

ANNUAL GENERAL MEETING

22 February 2019

EUROBAK FINANCIAL REPORT

Official Auditing Partner



Grant Thornton

An instinct for growth™

**Prepared for EUROBAK Annual General Meeting
22 February 2019
Almaty, Kazakhstan**

Balance Sheet

	Dec 31, 2018 (unaudited)	Dec 31, 2017	Dec 31, 2016
ASSETS			
Non-current assets			
Fixed and intangible assets	1,194	755	1,075
Current assets			
Cash at bank and on hand	105,259	93,195	90,879
Inventory	706	78	88
Short term accounts receivable	7,018	1,849	834
Other short term assets	2,574	4,949	3,732
Current tax assets	131	303	219
TOTAL ASSETS	116,882	101,129	96,827
LIABILITIES AND EQUITY			
Liabilities	4,870	11,296	15,425
Equity	112,012	89,833	81,402
TOTAL LIABILITIES AND EQUITY	116,882	101,129	96,827

Income statement

	Dec 31, 2018 (unaudited)	Dec 31, 2017	Dec 31, 2016
Turnover	156,958	164,774	160,422
Administrative expenses	(138,187)	(151,502)	(168,959)
Gain from exchange rate differences	14,967	6,748	(8,670)
Income tax expense		(2,247)	(73)
Total comprehensive (loss)/income	33,738	17,773	(17,280)

Balance on all EUROBAK accounts as of 22nd of February 2019

KZ308560000007042623 (USD) – **55 701.69 USD**

KZ418560000007042619 (KZT) – **13 975 754,05 KZT**

KZ5896502F0008947926 (EURO) – **55 333,98 EUR**

EUROBAK

ACTIVITY REPORT

9 February 2018 – 22 February 2019

Membership Report

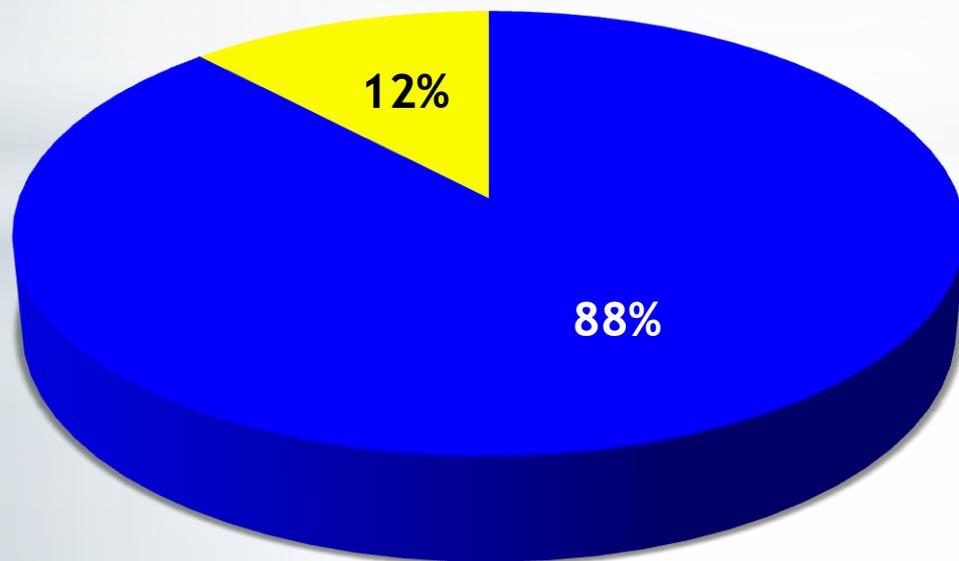
As of 22 February 2019

- 152** Companies including Honorary Members
- 33** Honorary Members
- 24** New Members

Sponsors: **12** companies

Partners: **47** companies

EUROBAK MEMBERS (by country)



- European and Multinational Companies
- Local Companies

EUROBAK MEMBERS (by sector/industry - 20)



Outlines:

- ✓ Chairman – Audris Barcevicius, President and CEO, Siemens Central Asia
- ✓ EUROBAK representatives meet with relevant Government representatives on regular basis
- ✓ 6th year of EUROBAK educational project “HR University of Practical Knowledge ”
- ✓ 4th year of EUROBAK “Marketing & PR University of Practical Knowledge”
- ✓ Close cooperation with Ministry of Investments and Development, Ministry of foreign affairs, Ministry of Justice, Ministry of Labor and Social protection of the population, Ministry of National Economy, Ministry of healthcare, Ministry of finance (State Revenue Committee, Customs Control Department and Tax Department), Ministry of Energy, National Bank, Parliament, Investment Ombudsman, Astana International Financial Center, Almaty Akimat (EUROBAK is a member of the Council on attracting investors and improving the investment climate of Almaty) and Astana Akimat.
- ✓ 6 acting working groups: Marketing & PR, HR, Tax, FMCG, Travel, Hospitality & MICE, PCA
- ✓ Launch of EUROBAK Loyalty Programme – free discount club for EUROBAK Members

Events 2018 in numbers:

✓ Business (meetings with Government Officials):	11 events, over 450 participants
✓ Sport:	2 events, over 400 participants
✓ Networking:	3 events, over 250 participants
✓ Special	3 events, over 250 participants
✓ Committees:	42 meetings, over 2000 participants
✓ Board of Directors:	6 meetings
✓ HR, Marketing & PR Universities	20 lectures
Total number:	87 events, over 3400 people

COMMITTEES

HR Committee

Activity Report

- **Executive Team**
 - Dinara Tanasheva, Chairperson of the Committee, Partner, Tax & Law Services Leader, EY Kazakhstan
 - Yuliya Yudina, HR Director of Chagala Group
 - Oktyabrina Murzagaliyeva, Senior Manager, People Advisory Services, EY Kazakhstan
 - Oleg Sirbu, Senior Consultant People and Organisation, PwC
- **Supervising Board Members**
 - Erlan Dosymbekov, Managing Partner for Kazakhstan and CA, EY Kazakhstan
 - Oleg Khanin, Chairman of the Board of Kommesk-Omir Insurance Company
- **Speakers**
 - Anara Jaikbayeva, HR Analyst of Air Astana
 - Victoria Gridneva, Consultant on HR practice, Antal Kazakhstan
 - Victoriya Trofimovich, Partner, ArborV
 - Anna Timofeyeva, HRD, ATF Bank
 - Ilmira Yuldasheva, Senior Associate, Dentons Kazakhstan
 - Oktyabrina Murzagaliyeva, Senior Manager, People Advisory Services, EY Kazakhstan
 - Damir Deminov, Senior Manager, People Advisory Services, EY Kazakhstan
 - Tatyana Mikhailovskaya, HR Director, Henkel
 - Oleg Khanin, Chairman of the board, Kommesk-Omir Insurance Company
 - Natalya Bekbatyrova, Human Capital Leader Eurasia, PwC
 - Oleg Sirbu, Senior Consultant People and Organisation, PwC
 - Roman Shchapov, Senior expert on the development of HR business applications, SAP
 - Goar Ananyan, representative of WOW!HR
 - Bulat Sadykov, business coach
 - Natalia Kurkchi, business coach
- **Events**
 - over 600 participants
 - 12 Committee meetings
- **Special Project - EUROBAK HR University**
 - Participants: 50 students from 10 Almaty Universities
 - Speakers: 10 HR Leaders from international and Kazakh companies

HR Committee



EUROBAK HR University



General partner:



Partners:



Good Food, Good Life



Policy & Corporate Affairs Committee Activity Report

- **Executive Team**

- Margulan Ospanov, Chairperson of the Committee, EUROBAK honorary advisor & representative in Astana
- Rashid Kabykayev, Specialist for Corporate Communications and Government Relations at BASF Central Asia
- Madina Alimbekova, Director of the Legal Department of RAMSTORE KAZAKHSTAN
- Lyazat Kopbayeva, Government Relations Manager of Takeda Kazakhstan

- **Supervising Board Member**

- Victoria Simonova, Partner at Dentons Kazakhstan

- **Events**

- over 450 participants
- 11 meetings with Government Officials
- 2 Committee meetings

- **Main Stakeholders**

- Prime Minister of RK
- Ministry of Investments and Development
- Ministry of healthcare
- Ministry of foreign affairs
- Parliament
- Akimat of Almaty
- Akimat of Astana
- Investment Committee of the Ministry of foreign affairs
- Astana International Financial Center

Policy & Corporate Affairs Committee



Tax Committee Activity Report

- **Executive Team**

- Doniyorbek Zulunov, Chairperson of the Committee, Partner, Tax & Law Services, EY Kazakhstan
- Lolita Zakirova, Chief Accountant, Imperial Tobacco Kazakhstan
- Yekaterina Zhgutova, Partner, SIGNUM Law Firm
- Tatiana Gorbacheva, Partner, Tax Services, Baker Tilly Qazaqstan

- **Supervising Board Member**

- Erlan Dosymbekov, Managing Partner for Kazakhstan and CA, EY Kazakhstan
- Assel Khairova, Partner, KPMG

- **Speakers**

- Igor Kolupayev, Advisor, Baker & McKenzie
- Tatiana Gorbacheva, Partner, Tax Services, Baker Tilly Qazaqstan
- Doniyorbek Zulunov, Partner, EY Kazakhstan
- Ainura Kazenova, EY, Senior Manager, Accounting Advisory
- Olga Pak, EY, Senior Tax Consultant
- Lolita Zakirova, Chief Accountant, Imperial Tobacco Kazakhstan
- Rustem Sadykov, Partner, KPMG
- Vyacheslav Sosnovsky, Director, KPMG
- Dana Tokmurzina, Director, Tax Department, PwC
- Elena Ryzhkova, Director, Legal Department, PwC
- Aigul Alimbayeva, Senior Manager, PwC
- Yekaterina Zhgutova, Partner, SIGNUM Law Firm
- Gabit Nurkenov, Chief Accountant, Tele2

- **Events**

- over 300 participants
- 7 Committees meetings

- **Main Stakeholders**

- Ministry of National economy
- Ministry of Finance of RK
- State Revenue Committee
- National Bank of RK
- Majilis of RK

Special events:

- Business Lunch with Daniyar Akishev, Governor of the National Bank of RK
- Round Table with Gulzhana Karagussova, Chairperson of the Finance and Budget Committee of the Majilis

Tax Committee



Marketing & PR Committee Activity Report

• Executive Team

- Assel Karaulova, Co-Chairperson on PR / Marketing & PR Committee, President at Kazakhstan Press Club / CEO, PG Communications
- Alexandra Shaposhnikova, Co-Chairperson on Marketing / Marketing & PR Committee, Corporate Communication Manager, Siemens Central Asia (resigned in November 2018)
- Gulmina Khairullayeva, Marketing Manager, Al Hilal Islamic Bank
- Alisher Kamilov, Marketing and Business Development Manager, Dentons Kazakhstan
- Nadira Berdali, PR Manager of Asia-Caucasus Cluster, Takeda Kazakhstan

• Supervising Board Member

- Ibrahim Canliel, CFO, Air Astana
- Olga Voronova, General Director, P&G

• Speakers

- Alexandra Shaposhnikova, Corporate Communication Manager, Siemens Central Asia
- Karlygash Rakhimova, Director Marketing KZ & CAS, Philip Morris Kazakhstan
- Natalya Eskova, Head of Communications, Kcell
- Assel Karaulova, President at Kazakhstan Press Club / CEO, PG Communications
- Aliya Seitova, Associate, Dentons
- Irina Khimchak, PR expert, Co-founder and Partner of communication group BeCentric

• Events

- over 350 participants
- 6 Committees meetings

Special events:

Master-class with IE Business school: Contagious: When Brands Go Viral

• Special Projects - EUROBAK Marketing & PR University of practical knowledge

Participants:

50 students from 10 Almaty Universities

Speakers:

10 Marketing & PR Leaders from international and Kazakh companies

Marketing & PR Committee



EUROBAK Marketing & PR University of Practical Knowledge



FMCG Committee

Activity Report

- **Executive Team**

- Chingiz Kaskeyev, Chairman of the Committee / Government Affairs and Regulation Director, Efes Kazakhstan
- Alima Issembayeva, Public Affairs Communications Director, Coca-Cola Icecek Kazakhstan
- Pavel Salikhov, Corporate Affairs Director, Mars Central Eurasia and Belarus
- Onder Kilic, Commercial Director, Ramstore Kazakhstan

- **Supervising Board Member**

Olga Voronova, General Director, P&G

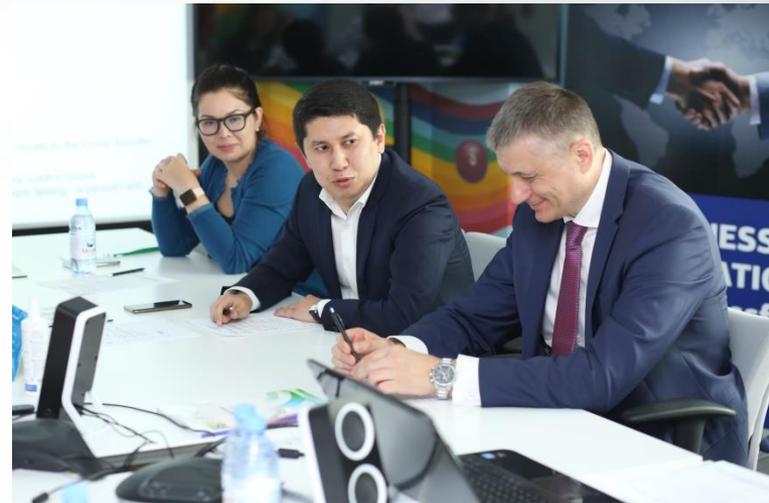
- **Events**

- over 70 participants
- 2 Committees meetings, 3 internal meetings of the executive team

Special events:

- Round table with Extended Producer Responsibility (EPR) Operator:
Svetlana Korotenko, General Director of EPR Operator
Sergei Yurcha, Executive Director of EPR Operator

FMCG Committee



Tourism, Hospitality & MICE Committee Activity Report

- **Executive Team**

- Ibrahim Canliel, Chairman of the Committee, Senior Vice President of Air Astana
- Oksana Serebrennikova, General Director, BCD Travel
- Viktoriya Karatsupa, Event Director, Iteca
- Antonio Joao Bettenkourt Henriques, Kazakhstan Partner, Eventos RC Europa S.L.

- **Supervising Board Member**

Ibrahim Canliel, CFO, Air Astana

- **Events**

- over 70 participants
- 2 Committees meetings, 2 internal meetings of the executive team

- **Speakers**

- Inessa Bugantseva, Director of passport and visa department, BCD Travel
- Yuliya Polynova, Business Development Manager, Lufthansa

Tourism, Hospitality & MICE Committee



SPORT EVENTS

15th EUROBAK Bowling Tournament

14 April, Cosmo Bowling, Almaty



Partners:



14th Mini Football Championship 8 September, Narxoz University, Almaty



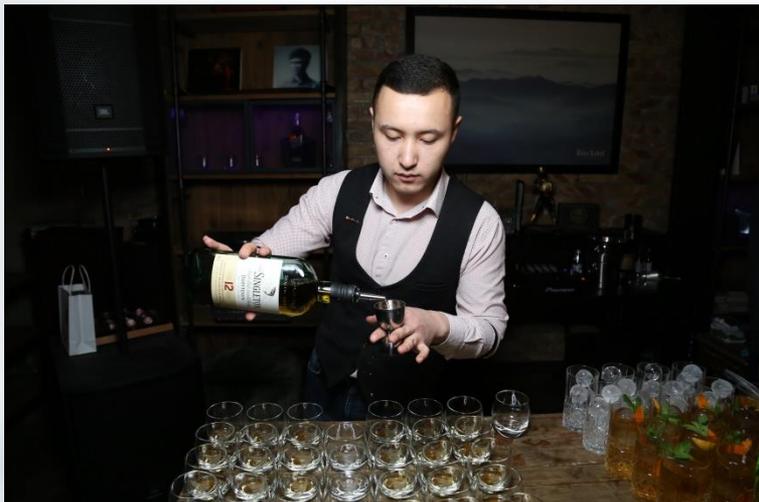
Partners:



NETWORKING EVENTS

Whiskey Night

12 April, Barmaglot Bar, Almaty



Partners:



Beer Night

21 June, Rahat Palace Hotel Almaty



Wine & Cheese Night

6 September, Holiday Inn Hotel, Almaty



Partners:



SPECIAL EVENTS

EUROBAK Talks with H.E. Pasquale D'Avino, Ambassador of Italy to Kazakhstan

8 November, Astana



Corporate Social Responsibility Award Ceremony 16 May, InterContinental Almaty



CEO Festive Dinner

8 December, InterContinental Almaty Hotel



Partners:



BUSINESS EVENTS

Round table with Eranl Khairov, Chairman of Investment Committee of the Ministry of Investments and Development of RK

26 February, Ramada Almaty



Round table with Kairat Kelimbetov, Governor of Astana Financial Center 6 April, Royal Tulip Almaty



Sponsor:

بنك الهلال
al hilal bank



Meeting with the Ministry of energy 4 May, Wyndham Astana



Meeting with Daniyar Akishev, Governor of the National Bank of RK 22 May, InterContinental Almaty



Round table with Asset Issekeshov, Akim of Astana 1 June, Astana Akimat



Round table with Minister of foreign affairs, Kairat Abdrakhmanov 12 June, InterContinental Almaty



Round table with Elzhan Birtanov, Minister of healthcare 18 June, The Ritz Carlton Astana



Sponsors:



Round table with Marat Beketayev, Minister of Justice

29 October, Hilton Astana



Meeting with representatives of AIFC Court and International Arbitration Center

29 November, Almaty



Partner: **Deloitte.**

Round Table with Gulzhana Karagussova, Chairperson of the Finance and Budget Committee of the Majilis

30 November, Royal Tulip Almaty



EUROBAK in 2019

EUROBAK Key Stakeholders in 2019

- Bakytzhan Sagintayev, Prime-Minister of RK
- Beibut Atankulov, Minister of Foreign Affairs
- Yerlan Turgumbayev, Minister of Internal Affairs
- Madina Abylkassymova, Minister of Labor and Social protection of the population
- Zhenis Kassymbek, Minister for Investments and Development
- Timur Suleimenov, Minister of National Economy
- Erlan Sagadiyev, Minister of Education and Science
- Marat Beketayev, Minister of Justice
- Kanat Bozumbayev, Minister of Energy
- Elzhan Birtanov, Minister of healthcare
- Bauyrzhan Baibek, Akim of Almaty
- Erlan Khairov, Chairman of Investment Committee of the Ministry of foreign affairs
- Ardak Tengebayev, Chairman of State Revenue Committee of the Ministry of Finance
- Daniyar Akishev, Governor of the National Bank
- Gulzhana Karagussova, Chairperson of the Finance and Budget Committee of the Majilis
- Kairat Kelimbetov, Governor of Astana Financial Center
- Zhakip Asanov, Chairman of the Supreme Court of RK

Main Business Events in 2019

- Forums with Government Officials
- CEO Business Lunch
- CFO Business Lunch
- EUROBAK Talks

Networking & Special Events in 2019

- Beer Night
June
- Family BBQ Event
September
- EUROBAK Award Ceremony
November
- Whiskey Night
November
- CEO Festive Dinner
December

Sport Events in 2019

- Bowling Tournament
Almaty. April
- Mini Football Championship
Almaty. September

Partners of EUROBAK Loyalty Programme

51

2019

15

Restaurants, bars

6

Hotels

9

Sport, fitness

6

Education

15

Other



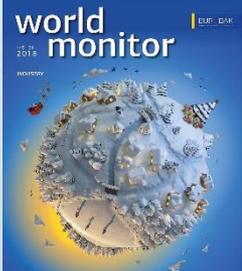
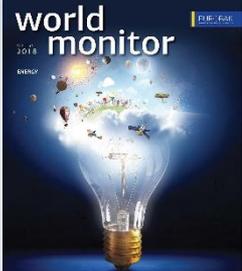
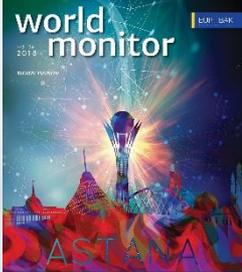
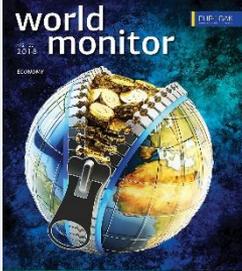
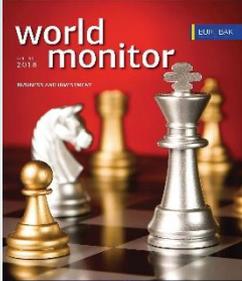
1170

cards issued in 2019

5000

cards in process

- 5 issues in 2018
- Number of copies printed almost 15 000
- Over 350 000 EUROBAK dedicated pages printed
- The magazine has been delivered by Direct Delivery during the year to all Kazakhstan regions: direct delivery to the top managers desks; to ministries of RK & Embassies; to hotels; to international exhibitions and conferences; to EUROBAK Members; on board delivery; E-version of the magazine sent worldwide, available on all electronic devices, each issue is viewed by 9000+ readers
- World Monitor page in Facebook, posts are viewed by over 40 000 people



Implemented in 2018

- New Business Sections: EUROBAK Ambassador talks, EUROBAK Executive Talks, Invest in Kazakhstan, Additional content section, Videos (addresses, video adds, videos of the meetings), Art, Books corner, Cars, Luxury sections, Trend Locator, Sports, Reports from meetings with Prime Minister and Committee's Chairpersons, Social Responsibility,
- Rebranded layouts of sections and covers;
- World Monitor is available on all electronic devices and platforms;
- The magazine is information partner of EUROBAK Social Responsibility Award Ceremony 2018.

Plans for 2019

- Further development of the EUROBAK Ambassador Talks, EUROBAK Executive Talks, Section “Invest in Kazakhstan”, informing about projects that require investments;
- Further development of contents;
- Upgrade of online version: further development of additional e-content: analytics, special sections, blogs, insert of interactive materials;
- Update of layouts.

Special gratitude to our Sponsors 2018:



Special gratitude to our Partners in 2018



THANK YOU

**FOR BEING WITH US AND YOUR
CONTRIBUTION**

to our joint success!