

SIMCORD'S SUSTAINABLE DEVELOPMENT STRATEGY UNTIL 2035





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Opening Statement of Founder and CEO: Strategic Context and Perspective

Social and economic processes driven by the emergence of new technologies and the development of innovative products based on them in various areas of social life result in the whole world currently going through an evolutionary stage in the development of social relations. This means that we are the contemporaries of the transformation of such relations, that is, their transition to a new, progressive form. Moreover, we understand that long-term solutions need to be based only on the principle of sustainable development and a comprehensive view of the processes. This should apply equally not only to business, but also to overall sustainability of society under the impact of various factors.

Many years ago, applied solutions, products and services based on advanced technologies were defined as one of the Company's activity areas. Now we can see the enormous potential of distributed ledger technologies and unique digital solutions based on them, which makes us confident in the implementation of our mission. Therefore, Simcord associated its strategic goals with the United Nations (UN) Sustainable Development Goals, and detailing the ways to achieve them made it possible to cover 10 of the 17 UN goals. In fact, these sustainable development goals are a kind of call for all countries to cooperate and to protect our planet and the well-being of its inhabitants.

Accordingly, within the Simcord's development strategy until 2035, we identify three key and closely interrelated areas: business activity, knowledge and social responsibility, which are strictly balanced in terms of sustainability. Their implementation will allow people to perceive and appreciate all the advantages of information systems, make the most of new opportunities and, as a result, contribute to the development of a new market for tokenized assets.

We can say that a very important task has already been successfully completed as part of the Simcord's strategy, namely the first base services of the **Bitbon** System have been developed and launched. Thus, it has already created an economic, legal and technologically reliable and open environment for the interaction between all **Bitbon** System Users, which has no analogues in the world. I am convinced that we have also built a solid science-based foundation to date, which means that we are ready to set new goals and strive to achieve them.

In addition to launching projects and services, we also plan to open new directions and cross-sector initiatives while attracting private and corporate participants and developing large-scale long-term projects and programs. As the Roadmap is implemented, each **Bitbon** System User will be able to get access to those social values and guarantees that have long been vague and elusive benefits in the traditional paradigm of life. The **Bitbon** System Community has a special role to play in achieving and maintaining the above: from initiation to joint implementation using the innovative developments of the Company.

The main achievement in the implementation of our Strategy-2035 will be the information platform offered to the global community, which ensures a more rational use of existing and new benefits, contribution to the sharing economy and low-carbon development in the world through the services and tools of decentralized information platforms. Definitely, we are exploring the "blue ocean" of business, educational opportunities and scientific discoveries that involve digital technologies, products based on them as well as new global markets with high development dynamics and enormous potential.

Alexander Kud



Mission, Values of Simcord and Vision of the Future

Simcord's mission is to create and give the global community a digital ecosystem that will allow everyone to realize their full potential in social and economic relations in a new way using innovative digital solutions.

The Company's values:

1. Customer-oriented approach.
2. Focus on social value.
3. Scientific approach as the basic principle for creating products and services.
4. Quality.
5. Synergy of teamwork.
6. High level of corporate culture.
7. Anthropocentrism.

Vision of the future

The basis of society is economy, which is understood as the system of social and economic relations. Despite all the differences between economic systems, money is the fundamental common factor.

Money in its form we get used to today has not always existed. Historically, the first was “commodity money”, i.e. property that could be directly used or exchanged for other property.

A person who analyzes the events taking place in the world understands that money has ceased to play its natural role and has become a tool for manipulating society. The created systems of social and economic relations based on decentralized information platforms will change Karl Marx's general formula for capital by excluding money (M) from the known form of commodity circulation: C (commodity) — M (money) — C (commodity), and thereby bring trust back to social relations and set new standards of fairness. These systems will ensure an equivalent and transparent exchange of property (commodities) without intermediaries using money to harm the society. Money will be replaced by digital assets of people and states.



Strategic Goals of the Company

Simcord's strategy envisages the implementation of three global goals, each of which corresponds to one of the fundamental areas ("Business Activity", "Knowledge" and "Social Responsibility"). Creating and implementing projects, launching services and developing the **Bitbon** System Community will lead to the achievement of the Company's strategic goals and will create the necessary conditions for building and developing social and economic relations at a qualitatively new level.

1 "Business Activity" Area

Strategic goal 1 "Involving one billion people in a global decentralized social network of economic relations for the effective use of assets and resources available to the global economy and humanity as a whole"	
What we offer	<ul style="list-style-type: none"> A globally developed ecosystem of services based on a decentralized information platform for accounting of property and personal non-property rights to various types of assets. New ways of concluding transactions between users of decentralized information platforms. New areas and activities as well as new jobs in IT field.
How it will work	<ul style="list-style-type: none"> A rating system will ensure reputation management at a new level, thus addressing the issue of trust in cross-border and intercultural communication. Millions of people and companies acting as intermediaries in the traditional market economy will be able to carry out their activities in the global ecosystem of services in a new role. Tokenized assets will be used (created and managed) as tools for implementing new methods of financial and management accounting of property within the integral decentralized information platform based on distributed ledger technologies.
What we will get	<ul style="list-style-type: none"> An ability to confer new properties on any type of property using a tokenized asset in order to manage the rights to this property, which is aimed at achieving a greater economic effect by users of tokenized assets and property owners in general. Transformation of social and economic relations between users of the decentralized information platform will allow them to interact in a simpler and more transparent manner in an environment of general trust, which will lead to a global renewal of the market infrastructure. Technological basis of the decentralized information platform, transparency of processes and infrastructure determine the modernization of the process of realizing social relations in order to ensure transparent and equal relations in different world legal systems using decentralized digital registration of property and personal non-property rights within this platform.

2 "Knowledge" Area

Strategic goal 2 "Deploying an interdisciplinary system of knowledge about new ways of developing social relations using digital ecosystems in order to create technological superiority centers"	
What we offer	<ul style="list-style-type: none"> A system of knowledge about practical developments and implementation of the latest legal regulation mechanisms based on research and legislative initiatives in order to guarantee human rights and freedoms by means of information technologies. An assessment system, methodological materials and independent certification of tokenized assets, advising businesses and state institutions, supporting the process of attracting investments for the implementation of innovative projects. Development and assistance in the implementation of the latest training programs, trainings and other activities.
How it will work	<ul style="list-style-type: none"> Subject matter experts and specialists engaged in new professions, who possess specialized and advanced knowledge in IT and practical skills, will be able to realize their potential using the decentralized information platform services. Certified educational programs for formal and informal education institutions will provide opportunities to obtain systemic knowledge in the subject area and create more practice-oriented programs. Systematic coordination of disseminating relevant knowledge will increase the overall level of expertise of government employees as well as business and management representatives.
What we will get	<ul style="list-style-type: none"> Understanding the technological principles of the functioning of digital ecosystems and the global prospects of their application will increase the level of trust, transparency and democracy in public governance. Demand for specialists engaged in modern professions in new markets will contribute to creating a large number of jobs and solving the problems of unemployment due to the replacement of human labor by automated production systems and artificial intelligence. Development and implementation of new universal standards for regulating relations arising from the use of digital tools will mitigate aggressive legislative regulation, reduce tension in society and help to achieve a new level of economic growth in general not at the expense of natural resources, but at the expense of intellectual resources and optimized management.

3 "Social Responsibility" Area

Strategic goal 3 "Transforming social systems into more humane and sustainable ones by creating conditions for building transparent social and economic relations at a qualitatively new level"	
What we offer	<ul style="list-style-type: none"> Drafting and updating development programs based on the technological and functional principles of decentralized information platforms, according to which the basis for transforming social systems is the implementation of humanistic values to eliminate social and economic problems. Practical use of the decentralized information platform services, which allows a user to conduct activities and independently manage their personal data and access to it at their own discretion. Thus, the guaranteed security and privacy of personal data will broaden the possibilities for expression of will and anti-totalitarianism. Personal responsibility of a user of the decentralized information platform as well as no limits in choosing and realizing relations outside the platform, in particular, indicate the effective use of advanced digital technologies.
How it will work	<ul style="list-style-type: none"> Identification of users of the decentralized information platform will make it impossible to discredit any party of relations arising from the use of tokenized assets and will also contribute to building and maintaining an appropriate reputation. Equal and transparent relations arising and developing in the ecosystem of services due to the conceptual basis of distributed ledger technologies (transparency of processes and impossibility of deleting or changing information in the decentralized information platform) will allow resolving issues of the state's responsibility to its citizens. For example, they will ensure monitoring the platform users' authority for targeted budget expenditures, since the state is the same user of the decentralized information platform as other users. Understanding the prospects and practical use of the decentralized information platform services by the state, in particular creating tokenized assets by the state, will allow balancing the number of government employees relative to labor and resources used.
What we will get	<ul style="list-style-type: none"> A high level of social and legal certainty as well as transparency of processes will contribute to implementing new methods of ensuring democracy (expression of citizens' will, elections at different levels, monitoring the targeted expenditures and the rational use of resources). Data available in public ledgers and describing the real social and economic relations between users will improve the reliability and validity of statistics. Use of the decentralized information platform will give an understanding that this is a mechanism for implementing a unique way to protect human interests and freedoms, which allows using this platform solely based on ethics ("technological humanism"). Balanced interaction between the state and business through the decentralized information platform will ensure the development of a multi-level and efficient public-private partnership.



How Strategic Goals Are Associated with Global UN Sustainable Development Goals

Compliance of Simcord's strategic goals with the UN Sustainable Development Goals is a compelling reason why the implementation of the Company's mission and research results as well as the widespread development of its products and services in various areas of social life are relevant and important.

1	<p>"Involving one billion people in a global decentralized social network of economic relations for the effective use of assets and resources available to the global economy and humanity as a whole"</p>	<div> <div>NO POVERTY </div> <div>GENDER EQUALITY </div> <div>DECENT WORK AND ECONOMIC GROWTH </div> <div>INDUSTRY, INNOVATION AND INFRASTRUCTURE </div> <div>REDUCED INEQUALITIES </div> <div>PEACE, JUSTICE AND STRONG INSTITUTIONS </div> <div>PARTNERSHIPS FOR THE GOALS </div> </div>
2	<p>"Deploying an interdisciplinary system of knowledge about new ways of developing social relations using digital ecosystems in order to create technological superiority centers"</p>	<div> <div>DECENT WORK AND ECONOMIC GROWTH </div> <div>QUALITY EDUCATION </div> <div>INDUSTRY, INNOVATION AND INFRASTRUCTURE </div> <div>PEACE, JUSTICE AND STRONG INSTITUTIONS </div> <div>PARTNERSHIPS FOR THE GOALS </div> </div>
3	<p>"Transforming social systems into more humane and sustainable ones by creating conditions for building transparent social and economic relations at a qualitatively new level"</p>	<div> <div>NO POVERTY </div> <div>DECENT WORK AND ECONOMIC GROWTH </div> <div>SUSTAINABLE CONSUMPTION AND PRODUCTION </div> <div>SUSTAINABLE CITIES AND COMMUNITIES </div> <div>PARTNERSHIPS FOR THE GOALS </div> </div>



Strategy Implementation Goals

Detailing specific strategic goals corresponds to a certain focus area and strategy of the Company as well as establishes a relationship between long-term planning and tactical tasks.

1	<p>“Involving one billion people in a global decentralized social network of economic relations for the effective use of assets and resources available to the global economy and humanity as a whole”</p>	<p>Implementation of key projects and high-quality project management:</p> <ul style="list-style-type: none"> • mutual synergy between key projects and all areas; • development of a research and project complex based on own inventions; • high-quality business planning of new initiatives and investment programs. <p>High standards of corporate management:</p> <ul style="list-style-type: none"> • coordinated management and informed decision-making within the organizational structure according to the matrix principle; • balance of interests of stakeholders; • high operational efficiency and profitability throughout the entire value chain. <p>Providing the ecosystem with open services for different areas of life and any country:</p> <ul style="list-style-type: none"> • efficient customer-oriented service and predicting expectations; • producing cross-platform solutions; • legal purity of solutions in the offered services.
2	<p>“Deploying an interdisciplinary system of knowledge about new ways of developing social relations using digital ecosystems in order to create technological superiority centers”</p>	<p>Assistance in organizational, legal and technological transformations by involving institutions:</p> <ul style="list-style-type: none"> • integration of ledgers based on distributed ledger technologies and ecosystem modules with popular state platforms; • globalization of finance, in particular integration with financial systems of any states; • development and implementation of autonomous modular solutions in the economy taking into account fractal principle decentralization. <p>Social investment in scientific development, education and culture:</p> <ul style="list-style-type: none"> • participation in the financing of scientific grants and educational programs for young people; • personnel outsourcing for the Academy of Platform-Based Economy; • testing the viability of the best ideas for venture capital investments. <p>Formation and development of community institutions based on the knowledge of information and applied economics:</p> <ul style="list-style-type: none"> • global franchise of new business and leadership institutions; • controlled development of social experiments and business relations within a developed cross-border ecosystem of services; • dispute resolution through arbitration.
3	<p>“Transforming social systems into more humane and sustainable ones by creating conditions for building transparent social and economic relations at a qualitatively new level”</p>	<p>Sustainable development of a portfolio of new resource-saving projects with a global prospect:</p> <ul style="list-style-type: none"> • development of projects in the most promising areas (mineral resources, the World Ocean, development of nature-like technologies, etc.); • corporate management of investments in a portfolio of property rights; • system of internal and external security of a project portfolio. <p>Strengthening the global partnership between citizens around a new digital infrastructure:</p> <ul style="list-style-type: none"> • science and implementation leadership within thematic national and international technology platforms, in particular participation in the development of global public safety protocols; • development of solutions for keeping people in control of “cyber” and “bio”; • leadership in engineering, deployment and scaling of new IoT (Internet of Things) ecosystems and sharing economies for “smart cities” based on a parent decentralized information platform. <p>Cooperation within stabilization programs for the public sector:</p> <ul style="list-style-type: none"> • research in the field of creating a guaranteed employment mechanism; • participation in worldwide experiments related to the universal basic income concept; • leadership in programs for countering threats of software and hardware blackmail by monopoly providers of such software and hardware solutions.



Risk Management

In order to reduce various external and internal threats to its activity, Simcord has adopted a risk management system. Guided by the requirements of international standards in the field of quality and safety management, the Company has implemented processes for identifying and assessing risks as well as appropriate corrective actions in order to significantly reduce their impact on the Company.

The Company's specialists study the nature and peculiarities of risks as well as develop specific methods and techniques to predict them based on their analysis and assessment in order to make managerial decisions to ensure the highest level of safety. The risk management system allows the Company's management to take timely comprehensive measures to prevent external threats to the Company's safety.

The Company's Sustainable Development

Simcord's organizational structure is largely built on the principles of decentralization of management and production resources as well as mobility, which contributes to creating a safe environment around and within the Company. If a resource is limited and can be quantified using recognized methods, system self-organization rules should apply. In particular, automatically executed protocols replacing some regulatory tasks are used for a decentralized information environment. In general, the Company thus prevents the negative impact of business, currency, technological risks and significantly reduces not only its own transaction costs, but also of the main stakeholders with whom it interacts on a daily basis.

In accordance with the decentralization concept, the following organizational measures for the Company's sustainable development have been taken:

1. Organization of the Company's team based on the functional responsibilities of employees and their involvement in certain work processes in the form of two types of teams: management and R&D teams (office) and teams engaged in production and support of products and services (remote work).
2. Development of production offices in different countries and regions, which ensure the efficient release and support of the Company's products and services.
3. Organization of mandatory rotation of employees from different offices as well as business trips/internships for employees working remotely.
4. Participation of employees in the mandatory training system for their continuous professional development.
5. Continuous succession pipeline in all regions where the Company's production offices are located or are planned to be located.



Interaction with Stakeholders

Simcord interacts with a wide range of stakeholders with whom it strives to build long-term relations taking into account their expectations from cooperation with the Company.

Key principles of interaction include:

1. Trust-based and mutually beneficial partnership.
2. High level of business reputation.
3. Commitment to the UN Sustainable Development Goals.

Stakeholders

1. Partners.

Institutional investors in tokenized assets, commercial and central banks and funds, research institutes and centers.

2. Team.

Employees of Simcord and its affiliated representative offices, which are one of the core assets of the Company.

3. Central and local authorities.

The Company's specialists participate in developing innovative legislative initiatives, in the work of advisory groups and expert platforms in terms of the development of digital platforms, creation of tokenized assets, legal protection of property and personal non-property rights as well as are ready to participate in producing new solutions in the field of taxation, employment and even preservation of sovereignty.

4. Users of state centralized platforms.

Stakeholders who already benefit from the use of platform solutions, in particular the global ecosystem of services. This category will be rapidly expanded due to the retraining of representatives of traditional professions (notaries, insurance agents, advertisers, appraisers and other specialists), who are, in fact, intermediaries in transactions. Acquiring new knowledge and skills will help them rethink their career trajectory for the next 10–20 years.

5. Educational institutions and specialized public organizations.

These institutions and scientists are motivated to explore promising areas of social transformation due to digital technologies and decentralized information platforms. Specialized public organizations and institutions using the Company's products and its scientific and technical expertise (institutions of national corporations, business associations, foundations, agencies, diplomatic bodies, cultural centers).