



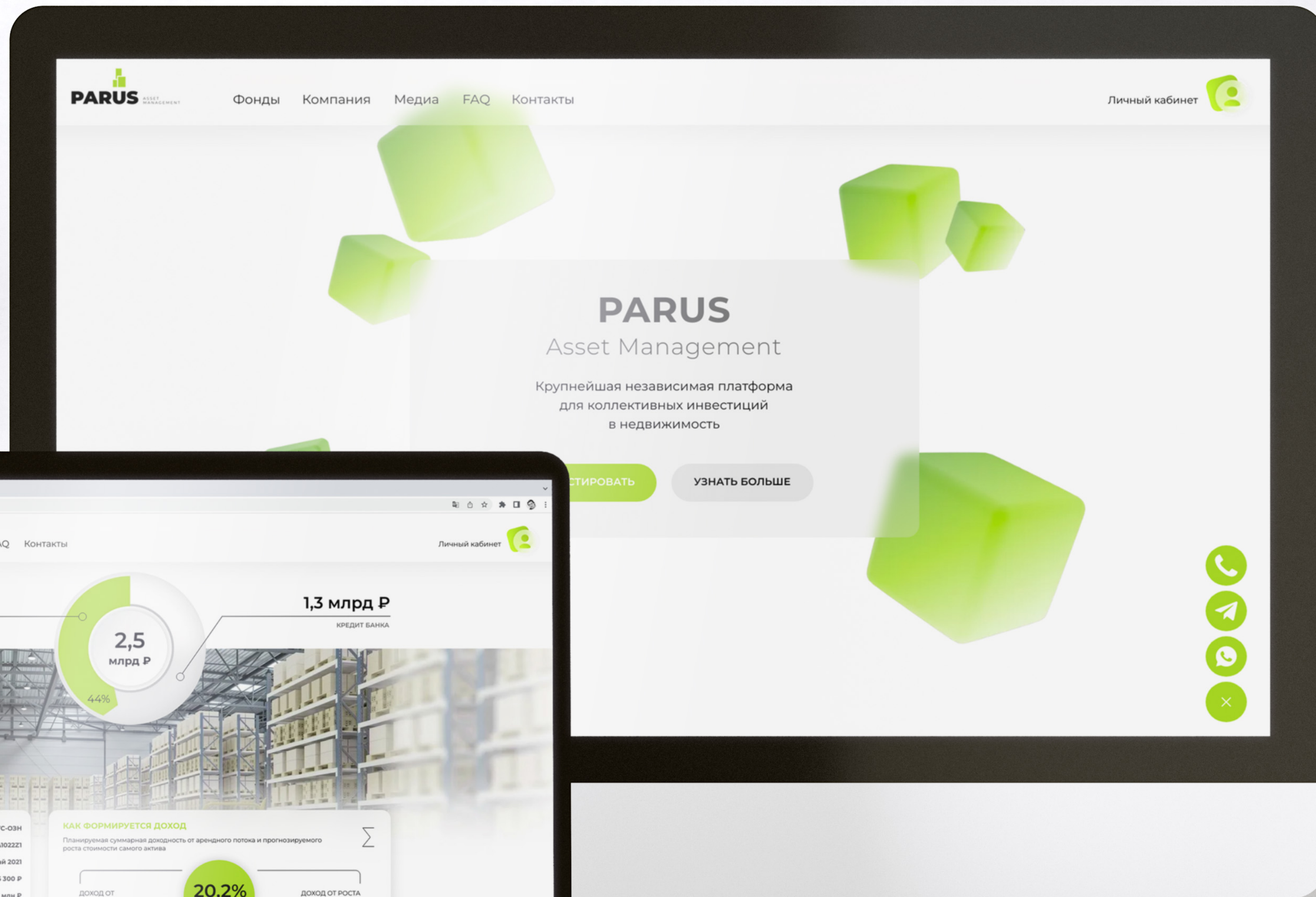
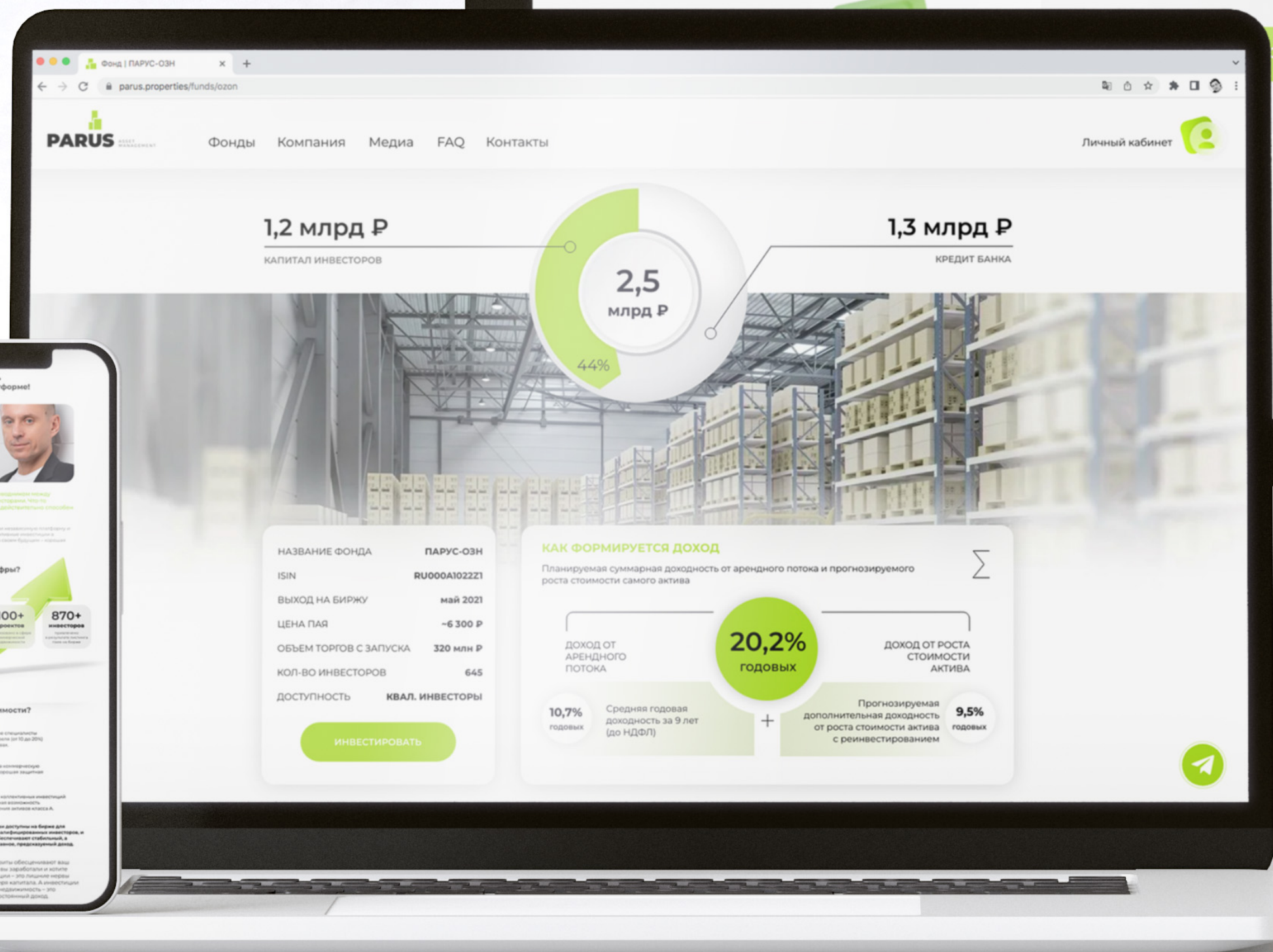
PERSONAL INVESTOR ACCOUNT WITH QLIK ANALYTICS AND GAMIFICATION SCENARIOS



Chief Operations Officer, PARUS AM
Alexey Sivyakov

Data:
Place:

27.07.22
Qlik webinar for banks of Azerbaijan



| WHO ARE WE?

Founders



**Denis
Stepanov**



**Kirill
Starodubtsev**



**Sergey
Egorov**



**Alexey
Novikov**

Our experience

Experience in continuous operations with non-residents

25+
years

Assets under management

35+
bln ₺

of real estate projects

100+
projects

OUR ASSETS |

35+
bln ₺

Under
management

70 000 m²



ON MOEX

2,5 bln ₺

50 000 m²



ON MOEX

1,95 bln ₺

110 000 m²



5 bln ₺

CLOSED RETAIL REAL ESTATE INVESTMENT FUNDS

**Shopping Mall «VESNA!»,
Moscow**

129 000 m²



8 bln ₺

CLOSED OFFICE REAL ESTATE INVESTMENT FUNDS

**Office Building «BANNIY 9»,
Moscow**

12 500 m²



1,8 bln ₺

**Office Building
«DVITSEV», Moscow**

57 900 m²



11 bln ₺

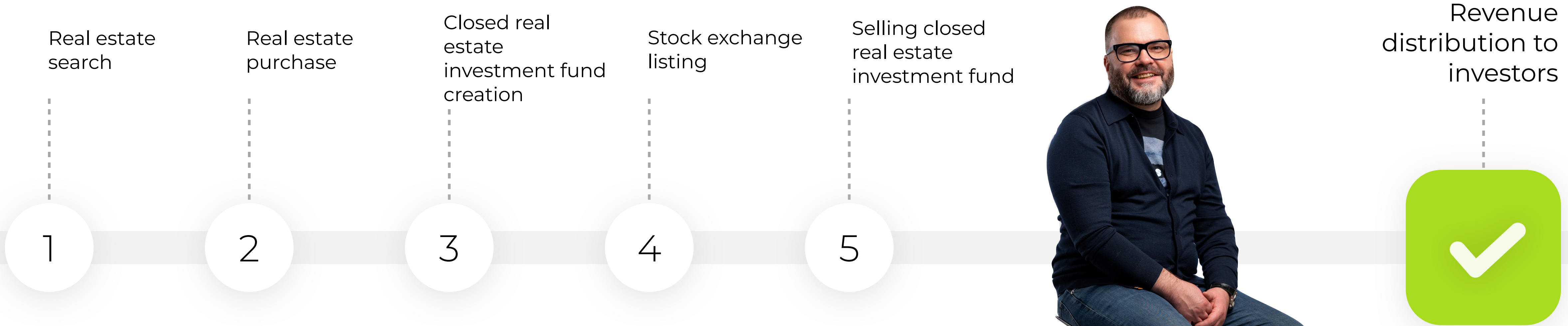
**Office building
«PAVLOVSKIY», Moscow**

29 900 m²



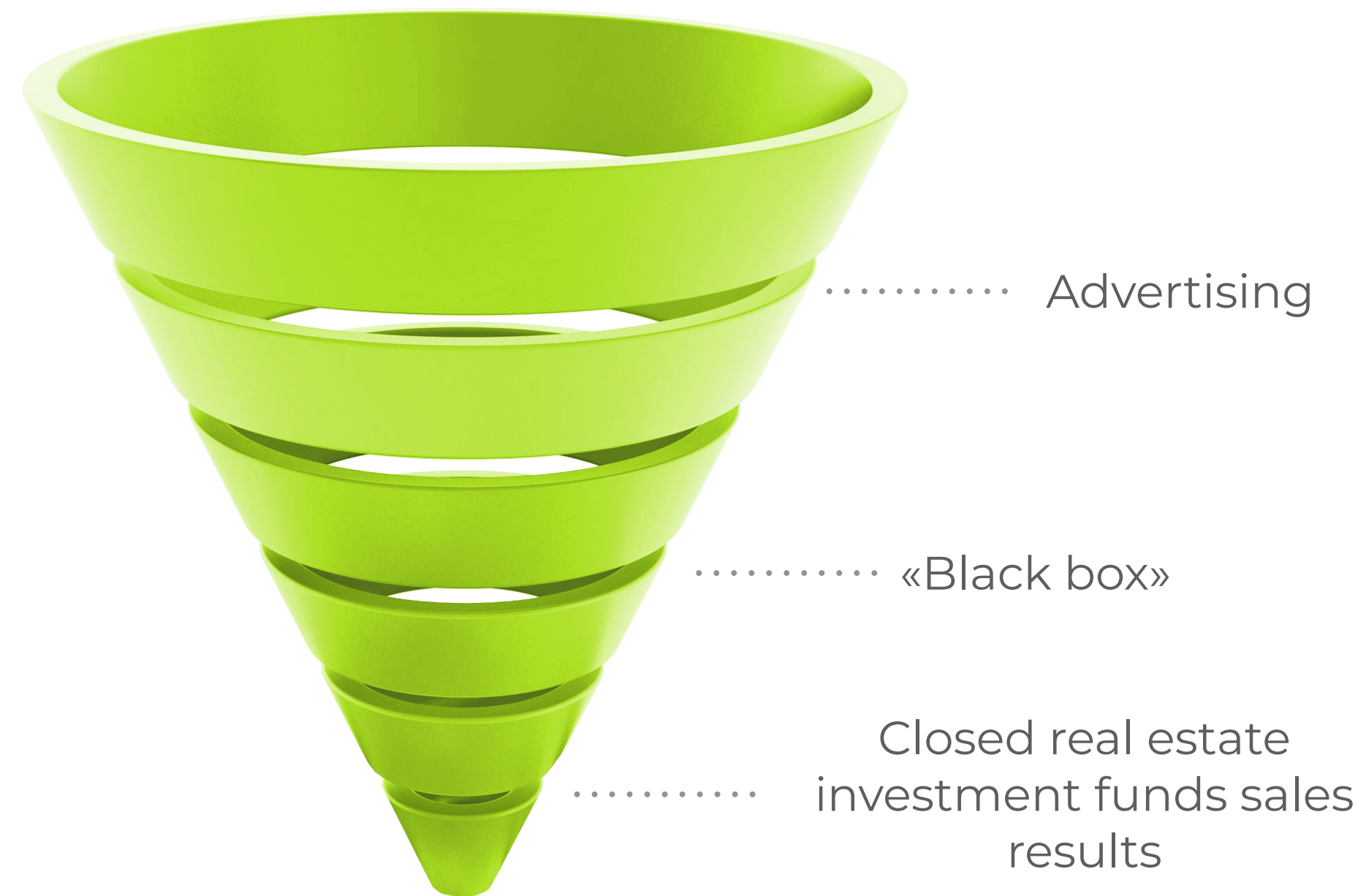
4,5 bln ₺

| WHAT DO WE DO?



” Search and creation of a new fund is similar to jeweler’s craft – to find a rough diamond and then work delicately and thoughtfully to turn it into a shining diamond, which is desired by everyone.

Sergey Egorov
Co-founder

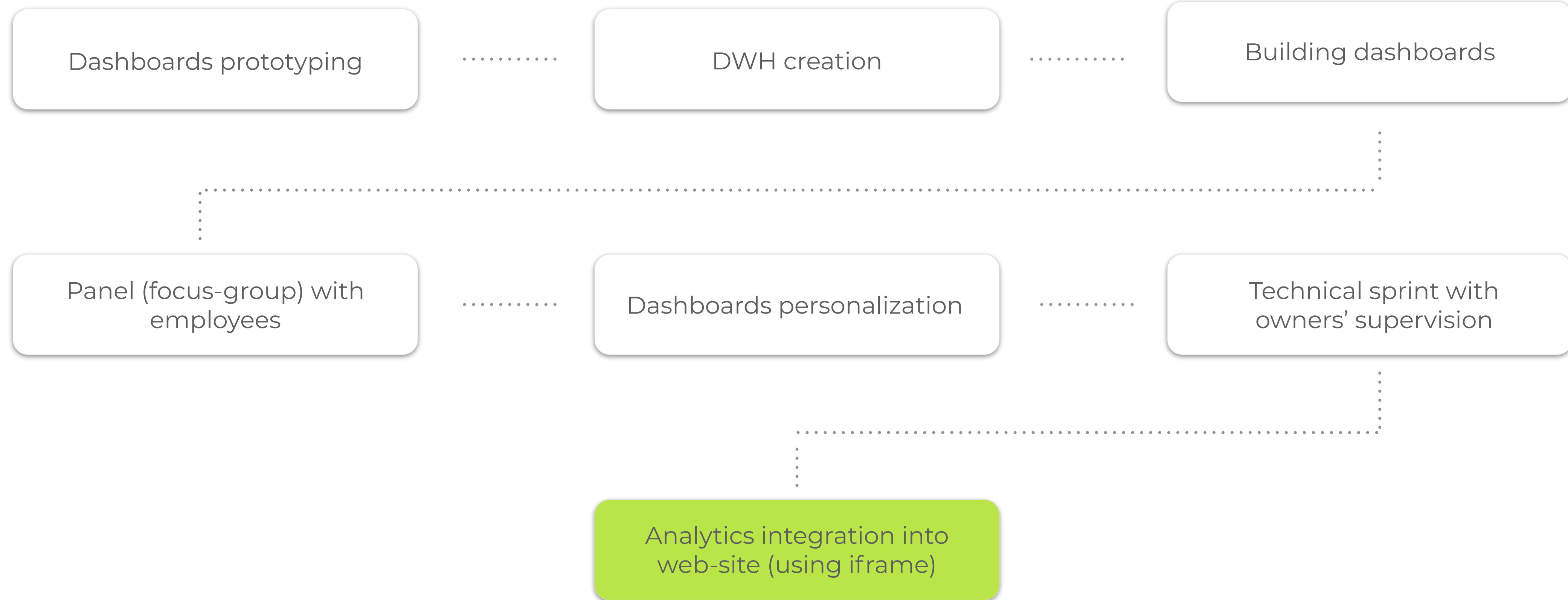


- Quality financial reporting
- Non-typical CJM
- Investors don't have clear understanding on revenue distribution
- Holistic view on revenue distribution needed

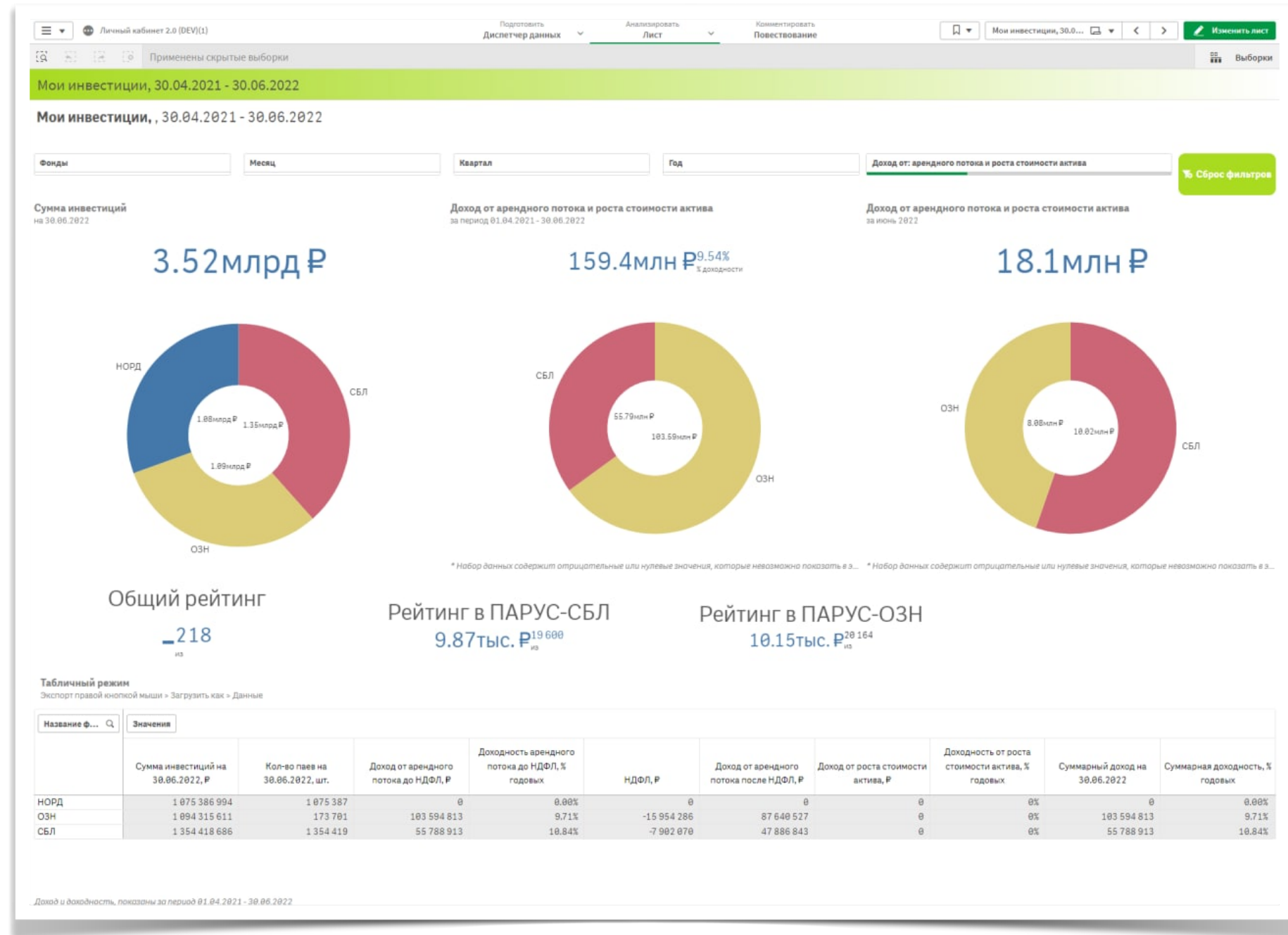


- Industry leader
- Scheduled PDF report distribution according to access rights
- Vendor's support
- Strong and large local users community

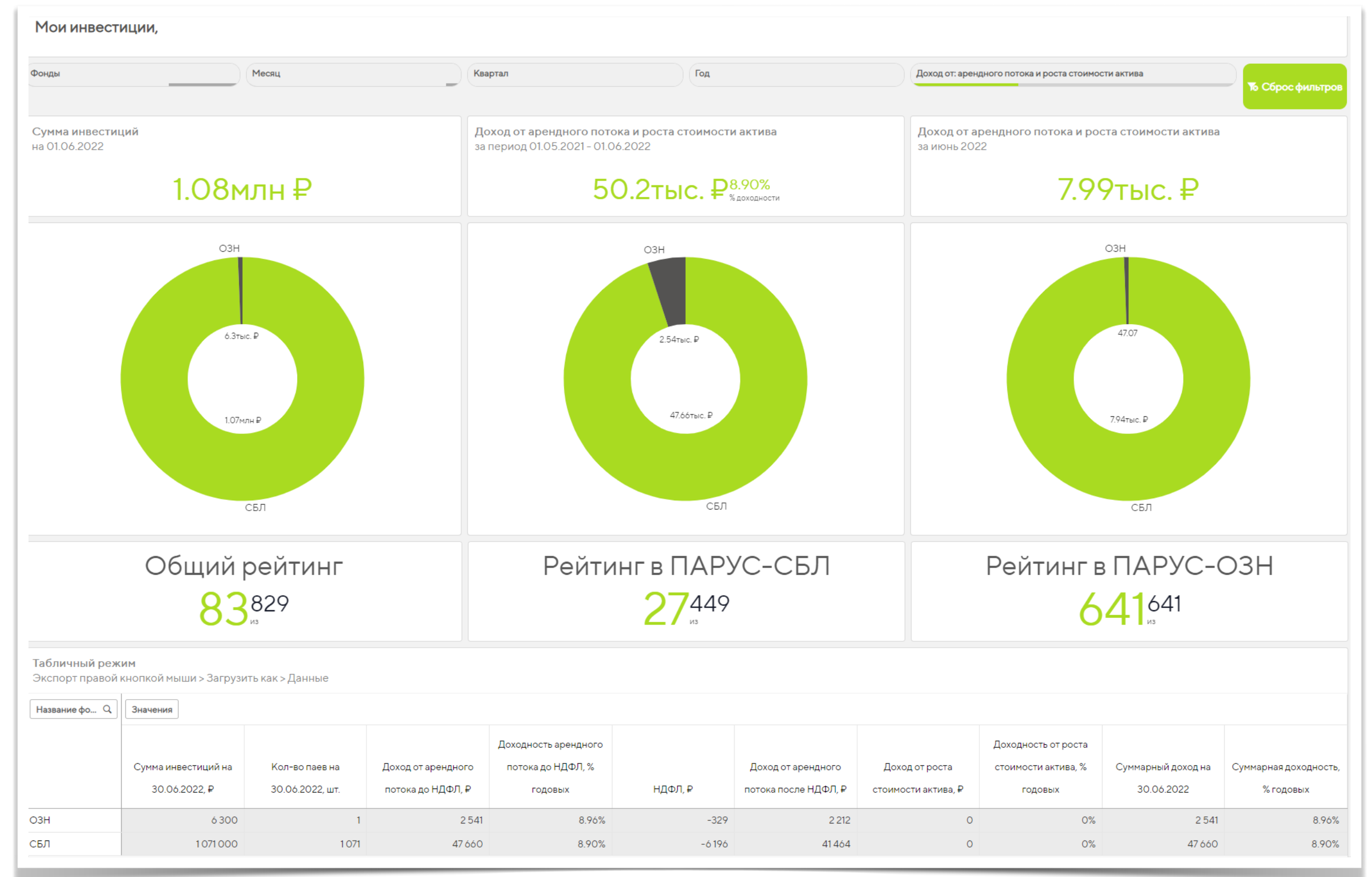
| TIMELINE



OLD



NEW



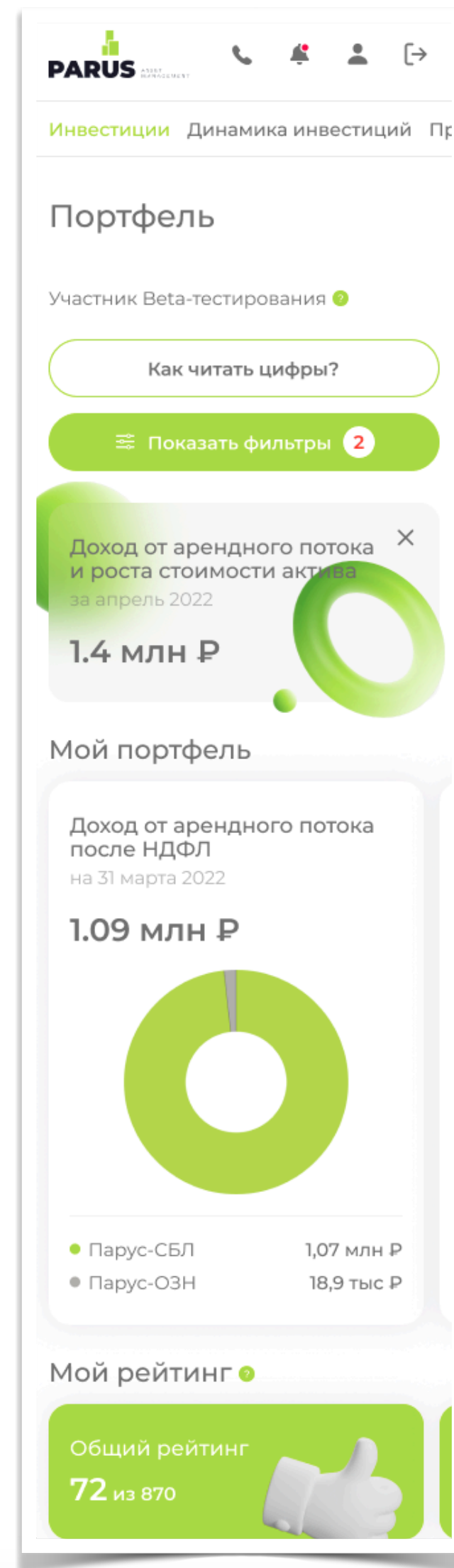
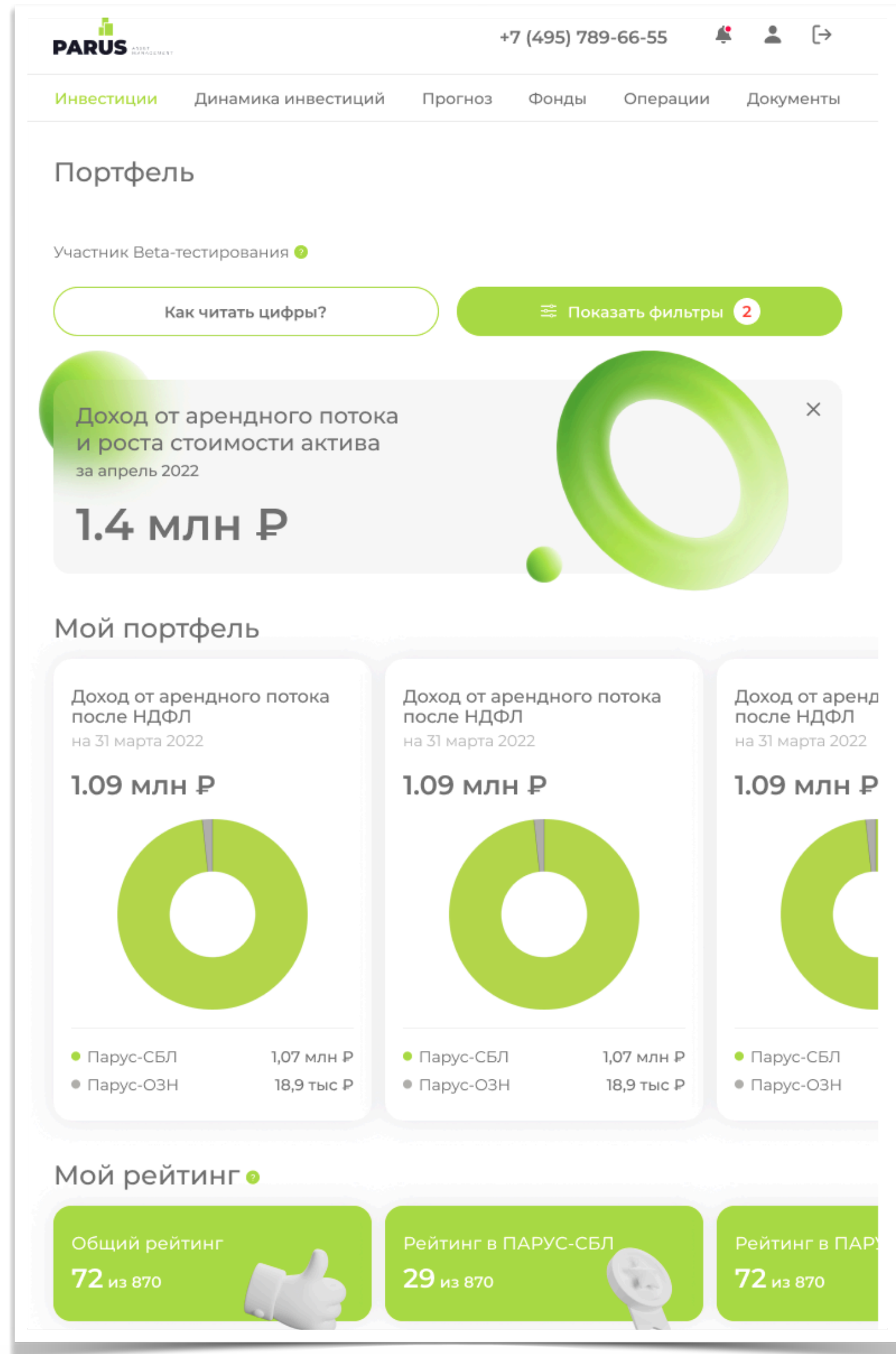
INTRODUCING GAMIFICATION

**Investor's portfolio
benchmark (or
investor
leaderboard)**

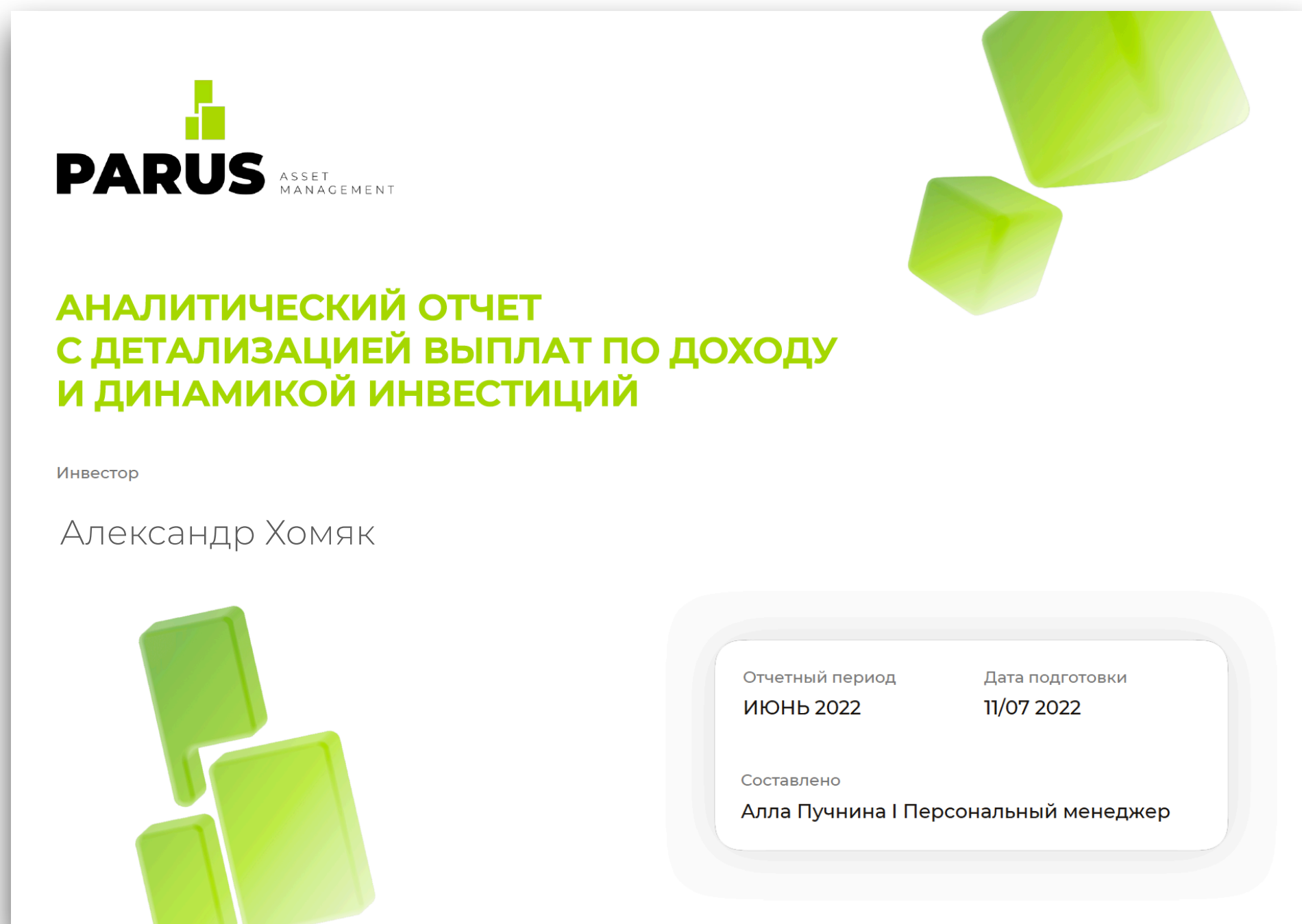
PERSONAL ACCOUNT FOR ATTRIBUTION

**Track and attribute
investors to marketing
channel sources**





- Dashboards adapted to mobile screen
- Keep the same level of information intensity as on desktop, despite screen size constraints



Additional users for investor's personal account:

164%

PDF reporting development timing:

1 month



Thanks for your attention!

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