37	5,45	-0,9 p.p

IMPACT OF THE GLOBAL ECONOMIC CRISIS ON BH TELECOM'S BUSINESS

With the economic recovery in 2021, the telecommunications market also experienced a recovery. However, the war in Ukraine brought about new macroeconomic uncertainty and an energy crisis, which had implications for the telecommunications market. The rising costs of energy and fuel, contributing to inflationary pressures and affecting other sectors, led to increased volatility in supply chains, reduced disposable income for our customers, and higher logistics and operating costs.

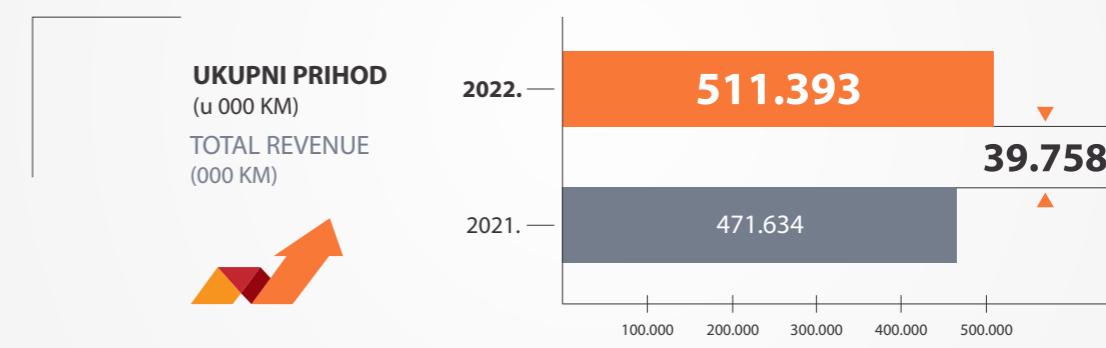
In the second quarter of 2022, the global market for terminal equipment faced a significant increase in prices for chips, memory, displays, and other components used in device production. Additionally, transportation costs and the exchange rate of the dollar played a significant role in shaping prices. These changes in the global market directly affected the purchase prices of products and resulted in the purchase of smaller quantities of terminal devices. To meet customer demands and ensure planned sales, additional funds were required from the company's reserves. Reduced disposable income and the overall socio-economic situation led to an increased number of customers who were hesitant to sign contracts with mandatory durations. Moreover, due to financial security concerns, customers sought to reduce costs and services. Throughout the year, measures were taken to optimize operating and capital expenses. All of these factors impacted our profitability and slowed down the growth of BH Telecom, which could have been more significant.

The achieved gross profit for the business year 2022 amounts to **61.1 million KM**, which represents a decrease of 13% compared to the previous year. The decrease in gross profit compared to the previous year is a result of high inflation, which led to cost escalation and significantly slowed down the company's growth, despite record annual revenue growth of approximately 40 million KM.

The EBITDA for the year 2022 stands at 163.4 million KM, representing a 2% decrease compared to the previous year. BH Telecom's strategic objective of reducing the number of employees through natural attrition resulted in a 9% increase in productivity in 2022, with the achieved revenue per employee rising from 149,000 KM to 163,000 KM. Total assets as at 31 December 2022 amounted to 1.2 billion KM and, compared to December 31, 2021, recorded an increase of 2%. Also, the total capital of the Company increased by 2% and now amounts to slightly more than 1.0 billion KM.

OSTVARENI PRIHODI | REVENUE

U 2022. godini ukupni prihodi iznose 511,4 miliona KM, što predstavlja rast od 39,8 miliona KM ili 8% u odnosu na 2021. godinu.
In 2022, total revenue amounted to 511.4 million KM, which represents an increase of 39.8 million KM or 8% compared to 2021.



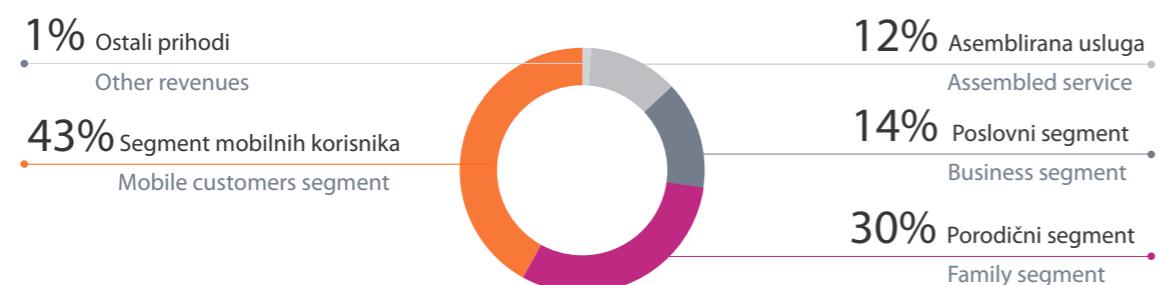
UKUPAN PRIHOD BH TELECOMA SE GENERIRA IZ SLJEDEĆIH POSLOVNIH SEGMENTA: MALOPRODAJA, VELEPRODAJA, OSTALI POSLOVNI PRIHODI I FINANSIJSKI PRIHODI.

THE TOTAL REVENUE OF BH TELECOM IS GENERATED FROM THE FOLLOWING BUSINESS SEGMENTS: RETAIL, WHOLESALE, OTHER OPERATING REVENUE, AND FINANCIAL REVENUE.

MALOPRODAJA I RETAIL

Prihod od maloprodaje realizovan je u iznosu od 446,0 miliona KM, što čini procentualno najznačajnije učešće u ukupnim prihodima od 87,2%, zbog čega kretanje i ostvarenje ovih prihoda značajno utiče na ostvarenje ukupnih prihoda. Maloprodaja je zabilježila rast od 33,5 miliona KM ili 8% u odnosu na prošlu godinu. U nastavku je data struktura maloprodajnih prihoda:

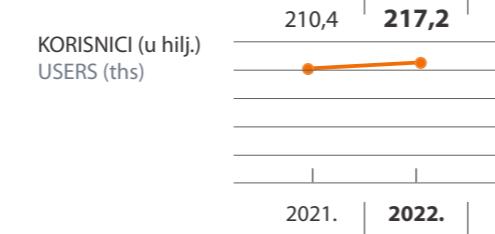
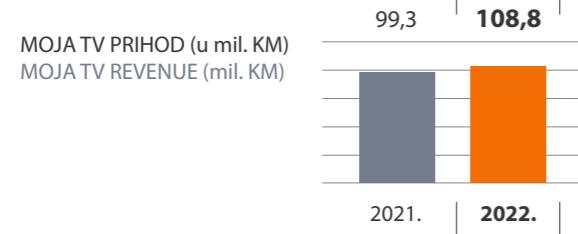
The revenue from retail operations amounted to 446.0 million KM, which represents the highest percentage share in the total revenue at 87.2%. Therefore, the performance and realization of these revenues significantly impact the overall revenue. Retail revenue recorded an increase of 33.5 million KM or 8% compared to the previous year. Here is the breakdown of retail revenue:



Moja TV usluga je najznačajnija komponenta **porodičnog segmenta** i jedna od strateških usluga našeg portofolia. Ovo je stalno rastaća komponenta i BH Telecom će kroz ulaganje u našu BH Content Lab platformu, najveću domaću platformu za produkciju audio-vizuelnog sadržaja značajno doprinijeti unaprijeđenju kvalitete iste i povećati zadovoljstvo naših korisnika kroz atraktivnost ponude na Moja TV usluzi.

Moja TV service is the most significant component of the **family segment** and one of the strategic services in our portfolio. This is a continuously growing component, and BH Telecom will significantly contribute to improving its quality and increasing customer satisfaction through investments in our BH Content Lab platform, the largest domestic platform for audio-visual content production. This will enhance the attractiveness of our offerings on the MojaTV service.

MOJA TV - FL

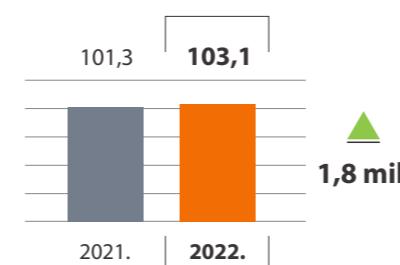


Prihodi od **segmenta mobilnih korisnika** su u 2022. godini, u odnosu na prethodnu godinu, ostvareni u iznosu većem za 15,6 miliona KM ili za 9%. Porast prihoda od segmenta mobilnih korisnika u 2022. godini u odnosu na isti period 2021. godine je rezultat:

Revenue from the **mobile customer segment** in 2022 increased by 15.6 million KM or 9% compared to the previous year. The increase in revenue from the mobile customer segment in 2022 compared to the same period in 2021 is a result of:

PREPAID USLUGE MOBILNE TELEFONIJE (u mil. KM)

PREPAID MOBILE SERVICES (mil. KM)

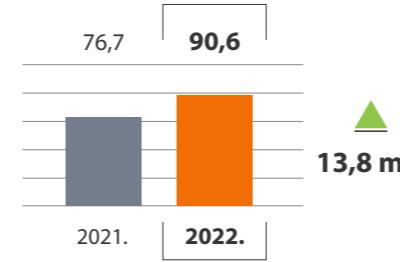


- Većeg iznosa ostvarenih prihoda od prepaid korisnika za 1,8 miliona KM ili 2%. Najveći dio prepaid prihoda se generira tokom ljetnih mjeseci radi većeg broja korisnika ove usluge uslijed dolazaka dijaspora i turista. Trend pada govornog saobraćaja je stalno prisutan i data saobraćaj se kod korisnika percipira kao najvažnija vrsta saobraćaja. U skladu sa time, tokom cijele 2022. godine je unaprijedljivana prepaid ponuda i kompletnim redizajnom redovne ponude dokupu i start paketa nastojali smo korisnicima omogućiti korištenje usluga po povoljnim uslovima, posebno u dijelu korištenja mobilnog interneta, a sve u skladu sa tržišnim prilikama i padom kupovne moći naših korisnika uslijed visoke inflacije.

- A higher amount of revenue generated from prepaid customers by 1.8 million KM or 2%. The majority of prepaid revenue is generated during the summer months due to an increased number of customers, resulting from the arrival of the diaspora and tourists. The declining trend in voice traffic is constantly present, and customers perceive this type of communication as the most important. Accordingly, throughout 2022, we were improving the prepaid offering, redesigning the regular purchasing options and starter packages to provide customers with favorable conditions, particularly in terms of mobile internet usage, all in line with market conditions and the decrease in purchasing power of our customers due to high inflation.

POSTPAID USLUGE MOBILNE TELEFONIJE (u mil. KM)

POSTPAID MOBILE SERVICES (mil. KM)



- Većeg iznosa prihoda od postpaid usluga mobilne telefonije za 13,8 miliona KM ili 18% pri čemu je prihod od postpaida fizičkih lica veći za 12,1 milion KM ili 19%, a prihod od postpaida pravnih lica veći za 1,7 miliona KM ili 14%. Postpaid baza korisnika je ukupno uvećana za skoro 39 hiljada korisnika što je postignuto daljim rastom Extra paketa, redizajnjiranjem ponude, kao i konverzijom korisnika iz prepaid-a u postpaid.

- A higher amount of revenue generated from postpaid mobile services by 13.8 million KM or 18%, with revenue from individual postpaid services being higher by 12.1 million KM or 19%, and revenue from corporate postpaid services being higher by 1.7 million KM or 14%. The postpaid customer base has increased by nearly 39,000 customers, achieved through further growth of Extra packages, offer redesign, and the conversion of prepaid customers to postpaid.

Prihodi od **segmenata poslovnih korisnika** u 2022. godini manji su za 1% unatoč povećanom broju korisnika što je rezultat osjetnog uticaja energetske krize i inflacije na poslovni sektor koji je pod sve većim pritiskom snižavanja troškova poslovanja zbog čega poslovni korisnici pribjegavaju cjenovno prihvatljivijim paketima usluga, kao i pada ARPU-a (Average Revenue Per User) uslijed tržišnih pritisaka. U okviru ovog segmenta korisnicima se nude fleksibilna rješenja, koja omogućavaju integriranu ponudu, odnosno kreiranje kombinacije svih usluga BH Telecom-a prema poslovnim potrebama korisnika, a uz određene benefite korištenja.

Prodaja robe, odnosno pametnih uređaja u okviru usluga, predstavlja jedan od značajnih generatora prihoda kompanije. Predmet prodaje su mobilni telefoni, tablet uređaji, laptop računari, LCD televizori, fiksni telefoni, bijela tehnika, mali kućanski aparati, pročišćivači zraka, klima uređaji, električni romobili, bicikla, gaming oprema i dr. Ukupan prihod od prodane robe prije popusta datih na kupovinu uređaja iz ponude asemblirane usluge ostvaren u 2022. godini veći je za 15,7 miliona KM u odnosu na prošlu godinu i **iznosi 67,6 miliona KM**, a prodato je 106.694 uređaja. **Rast prodaje iznosi 7%**. U našoj ponudi imamo preko 300 uređaja i servisa uz posebne akcijske cijene i besplatnu dostavu na kućnu adresu, bilo gdje u BiH. Dati popusti na kupovinu uređaja o ovoj godini su za 2,8 miliona KM veći u odnosu na prošlu godinu i iznosili su 14,6 miliona KM.

Ostali prihodi i primjena standarda MSFI 15 - Ugovori sa kupcima

Ostali prihodi u okviru maloprodaje, koji se najčešće dijelom odnose na zakup vodova, prihod po osnovu NTS - a i prihod od ostalih tk usluga, u 2022. godini iznose 3,7 miliona KM i isti su ostvareni u iznosu manjem za 1,2 miliona KM ili za 25% u odnosu na ostvarenje iz prošle godine. U periodu I - XII 2022. godine implementiran je računovodstveni standard MSFI 15 - Ugovori sa kupcima. Rezultat implementacije navedenog standarda je umanjenje prihoda za 396 hiljada KM. U istom periodu prethodne godine rezultat implementacije ovog standarda je umanjio prihode za 147 hiljada KM.

VELEPRODAJA

Uz višegodišnje iskustvo u partnerskim odnosima sa operatorima iz zemlje i inostranstva i oslanjanjući se na visokokvalitetnu infrastrukturu i napredne tehnologije implementirane u fiksnoj i mobilnoj mreži BH Telecom-a, tim kvalificiranih radnika Sektora za veleprodaju, redovno radi na unapređenju veleprodajnih usluga i uz inovativan pristup, vrši njihov konstantan razvoj u skladu sa regulatornim i tržišnim kretanjima na vrlo dinamičnom liberaliziranom telekomunikacijskom tržištu u BiH i svijetu. Širok spektar veleprodajnih usluga pokriva sve zahtjeve naših klijenata. Garantujemo kvalitet, pouzdanost i skalabilnost po konkurentnim uslovima.

Prihodi od veleprodaje, koji obuhvataju prihode od međunarodne govorne usluge, nacionalne govorne usluge, terminacije SMS saobraćaja, roaming usluge, prihodi od saradnje sa ISP-ovima (GIA i ZPT usluge), usluge najma kapaciteta i infrastrukture, te ostale prihode od veleprodaje, u 2022. godini **ostvareni su u iznosu većem za 11%** u odnosu na ostvarene veleprodajne prihode iz 2021. godine. Korištenje svih roaming usluga od strane gostiju u mreži BHT-a u 2022. godini je značajno veće u odnosu na prethodnu 2021. godinu: 89% se više koristila govorna usluga, a 52% više SMS usluga. Korištenja data usluge je veće za 174% u odnosu na 2021. godinu.

Razlog ovakvog porasta saobraćaja je u činjenici da je došlo do značajno većih dolazaka ino gostiju u BiH uslijed smirivanja pandemije i ukidanja zabrana za putovanja. Došlo je do izuzetno velike potrošnje mobilnog data saobraćaja u ljetnim mjesecima od strane ino operatora koji su povoljne veleprodajne cijene prenijeli na svoje korisnike. Također, primjena RLAH principa u regionu Zapadnog Balkana je za rezultat imala višestruko povećanje korištenja svih roaming usluga, a posebno data usluge.

OSTALI POSLOVNI I FINANSIJSKI PRIHODI

Ostali poslovni prihodi veći su za 19%, dok su finansijski prihodi manji za 18% u odnosu na prošlu godinu. Na smanjenje finansijskih prihoda najviše je uticao niži iznos kamate na oročena i deponovana sredstva kod poslovnih banaka koji je, u 2022. godini u prosjeku niži za 0,15% u odnosu na prosječnu kamatnu stopu u 2021. godini. Također, na smanjenje prihoda od oročenih sredstava uticalo je smanjenje iznosa deponovanih sredstava kod banaka.

The revenue from the **business customer segment** in 2022 decreased by 1% despite an increased number of customers. This is a result of the significant impact of the energy crisis and inflation on the business sector, which is under increasing pressure to reduce operating costs. As a result, business customers are resorting to more affordable service packages, and there is a decline in Average Revenue Per User (ARPU) due to market pressures. Within this segment, flexible solutions are offered to customers, allowing for an integrated offering that combines all of BH Telecom's services according to the business needs of the customers, along with certain usage benefits.

The sale of goods, specifically smart devices, is a significant revenue generator for the company. The range of products includes mobile phones, tablets, laptops, LCD TVs, landline phones, appliances, small household appliances, air purifiers, air conditioners, electric scooters, bicycles, gaming equipment, and more. The total revenue from the sale of goods before discounts offered on device purchases from the bundled services amounted to **67.6 million KM** in 2022, an increase of 15.7 million KM compared to the previous year. A total of 106,694 devices were sold, with **a sales growth of 7%**. Our offering includes over 300 devices and services with special promotional prices and free home delivery anywhere in Bosnia and Herzegovina. The discounts offered on device purchases this year amounted to 14.6 million KM, an increase of 2.8 million KM compared to the previous year.

Other Revenues and IFRS 15 - Revenue from Contracts with Customers

Other revenues within the retail segment, primarily related to lease of infrastructure, revenue from NTS services, and revenue from other value-added services, amounted to 3.7 million KM in 2022. This represents a decrease of 1.2 million KM or 25% compared to the previous year's revenue. During the period I - XII 2022, the accounting standard IFRS 15 - Revenue from Contracts with Customers was implemented. The result of implementing this standard was a reduction in revenue by 396,000 KM. In the same period of the previous year, the implementation of this standard reduced revenue by 147,000 KM.

WHOLESALE

With years of experience in partnership with operators from domestic and international markets, and relying on high-quality infrastructure and advanced technologies implemented in the fixed and mobile network of BH Telecom, the qualified team of the Wholesale Sector regularly works on improving wholesale services and, through an innovative approach, ensures their constant development in line with regulatory and market trends in the highly dynamic liberalized telecommunications market in Bosnia and Herzegovina and worldwide. Our wide range of wholesale services covers all the requirements of our clients, guaranteeing quality, reliability, and scalability under competitive conditions.

Wholesale revenues, which include revenues from international voice services, national voice services, SMS termination, roaming services, collaboration revenues with ISPs (GIA and LI services), capacity and infrastructure leasing services, and other wholesale revenues, **increased by 11%** in 2022 compared to the wholesale revenues achieved in 2021. The utilization of all roaming services by guests in the BH Telecom network significantly increased in 2022 compared to the previous year: voice service usage increased by 89%, SMS service usage increased by 52%, and data service usage increased by 174% compared to 2021.

The reason for this traffic increase is the fact that there has been a significant influx of international visitors to Bosnia and Herzegovina due to the easing of the pandemic and travel restrictions. There has been a tremendous consumption of mobile data traffic during the summer months by international operators who passed on favorable wholesale prices to their customers. Additionally, the implementation of the Roam Like at Home (RLAH) principle in the Western Balkan region resulted in a substantial increase in the usage of all roaming services, particularly data services.

OTHER OPERATING AND FINANCIAL REVENUES

Other operating revenues increased by 19%, while financial revenues decreased by 18% compared to the previous year. The decrease in financial revenues was primarily influenced by a lower interest rate on fixed-term and deposited funds with commercial banks, which, in 2022, was on average 0.15% lower compared to the average interest rate in 2021. Additionally, the decrease in revenues from fixed-term funds was influenced by a reduction in the amount of deposited funds with banks.

OSTVARENI RASHODI | EXPENSES

Ukupni rashodi ostvareni u 2022. godini iznose **450,3 miliona KM** i veći su za 48,8 miliona KM ili za 12% u odnosu na ostvarenje rashoda u 2021. godini, kada su iznosili 401,5 miliona KM.

Total expenses in 2022 amounted to **450.3 million KM**, which is an increase of 48.8 million KM or 12% compared to the expenses in 2021, when they amounted to 401.5 million KM.

POSLOVNI RASHODI | OPERATING EXPENSES

Strukturu poslovnih rashoda čine materijalni troškovi, troškovi plaća, troškovi proizvodnje, nematerijalni troškovi, NV prodate robe i ostali poslovni rashodi. Rast poslovnih rashoda u 2022. godini u odnosu na prošlu godinu rezultat je rekordnih inflacijskih pritisaka, posebno u drugoj polovini 2022. godine, koji su doveli do porasta svih stavki troškova unatoč poduzimanim mjerama optimizacije i smanjenja istih.

The structure of operating expenses includes: material costs, salary costs, production costs, intangible costs, cost of goods sold, and other operating expenses. The increase in operating expenses in 2022 compared to the previous year is a result of record inflationary pressures, particularly in the second half of 2022, which led to an increase in all cost items despite the measures taken for optimization and reduction.

MATERIJALNI TROŠKOVI | MATERIAL EXPENSES

Obuhvataju: troškove sirovina i materijala, troškove energije i goriva, troškove rezervnih dijelova, otpis sitnog inventara ambalaže i autoguma, te troškove po osnovu odstupanja od cijena. Ostvareni materijalni troškovi za 2022. godinu veći su za 9% u odnosu na ostvarene materijalne troškove u 2021. godini. Navedeno povećanje rezultat je, prije svega, značajnog rasta troškova energije i goriva koji iznosi 14%. JP Elektroprivreda je krajem 2021. godine, uslijed kretanja na svjetskim tržištima, najavila povećanje cijene električne energije za privredne subjekte za 20% počevši od mjeseca januara 2022. godine. Najavljeni rast cijena električne energije je, Odlukom Vlade FBiH, ograničen na najviše 20% pri čemu se navedeno odnosi na ugovore sa godišnjim trajanjem ili duže. Prema posljednjim objavljenim podacima Federalnog Zavoda za statistiku, cijene energenata (odjeljak električna energija, plin i drugi energenti) u 2022. godini u odnosu na 2021. godinu bilježe godišnju stopu inflacije od 27,1%. Rast cijena električne energije se direktno odrazio i na porast troškova električne energije za 707 hiljada KM ili za 10% u toku 2022. godine u odnosu na 2021. godinu.

Također, troškovi goriva za transportna sredstva su u 2022. godini u odnosu na 2021. godinu ostvareni u iznosu većem za 567 hiljada KM ili 47%, uslijed porasta cijena nafte i naftnih derivata. Prema podacima Vanjskotrgovinske komore BiH, prosječne cijene goriva u posljednjoj sedmici 2022. godine u odnosu na posljednju sedmicu 2021. godine su veće za 16%. (3)

They include: raw material and material expenses, energy and fuel expenses, spare parts expenses, write-offs of small inventory, packaging and car tires, and costs due to price deviations. The incurred material expenses for 2022 are 9% higher compared to the material expenses incurred in 2021. This increase is primarily due to a significant rise in energy and fuel costs, which amount to 14%. At the end of 2021, JP Elektroprivreda announced an increase in the price of electricity for business entities by 20% starting from January 2022, following global market trends. The announced increase in electricity prices is limited to a maximum of 20% by the Decision of the Government of the Federation of Bosnia and Herzegovina, specifically for contracts with an annual duration or longer. According to the latest published data from the FBiH Institute of Statistics, energy prices (electricity, gas, and other fuels) in 2022 experienced an annual inflation rate of 27.1% compared to 2021. The increase in electricity prices directly affected the rise in electricity costs by 707,000 KM or 10% during 2022 compared to 2021.

Furthermore, fuel costs for transportation vehicles in 2022 increased by 567,000 KM or 47% compared to 2021 due to the increase in oil and petroleum product prices. According to the data from the Foreign Trade Chamber of Bosnia and Herzegovina, average fuel prices in the last week of 2022 were 16% higher compared to the last week of 2021. (4)

(3)/(4) <https://www.komorabih.ba/sektori-i-službe/transport-i-komunikacije/cijene-goriva/#1547214690511-1ba82402-706c>

TROŠKOVI PLAĆA I OSTALIH PRIMANJA RADNIKA I DRUGIH FIZIČKIH LICA EMPLOYEE BENEFITS EXPENSES

Obuhvataju troškove: plaća, naknada plaća, službenih putovanja radnika, ostalih primanja, naknada i materijalnih prava radnika (topli obrok, prevoz na posao, regres za godišnji odmor, otpremnine, kotizacije, seminare, školarine, pomoći), naknada članovima odbora (Nadzornog odbora i Odbora za reviziju), te troškove naknada ostalim fizičkim licima.

Ukupni troškovi plaća i ostalih primanja radnika i drugih fizičkih lica u 2022. godini veći su za 14% u odnosu na iznos ovih troškova u 2021. godini. Isplata jednokratne pomoći radnicima i usklajivanje primanja radnika sa porastom troškova života sa jedne strane, kao i povećanje prosječne neto plate u FBiH koja služi kao osnovica za obračun ostalih stavki troškova plaća koje se isplaćuju kao procentualni dio iste sa druge strane, rezultiralo je značajnim rastom ove kategorije troškova. Sve do 2022. godine ovi troškovi su imali tendenciju pada prirodnim odlivom kadrova i smanjenja broja zaposlenih. U skladu sa Kodeksom korporativnog upravljanja, Društvo je obavezno objaviti naknade članova Uprave koje su, za 2022. godinu, prikazane sumarno u sljedećoj tabeli:

They include expenses of: salaries, salary allowances, business trips expenses, other employee benefits expenses (meal allowances, transportation to work, annual leave allowances, severance payments, seminars, tuition fees etc.), compensation to board members (Supervisory Board and Audit Board), and compensations to other individuals.

The total expenses for salaries and other benefits of employees in 2022 are 14% higher compared to the amount of these expenses in 2021. The payment of one-time financial assistance to employees and the adjustment of employee salary to the increased cost of living on one hand, and the increase in the average net salary in the FBiH, which serves as the basis for calculating other salary-related expenses paid as a percentage of it, on the other hand, resulted in a significant increase in this category of expenses. Until 2022, these expenses had a tendency to decrease due to natural outflow of personnel and reduction in the number of employees. In accordance with the Corporate Governance Code, the Company is obliged to disclose the remuneration of management board members, which are presented in the following table for the year 2022.

NAKNADE UPRAVE DRUŠTVA (ukupan trošak za društvo, uključene neto naknade i sva davanja državi)	ukupno (u KM) totally (KM)	MANAGEMENT REMUNERATIONS (Total cost for the Company, including net remuneration and all payments to the state)
Plate	980.089	Salaries
Topli obrok	31.067	Meal allowance
Regres	4.088	Annual leave allowance
Nagrada povodom obilježevanja dana Društva	2.544	Bonus for the Company Day
Nagrada za izuzetne rezultate poslovanja	24.172	Performance bonus
Korist - bruto stvari i usluge	6.209	Other benefits
Jednokratna pomoć	6.096	One-time financial assistance
Teška bolest	3.686	Serious Illness allowance
Naknada za prevoz	583	Transportation allowance
UKUPNO	1.058.534	TOTAL

(3)/(4) <https://www.komorabih.ba/sektori-i-službe/transport-i-komunikacije/cijene-goriva/#1547214690511-1ba82402-706c>

TROŠKOVI PROIZVODNJE

Obuhvataju troškove: usluga izrade i dorade učinaka, transportne usluge, usluge održavanja, zakupa, sajmova, reklame i sponsorstva, istraživanja, konsultantskih i razvojnih usluga. Troškovi proizvodnje za 2022. godinu veći su za 23% u odnosu na ostvarene troškove proizvodnje iz 2021. godine. Uslijed rasta cijena na ime troškova održavanja izdvojeno je više 3,6 miliona KM ili 20% i na ime reklame i koprodukcije 2,8 miliona KM ili 34%.

NEMATERIJALNI TROŠKOVI

Obuhvataju troškove: neproizvodnih usluga, reprezentacije, premije osiguranja, platnog prometa, poštanskih i telekomunikacijskih usluga, poreza, naknada, taksi i drugih dažbina na teret pravnog lica, članskih doprinosa i sličnih obaveza i ostale nematerijalne troškove. Ukupni nematerijalni troškovi u 2022. godini zabilježili su rast od 2% u odnosu na ostvarenje ovih troškova u prethodnoj godini. Porast nematerijalnih troškova rezultat je prije svega povećanju troškova neproizvodnih usluga (zdravstvene, komunalne, revizorske, advokatske) za 7% i troškova telekomunikacijskih usluga (međunarodna govorna usluga, roaming) za 10%. U okviru troškova neproizvodnih usluga evidentirani su i troškovi eksternog revizora Deloitte d.o.o. Sarajevo u iznosu 63.765 KM, po osnovu usluga revizije finansijskih izvještaja za 2021. godinu.

Porast troškova telekomunikacijskih usluga je rezultat porasta polaznog međunarodnog saobraćaja iz mreža BH Telecoma za 27% u odnosu na isti period 2021. godine. Najznačajniji uticaj na ovakvu stopu rasta ima RLAH regulacija i ponovno oživljavanje roaming usluge u 2022. godini koja je uslijed pandemije bila na nezavidnom nivou u 2020. i 2021. godini.

Troškovi terminacije i tranzita međunarodnog saobraćaja ostvareni tokom 2022. godine iznose 8,4 miliona KM, što je za 21% više u odnosu na troškove iz prethodne godine. Pored rasta saobraćaja, na rast troškova velikim dijelom utiče značajno povećanje cijena terminacije u Hrvatskoj, Njemačkoj, Švedskoj i Danskoj, ali i drugim evropskim zemljama. BH Telecom ne može uticati na cijene koje definišu druge mreže, ali kroz praćenje i rutiranje saobraćaja nastavlja optimizirati troškove uz zadržavanje kvalitete ostvarenog saobraćaja.

Korištenje gorovne usluge od strane naših pretplatnika u ino mrežama u 2022. godini u odnosu na 2021. godinu je veće za 20%, dok je korištenje SMS usluge u roamingu veće za 14%. Korištenje data usluge naših korisnika u ino mrežama ima najveći porast od 173%. Razlog rasta outbound roaming saobraćaja je ublažavanje i ukidanje restrikcija prilikom putovanja kao i kod inbound saobraćaja. Povoljne cijene koje se korisnicima nude kroz atraktivne travel pakete su najviše doprinijele ovom rastu korištenja roaming usluga. Ipak, najveći porast saobraćaja zabilježen je u regionu Zapadnog Balkana gdje je na snazi RLAH princip obračuna roaming usluga. Sve ovo je imalo za rezultat i veće prihode od veleprodaje, prvenstveno rast prihoda od roaminga.

NABAVNA VRIJEDNOST PRODATE ROBE

Odnosi se na troškove nabavke terminalne opreme i telefonskih aparata za pružanje asemblerirane usluge fiksne i mobilne mreže. Nabavna vrijednost prodane robe u 2022. godini veća je za 30% u odnosu na 2021. godinu. U toku 2022. godine svjetsko tržište terminalne opreme suočilo se sa enormnim povećanjem cijena čipova, memorije, displeja i drugih komponenti za proizvodnju uređaja. Također, značajan udio u formiranju cijene proizvoda imaju transport robe i kurs dolara. Navedene promjene na svjetskom tržištu direktno su se reflektovale na nabavne cijene proizvoda što je u periodu januar-juni 2022. godine rezultiralo nabavkom 1.117 komada uređaja manje u odnosu na isti period prethodne godine.

AMORTIZACIJA I TROŠKOVI REZERVISANJA

Troškovi amortizacije i rezervisanja u 2022. godini zabilježili su rast od 2% u odnosu na nivo ostvarenja u prethodnoj godini. Rast ovih troškova rezultat je naknadno obračunate amortizacije na sredstva koja su stavljena u upotrebu u prethodnim poslovnim periodima, porasta troškova amortizacije po osnovu implementacije MSFI 16, kao i većeg iznosa rezervisanja na ime sudskih sporova i godišnjih odmora po osnovu obračuna aktuara.

PRODUCTION EXPENSES

It includes expenses such as: production and post-production services, transportation services, maintenance services, leasing, trade fairs, advertising and sponsorship, research, consulting, and development services. Production expenses for 2022 are 23% higher compared to the actual production expenses in 2021. Due to the price increase, additional 3.6 million KM or 20% was allocated for maintenance services, and additional 2.8 million KM or 34% was allocated for advertising and co-production.

INTANGIBLE EXPENSES

Intangible expenses include: non-productive services, representation expenses, insurance expenses, payment transactions, postal and telecommunication services, taxes, fees and other duties charged to the legal entity, membership contributions, and similar obligations, as well as other intangible expenses. Total intangible expenses in 2022 recorded a growth of 2% compared to the amount of these expenses in the previous year. The increase in intangible expenses is primarily a result of a 7% increase in non-production service expenses (healthcare, utilities, auditing, legal services) and a 10% increase in telecommunication service expenses (international voice service, roaming). Within the non-production service expenses, the expenses for external auditor Deloitte d.o.o. Sarajevo in the amount of 63,765 KM were also recorded for auditing services of financial statements for 2021. The increase in telecommunication service expenses is a result of a 27% increase in outbound international traffic from BH Telecom networks compared to the same period in 2021. The significant impact on this growth rate is the RLAH regulation and the revival of roaming services in 2022, which were at an unfavorable level in 2020 and 2021 due to the pandemic.

The costs of international traffic termination and transit during 2022 amount to 8.4 million KM, which is 21% higher compared to the costs from the previous year. In addition to the traffic growth, the cost increase is largely influenced by significant increases in termination rates in Croatia, Germany, Sweden, Denmark, and other European countries. BH Telecom cannot influence the prices defined by other networks but continues to optimize costs while maintaining the quality of traffic.

The usage of voice service by our subscribers in foreign networks in 2022 compared to 2021 is higher by 20%, while the usage of SMS service in roaming is higher by 14%. The usage of data service by our customers in foreign networks has the highest increase of 173%. The increase in outbound roaming traffic is due to the easing and lifting of travel restrictions, as well as inbound traffic. The attractive travel packages offering favorable prices to customers have contributed the most to this increase in roaming service usage. However, the largest traffic increase was recorded in the Western Balkans region, where the RLAH principle of roaming service calculation is in effect. All of this has resulted in higher wholesale revenues, primarily a growth in roaming revenues.

COST OF GOODS SOLD

It refers to the costs of purchasing terminal equipment and telephones for providing fixed and mobile network services. The cost of goods sold in 2022 is 30% higher compared to 2021. During 2022, the global market for terminal equipment faced an enormous increase in prices of chips, memory, displays, and other components for devices. Additionally, transportation costs and the dollar exchange rate play a significant role in product pricing. These changes in the global market directly affected the procurement costs of the products, resulting in the purchase of 1,117 fewer devices during the period of January to June 2022 compared to the same period the previous year.

DEPRECIATION AND PROVISIONING EXPENSES

Depreciation and provisioning expenses in 2022 recorded a 2% increase compared to the level achieved in the previous year. The growth in these expenses is a result of the subsequent calculation of depreciation on assets in previous business periods, an increase in depreciation expenses due to the implementation of IFRS 16, and a higher amount of provisions for legal disputes and annual leave based on actuarial calculations.

PREGLED UPLAĆENIH JAVNIH PRIHODA OVERVIEW OF PUBLIC REVENUES PAID

OSTALI POSLOVNI RASHODI

U 2022. godini na poziciji ostalih poslovnih rashoda zabilježen je rast od 55% u odnosu prošlu godinu. Navedeno povećanje je najvećim dijelom rezultat većeg ostvarenja rashoda iz osnova umanjenja vrijednosti sredstava kao rezultat primjene MSFI 9 Finansijski instrumenti koji su ostvareni u iznosu većem za 5,9 miliona KM. Zahtjevi ovog standarda na području umanjenja vrijednosti temelje se na modelu očekivanih kreditnih gubitaka, što predstavlja značajnu razliku u odnosu na raniji standard MRS 39 koji se temeljio na modelu nastalih kreditnih gubitaka. Veći iznos rashoda rezultat je izmjena u načinu evidentiranja troškova po osnovu otpisa potraživanja i efekata *MSFI 9 Finansijski instrumenti* koje su se dogodile početkom 2022.

Prema novom načinu obračuna efekata ovog standarda, sva potraživanja se djelomično otpisuju prema definisanim stopama, a samo potraživanja koja imaju dospijeće preko 365 dana se u potpunosti otpisuju i evidentiraju kao rashodi po osnovu IV i otpisa potraživanja. Krajem 2022. godine izmijenjene su stope po osnovu kojih se vrši otpis potraživanja i obračunavaju efekati *MSFI 9 Finansijski instrumenti*, a prema *Odluci o visini stope očekivanih kreditnih gubitaka kod finansijske imovine Društva za 2022. godinu* br. 00.1-14-111048-11/22 od 28.12.2022. godine.

Na visinu stope očekivanih kreditnih gubitaka utiču historijske vjerovatnosti neispunjavanja obaveza (historijski pokazatelji naplate potraživanja, historijske stope gubitaka na finansijskoj imovini i potraživanjima), makroekonomski pokazatelji i trenutna makroekonomska situacija i njene implikacije na visinu stope očekivanih kreditnih gubitaka. Također, u obzir se uzimaju i relevantne smjernice o upravljanju kreditnim rizikom i utvrđivanju očekivanih kreditnih gubitaka definisane odlukama i uputstvima Agencije za bankarstvo FBiH.

FINANSIJSKI RASHODI

Obuhvataju: zatezne kamate, kamate po osnovu efekata MSFI 16, kamate po osnovu diskontovanja licenci za 4G mrežu, kursne razlike i ostale finansijske rashode. Finansijski rashodi za 2022. godinu veći su za 50% u odnosu na ostvarenje iz 2021. godine. Najvećim dijelom, povećanje je rezultat knjiženja konsolidacije udjela u ESP d.o.o.

OTHER OPERATING EXPENSES

In 2022, there was a 55% increase in other operating expenses compared to the previous year. This increase is mainly due to higher expenses related to impairment of assets resulting from the application of *IFRS 9 Financial Instruments*, which amounted to 5.9 million KM. The requirements of this standard for impairment are based on an expected credit loss model, which is a significant difference compared to the previous standard, IAS 39, which was based on an incurred credit loss model. The higher expense amount is the result of changes in the recognition of costs related to the write-off of receivables and the effects of *IFRS 9 Financial Instruments* that occurred at the beginning of 2022. Under the new method of calculating the effects of this standard, all receivables are partially written off based on defined rates, while only receivables with a maturity of over 365 days are fully written off and recognized as expenses under write-offs of receivables. At the end of 2022, the rates for write-offs of receivables and calculation of the effects of *IFRS 9 Financial Instruments* were revised, based on the *Decision on the Rate of Expected Credit Losses for the Company's financial assets for 2022*, No. 00.1-14-111048-11/22, dated December 28, 2022. The rates of expected credit losses are influenced by historical probabilities of default (historical collection indicators, historical loss rates on financial assets and receivables), macroeconomic indicators, the current macroeconomic situation, and its implications on the rate of expected credit losses. Additionally, relevant guidelines on credit risk management and the determination of expected credit losses defined by decisions and instructions of the Banking Agency of the Federation of Bosnia and Herzegovina are taken into account.

FINANCIAL EXPENSES

They include: default interest, interest expenses related to IFRS 16 effects, interest expenses related to the discounting of licenses for the 4G network, exchange rate differences, and other financial expenses. Financial expenses for 2022 are 50% higher compared to the achievement in 2021. The increase is primarily due to the consolidation of shares in ESP LLC.

U toku 2022. godine BH Telecom je uplatio 106,0 miliona KM po osnovu poreza i doprinosa na plaće, PDV-a, akontacije poreza na dobit i poreza po odbitku.

During 2022, BH Telecom made payments of 106.0 million KM for taxes and contributions related to salaries, VAT, advance income tax, and withholding tax.

**U NASTAVKU JE PRIKAZANA STRUKTURA OVOG IZNOSA:
BELOW IS THE BREAKDOWN OF THIS AMOUNT:**

OPIS	Iznos u 000 KM Amount (000 KM)	DESCRIPTION
Penziono i invalidsko osiguranje	25.977	Retirement and disability insurance
Doprinosi za zdravstvo	18.573	Healthcare contributions
Porez na dohodak	6.045	Income tax
Osiguranje od nezaposlenosti	2.246	Unemployment insurance
Opšta vodna i posebna naknada	351	General and special water fees
Dječja zaštita	13	Child protection
Doprinos za solidarnost	1	Solidarity contribution
Porez na dodanu vrijednost (PDV)	45.359	Value added tax (VAT)
Akontacija poreza na dobit	5.087	Advance payment of profit tax
Porez po odbitku	2.375	Withholding tax
UKUPNO	106.027	TOTAL

ZAPOSLENOST I KADROVI

EMPLOYMENT AND PERSONNEL

MOJAKADEMIJA

the
peoplelab
#volimsvojposao

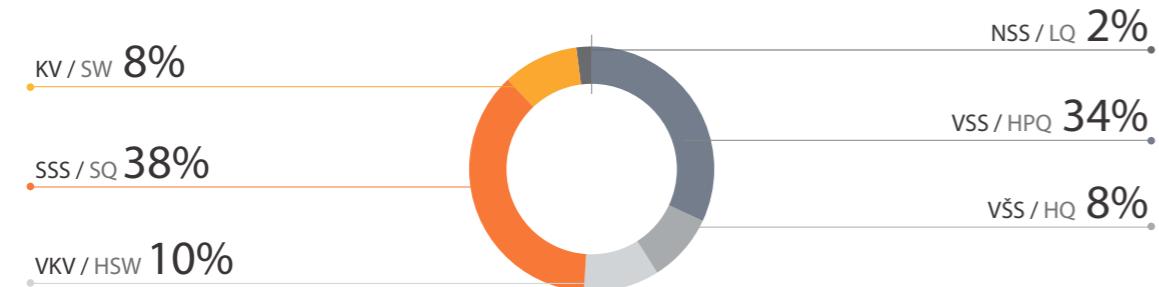
Ukupan broj zaposlenih na dan 31.12.2022. godine iznosi 3.073 i manji je za 1% ili za 31 zaposlenika u odnosu na stanje na kraju prošle godine. Od ukupno 3.073 zaposlenih, na dan 31.12.2022. godine, ukupno je bilo 3.050 radnika u radnom odnosu na neodređeno vrijeme, 18 radnika u radnom odnosu na određeno vrijeme i 5 pripravnika. Od ukupnog broja zaposlenih 31.12.2022. godine, žena je bilo 1.092 (35%), a muškaraca 1.981 (65%). Prosječna starost zaposlenih u Dioničkom društvu na dan 31.12.2022. godine bila je 47 godina.

The total number of employees as of December 31, 2022, is 3,073, which is 1% lower or 31 employees less compared to the previous year's figure. Out of the total of 3,073 employees, as of December 31, 2022, there were a total of 3,050 permanent employees, 18 employees on fixed-term contracts, and 5 interns. Of the total number of employees as of December 31, 2022, there were 1,092 women (35%) and 1,981 men (65%). The average age of employees as of December 31, 2022, was 47 years.

OPIS I DESCRIPTION	2020.	2021.	2022.	Indexi Indices	
				5 (4/2)	6 (4/3)
Broj zaposlenih na dan 31.12.2022. Number of employees on Dec 31, 2022	3.166	3.104	3.073	97	99

KVALIFIKACIONA STRUKTURA ZAPOSLENIH NA DAN 31.12.2022.

THE QUALIFICATION STRUCTURE OF EMPLOYEES AS OF DECEMBER 31, 2022



Svjesni značaja zaposlenika za uspjeh kompanije, kao važan dio strategije poslovanja BH Telecom je postavio uspostavu modernog sistema upravljanja ljudskim resursima. Prepoznavanjem potencijala, ulaganjem u razvoj i nagradjivanjem naših radnika kreiramo podsticajno radno okruženje koje će privući i zadržati najbolje kadrove.

Kontinuirano usavršavanje radnika Dioničkog društva BH Telecom Sarajevo, koje se manifestuje kroz različite vidove obrazovanja radnika, u obliku formalnog, neformalnog i informalnog obrazovanja, predstavlja stratešku inicijativu Društva koja se istovremeno bazira i uskladjuje sa misijom, vizijom i vrijednostima kompanije, a sa ciljem uspostavljanja sistema obrazovanja kao obaveznog dijela radnog procesa.

Najveća pažnja unutar Društva se stavlja na radnike, u smislu razvijanja procesa koji će pomoći svakom radniku da stekne nova znanja i vještine, a benefiti istog će biti prepoznati kako u mikro (radnom) okruženju, tako i na globalnom nivou unutar odgovarajućih radnih procesa Društva. Tokom 2022. godine implementirane su završne aktivnosti na uspostavljanju **BH Telecom Akademije** koja će za cilj imati uspostavljanje sistematizovanog obrazovanja kroz ciljane, kontinuirane i planske edukacije koristeći interne resurse društva. Osim navedenog, u prethodnoj godini je započet process nabavke pristupa online edukacijskim platformama i prepoznata potreba za održavanjem ove prakse u društvu.

Aware of the importance of employees for the company's success, BH Telecom has established a modern human resource management system as an integral part of its business strategy. By recognizing potential, investing in development, and rewarding our employees, we create a stimulating work environment that attracts and retains top talent.

Continuous employee development at BH Telecom Sarajevo is manifested through various forms of education, including formal, informal, and non-formal learning. This strategic initiative aligns with the company's mission, vision, and values, aiming to establish education as a mandatory component of the work process. The company places great emphasis on its employees, striving to develop processes that help each employee acquire new knowledge and skills. The benefits of this approach are recognized both at the micro (workplace) level and within the relevant company processes on a global scale.

In 2022, the final activities for establishing the **BH Telecom Academy** were implemented. The Academy aims to provide systematic education through targeted, continuous, and planned training, utilizing internal company resources. Additionally, in the previous year, the process of procuring access to online educational platforms was initiated, recognizing the need to sustain this practice within the company.



REALIZACIJA INVESTICIJSKIH AKTIVNOSTI

ZNAČAJNE KAPITALNE INVESTICIJE

Investiciona ulaganja u fiksnu mrežu

U toku 2022. godine nastavljena je realizacija projekta zamjene i modernizacije aktivne fiksne opreme (VDSL i GPON - optička tehnologija), kao i proširenje kapaciteta, a što će uključiti i zamjenu dijela terminalne opreme kod korisnika u cilju značajnog povećanja kapaciteta pristupne fiksne mreže kod korisnika, te migraciju govornog servisa sa TDM na IP tehnologiju. Migrirano je oko 127.000 voice i ISDN korisnika, a preostalo za migraciju oko 77.000 korisnika.

BH Telecom kontinuirano gradi širokopojasne optičke mreže u izvedbama FTTH (do stana), FTTB (do ulaza u zgradu), FTTC (do aktivne opreme koja je do 300 m od stambenih jedinica). Do kraja 2022. godine broj izgrađenih FTTH funkcionalnih optičkih niti je iznosio više od 100 hiljada, sa mogućnostima pristupnih brzina od više stotina Mbps. Krajem 2022. godine provedena je promotivno-prodajna akcija za migraciju i akviziranje korisnika na optičke mreže BH Telekoma. Da bi pristupne brzine bile podržane s kraja na kraj, tj. od korisnika do jezgra mreže, te prema međunarodnim čvorovima, potrebno je geografski, kapacitivno i funkcionalno širiti transportnu mrežu u segmentu DWDM mreže, IP/MPLS mreže (fronthaul, backhaul), kao i RR linkova. Ugovoreni su i pokrenuti projekti proširenja transportnih mreža, tako da kapacitivno mogu podržati sve zahtjevne servise i nadolazeću 5G mrežu. U toku 2023. godine će se realizirati projekat zamjene 40 DWDM čvorova novim koji su kapaciteta 100 Gbps i više.

Investiciona ulaganja u mobilnu mrežu

U toku 2022. godine nastavilo se sa širenjem mobilne radio mreže geografski i kapacitivno, te je ugovorena dalja implementacija LTE-A tehnologije u narednim godinama na postojećim i novim lokacijama, u skladu sa uslovima i obavezama Dozvole RAK-e, te planovima BH Telecom. Izgrađeno je novih 110 RAN lokacija, a LTE funkcionalnost je omogućena na 253 lokacije.

LTE-A služi i kao alternativna tehnologija za fiksni pristup Internetu na lokacijama na kojima BH Telecom nema izgrađenu fiksnu mrežu. Okončana je priprema i revizija investiciono-tehničke dokumentacije za uvođenje 5G tehnologije, te je inicirana izrada tenderske dokumentacije za nabavku 5G tehnologije po segmentima mreže za nabavku koja je planirana u toku 2023. godine.

Protekle godine BH Telecom je uložio značajna finansijska sredstva u proširenje i modernizaciju mreže i opreme koja se koristi za pružanje usluga. Finansijska realizacija investicija u 2022. godini iznosila je **90,3 miliona KM.**

Ostala investiciona ulaganja

U toku 2022. godine izvršena je modernizacija IPTV platforme, implementacija Android IPTV, te unapređenje korisničkog iskustva Moja TV usluge, a u narednom periodu će se poduzeti aktivnosti na unapređenju Moja Web TV aplikacije i usluge. Izvršeno je i proširenje Cloud platforme (vSAN Cloud) s implementacijom novih funkcionalnosti, što je posebno značajno za eksterne korisnike Cloud usluga BH Telecom.

Ugovorena su dva smart-parking rješenja u okviru aktivnosti BH Telekoma na realizaciji Smart City projekata. Implementirana je eSIM funkcionalnost u toku 2022. godine, što je komercijalno omogućeno korisnicima. U toku 2022. godine izvršena je implementacija usluge VoLTE (Voice over LTE) na segmentima radio mreže za značajno bolji kvalitet prenosa glasa putem 4G/LTE mobilne mreže, a komercijalizacija se očekuje u toku 2023. godine s prethodnim eksperimentalnim periodom rada usluge. Ova je usluga posebno zahtjevna s aspekta certificiranja velikog broja različitih mobilnih uređaja, što je započeto u 2022. godini, a nastavit će se i dalje.

U toku je realizacija projekta zamjene i modernizacije online charging sistema za prepaid korisnike, a i nabavka inovirane platforme za IN usluge i usluge dodatne vrijednosti za mobilne i fiksne korisnike BH Telecom mreže.

Završena je i revidovana investiciono-tehnička dokumentacija za izgradnju Modularnog Data Centra po Tier3 Uptime Institute zahtjevima održivosti i kontinuiteta poslovanja, koji je planiran za smještaj opreme BH Telecom, kolokaciju opreme kompanija koji imaju stroge zahtjeve po pitanju zaštite i održivosti podatkovnih sistema, te uopšte za pružanje Cloud/hosting usluga u značajno boljim okolišnim uslovima u odnosu na postojeće.

Sarajevo, maj 2023. godine



GENERALNI DIREKTOR
mr. **Sedin Kahriman**, dipl.ing.saob i kom.

INVESTMENTS ACTIVITIES

SIGNIFICANT CAPITAL INVESTMENTS

Investments in the fixed network

During 2022, the project of replacing and modernizing active fixed equipment (VDSL and GPON - optical technology) continued, along with capacity expansion. This included the replacement of a portion of terminal equipment at customer premises to significantly increase the capacity of the access fixed network. Approximately 127,000 voice and ISDN customers were migrated, with around 77,000 customers remaining for migration.

BH Telecom continues to build broadband optical networks in various implementations, including FTTH (Fiber to the Home), FTTB (Fiber to the Building), and FTTC (Fiber to the Cabinet) solutions. By the end of 2022, the number of deployed FTTH functional optical fibers exceeded 100,000, offering access speeds of several hundred Mbps. A promotional campaign was conducted at the end of 2022 to encourage customer migration and acquisition onto BH Telecom's optical networks. To support end-to-end access speeds, from customers to the network core and international nodes, it is necessary to geographically, capacity-wise, and functionally expand the transport network in the DWDM network segment, IP/MPLS network (fronthaul, backhaul), and RR links. Projects for expanding transport networks have been contracted and initiated to ensure the capacity to support increasingly demanding services and the upcoming 5G network. In 2023, the replacement of 40 DWDM nodes with new nodes with a capacity of 100 Gbps and higher will be implemented.

Investments in the mobile network

During 2022, the geographical and capacity expansion of the mobile radio network continued. Further implementation of LTE-A technology was contracted for existing and new locations in the coming years, in compliance with the conditions and obligations of the Communications Regulatory Agency (CRA) and BH Telecom's plans. A total of 110 new RAN locations were built, and LTE functionality was enabled at 253 locations.

LTE-A also serves as an alternative technology for fixed Internet access in areas where BH Telecom does not have a deployed fixed network. Preparations and technical documentation for the introduction of 5G technology have been completed, and the preparation of tender documentation for the procurement of 5G technology in network segments, planned for 2023, has been initiated.

Last year, BH Telecom invested significant financial resources in expanding and modernizing its network and equipment used for service provision. The financial realization of investments in 2022 amounted to **90.3 million KM.**

Other investments activities

During 2022, the IPTV platform was modernized, Android IPTV was implemented, and the customer experience of the MojaTV service was improved. In the future, activities will be undertaken to enhance the MojaWebTV application and service. The Cloud platform (vSAN Cloud) was expanded with the implementation of new functionalities, which is particularly significant for external customers of BH Telecom's Cloud services.

Two smart parking solutions were contracted as part of BH Telecom's activities in Smart City projects. The eSIM functionality was implemented during 2022, enabling commercial availability to customers. The implementation of the VoLTE (Voice over LTE) service on segments of the radio network was carried out in 2022, resulting in significantly better voice transmission quality over the 4G/LTE mobile network. Commercialization of the service is expected to take place in 2023, following a preliminary experimental period of service operation. This service poses particular challenges in terms of certifying a large number of different mobile devices, which began in 2022 and will continue.

The project to replace and modernize the online charging system for prepaid customers is currently underway, along with the procurement of an innovative platform for IN services and value-added services for mobile and fixed customers of the BH Telecom network.

The revised investment-technical documentation for the construction of a Modular Data Center, compliant with Tier3 Uptime Institute requirements for sustainability and business continuity, has been completed. The Data Center is planned to accommodate BH Telecom's equipment and collocate equipment for companies with stringent requirements regarding data system protection and sustainability. It will provide significantly better environmental conditions for the provision of Cloud/hosting services compared to the existing setup.

Sarajevo, June 2023



GENERAL MANAGER
Sedin Kahriman, Msc
Graduate Engineer of Traffic and Communications