

POLICY ON VALUES, VISION, MISSION AND STRATEGIC DEVELOPMENT OF TIBIEL EOOD

This document defines the core principles that determine the long-term direction and cultural identity of TIBIEL EOOD. It forms part of the integrated management system and serves as a foundation for setting objectives, policies, and operational practices in alignment with ISO 9001, ISO 14001, and ISO 27001 standards.

VALUES

Our corporate values define the manner in which we conduct our daily activities. They form the basis of our organizational culture and strategic conduct:

Integrity and Ethics – We act transparently at all times, adhering to ethical standards of conduct and regulatory frameworks (including REMIT, ACER, AML, ESG).

Professionalism and Expertise – We rely on a team of highly qualified professionals with specialized knowledge of the energy sector.

Client-Centricity – We place the client at the core of all decisions, building long-term partnerships.

Sustainable Development – We work in line with the principles of energy efficiency and the low-carbon transition.

Innovation and Adaptability – We support the introduction of digital solutions and adapt to the evolving energy environment.

Security and Compliance – We observe the highest standards in information security, risk management, and data protection.

VISION

Our vision, as a pathway to fulfilling our mission and achieving excellence, is to remain resilient and adaptable to external conditions while establishing authority and credibility with our clients.

We aspire to be a trusted energy partner, delivering reliable and sustainable solutions in natural gas and electricity trading, reflecting our commitment to long-term resilience, strong market reputation, and contribution to the regional energy transition.

TIBIEL EOOD strives to combine technological progress, regulatory compliance, and responsibility toward society and the environment.

Considering the current market and competitive environment, our portfolio of long-term contracts with suppliers and service providers – secured by protective and guarantee clauses – provides grounds to affirm that TIBIEL EOOD maintains stable market positioning, notwithstanding the fluctuations of the economy and political environment in the country.

MISSION

TIBIEL EOOD is a licensed trader of natural gas and electricity. Our development concept is based on continuous improvement and professionalism in response to the dynamic requirements of the energy sector.

Our mission is to act as a reliable and responsible trader of natural gas, ensuring sustainable, high-quality, and timely supply under competitive conditions, in compliance with client requirements and regulatory frameworks, with due regard for the environment and future generations.

We are committed to delivering energy in a transparent, efficient, and responsible manner, creating added value for clients, partners, and society.

We operate in accordance with the highest standards of quality, information security, environmental responsibility, and ethical conduct.

STRATEGY

TIBIEL EOOD pursues a long-term strategy aimed at establishing and consolidating a sustainable market presence in the natural gas and electricity sector in Bulgaria and the region, with sufficient resources to meet its contractual obligations.

Our resilience is found on adaptability to both external and internal changes, with a focus on clearly defined strategic objectives.

The company seeks to improve team performance through targeted measures, including professional training programs and expert consultations, enhancing competence in the highly competitive energy markets.

Strategic Objectives (2025–2030)

To strengthen market positions in electricity and natural gas trading at both national and regional levels.

Ensure full compliance with REMIT, ACER, ISO standards, ethical, and environmental requirements.

Invest in human capital development – training, qualification, and fostering an ethical and responsible corporate culture.

Expand sustainably – diversification into green energy, guarantees of origin, carbon credits, and value-added services.

Operational Priorities

Establish internal policies and control mechanisms in compliance with ISO 9001, ISO 14001, and ISO 27001.

Optimize contractual practices, risk management, and partnerships.

Enhance client service through technological platforms and personalized solutions.

Implement ESG reporting and sustainable environmental management practices.

Strengthen information protection and cybersecurity measures.

Key Performance Indicators (KPIs)

Growth in client portfolio.

Regulatory compliance.

Trading efficiency.

Client satisfaction.

Information security performance.

The values, vision, mission, and strategy of TIBIEL EOOD serve as the foundation for an effective management system that meets the expectations of stakeholders and regulatory authorities. They provide clear direction for development and sustainable growth in a dynamic and highly regulated sector such as energy.

Approved by Manager of TIBIEL EOOD