

It is Worth Investing In the Digital Future



We are digital commerce transformation experts. We help companies around the world to digitalize all aspects of business and gain the technological advantage.





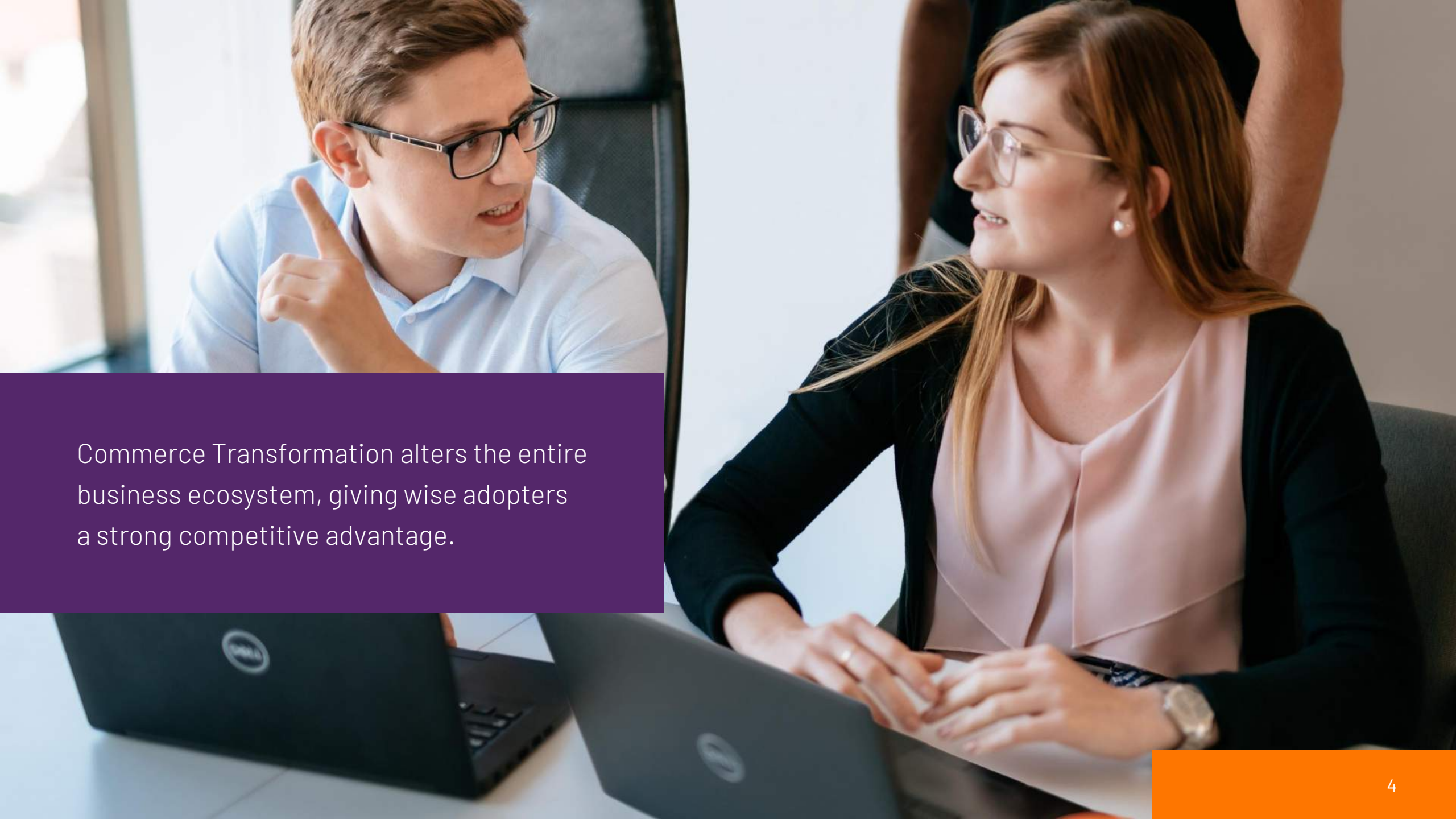
> The World is Changing . Companies Need to Respond

State of Digital Business Report, Progress revealed that 47% of companies haven't started their digital transformation yet - while 59% are worried that it might already be too late for them.

The same study found that 55% of businesses believe they have less than a year before they start to suffer financially and lose market share.

Furthermore, highly engaged customers buy 90% more frequently, spend 60% more per purchase, and have 3x the annual value (compared to the average customer).

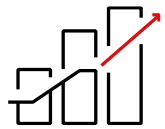
Source: [SuperOffice](#)

A man with glasses and a light blue shirt is pointing his index finger while talking to a woman with glasses, a pink top, and a black blazer. They are sitting at a desk with two Dell laptops. The background is a bright office space with a window. A purple text box is overlaid on the left side of the image.

Commerce Transformation alters the entire business ecosystem, giving wise adopters a strong competitive advantage.

> Commerce Transformation . Strategic Leap Forward

The art of replacing outdated business models with smart digital solutions.



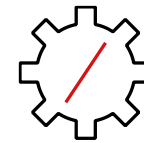
Maximizing sales opportunities and opening new channels, regardless of region, sector or industry.



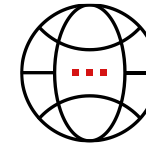
Offering appealing ways for customers to engage with business 24/7 and on any platform.



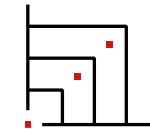
Leveraging data to create winning strategies with informed decisions based on hard facts.



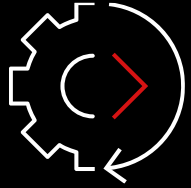
Continuously optimizing digital processes to free up resources for more innovation.



Creating new, globally connected business models enabled by API Economy.



Deploying scalable infrastructure and agile practices to keep up with today's pace of change.



Commerce Transformation . Since 1997

We've been enabling companies to improve and innovate their commercial operations since 1997. Our team is always on top of modern trends and technologies. It's how we've digitally transformed our clients' businesses time after time.



> Commerce Transformation . Credentials

>24

Years on the market

500+

Delivered projects

25%

Growth rate

100+

Active clients

350+

Experts in their fields

93%

Employees enjoys
atmosphere at work

< Digital
Potential .
/ Fully
Realized >

> Independent Reviews . Clutch



A platform connecting firms that deliver with their future clients. With 200,000+ agencies in 500+ categories, it enables leaders to explore top services and solutions across industries to find the right resource for their business. It also allows companies from around the world to navigate their business buying decisions with confidence, thanks to unbiased reviews conducted by Clutch analysts, publications containing industry trends and insights from thought leaders, alongside comparisons of businesses and solutions in a specific market.

4.7

High ranking

3rd

Top E-commerce
Developers

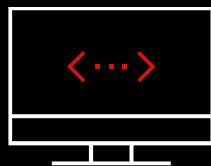
3rd

Top AWS
Consultants

3rd

Top Magento Designers
and Developers





Impactful Solutions . Enabled by Technology

First and foremost, we implement solutions that make a real impact. Our extensive technology expertise ensure we choose the right solution for specific needs. The strategy and business goals of our clients are our priority.

> Commerce Transformation . 4 Foundations

Customer



Data



Operations



Core



> Customer . Improved Engagement & Experience

E-commerce B2B: Digital shops available everywhere, anytime and on any device.

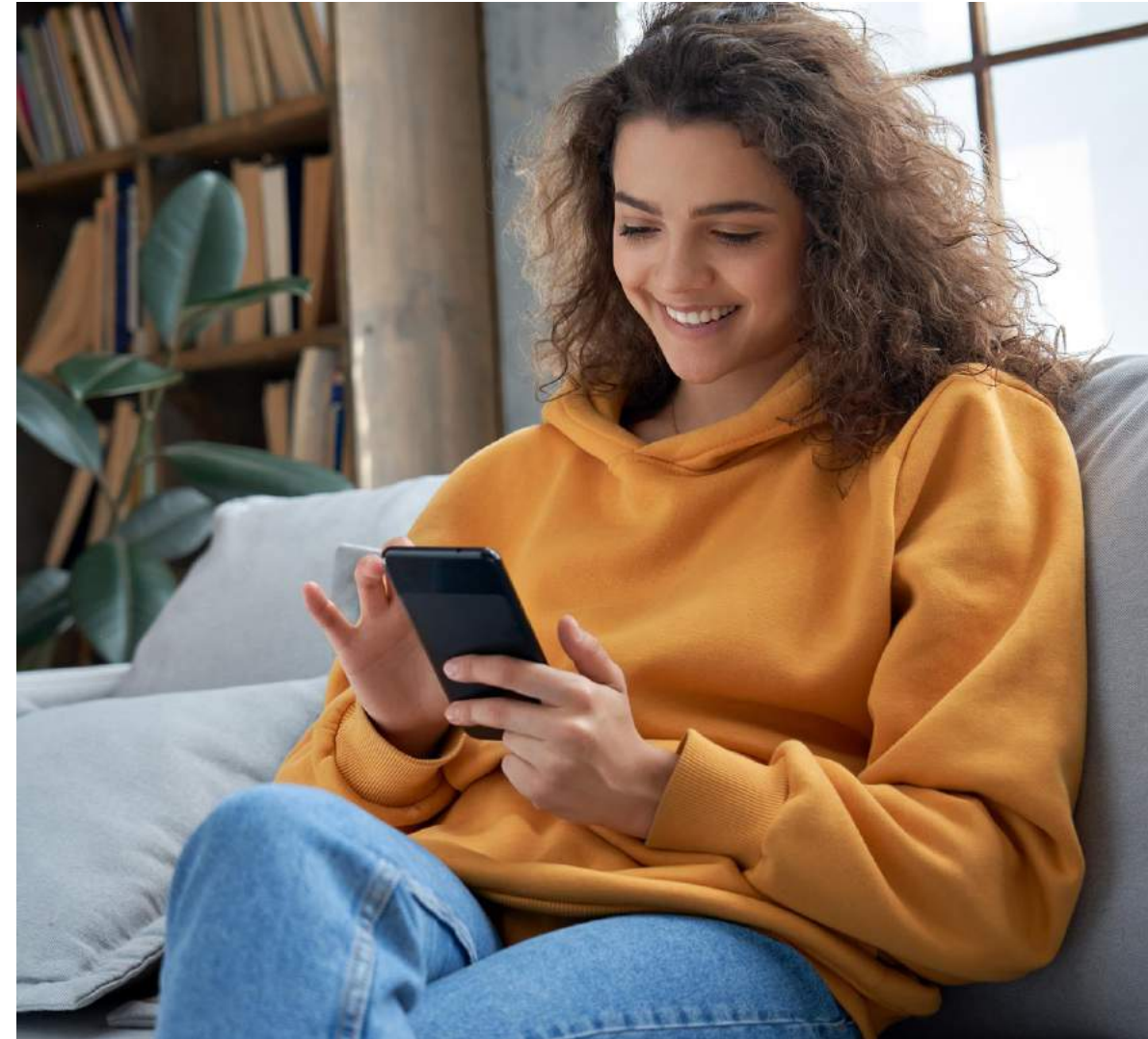
E-commerce B2C: Take relations to the next level through digitally streamlined distribution.

Mobile Solutions: Well designed and highly performant solutions to conquer the growing mobile segment.

Self Service Platforms: Provide your clients with more independence through intuitive digital interfaces.

Web Portals: Feature-rich, online spaces for customers to explore and interact with your business.

Digital Experience: Offer personalized experiences across all digital channels, created in real time.



> Operations . Digitized for Day-to-Day Business Efficiency

Product Information Management: Automated, correct and up to date information wherever and whenever it's needed.

Order Management: Managing the entire process from order to delivery.

Master Data Management: Collect, store and secure all reference information behind your business processes and data strategies.

Process Automation: Eliminate manual tasks and streamline essential operations for faster, more reliable results.

Content Management: Centralize and accelerate content production across all your digital channels.



Powered by technology:

> Data . Fuel for Digital Business

Data Consulting: Discover innovative uses of data to increase business performance.

Data Engineering: Take control of data across all your business applications.

Data Analysis: Gain deeper insight into your operations to make better, fact-based decisions .

Machine Learning: Automate complex tasks and processes through intelligent learning algorithms.



Powered by technology:



> Core . Essential Services and IT Architecture

System Integration: Build future-proof business ecosystems by seamlessly connecting applications, services and data.

Cloud Infrastructure: A scalable, cost-effective platform for hosting complete business models.

Managed Services: Enhanced performance, availability and security of your systems and operations.

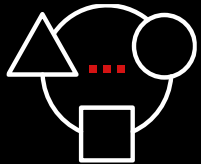
DevOps: Continued delivery and integration for fast releases, operational agility and robust solutions.



Powered by technology:

> Solutions with Real Impact . Implemented by Leading Brands





All Results . One Agile Partner

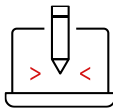
We help digitalize all aspects of business, end-to-end...and beyond. Always a trusted partner that lives and breathes agile. Our approach ensures companies reach their full potential in minimum time and with maximum efficiency.

> End-to-End Approach . And Beyond ...



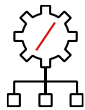
Consult

Diagnosing challenges, identifying opportunities and planning digital commerce transformation



Design

Focusing on key objectives and integrating market & user research to refine ideas



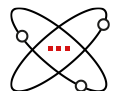
Implement

Agile delivery in close collaboration across business and IT



Support

Ensuring seamless operation, managing updates and continuously optimizing costs & performance



Evolve

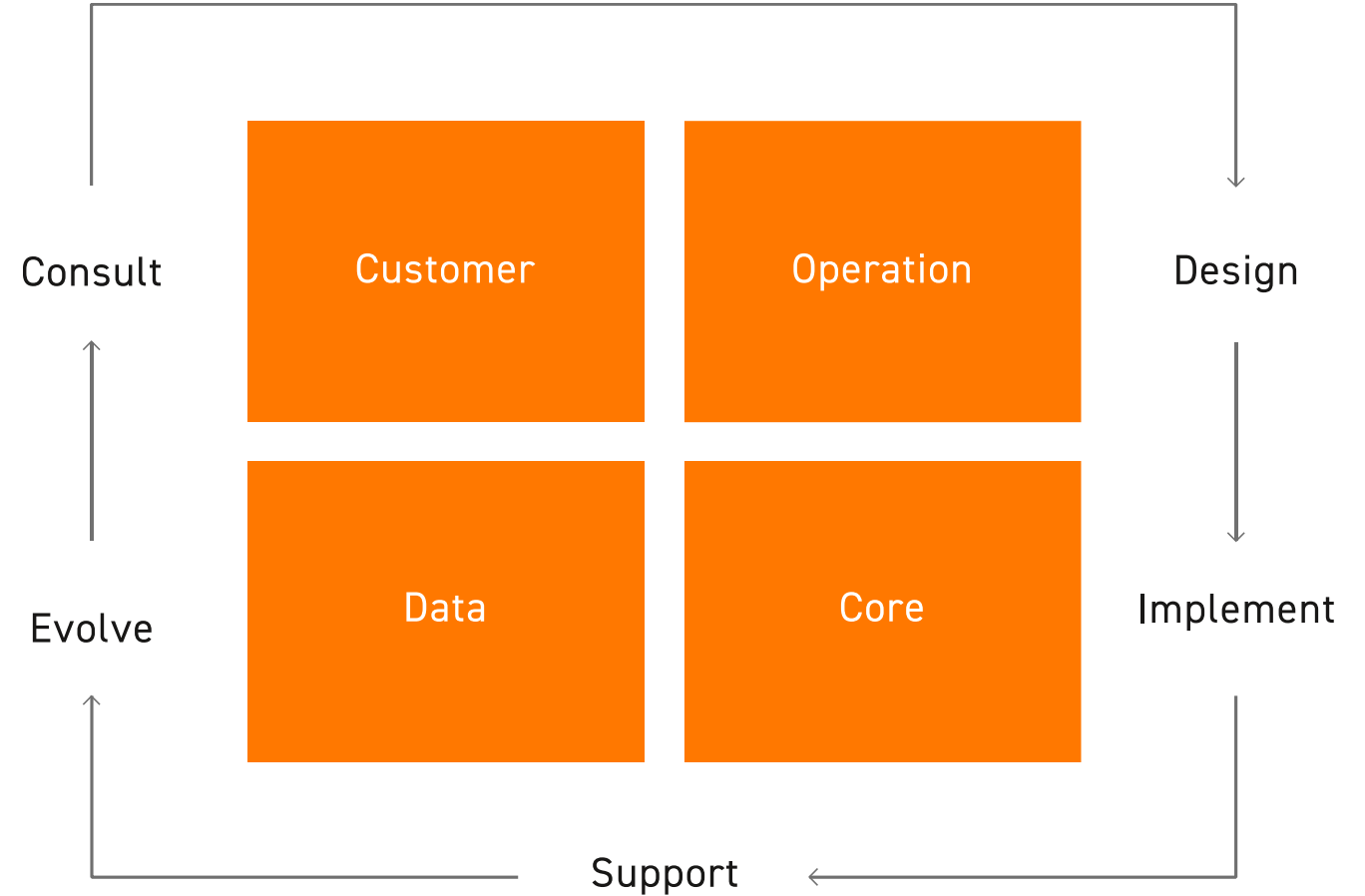
Adapting to market needs, responding to changing priorities and pivoting to greater success

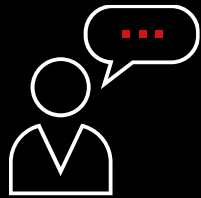


Tomasz Kaczmarek
PHP Architect

> Commerce Transformation

> This is our distilled process, perfected over 23 years helping companies digitalize





Worthy of Trust . Ask Our Clients

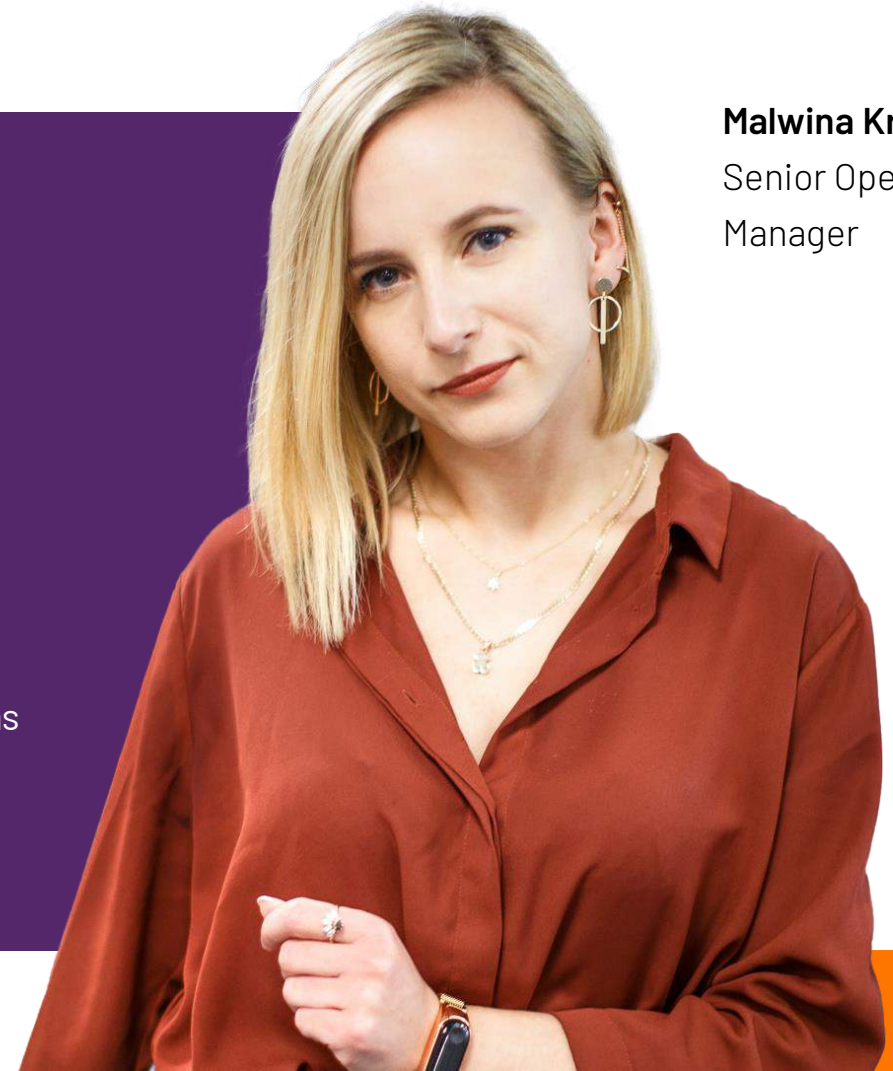
If you want to know us, talk to our clients. We'll happily put you in touch with companies around the world so you can see for yourself how we helped them succeed.



90% of companies would
recommend us to other
businesses

"Unity Group is in the top 7% of Boutique Tech Teams Digital Knights has
screened"

Malwina Krupa
Senior Operations
Manager





Customized Digital Experience Platform for Faster Business Development

Bernard Golko

E-commerce / Digital
Director Europe
& Board Member
at OnniBus

Unity Group once again showed its professionalism by delivering the project on time (with a short deadline in mind) and approached it with the creativity and responsiveness of an F1 race car!

unitygroup.com





TUBADZIN

Comprehensive B2B System, from
Wholesaler to Retail Outlet

Unity.Commerce implementation streamlined
and simplified the sales process – as a result the
majority of orders are now executed online.



Optimized B2B Platform for Ordering Marketing Materials

Paulina Strumińska

POP Administrator,
DDB Warsaw

When choosing the company to which we wanted to entrust the project, we were guided mainly by the criterion of trust and experience, confirmed by references in the implementation of large IT projects

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Symfony



Magento 2





VOLKSWAGEN

GROUP POLSKA

API-based, highly available integration of
over 30 systems

Krzysztof Jeger

Head of IT Systems
Integration and
Maintenance
Team, Volkswagen
Group Polska

The Anypoint Platform solution and Mule Enterprise Service Bus, both maintained and developed by Unity Group, are a crucial part of our IT architecture. Our long and fruitful cooperation with the company makes us recommend Unity Group as a responsible and competent partner.



Digitalization of Critical Business Processes

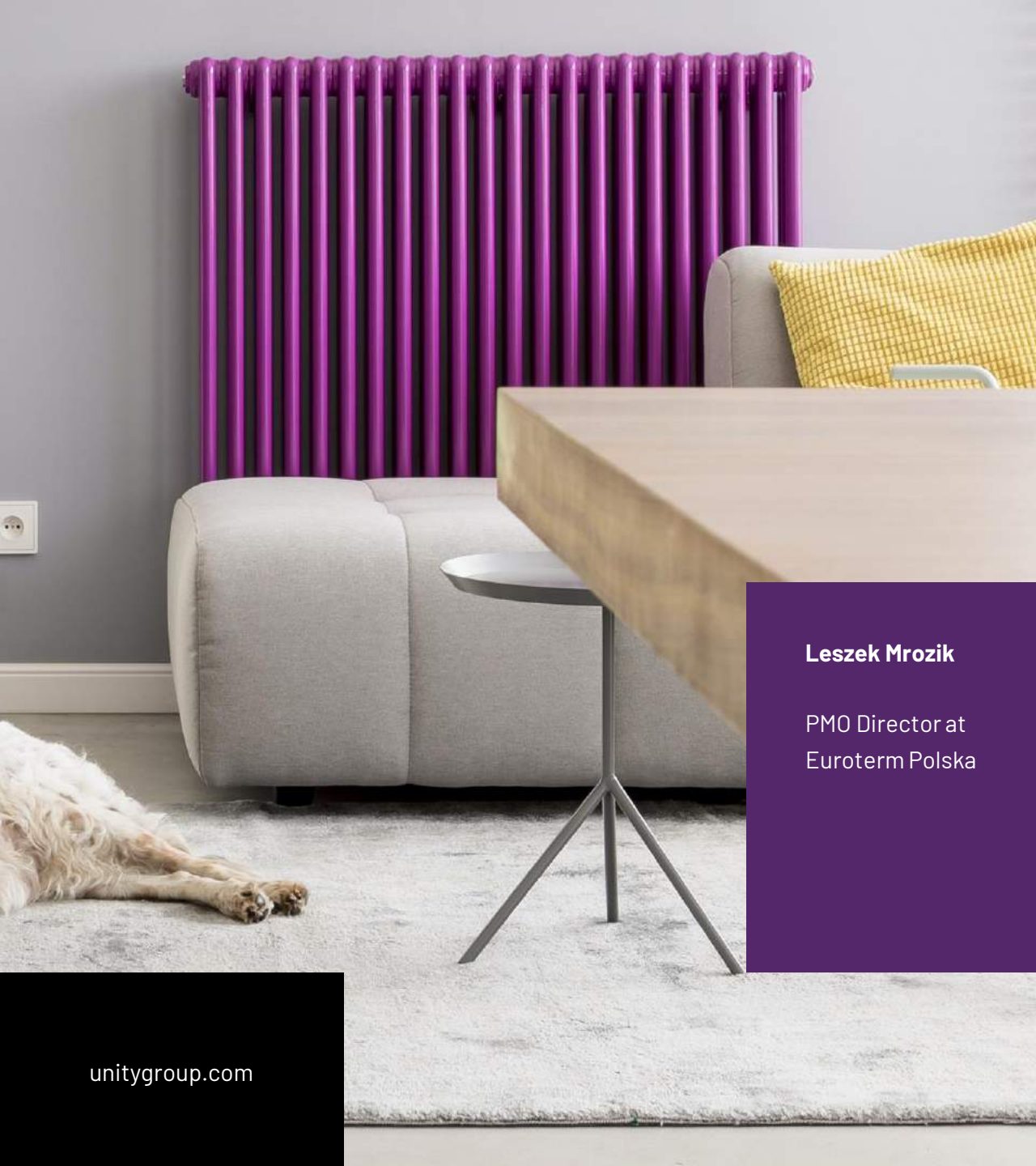
Hubert Gołębiowski

IT Project Manager,
GATX Rail Europe

Time and again, Unity Group has proven to be an effective partner. Internal stakeholders are impressed with the timeliness and quality of their delivery, as well as with the team's professionalism, reliability, and trustworthiness. Customers can expect an impactful engagement.

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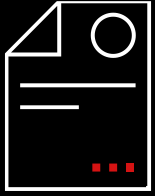


Integrated e-commerce system: ERP, PIM, WMS, B2B platform ONe

Leszek Mrozik

PMO Director at
Euroterm Polska

Unity Group is a business partner of technological solutions that perfectly navigates design issues. They created the right solution for us, adapted the work methodology and implemented the activities, ensuring the highest quality standards. This combination of professionalism, commitment and timeliness gives enormous comfort of cooperation, and the effect, in our case, exceeded expectations

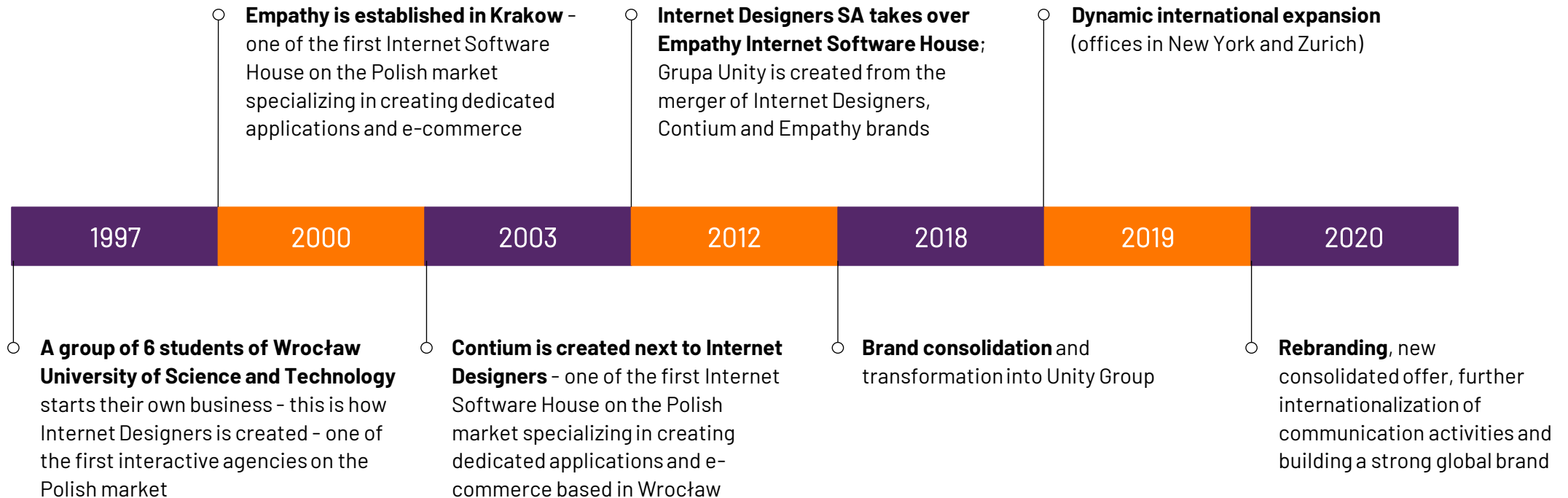


Total Honesty . Committed Delivery

Our reputation has been built for over 20 years. We are always honest about the possible challenges upfront and through experience, we know how to adapt on the spot and resolve them. When we commit to a project we never back down. And we deliver – fully.



> Company History



> 20+ Years on the Market . 500+ Delivered Projects

The best way to be honest is to let others talk for you



<...>

> Strategic Focus Areas

Our people – the foundation

- Unique organizational culture giving us an unparalleled competitive advantage
- Friendly work environment supporting the development of the employees and the whole company
- Competent and collaborative teams focused on delivering tangible value for our clients

Digital Commerce Transformation

- Deliver innovative E2E commerce solutions for retail, wholesale and related industries (automotive, transport, finance)
- Become a trusted digital transformation advisor and strategic IT solution & service provider for companies across the globe

Leader in Poland

- Become the “top-of-mind” commerce transformation expert
- A thought leader through our R&D activities, publications, and industry events
- Build E2E commerce transformation capabilities with “best-of-breed” technology and business partnerships

Global expansion

- Increase revenue streams from international clients to diversify the business
- Extend international presence, starting with the Nordics, UK, US and DACH
- Pursue targeted acquisitions in CEE (delivery) and EU & US (sales and consulting)

> Segmentation

Core industries

- Retail
- Wholesale
- Automotive
- Transport
- Finance

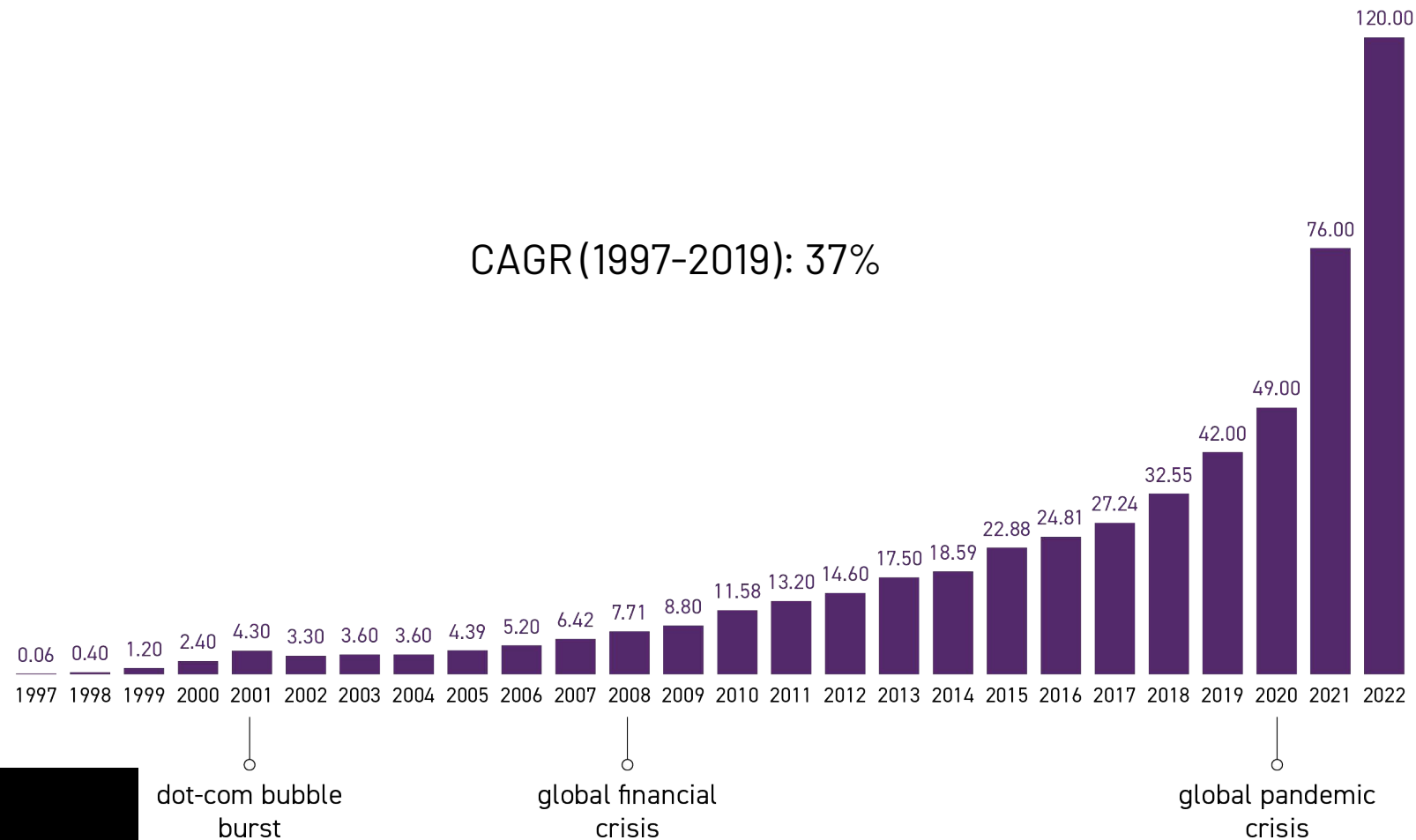
Target markets

- Poland
- Nordics:
 - Finland
 - Sweden
 - Norway
- UK
- DACH
 - Germany
 - Switzerland
- North America
 - US
 - Canada

Client types

- Large international enterprises
- Large CEE players
- Strong mid-size regional companies
- Innovative startups

> Revenues / 1997 - 2020



- We have always believed in internet technology. This belief has led us over the years to the company we are today.
- Although we have encountered some crises in our history, only once did we see a y / y decline in revenues, right after the dot-com bubble burst at the beginning of the 21st century.
- A picture is worth more than 1000 words > Unity Group's revenues over the years (left).

> Financials

| | 2020 | 2019 | 2018 | 2017 |
|-------------------------|----------------|----------------|----------------|----------------|
| Net Revenues from Sales | 49,130,000 PLN | 42,316,000 PLN | 32,779,000 PLN | 27,181,000 PLN |
| EBITDA | 3,446,000 PLN | 5,944,000 PLN | 4,121,000 PLN | 2,014,000 PLN |



People . Making a Difference

We know that a people-first mentality brings the best results and that's why working with us is really cool. Our biggest strength is people! We care for them and we empower them. We work with our clients as one team and that's what truly makes a difference.



> Management Board

Grzegorz Kuczyński
CEO



Grzegorz Rudno-Rudziński
MANAGING PARTNER



Piotr Wrzalik
MANAGING PARTNER



Marek Lose
MANAGING PARTNER

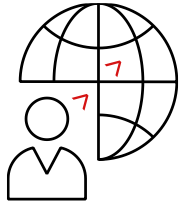


> What We Do . Our Mission

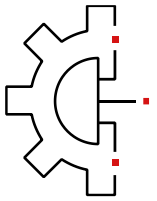
We understand the world
of new technologies and
we guide our clients there



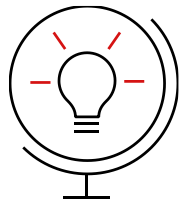
> Where We're Going . Our Vision



We are enabling our clients to realize the full digital potential of their business.



We will create products, services and systems in the newest technologies.



Hundreds of millions of people around the world will use our products and solutions.





> We support communities . IT Corner

- nationwide association of technology companies
- communication platform for exchange of experience and cooperation
- participates in and supports local technology communities
- cooperates with representatives of cities, universities, organizations and likeminded clusters
- co-creates and supports local IT ecosystems and takes part in building hubs of innovation

unitygroup.com



is an active member of



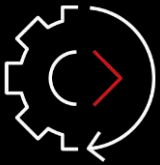
Grzegorz Rudno-Rudziński

CEO ITCorner

Managing Partner Unity Group



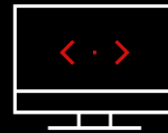
Our Values . Your Investment



Commerce Transformation .
Since 1997



All Results .
One Agile Partner



Impactful Solutions .
Enabled by Technology



Total Honesty .
Committed Delivery



Worthy of Trust .
Ask Our Clients



People .
Making a Difference

> Contact Us . The Digital Future Awaits

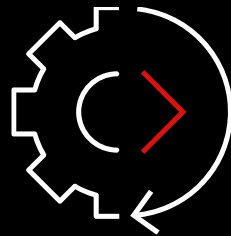


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MANAGING PARTNER

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It is Worth Investing
In the Digital Future