



# Raport Curent

To: Financial Supervisory Authority  
Bucharest Stock Exchange

Nr. 10/01.02.2024

**Current report in compliance with the stipulations of the Law no. 24/2017 (republished) and of the FSA Regulation no.5/2018 (subsequently amended and updated) regarding the Issuers of financial instruments and market operations**

Date of report: **01 February 2024**

Name of issuer: **Alro S.A.**

Headquarters: **Slatina, 116 Pitesti Street, Olt County**

Telephone/ fax number: **+40 249 431 901 / +40 249 437 500**

Sole registration number at the Trade Register Office: **RO 1515374**

Trade Register Number: **J28/8/1991**

The European Unique Identifier (EUID): **ROONRCJ28/8/1991**

Legal Entity Identifier (LEI): **5493008G6W6SORM2JG98**

Subscribed and paid-in share capital: **356,889,567.5 RON**

Regulated market on which the issued shares are traded: **Bucharest Stock Exchange – Premium Tier Category** (market symbol: **ALR**)

We hereby inform all persons who may be interested about the following **important event to be reported**:

## Press Release

### **Agile Networks Technologies and Salesforce become ALRO's partners to increase sales digitalization**

**Slatina, 1 February 2024:** Agile Networks Technologies, provider of IT solutions for digitizing sales processes, with experience in the DACH region (Germany, Austria, Switzerland) and Romania, together with Salesforce, global leader in CRM (Customer Relationship Management) software solutions for 17 consecutive years, have concluded a digitization partnership with ALRO S.A. (BVB: ALR, "Company" or "ALRO"), one of the largest vertically integrated aluminum producers in Europe, by production capacity.

The agreement aims to implement a customized Salesforce solution for the digitalization of ALRO's sales processes and lead management, in order to improve the performance of sales teams.

*"Over the past 20 years, ALRO has invested significantly in state-of-the-art technology, due to which we have expanded our product range and managed to enter new, sophisticated markets, with products and*



services with high and very high added value. This partnership, which<sup>1</sup> came as a natural continue development strategy, supports us in our endeavour to offer customized solutions and expand our customer base", said Marian Nastase, Chairman of the Board of Directors of ALRO.

The partnership capitalizes on the experience gained by Agile Networks Technologies in implementing Salesforce CRM solutions for companies in Germany and Romania. Agile Networks Technologies has assisted clients from industries such as manufacturing, consumer goods, NGOs, education to streamline their sales processes and grow their businesses.

In 2023, Agile Networks Technologies registered an increase of over 100%, compared to 2022, in the demand for CRM software in Romania, local companies being increasingly open to the solutions offered by Salesforce and to the best practices they propose. For 2024, the company estimates digitization projects worth over EUR 500,000 in Romania.

*"We are excited to start this collaboration with ALRO and we are glad to continue on the established direction, which is to help our clients in their digital transformation initiatives, especially in the sales and eCommerce area, through consultancy, delivery of customized and integrated Salesforce solutions. Through this collaboration, we aim to bring more efficiency and innovation to ALRO's sales process using Salesforce Sales Cloud and to contribute to increasing the company's performance. We thank Salesforce Romania for their support and we want to continue our collaboration in the years to come,"* said Octav Prihoi, Head of Salesforce Department at Agile Networks Technologies.

A survey conducted in 2022<sup>2</sup>, among more than 3,500 companies using the Salesforce platform, shows that they reported a 25% reduction in costs for attracting customers, a 26% increase in employee productivity and 29% in sales performance. *"We are delighted to be with ALRO in this increasingly complex digitalization process. With the help of the Sales Cloud solution, ALRO will be able to provide personalized communication and increase the efficiency of sales processes. We are able to help the company strengthen customer loyalty and trust,"* added Camelia Olaru, Account Executive Salesforce.

CRM solutions are the fastest growing software market globally. The global CRM market was valued at USD 71.06 billion in 2023 and is projected to reach USD 157.53 billion by 2030, with an annual growth rate of 12%.<sup>3</sup>

**Marian-Daniel NĂSTASE**

**Chairman of the Board of Directors**

**Gheorghe DOBRA**

**Chief Executive Officer**

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<sup>1</sup> Conform *Gartner Magic Quadrant 2023*: <https://www.salesforce.com/news/press-releases/2023/09/20/gartner-magic-quadrant-sales-force-automation-2023/>

<sup>2</sup> <https://www.salesforce.com/news/press-releases/2022/11/07/companies-report-cost-savings-with-salesforce/>

<sup>3</sup> <https://www.fortunebusinessinsights.com/customer-relationship-management-crm-market-103418>



**For further information, please contact:**

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**Notes to the editor:**

**About Agile Networks Technologies**

Agile Networks Technologies is an IT company specialized in providing solutions for digitizing sales processes, focusing especially on CRM and eCommerce systems. The company operates in the DACH region (Germany, Austria, Switzerland) and Romania. With expertise in Salesforce and SAP, Agile Networks Technologies offers complete services at enterprise level, starting from consulting and continuing with the implementation and integration of solutions into customers' existing infrastructure. The offer is complemented by a wide range of generic software services, thus providing customized solutions for simplifying and digitizing customers' business processes, in an agile and scalable infrastructure.

**ALRO Group**

The companies' part of ALRO Group are: ALRO S.A. – manufacturer of aluminium, ALUM S.A. – producer of alumina, Vimetco Extrusion S.R.L. – extrusion business line, Conef S.A. – holding and management company, Vimetco Trading – aluminium sales and until 1 September 2023 Sierra Mineral Holdings I, Ltd. – bauxite mining, Global Aluminium Ltd. – holding company and Bauxite Marketing Ltd – marketing.

**About ALRO**

ALRO is a subsidiary of Vimetco PLC (Republic of Cyprus), a global producer of vertically integrated primary and processed aluminium. ALRO's shareholder structure is: Vimetco PLC (54.19%), Pavăl Holding (23.21%), Fondul Proprietatea (10.21%) and others (12.39%)

According to capacity, ALRO is one of the largest vertically integrated aluminium producers in Europe, with an installed production capacity of 265,000 tpa of electrolytic aluminium, an aluminium scrap recycling capacity of 100,000 tpa, resulting in a recycled liquid metal production of 94,000 tpa. The capacity of the Aluminum Foundry is 315,000 tpa as well as processing facilities of 140,000 tpa, in hot-rolled and cold-rolled aluminum and extrusion division.

The main markets for ALRO products are the European Union, but the Company also exports to the USA and Asia. The plant is certified with ISO 9001 for quality management and has NADCAP and EN 9100 certificates for aerospace production units, its products complying with the quality standards for primary aluminum of the London Metal Exchange (LME), as well as international standards for flat-rolled products.

Since 2020, ALRO and Vimetco Extrusion are members of ASI (Aluminium Stewardship Initiative), an international association that contributes to improving sustainability in the global aluminium sector. In January 2023, ALRO obtained the first ASI Performance Standard V3 certification (Version 3) in Europe.



### **About Salesforce**

Salesforce is an American company, headquartered in San Francisco, with 25 years of experience in the IT industry, global leader in CRM (Customer Relationship Management) solutions. The company offers cloud solutions focused on sales process management, customer service, marketing process automation, online commerce, reporting and integration. The company Salesforce is listed on the Stock Exchange and since August 2020 is part of the Dow Jones Industrial Average. In August 2022, Salesforce overtook SAP and become the largest provider of IT products to the enterprise market.