



PRIME HOLDING

Product Development & Consulting

PREMIUM SOFTWARE DEVELOPMENT COMPANY

History

— **Programista;**
June of 2013

— **SBND Technologies**
August of 2015

— **APT Systems**
July of 2016

— **Prime Holding**
June of 2015

— **Prime Software**
October 2016

— **Prime Labs**
November 2018

500 +

Projects delivered for clients in USA and UK

250 +

Employees

19

years in business

7

offices

HOW CAN WE HELP?

> Scale

- ◇ Scale your product team on demand, without lengthy, risky and expensive hiring process
- ◇ Get an R&D team that delivers, and let us handle process and details

> Expertise

- ◇ Implement projects that require special skill sets, outside your current domain
- ◇ Full spectrum of talent: Architects, Developers, QAs, Designers, UX specialists, Product Owners
- ◇ Special areas of expertise: Fintech, Blockchain, Networking, HR

> Partnership

- ◇ Long term relationship
- ◇ Agile cooperation



METHODOLOGIES

- All project managers are trained in following methodologies

- ◇ **Scrum**
- ◇ **Kanban**
- ◇ **Waterfall**

- All team members

- ◇ **Have passed Agile training**
- ◇ **Teams adopt to your preferred methodology**





SUCCESS WITH REMOTE TEAMS

- Experienced in working for remote clients
- High-speed broadband, large screen TVs and multitude of communication platforms allow for effective remote collaboration
- Flexible working hours to compensate for time difference
- On-site visits by solution architects and/or team members
- State-of-the-art IT infrastructure and security measures
 - On site code hosting
 - Secure VPN
 - Dynamic isolation
 - Juniper Firewalls
 - Security audit possible at any time

ABOUT BULGARIA

➤ Industry employs over

◆ **40,000
software engineers**

➤ Companies with development
centers in Bulgaria

◆ **HP, SAP, VMWare, Cisco**

➤ Companies with development
centers in Bulgaria

◆ **Flights with over
25 airlines**

➤ Convenient for both US and EMEA

◆ **EET time zone**





TEAMS & PROJECTS

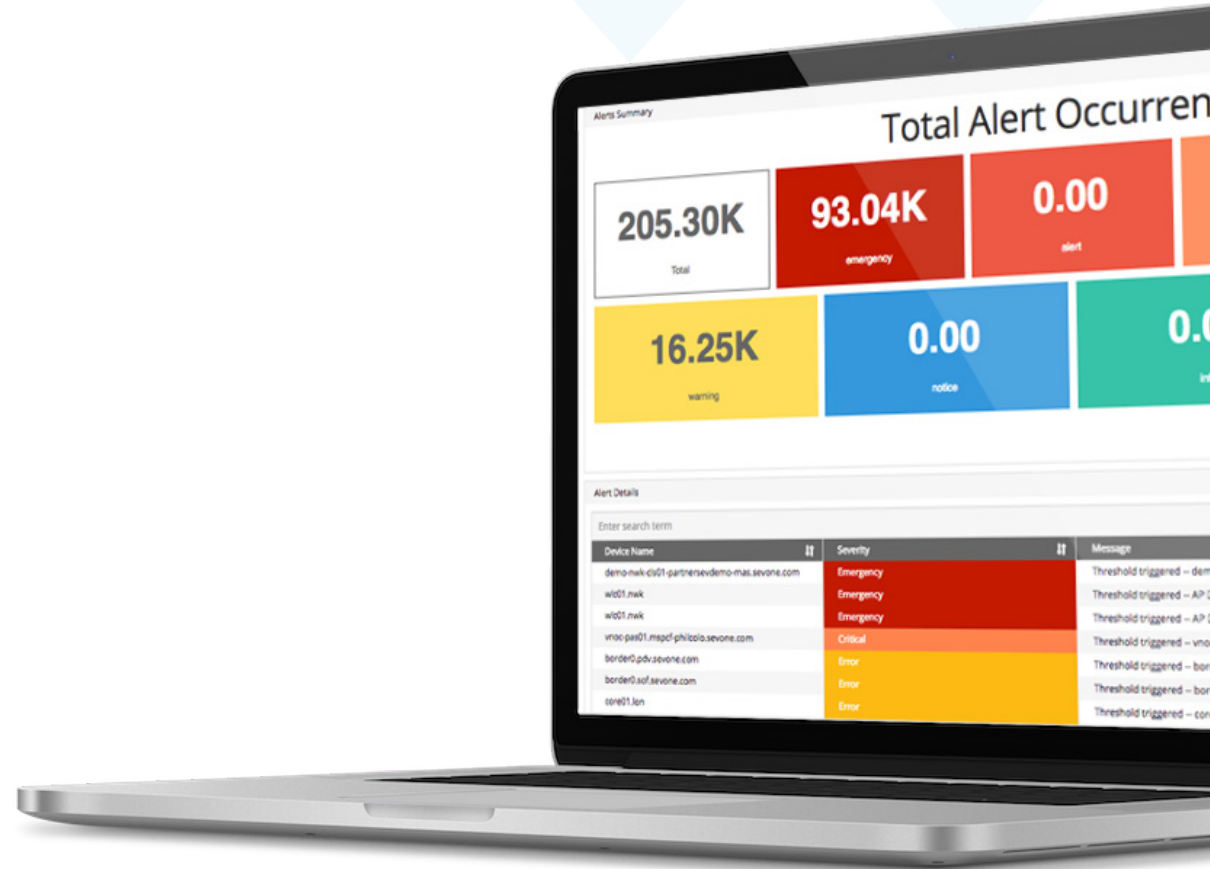


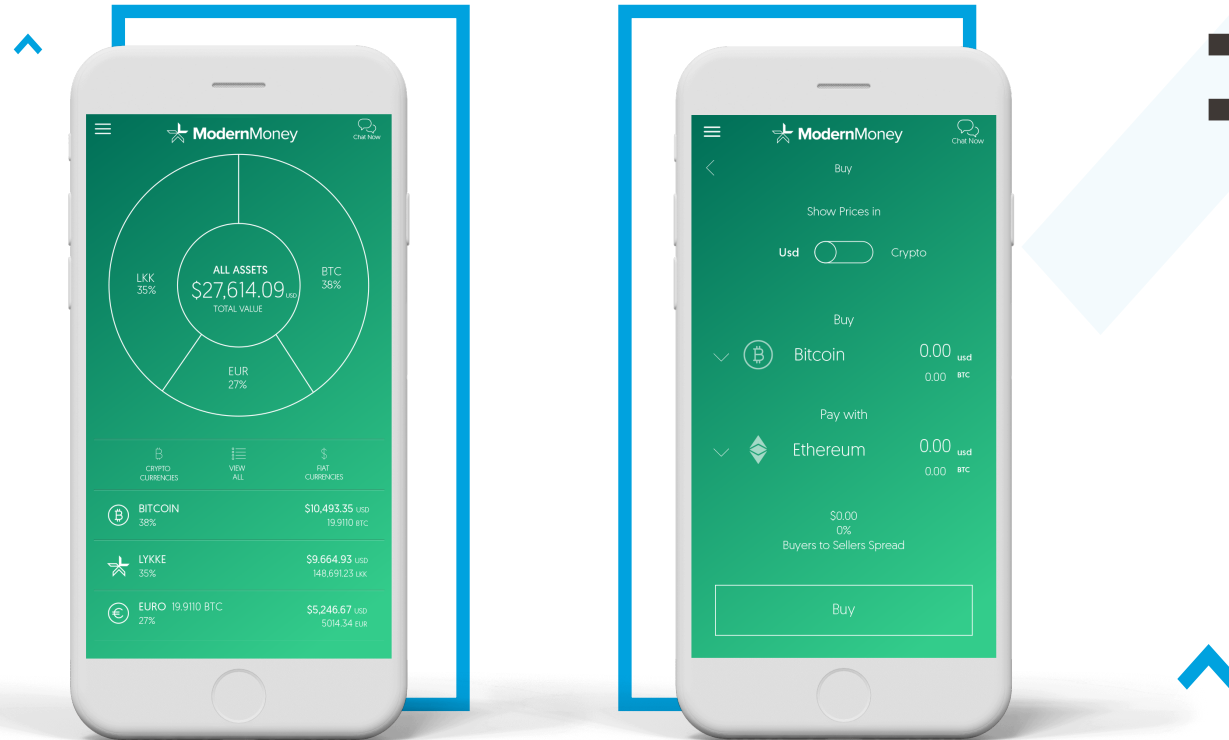
Computer Networking, Boston, USA

SevOne

Leading digital infrastructure management company

- ◇ Built a development division with 17 teams and more than 100 engineers for less than 1.5 years
- ◇ Assisted with a broad range of services such as Software Development, Product Management and Consultancy
- ◇ Built a revenue generating Professional Services department providing customizations to enterprise clients
- ◇ Built and trained a specialized highly technical support team helping new clients with all problems





Financial Services, Zug, Switzerland

Modern Money

Cryptocurrency exchange building a global marketplace

- ◆ Built a team of 25 engineers in under 6 months
- ◆ Developing multiple products including Personal finance application, Algorithmic trading platform, Natural capital investment applications etc.



- ◆ Helped B2B department attract new partners to use the main platform
- ◆ Helped with the creation of white-labelling strategy and client's expansion
- ◆ Introduced QA Automation framework improving release cycles and overall product quality



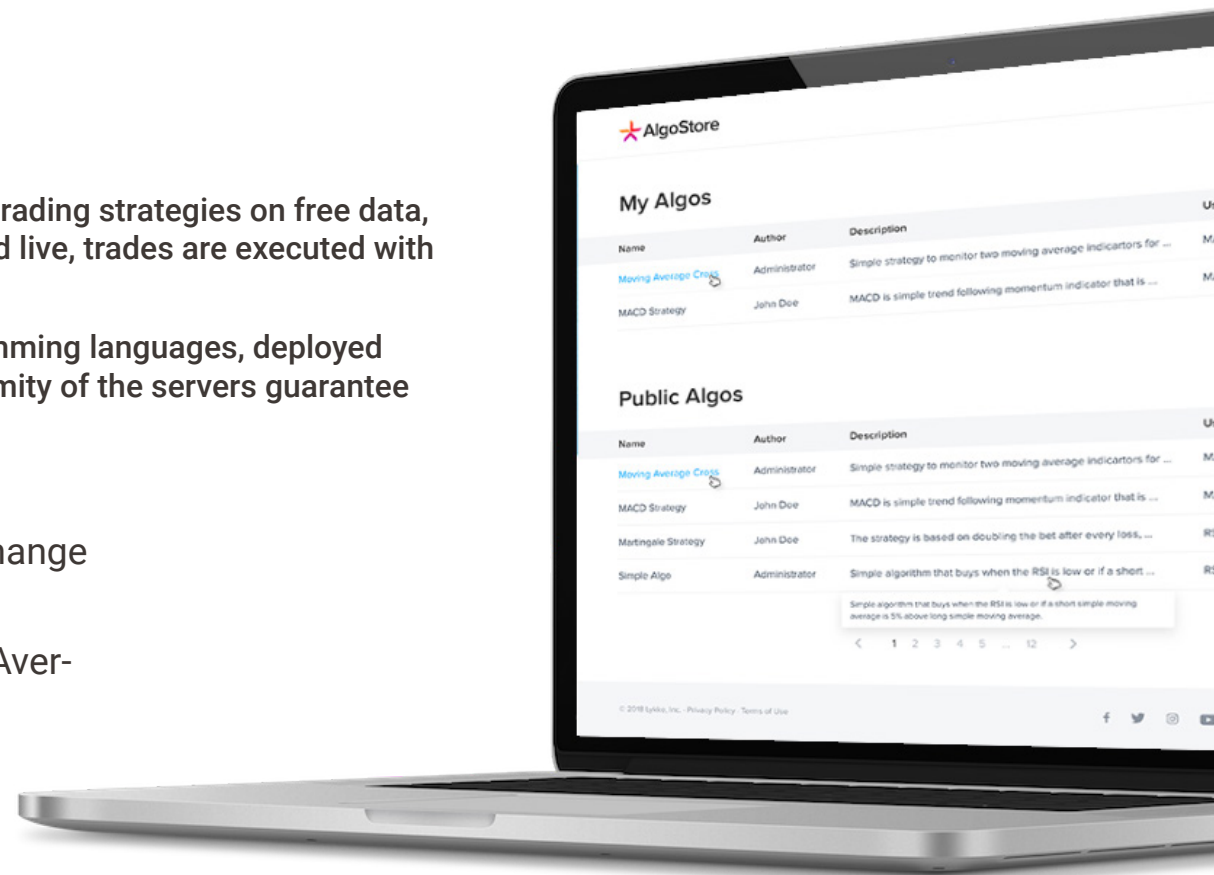
Financial Services, Zug, Switzerland

AlgoStore

The platform allows customers to design and test their trading strategies on free data, simulating historical market movements. When deployed live, trades are executed with real funds available in the customers' accounts.

Each strategy can be written in several different programming languages, deployed and managed separately. The design and physical proximity of the servers guarantee minimal reaction times and supreme performance.

- ◇ Running example trading Algos
- ◇ Direct execution of buy/sell orders at the exchange
- ◇ Moving Average Cross Algo - using short Simple Moving Average, long Simple Moving Average and Average Directional Index indicators
- ◇ Moving Average Convergence/Divergence Trend Algo
- ◇ Simple trading Algo, on quote received





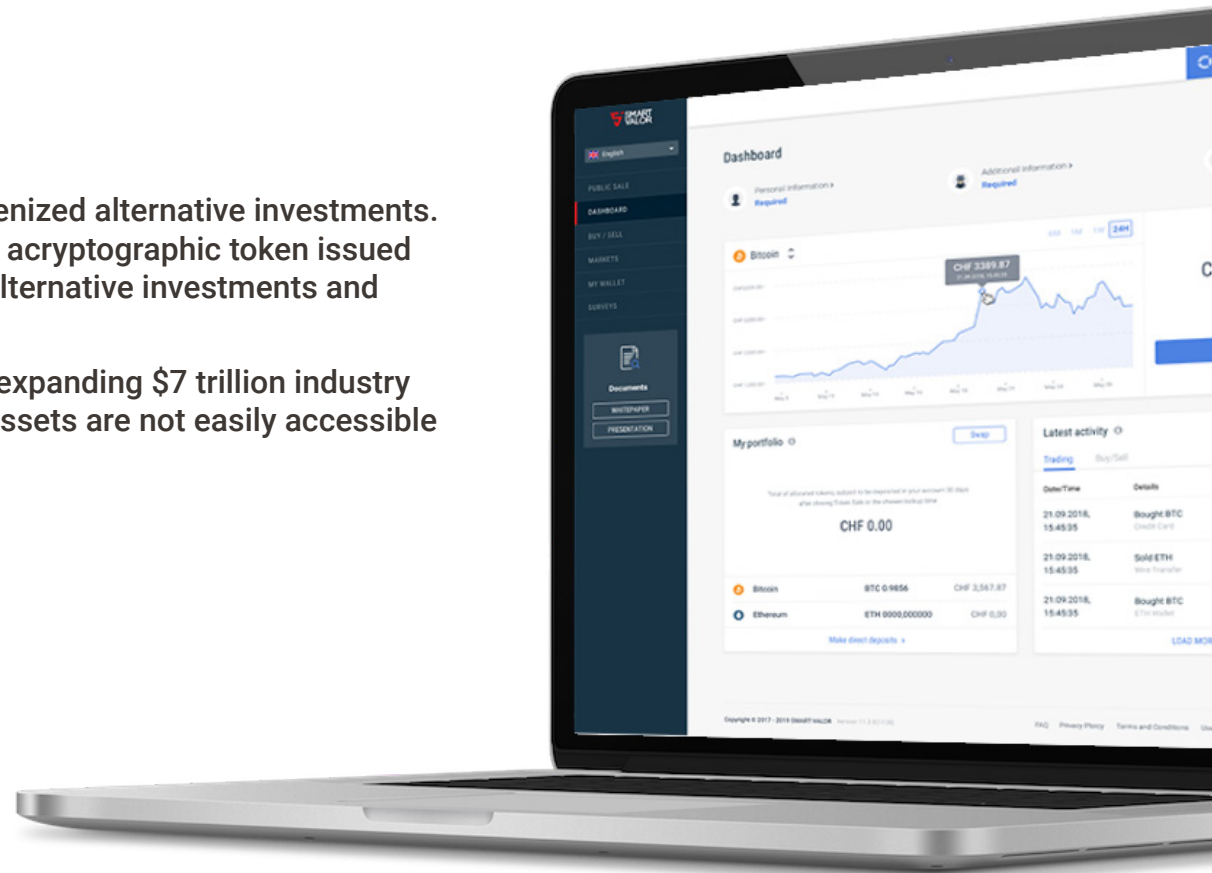
Financial Services, Zurich, Switzerland

Smart Valor

A decentralized, community-based marketplace for tokenized alternative investments. Tokenization is the conversion of rights to an asset into a cryptographic token issued on the blockchain. The focus of the marketplace is on alternative investments and crypto.

Traditional alternative investments constitute a rapidly expanding \$7 trillion industry – but while they are highly profitable, these less liquid assets are not easily accessible to average investors.

- ◆ Consortium and public blockchain
- ◆ App marketplace
- ◆ ICO platform with tokenization engine
- ◆ Decentralized auctioning marketplace
- ◆ Portfolio management
- ◆ Licensed exchange





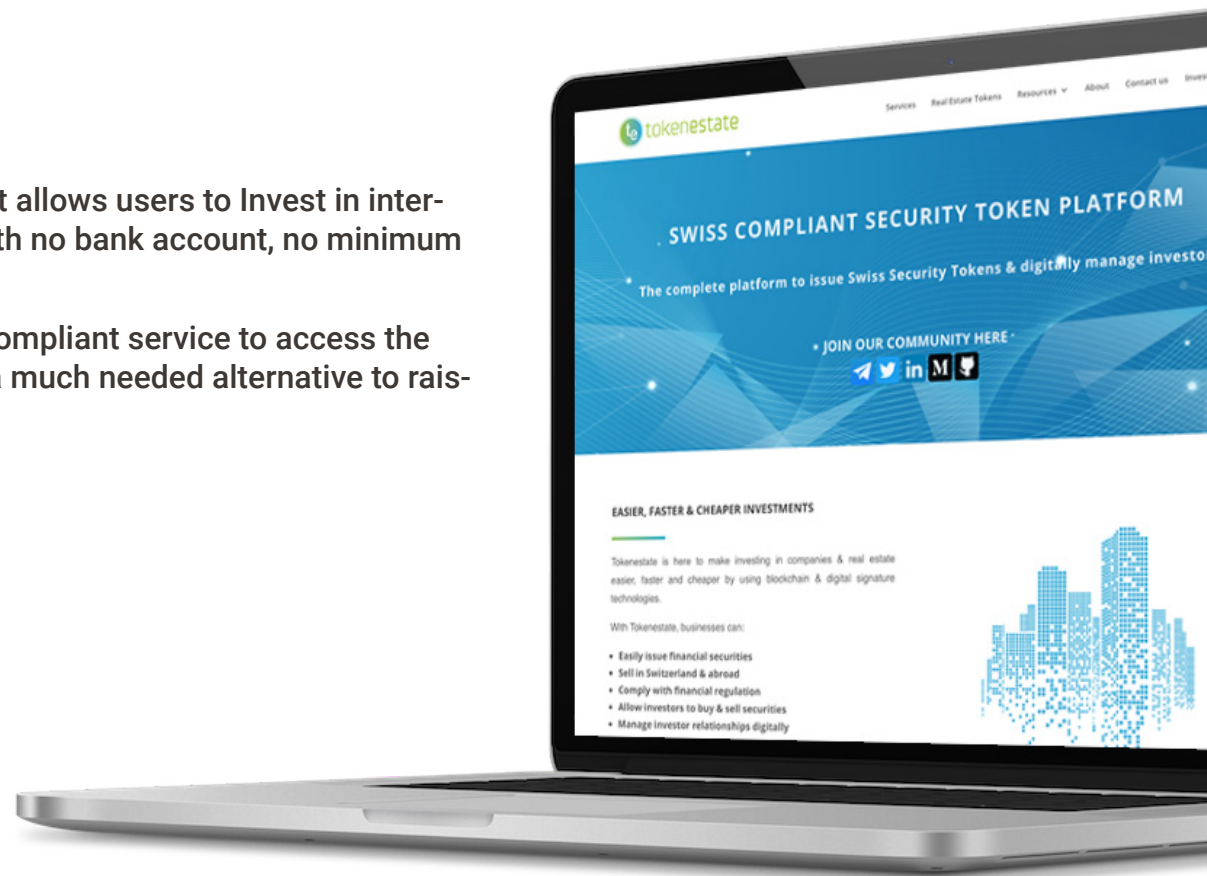
Financial Services, Zug, Switzerland

Token Estate

A blockchain-powered real estate investing platform that allows users to Invest in international real estate properties from your smartphone with no bank account, no minimum investment size and low transaction fees.

For real estate asset managers, the platform acts as a compliant service to access the growing community of crypto investors, and constitute a much needed alternative to raising funds by means of an Initial Public Offering.

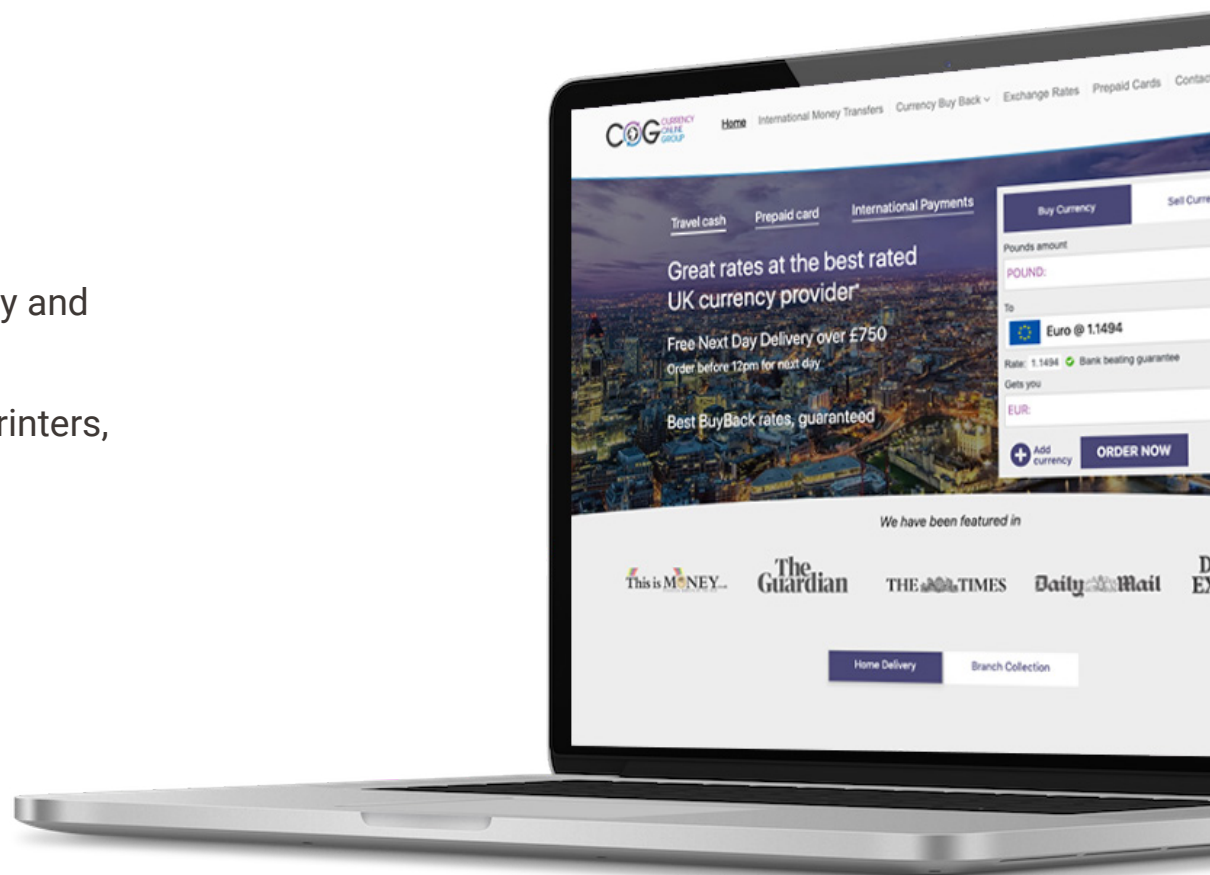
- ◆ Proven, audited, smart contract
- ◆ Compliant legal framework
- ◆ 10x lower cost to raise capital
- ◆ Access to 265 billion \$ crypto-market
- ◆ Highly liquid secondary market
- ◆ Investor compliance (KYC, AML)



Financial Services, Zurich, Switzerland

Currency Online Group

- ◆ Online currency exchange platform
- ◆ Online ordering for collection, currency delivery and buyback
- ◆ Integration of external platforms, local laser printers, money counting machines etc.
- ◆ Team of 5 engineers / 8 years



Financial Services, Zurich, Switzerland

AIRGOFX

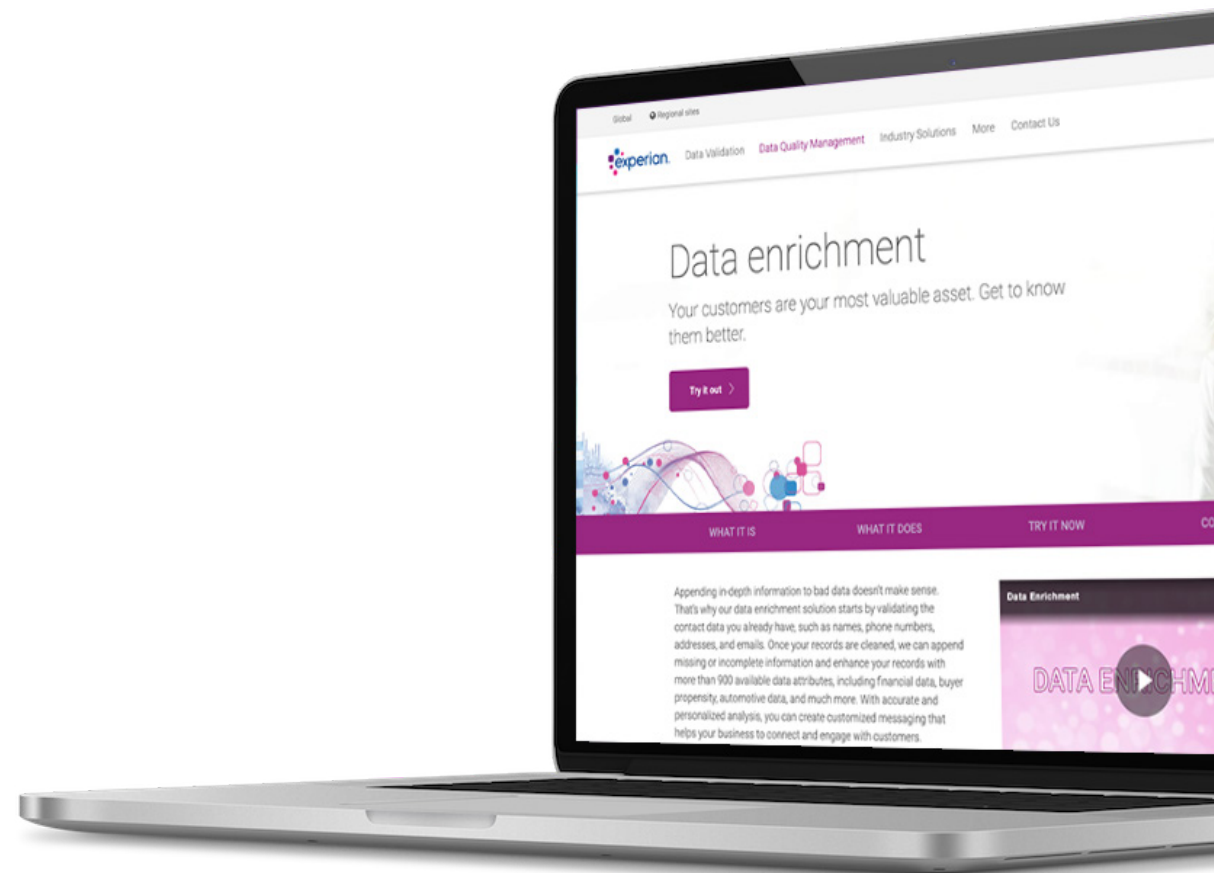
- ◆ Mobile-first currency exchange platform
- ◆ Live currency converter supporting markups
- ◆ Branch Locator with current location
- ◆ Integration with Royal Mail, XE, 392 address validation
- ◆ Team of 3 engineers / 1 years



Financial Services, Zurich, Switzerland

EDQ Name Search

- ◆ Data enrichment (360-degree view of customer data)
- ◆ Data cleansing
- ◆ Data management
- ◆ Data insights
- ◆ Team of 10 engineers / 12 years



Financial Services, Sofia, Bulgaria

Prime Cash

PrimeCash allows users to quickly and easily manage their finances.

The software application provides easy control over budgets and enables users to set and follow financial plans.

- ◆ Distribute all earnings and costs by category and keep track of finances at a monthly basis
- ◆ Preview all money transactions in real time
- ◆ Generate financial reports in the form of interactive graphics - weekly, monthly, yearly and by set filter and by category
- ◆ Share accounts with family members and distribute responsibility for the household's financial flows

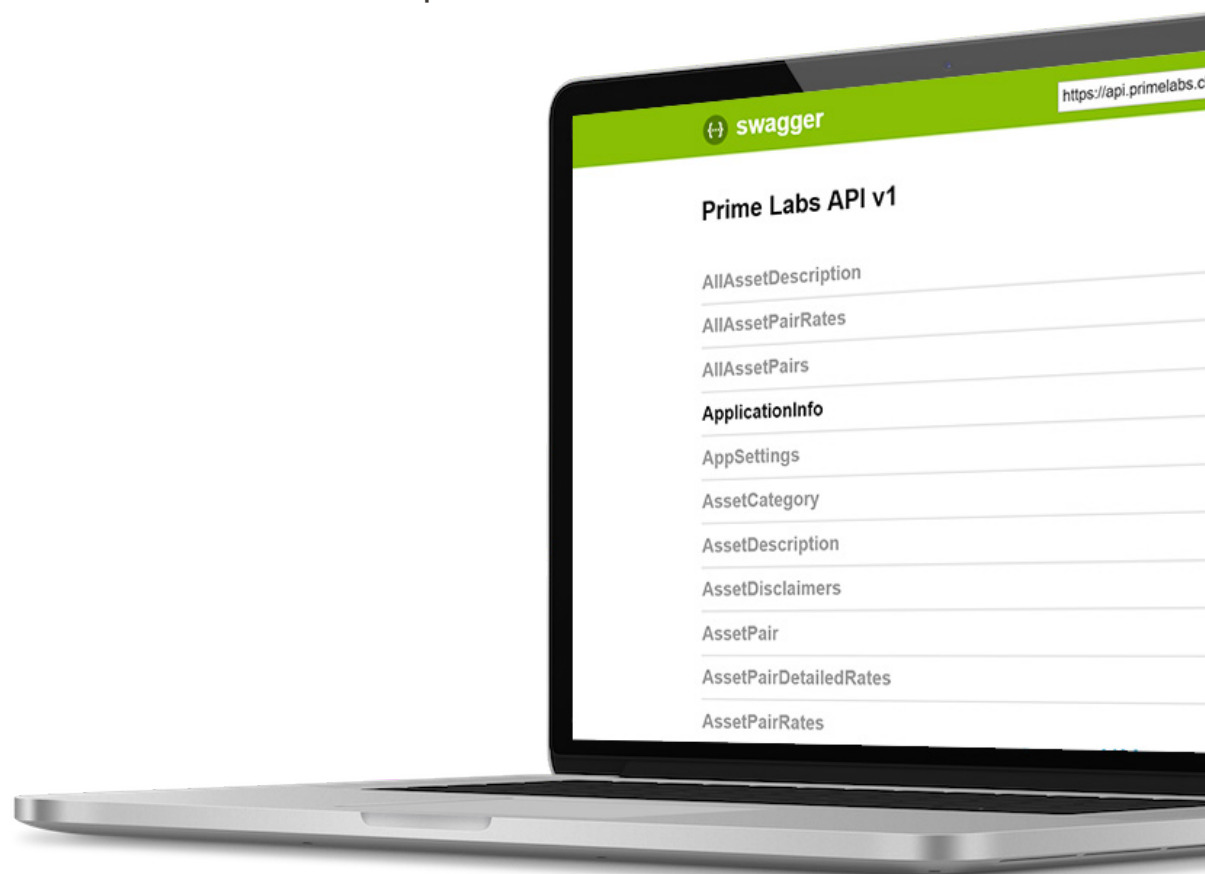


Financial Services, Zurich, Switzerland

Prime Exchange

- ◇ Ability to set Limit and Market Orders
- ◇ Access to 60+ tokens and cryptocurrencies
- ◇ Deposits, Withdrawals and Full transaction history
- ◇ 3rd party integrations for payments, settlement, authentication, KYC/AML
- ◇ Integration with Liquidity Connector
- ◇ User accounts with extended security (SMS & PIN confirmation)
- ◇ Private and Trading wallets with support for BTC, ETH & ERC20

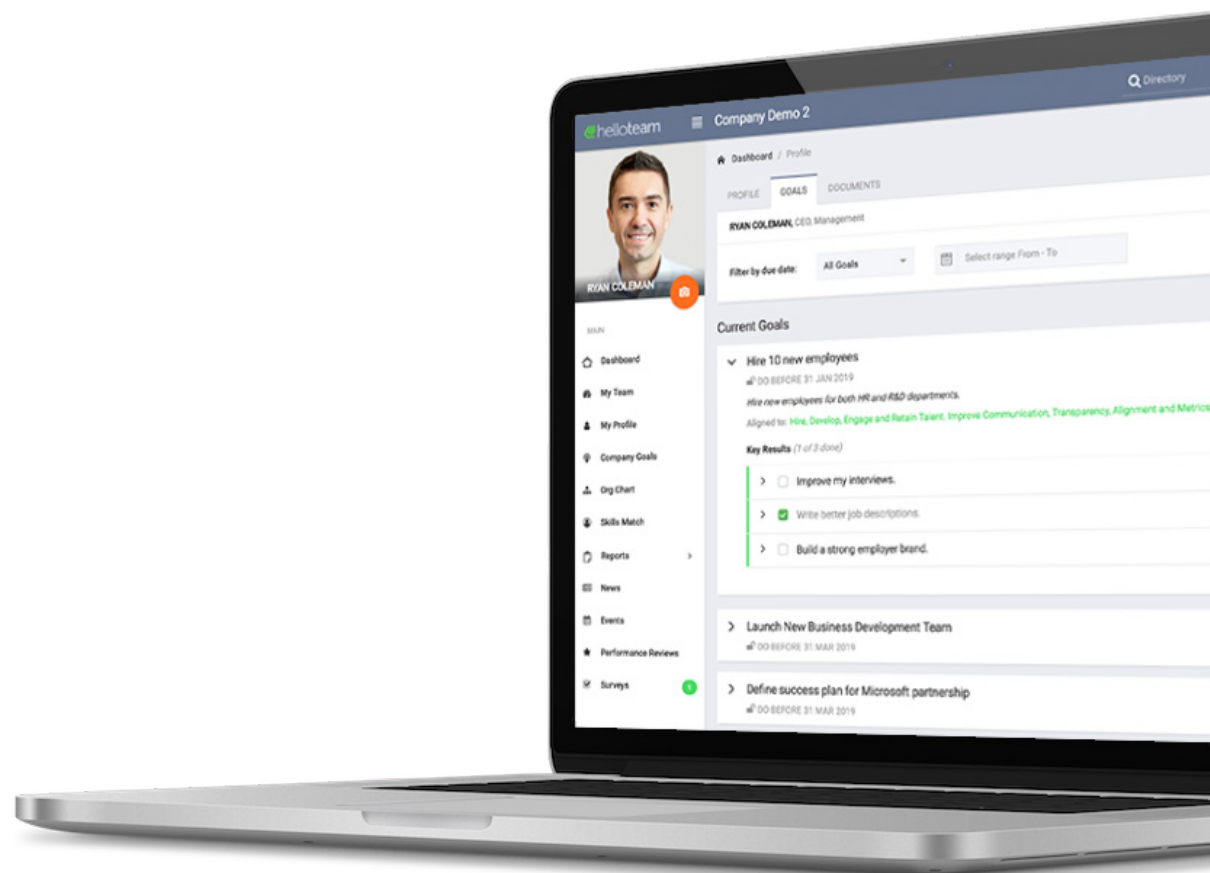
- ◇ Sending, receiving and trading of assets
- ◇ KYC Integration with selfie, proof of address and ID
- ◇ Watchlist and public order book with charts



Human Resources, Boston, USA

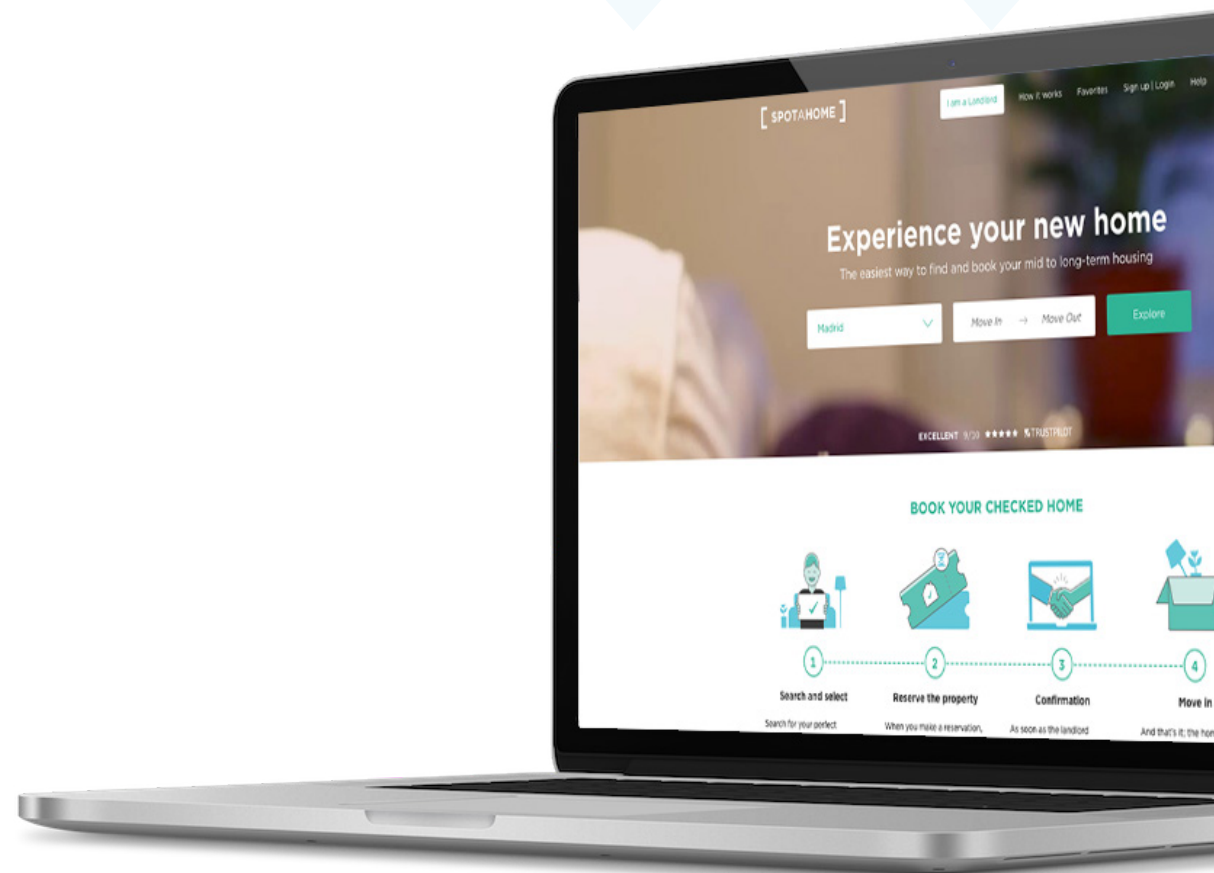
Hello Team

- ◇ Talent management platform
- ◇ From an idea to market in 12 months
- ◇ Flexible SaaS platform, 99% uptime
- ◇ Microservice architecture
- ◇ 10 people team / 18+ months
- ◇ Raised additional 2MM USD after PoC



Real Estate, Madrid, Spain
SpotAHome

- ◆ Property management software
- ◆ Automated payments
- ◆ Lease management
- ◆ Tenant profiles
- ◆ 5 people team / 12+ months
- ◆ Entered new market



PAYMENTS/BILLINGS

Payment Integrations

Authorize.Net

ePay.bg

epoch
PAYMENT SOLUTIONS

NetPay

stripe

sage Pay

PayPal

Accounting & Billing Integrations

sage

Accounting

FRESHBOOKS

xero

ZOH
Invoice

The background of the image shows an office environment. In the foreground, a woman with blonde hair in a ponytail, wearing a white shirt and a black and white checkered tie, is looking towards the right. In the background, a man in a blue shirt is sitting at a desk, looking at a laptop. Another person is partially visible behind him. The office has a modern feel with a whiteboard and computer monitors.

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