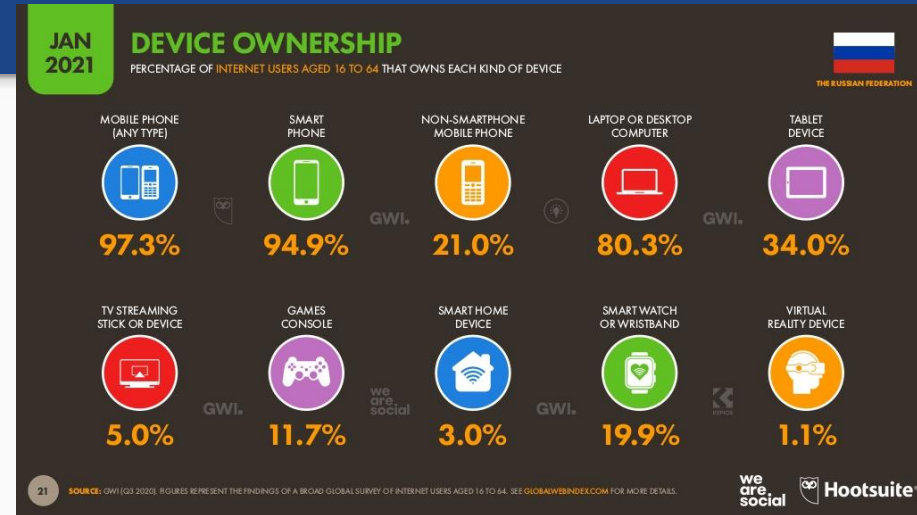


Digital transformation

of Russian economy

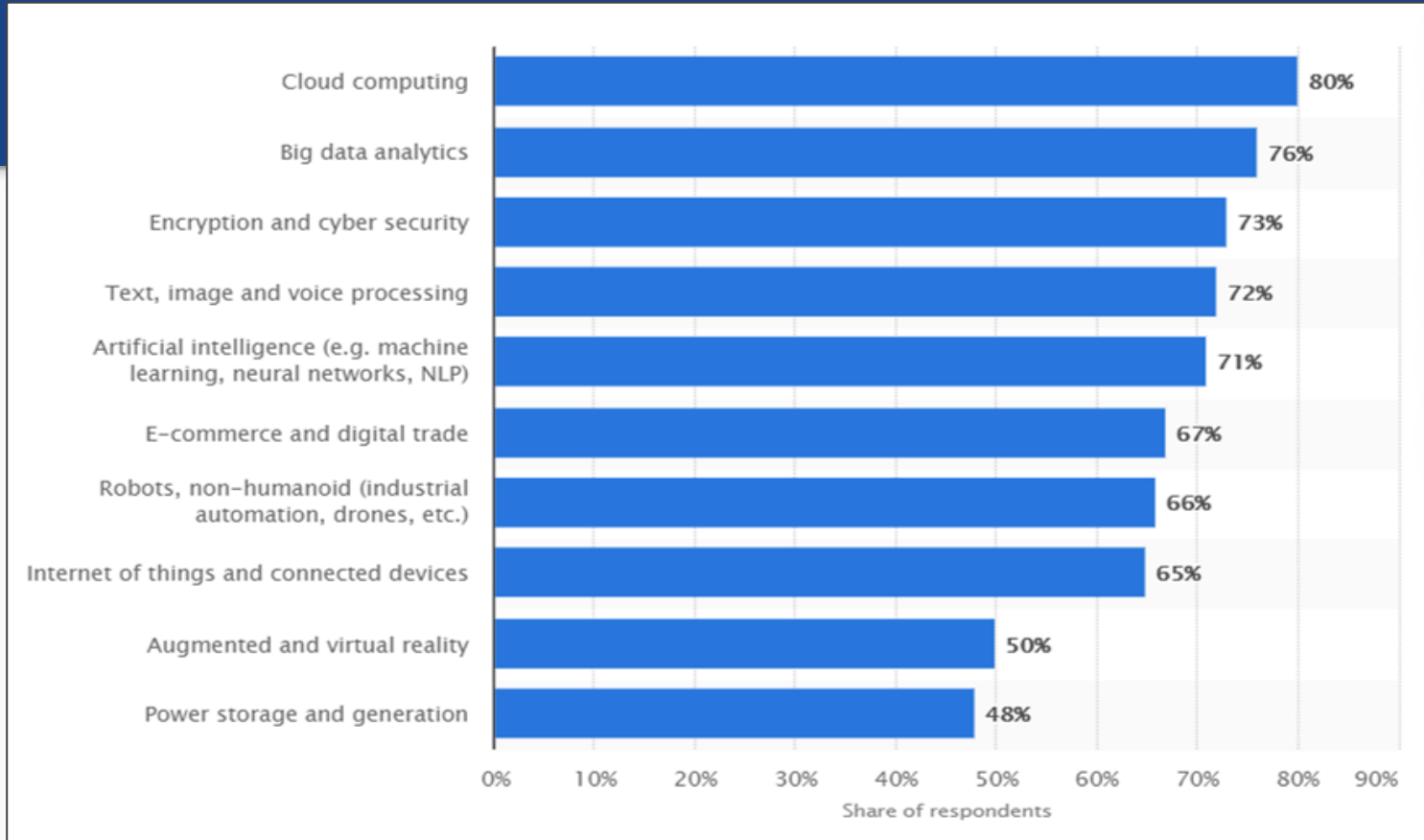


Digitalization in Russia



Some figures to give a preliminary idea

Digital technologies used by companies in Russia



Source: Statista 2021

E-Commerce

Yearly grow in 2020 > 34

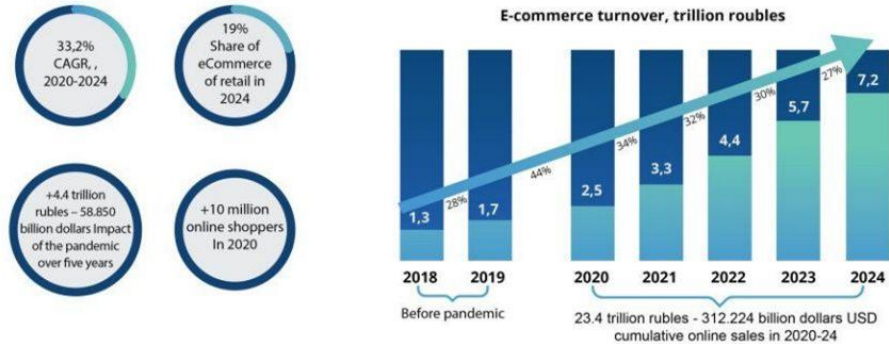
Total turnover: > 30 billions of Euro

72,5% purchase by SmartPhone

Percentage of people buying by E-Commerce > 58%

Within 2040 it is expected that 95% of purchase will be by E-Commerce

eCommerce in Russia: forecast 2020-24



*retail sales figures exclude car and petrol sales.

** pandemic impact data exclude possible second wave

***predicts both positive factors: growth of number of customers, increase in frequency of sales, growth of foodstuffs sales etc. and a negative factor: a decrease in purchasing power of the population

Wildberries

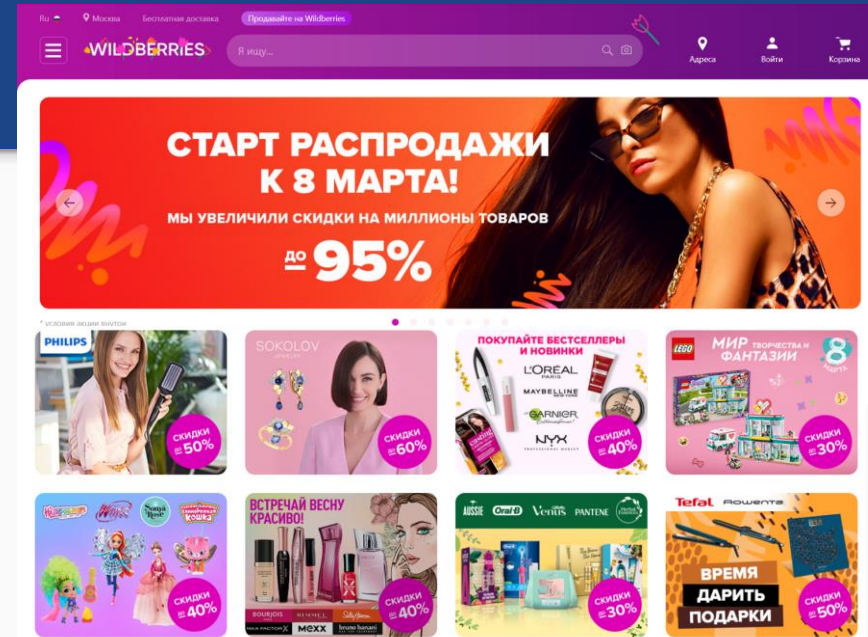
Open in 2004 in Moscow

Possibility to try goods and to accept/refuse at delivery

Yearly turnover > 1,5 billions euro

Over 15.000 brands

Main sector: foods, home, electronics, Jewelry, cosmetics and much more



In 2021 started to deliver also in Italy

Ozon

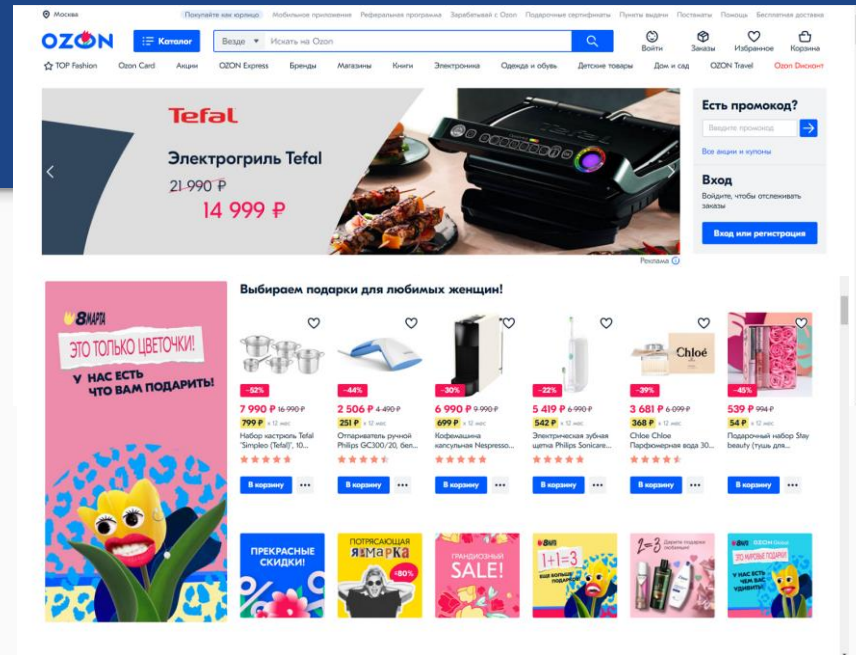
Founded in 1998

Over 2 millions of active users monthly

24 categories of products (electronics, clothes, automotive, software and so on)

Quick delivery system (Ozon Express)

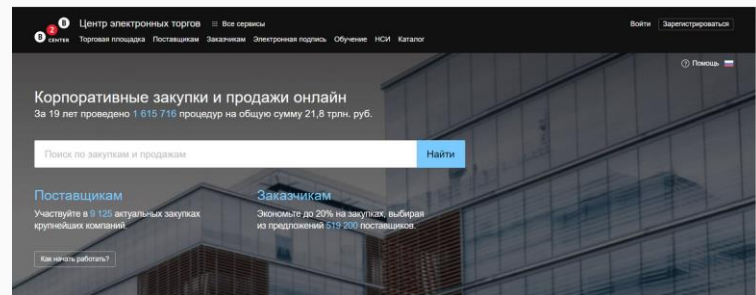
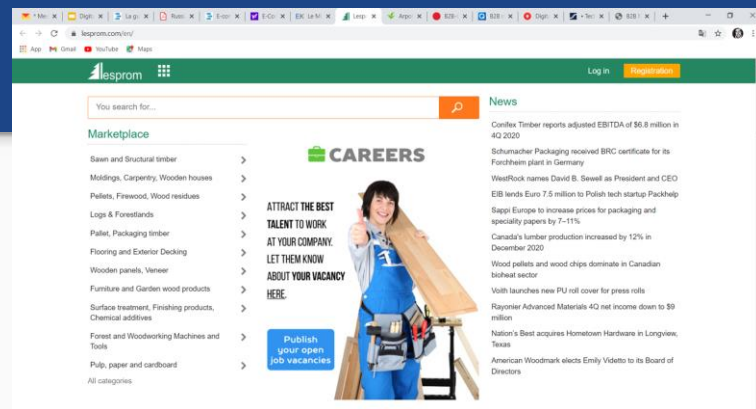
Turnover: 9 billions of euro (first in Russia)



B2B platforms

Main B2B platforms active in Russia

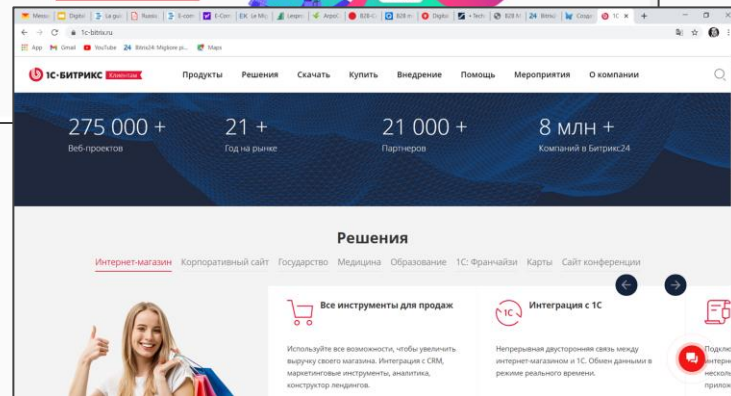
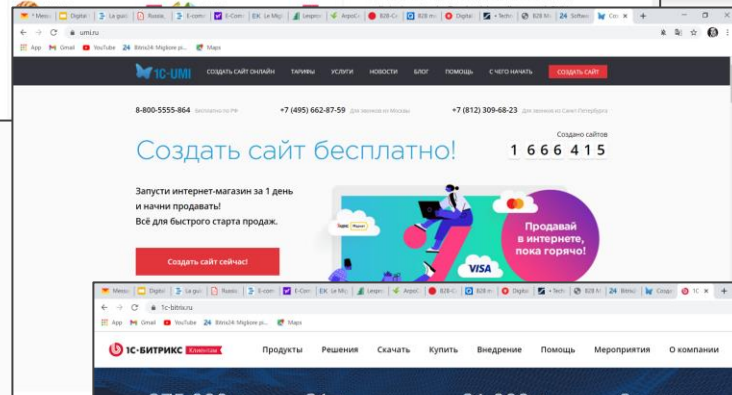
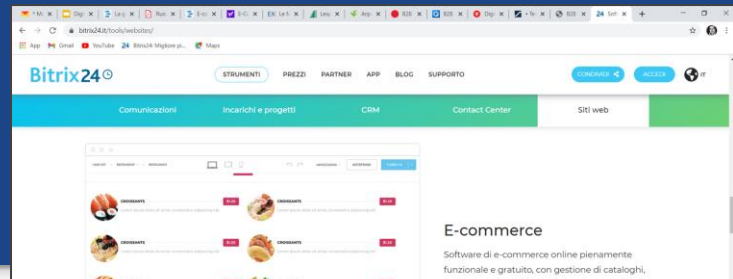
- International platforms: Alibaba, All-biz, DHgate, Qoovee
- General Platforms: sberbank-ast.ru, roseltorg.ru, zakazrf.ru, b2b-center.ru, etp-ets.ru, tektorg.ru.
- Specialized: Lesprom.com, Unipack.ru, Medprom.ru, Agroserver.ru



Main technologies for B2B/B2C portals

Main B2B platforms active in Russia

- Bitrix24: integrated technology with also CRM system. Available also in Italian
- 1C-Bitrix: package out of a box for ready site
- 1C-UMI: integrated system with 1C for ready E-Commerce (over 1,6 millions site done with this technology)



National project of digital transformation

Open data

Digital signature

Digital data exchange between official institutions and companies. Everything is connected to everything.

Companies borders in IT is not clear anymore. You can expect to get reports about Russian companies in Italian language and you need no worker hrs to get it.

Effectiveness of investments in IT is key reason behind digital transformation



Open data about companies

In Russia information about companies is open to everyone and can be requested by INN (Companies Tax Number)

You can expect to get information:

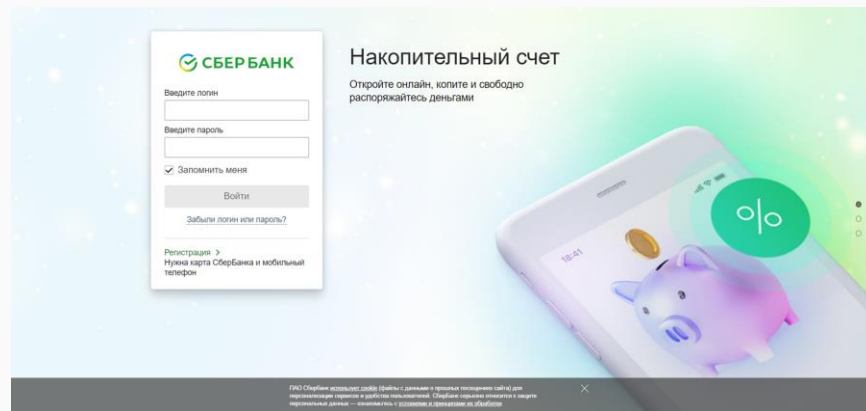
- Name of companies, Names of owners, Names of top management
- Legal address and real address
- Turnover of previous year, number employees, balance and income statement
- Tax debts
- Licenses that company has
- Legal actions in courts



Digital banking for companies

Exchange with bank is 100% digital
(companies are not visiting banks)

Digital exchange is based on digital
signature. Digital signature is used by
Federal Law N 1 from 10/01/2002 (it
is the first Law that V.Putin signed)



Digital invoices and digital cash register

A project of digital invoices between companies started in 2010

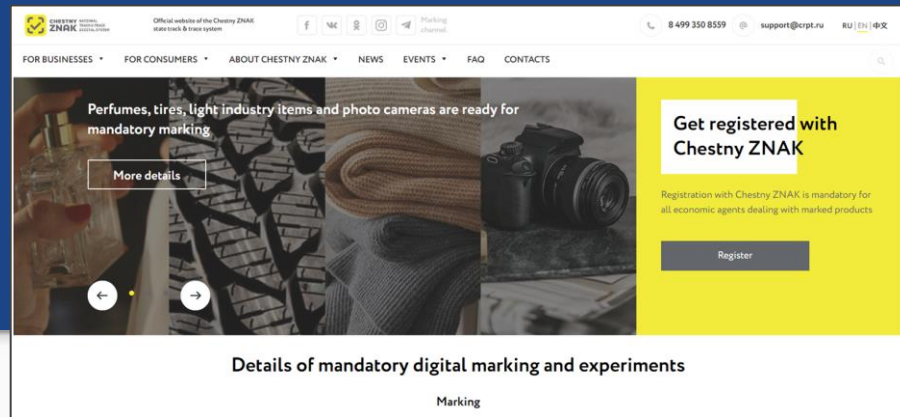
Digital invoices are processed by commercial companies (not a state SDI)

For 3 years now all cash registers are on line. Cash register send to tax data center info about products quantity and price if you purchase in retail store.

Digital cheques are processed by commercial companies and data can be used for analytics.



Markirovka/ Chestny ZNAK



Markirovka is a Russian word for an ID that is placed on individual product (or batch) at the stage of production or border crossing.

ID is used to trace individual product from production to consumption.

Markirovka is a global change in taxation system. Before it started the object of control from state was individual company. With markirovka it is not a single company any more - it is whole process of adding value in economy.

It started with alcohol almost 10 years ago and most consumer products are in different stage of connecting to markirovka.

Digital customs

To process customs from Russian side Russian company uses digital signature and digital system to pass in documents and get approval

To pass through the Russian border you need to have ids on your products issued by markirovka system. The request of ids is 100% digital.



You need to be digital to work in Russia



General manager
San.City Ltd
alex@san.city
+7 926 264 38 67

Can you afford not to be digital
working in Italy ?