



TIM SA Strategy

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Strategy 2019-2021



Building value for shareholders:

- Revenues > 1 billion PLN, and
- EBITDA margin > 3,6% by 2021 r.

**Trade in electrotechnical materials
in the hybrid model**

**Goal: Average annual revenue growth of
+ 5% above inflation**

1. Increasing Market Share
2. Increasing efficiency and profitability
3. Increasing of TIM brand awarness

**Alternative trading models of
technical materials**

**Goal: up to 2021 above 10% trading generated through alternative
models**

1. Dropshipping
2. Trading in the model B2B2C
3. Marketplace

Efficiency, agility and safety

E-commerce / IT

Stable financing and profitability growth

HR/Organizational Culture

Logistics

Advanced business analytics

Optimization, automation i robotization of processes

Year 2021:

- ▶ Sales revenue 1,25 billion PLN,
- ▶ EBITDA margin 8,7%

SALES

- Increase in Sales Revenue from **753 million to 1,25 billion PLN, per employee from 5,2 million to 8,3 million PLN** due to handling over 50 thousand clients annually.
- Specialization: **Industry and Energy Efficiency**
- Sales in Alternative Sales Channels close to **9%**.
- Number of personalized contacts with clients: close to **250 000** (tasks in CRM).

MARKETING

- Increase in VisibilityTIM.pl (top10 **+40%**, **SEO participation in Sales 31%**).
- Effectiveness in getting traffic and sales while maintaining the budget (income **+65%**, **UU +41%**).
- **Personalization Mechanisms** supporting getting and retaining of customers
- Community *Łączy nas napięcie (Voltage connects us)*: **6300 registered** / 1600 questions/ 12 000 answers

TECHNOLOGY

- Inputs: **15 million PLN**.
- Development of strategic IT competencies **within the organization**.
- Improving e-commerce and IT ecosystems
- **Digitalization i automatization of the sales processes**

PURCHASES/ LOGISTICS

- Quality improvement system in cooperation with suppliers.
- Automatization and robotization of sales processes – increase in the share of processed orders automatically from 50% to **84%**.
- Dynamic scaling of logistics – stock of goods in the warehouse greater by **48%**, **scale of goods receipt operation by 164%**.
- Over **1 million shipments** realized in 2021 / (97% deliveries in 24h).

HR / FINANCE

- eNPS – **41 points**
- Process optimization, **automatization and robotization**,
- Lowering the share of operating costs in revenues by **2.5 pp**.
- During the term of the strategy, TIM paid over **PLN 93 million in dividends**,
- Total rate of return for shareholders: **574%**.



Market and Organizational Context



76%

European companies operating in B2B expect at least a stable increase in sales 2022²

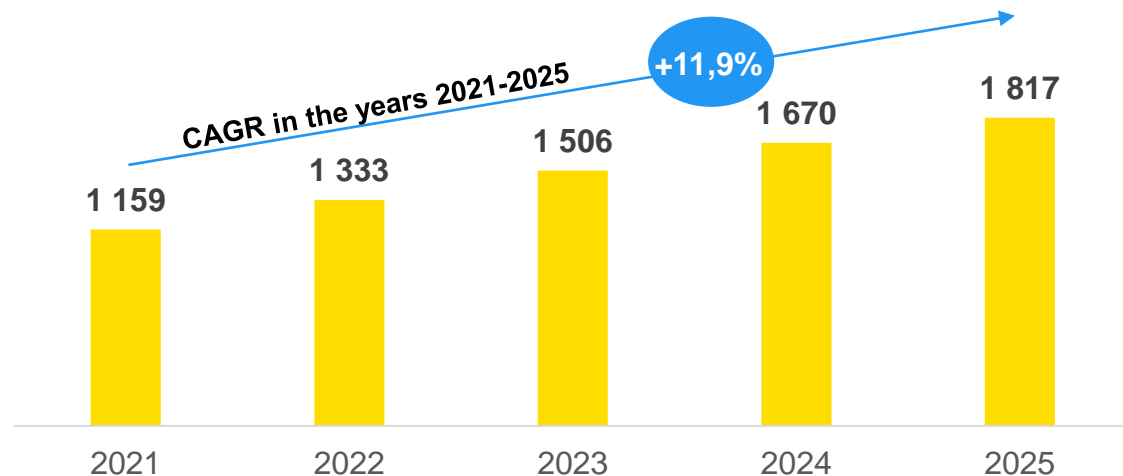
80%

The Z-generation in the US uses cell phones to place e-commerce orders B2B²

92%

of world users utilize the internet via cel phones²

E-commerce Turnover Forecast B2B in Europe (in billionsUSD)²



30,6%

of Poles buy something online each week via their smartphone¹

2 godz. 58 min

is the duration of time users in Poland spend on average online and on their smartphones. World average is 3 hours and 43 min¹

(e)(m)commerce B2B a factor of long-term growth

B2B –in perspective of 5 to 10 years internet pages dedicated for B2C users and for B2B users will be difficult to distinguish.²



eNPS
(employee Net Promoter Score)

41 pts

> 170 initiatives
In the Bank of Ideas

78% employees
have a positive attitude towards
change



**PROVIDING PROFESSIONALS
WITH ELECTRICAL
ENGINEERING SUPPLIES**



Providing professionals with electrical engineering supplies

Strategy TIM | 2022



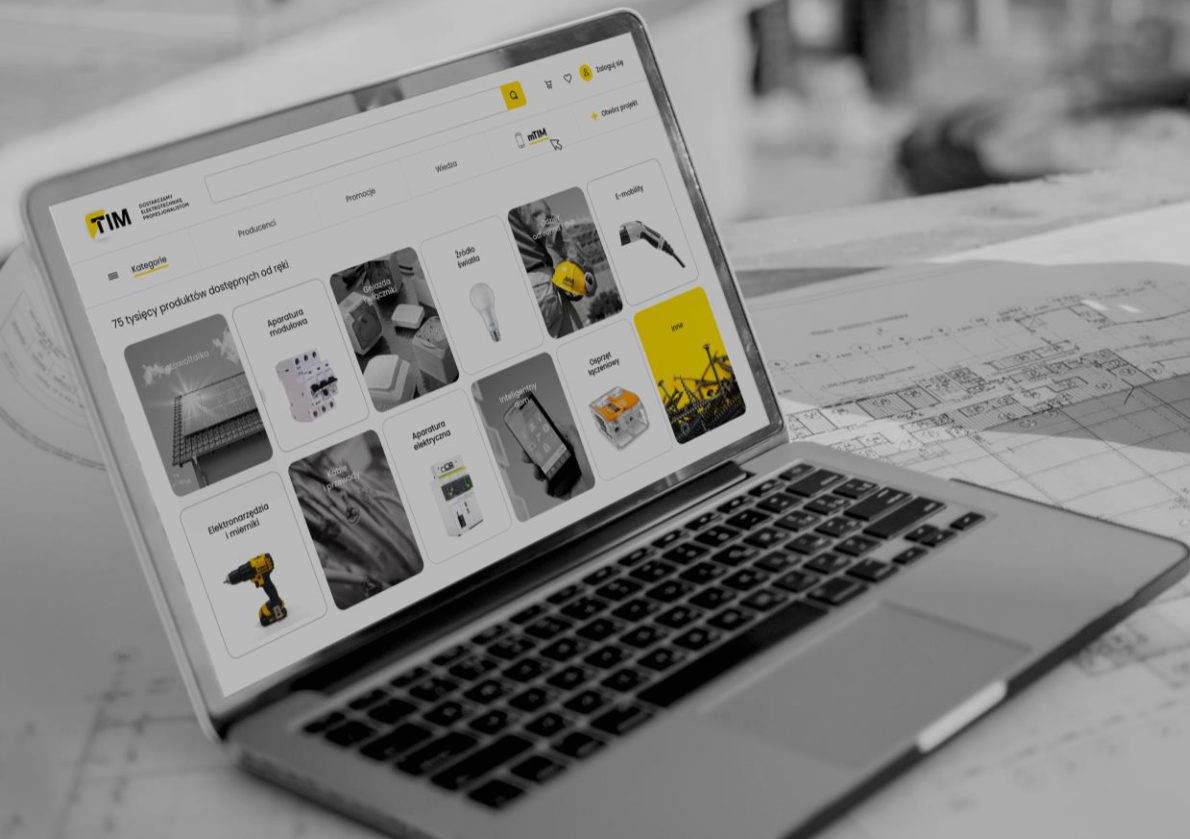
E-COMMERCE DEVELOPMENT B2B

Our B2B e-commerce platform saves professional's valuable time

Convenient 24/7 access to TIM's full product assortment and deliveries to anywhere are just a few reasons why more companies decide to shop via e-commerce

Who are we?

TIM.PL is an e-commerce platform for industry professionals.



Who are we?

**We are a leader in
electrical
engineering
supplies
distribution.**





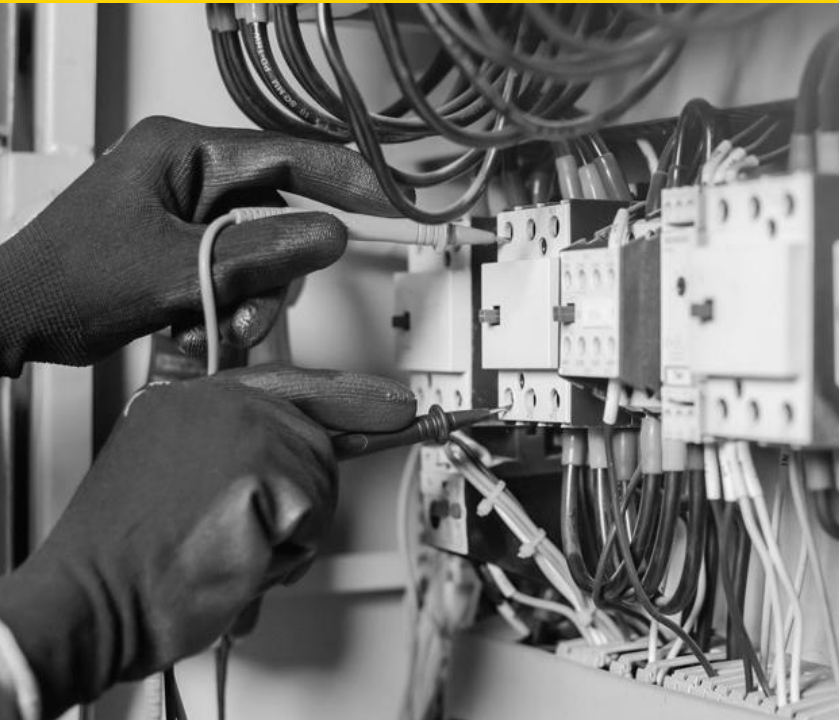
MISSION

To make professionals' jobs easier.

We provide pros with everything they need – we're always on time and always offer good prices.

OUR AMBITION

To delight consumers with a fast and easy shopping experience, and be a first-choice supplier for busy professionals.



VALUE PROPOSITION

„At TIM ordering is easy, the wait time is short and you always get everything you need: product, help and expert knowledge“.



Our strategy:

01
**Center for
electrical engineering
supplies**

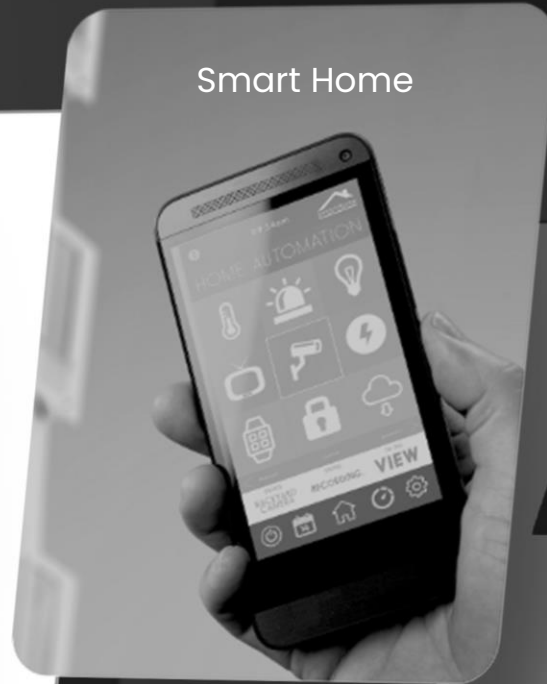
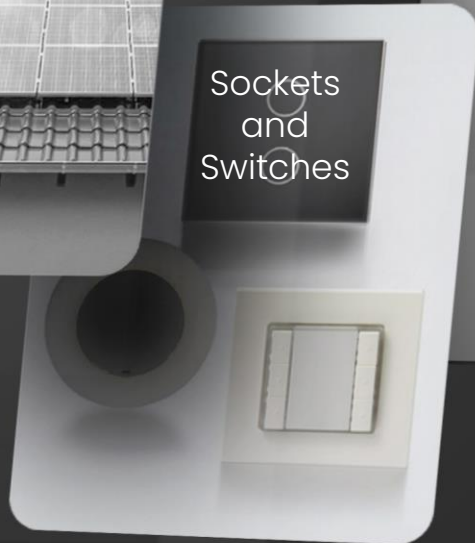
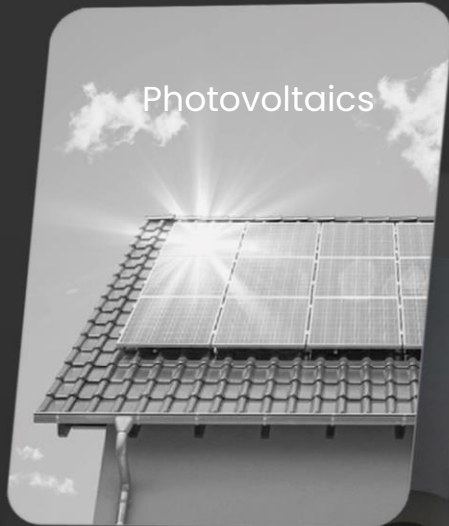
02
**Shopping at TIM
is a pleasure**

03
**Always
at hand**

04
**TIM is
a team**

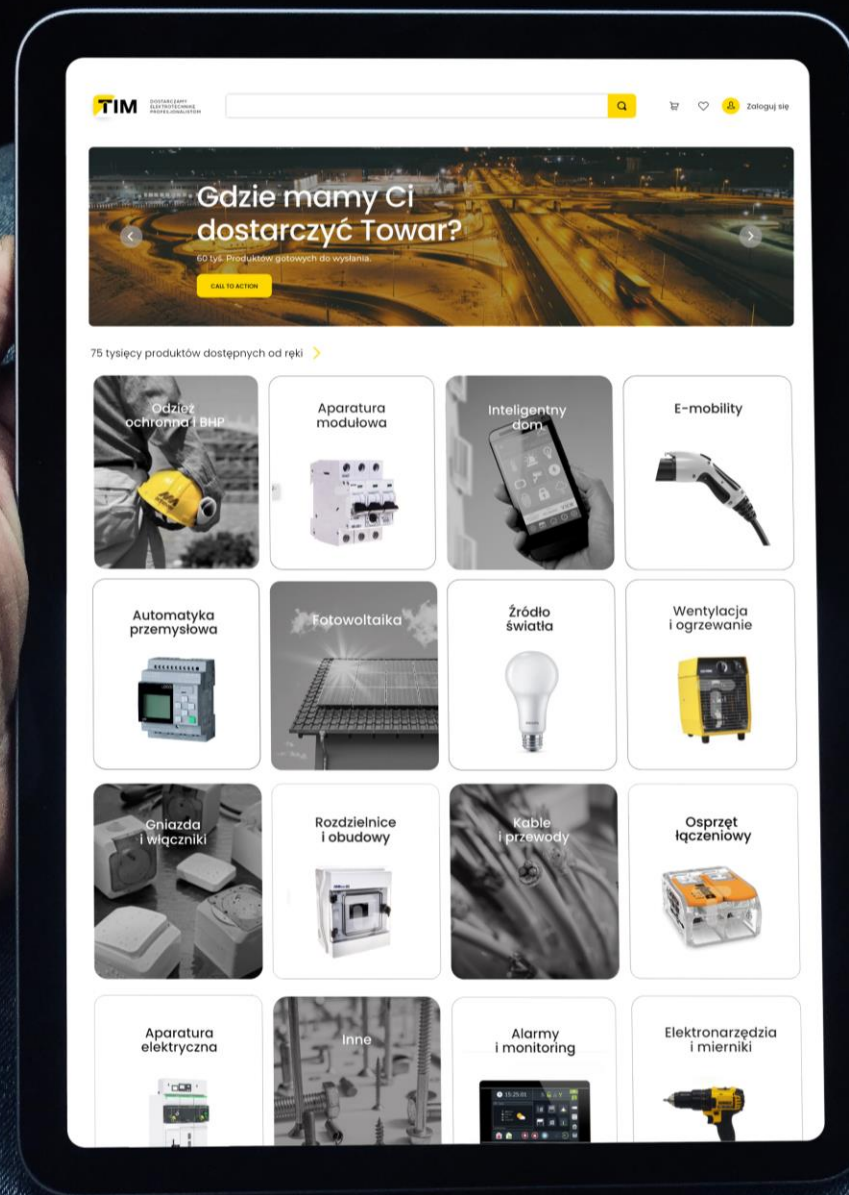
01

Center for electrical engineering supplies



TIM.PL offers the biggest assortment of products, available right away at attractive prices.

75 thousand products available in 24hrs – with scheduled delivery straight to the company’s headquarters, construction-site or a parcel locker.



**We know electrical supplies.
TIM.PL is a platform for expert knowledge sharing,
#Łączy nas napięcie (#Voltage connects us) is the largest online community of
electrical engineering specialists.**



Łączy nas
napięcie

ZALOGUJ

ZADAJ PYTANIE



Masz pytanie techniczne,
które powoduje u Ciebie napięcie?

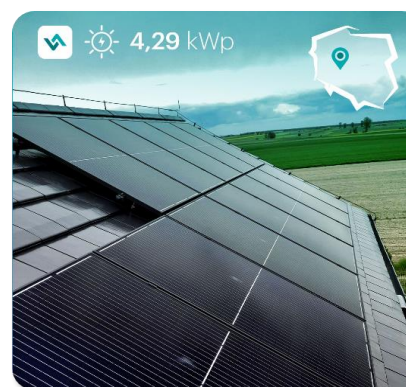
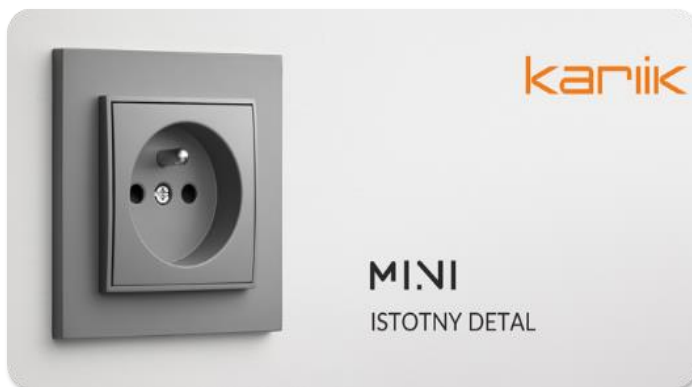
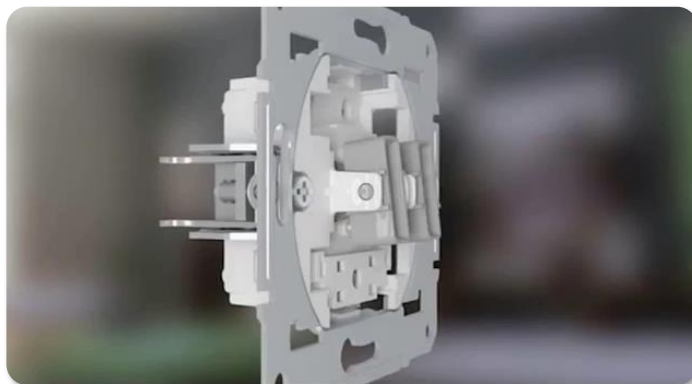
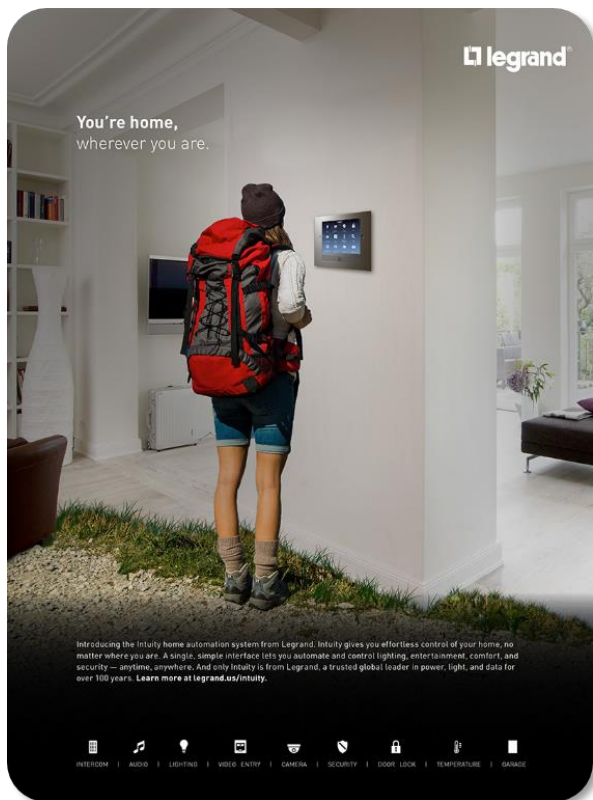
Dobrze trafiłeś! Ta społeczność jest po to, by odpowiadać na takie pytania i rozwiązywać wszelkie problemy związane z prądem. Czasem idąc pod prąd utartym schematom. Gotowy?

Wyszukaj pytania



At TIM you can discover latest trends and product launches.

Content (products & information) is presented in a legible and visually attractive way.



02

Shopping at TIM.PL
is a pleasure.



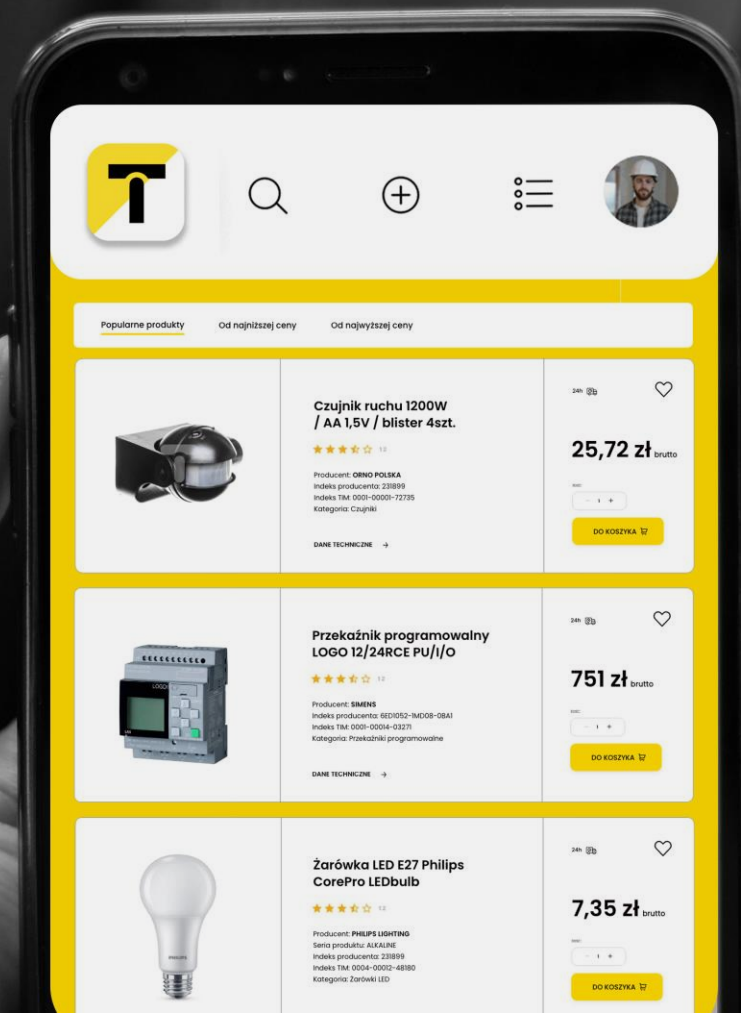
We know our
customers

We are actively working to understand the needs of our
customers on a deeper level.

TIM.PL informs customers about what they need at a
given moment. We only focus on what is relevant.

Thanks to this we help save professionals' time and
help them focus on what is important.

The more you buy, the more you gain. Every customer at TIM.PL is offered individual prices.



03

Always on hand



TIM is an intelligent assistant.

- Sends prompt notifications and reminders
- Allows order tracking invoicing and easier project management
- Encourages order placement ahead of time to ensure timely delivery of materials.



04

TIM is a team.





**We have a start-up
mentality, we thrive in a
culture of innovation**

Every employee influences TIM's future development.

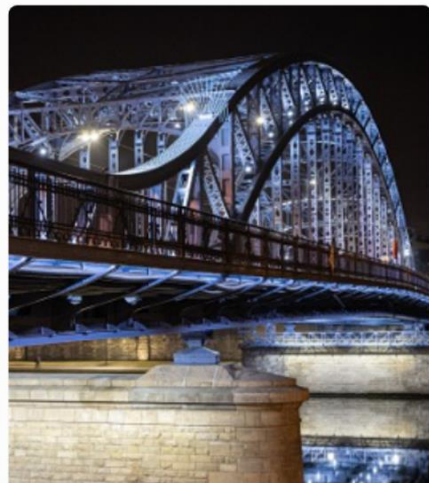
People are the key to our success.



We are always team players

CONSTRUCTION INDUSTRY

Our Partners' Realizations



Construction

Most Piłsudskiego Kraków

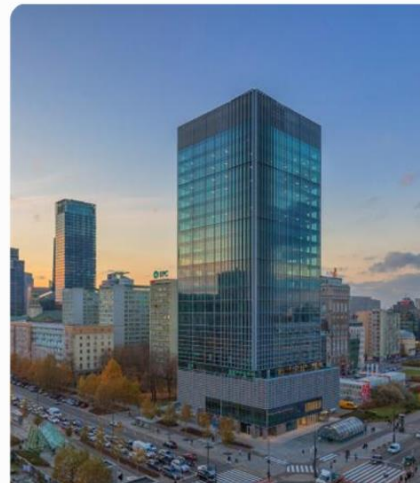
[Zobacz projekt →](#)



Construction

Sky Sawa Warszawa

[Zobacz projekt →](#)



Construction

Central Point Warszawa

[Zobacz projekt →](#)

We help as a team.


We are socially responsible and get involved in the life of the local community.



OUR STRATEGY:

"At TIM ordering is easy, the wait time is short and you always get everything that you need: products, assistance and expert knowledge."


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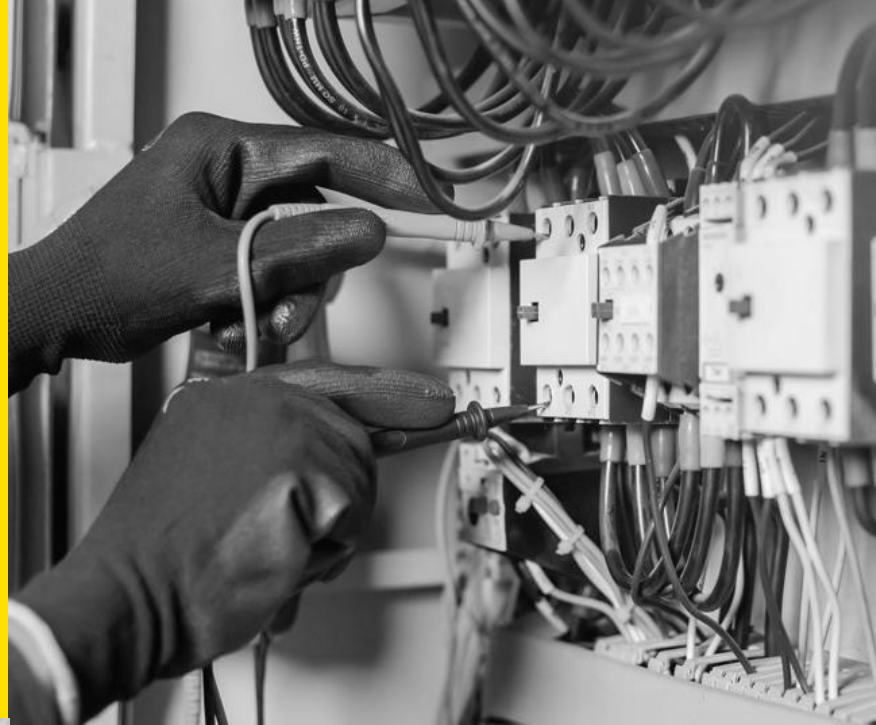


04
**TIM is a
team**



FINANCIAL GOALS BY 2026

1. Sales Revenue for TIM S.A. > 3 billion PLN
2. EBITDA TIM S.A. > 250 million PLN



**Specialist
Knowledge/
- Always on
hand, always
accessible.
Rich content.**



**#Voltage connects
us – an online
community of
specialists.**



Personalization and marketing automation



New e-commerce ecosystem architecture.



Redefining mobility



Customer service portfolio development



Business and personal development. Effectiveness and creating the future together.



**TIM pro 2022.
Responsibly and locally
as a team.**





PROVIDING PROFESSIONALS
WITH ELECTRICAL
ENGINEERING SUPPLIES



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