

2017 and beyond.....

HLBI member firms in Poland:



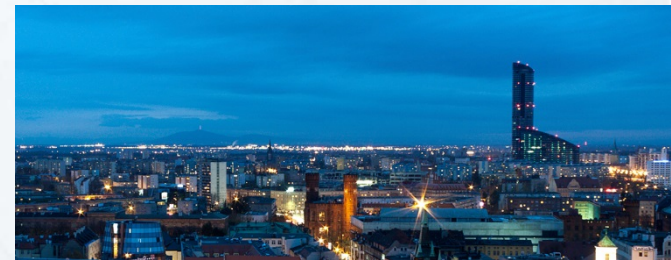
HLBI European Planning Meeting (Madrid, Spain) - Friday 13th January, 2017

Who we are?

HLB Poland's member firms are experts in the following fields - Accounting & Payroll, Auditing, Tax Advisory & Legal Services, HR, Business Services & Consulting, Corporate Finance, Due Diligence, Training, Analysis, Banking Advisory including work-out restructuring, and much more.

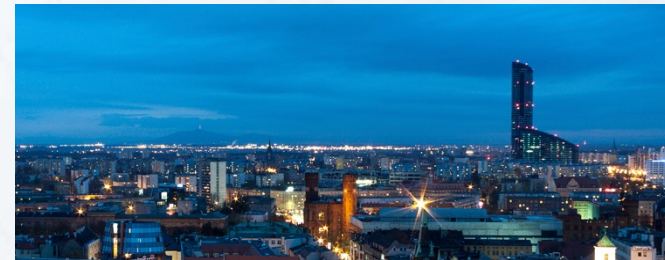
HLB Poland, through its member firms offer these services throughout Poland. Each member firm stays a leader in its local marketplace, with recognised expertise advising key sectors of the Polish economy.

Thinking Global, Acting Local.



(cont.) Who we are?

- HLB Poland member firms are dedicated to providing top-tier advisory services to clients looking to do business in Poland and abroad. Members deliver these services which are provided with a fully developed, sophisticated range of technical IT solutions.
- Complementary services mean members can work together to meet all client needs.
- A comprehensively spread across Poland gives smooth direct access to partners for potential clients.
- Regardless of size or location, the service offering mentioned previously would ensure delivery of resources for a specific project.
- Strength in diversity, with different backgrounds and expertise HLB Poland member firms come up to present a holistic service offering greater than the sum of its parts.
- The HLB International 'Global Care' approach supports member firm clients wanting to expand outside their own territory, as well as those operating internationally.



Achievements

Marketing &
Branding

Plans, Priorities
& Challenges

Geographical
Coverage

What happened in 2016...

Achievements

getsix® achieved Microsoft Partner status for Microsoft Dynamics NAV 2016 - this involved Silver Hosting, Silver Enterprise Resource Planning and Silver Midmarket Solution Provider, this of course further enhances our offering.

Creation by Polish HLB each member company of a network of affiliated, complementary advisory companies to get access to a broader network of final clients, and to receive valuable tax and legal opinions and expertise. Which can be commonly shared over the social media channels, win-win for everybody, as the 'buzz' increases along with the HLB brand, thus kept on the radar screen of the Polish business community permanently.

Microsoft Partner

Microsoft Dynamics NAV
Silver Hosting
Silver Enterprise Resource Planning
Silver Midmarket Solution Provider

Showcase projects with HLB Inbound & Outbound

RETAIL COMPANY

getsix® completed in 2016 its' flagship project under the amavat® brand in collaboration with HLBI member firms from 8 other additional countries, where Amazon fulfilment operates, each having dedicated 'Account Managers' in place. With this kind of project HLBI can compete with the BIG4 and all other competitors who already have a pan-European approach in place, keeping clients in the HLBI network and winning over new ones. Thus, perspectives of heaving additional fee-volume on the group level are significant.

GERMAN INSURANCE GIANT

In mid-December 2016, getsix® received a complex pre-qualification RFP from a German insurance giant looking for a partner accompanying a planned greenfield project in Eastern Germany/Poland. Despite tight timeframe for delivery (one week), getsix® succeeded in getting HLB Dr. Schumacher Leipzig into the mini-consortia for the German part of the deal. Together the papers for the RFP were delivered well ahead of the deadline stated, result of collaboration partner chosen will be announced by German insurance giant in the first weeks of 2017. Envisaged fee volume exceeding over EUR 100k.

(cont.) Showcase projects with HLB Inbound & Outbound

POLISH AIRPORT SERVICE LOGISTICS PROVIDER

On the 3rd January, 2017, getsix® activated an old sleeping high-level contact by which a greenfield investment project in Germany might be supported by the HLB partner on the spot. Due to confidentiality, at this stage, no more information can be provided, as the RFP is still in progress.

GENERAL REMARKS

THERE IS A POLAND INBOUND MARKET, BUT UNDENIABLE AND CLEARLY ALSO A VISIBLE TREND THAT OUTBOUND TRAFFIC CAN ALSO BE CAPTURED, BASED ON CREATIVE MARKETING - SEE NEXT SLIDE.

What happened in 2016...

Marketing & Branding

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Completion of the most comprehensive 'Doing Business In' booklet (78 pages), visible in the correct places i.e. HLBI website, HLB Poland website and getsix.eu. Booklet also showcased in all social media channels, along with a superb HBLI promotion.

amavat+ Europe
a joint initiative by member firms of
HLB International



What we all should do...

Marketing & Branding

All HLBI collective marketing work, creative intelligence and member firm marketing will directly increase the recognition of the HLBI brand in Poland, and worldwide. This will create better visibility, which in turn means more direct enquiries, which will involve more offers, boiling down to the creation of much more outbound business into the HLBI member family network.

Plans for 2017

Plans

Regular meetings within Polish member firms to create a common market and client centric approach

Tightening of relations with HLB partners abroad

Climbing the rankings within relevant sectors in audit and outsourcing of Financial and HR/Payroll accounting

Further strengthening of promoting HLBI brand through PR & Social Media activities, including HLB Poland website

Targeting clients running cross-country operations, amongst others, in corporate finance and M&A

Creating a proven file of 'Success Story' credentials

Priorities for 2017

Priorities

Audit & Assurance

Developing new business lines and services; focus for existing clients on VAT compliance, Transfer Pricing, Accounting policy compliance

Outsourcing

To stay one of the leading one-stop-shop alliances for foreign investment in Poland, focusing also on Polish capital going abroad

Challenges in 2017

Challenges

Audit & Assurance

- Decreasing audit fees
- Increased market pressure from BIG4 companies
- Changes to audit regulations increasing responsibility with lower fees

Outsourcing

- To further professionalise the access to foreign investors planning their foray into the Polish marketplace
- Strengthen getsix Group services and brand awareness internationally to member firms
- Creating joint product alliances across the HLB Poland network

Rankings within Poland - HLB M2 & getsix Group

No. **1**

Tax advisory - small firms

No. **5**

Auditors of listed companies - NewConnect

No. **6**

General position in the Accounting & Auditing firms ranking

No. **11**

Auditors of listed companies - Warsaw Stock Exchange

No. **13**

General position in the Audit firms ranking

Geographical Coverage

Locations within Poland:

- Bydgoszcz
- Czersk (*Pomerania region*)
- Gdańsk (2017)
- Katowice
- Kraków
- Leszno
- Poznań
- Szczecin
- Warszawa
- Wrocław
- Zielona Góra



Any questions? Any comments?

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