

NEWSLETTER

JULY 2025

#EBACONNECTINGEUROPE



ACTIVITY REPORT



JULY HIGHLIGHTS



MEMBER NEWS

EBA MID-YEAR REFLECTIONS



Dear EBA Members and Partners, proud leaders of the European business community in Georgia, thank you for your invaluable support and engagement in the first half of 2025. Though we began the year with ambitious goals, our mid-year review confirms we've already delivered remarkable outcomes together.

Achievement Highlights:

- **Events & Networking:** We hosted nearly 50 high-impact gatherings that ignited collaboration, knowledge-sharing, and professional connections (**HIGHLIGHTS**).
- **Committee Impact:** Our 14 sector-specific committees—made up of industry leaders—have driven meaningful strides across key sector priorities through sharp initiatives and advocacy.

- **Membership Growth & Partnerships:** EBA Georgia expanded its credibility by welcoming prominent companies across diverse sectors. We've also forged stronger strategic partnerships with local and international stakeholders, amplifying our institutional reach and member value.
- **Capacity Building:** Through tailored trainings, upskilling workshops, and standout initiatives like EBA Youth Academy and Women Mentorship in Tech, we equipped participants with in-demand skills, leadership confidence, and powerful networking opportunities.
- **Promotion & Visibility:** With targeted social media campaigns, media highlights, in-person visits, and community events, we spotlighted members' products, CSR, and ESG excellence—boosting visibility and showcasing responsible business leadership.
- **Global Reach & International Network:** As part of the EBO Worldwide network, we now connect with over 30,000 businesses in nearly 60 countries, unlocking global opportunities and knowledge exchange.
- **Advocacy & Policy Influence:** In vital sectors—healthcare, taxation, labor migration, construction, logistics, and hospitality—we remain a proactive force in shaping regulatory reforms aligned with European standards, strengthening Georgia's investment climate.

Your engagement and trust are the driving forces behind these successes. Wishing you a restful and productive August—we look forward to returning in September reinvigorated and ready for even greater impact!

Warm regards,

Mariam Kuchuloria

Managing Director

DISCUSSION ON 'TRANSFER PRICING' TOGETHER WITH REVENUE SERVICE



The EBA Georgia hosted a high-level discussion on “Transfer Pricing Risks of Intra Group Loans”, co-organized by Andersen and Grant Thornton at Sheraton Hotel. The session was aimed at exploring the newly established transfer pricing criteria concerning intra group loans and capital contributions.

The event fostered an open dialogue between public and private sectors, covering current regulations, their interpretations, and the main challenges businesses face. Discussions featured practical examples, benchmarking strategies and compliance challenges, fostering dialogue among stakeholders.



The event brought together finance and tax professionals, legal/compliance experts, and corporate decision-makers from local and international firms. Senior tax leaders delivered thematic presentations with strategic insights into current tax practice, followed by a Transfer Pricing panel featuring revenue-service officials and top business advisory experts.

The EBA sincerely thank all speakers, panelists, and attendees for their insightful contributions and spirited engagement. We are eager to continue partnering on the advancement of transfer-pricing practices in Georgia and beyond, and look forward to collaborating with EBA member companies on future initiatives in this critical direction.



EBA TAX COMMITTEE RETREAT AT TSINANDALI ESTATE



The EBA Tax Committee made up of tax directors, CFOs and legal/compliance leads from EBA-member companies across sectors, convened for a focused two-day retreat at EBA member Hotel - Radisson Collection Tsinandali to address the most pressing tax challenges faced by businesses in Georgia.



The event fostered an open dialogue between public and private sectors, covering current regulations, their interpretations, and the main challenges businesses face. Discussions featured practical examples, benchmarking strategies and compliance challenges, fostering dialogue among stakeholders.



Through in-depth discussions, the committee developed practical recommendations to guide joint advocacy efforts. This retreat reaffirms EBA's commitment to ensuring the private sector's voice is heard and members' interests are protected. We look forward to translate these recommendations into tangible impact.



Special thanks to EBA Member Tsinandali Estate, A Radisson Collection Hotel for amazing hospitality.

As part of EBA's broader mission, we continue to create a fair, transparent, and predictable tax environment for all companies operating in Georgia.



SALES TRAINING FOR EBA MEMBERS



EBA together with the BDO Academy organized “Sales Architecture” seminar, bringing together a dynamic group of sales directors, executives and managers of the EBA member companies from different sectors and industries.



BDO Academy is the professional learning and development arm of BDO Georgia, offering high-quality corporate and individual training programs across finance, management, soft skills, and business strategy disciplines.



Exclusively invited trainer Daji Liparteliani guided attendees on structuring every touchpoint—from strategy to sales team performance—into a cohesive system that supports sustainable growth. The practical toolkit included sales funnel design, lead qualification benchmarks, and realignment of sales and client care teams under one unified model.



The EBA strengthens members' capacity by raising awareness of industry trends and delivering targeted training and skill-upgrading initiatives tailored to emerging and established business needs. EBA equips members with the advanced strategic, regulatory, and technical capabilities essential for driving competitive success across Europe.



EBA GLOBAL

We are excited to announce that the EBA is joining the European Enterprise Network (EEN) as an International Network Partner from Georgia.

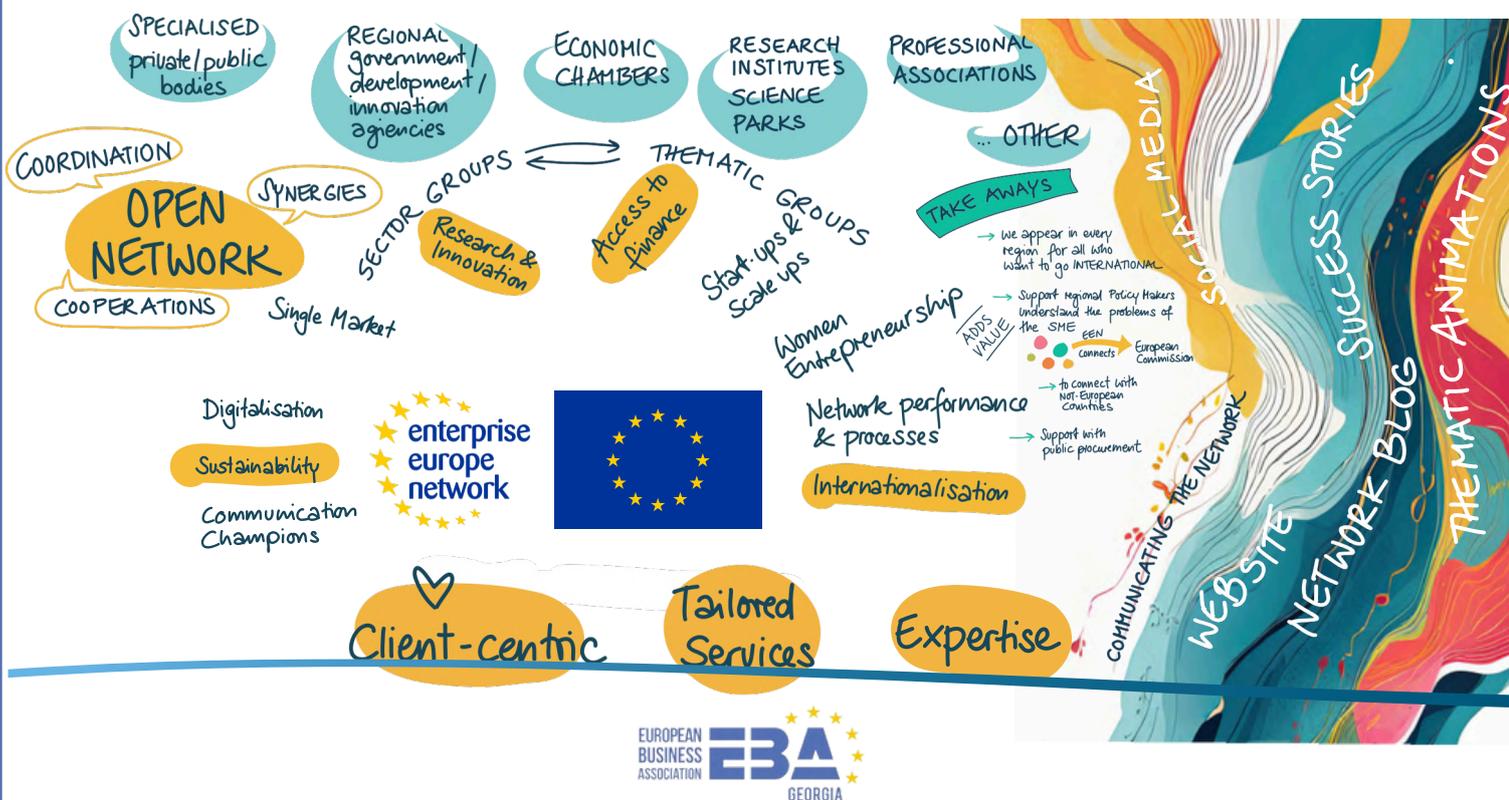
The EEN is the world’s largest support platform for businesses—especially SMEs—seeking to innovate and expand internationally. Established in 2008 EEN brings together 600+ partner organisations across 60+ countries, including chambers of commerce, universities, innovation agencies and business support organisations, and offers:

- Tailored advisory services;
- Business and technology partnering;
- Regulatory and market compliance advice;
- Intellectual property and legal support
- Innovation audits and R&D strategy support;
- Management improvement, digitalisation and resilience coaching;
- Sustainability, green transition and circular economy advisory, etc.

Now that the European Business Association Georgia is joining EEN as an International Network Partner—all EBA member companies can access the full suite of EEN services through EBA.

The EBA team will provide details of how your companies can benefit individually from the EBA’s EEN partnership, along with the official announcement, in the coming weeks.

For EBA Georgia members, this translates into seamless EU integration: enhanced visibility in European partner-seeking pipelines, expert-backed access to institutional and financial opportunities, alignment with EU standards, and a streamlined local entry point for global value-chain collaboration. When combined with EBA’s existing network support, advocacy track record with Georgian authorities, and DCFTA-focused export and compliance programming, the new EBA-EEN synergy multiplies European-market connectivity and policy leverage while maintaining one trusted reference for both local and international business support in Georgia.



NEW MEMBERS

Signify

Signify is a fast-growing SaaS company from Georgia, helping organizations replace paper-based agreements with fully digital workflows. The platform enables businesses to create, send, sign, and manage documents online - making contracting faster, more secure, and aligned with both Georgian and EU regulations for electronic signatures.

Signify works with leading companies in finance, healthcare, retail, and public services to modernize procurement, HR, legal, and operational processes. Each month, over half a million documents are finalized through Signify, reflecting company's role in driving digital transformation at scale.

<https://signifyapp.com/ka-GE/>

StoreSafe

StoreSafe is Tbilisi's first international standard self-storage company, providing secure and flexible storage solutions for both individuals and businesses. The facility is designed to accommodate a wide range of storage needs, with units available on both short- and long-term rental plans.

While personal storage is available, StoreSafe places particular emphasis on business storage, supporting companies that require off-site space as part of their operations, overflow or optimization of their current premises. As well as for businesses undergoing relocation, renovation, or restructuring.

StoreSafe's premises are modern and fully monitored, with controlled access and a focus on reliability, security, and customer support. The service is structured to offer a straightforward, professional solution for organisations looking for additional storage capacity without the overhead of managing their own facilities.

<https://storesafe.ge/>

NEW MEMBERS



Vortex Water Engineering has been working in Georgia since 2019. The company is correcting technically difficult projects, focused on quality.

The company team is composed of specialists who have worked together for years, in various foreign and Georgian companies, in Georgia and abroad. Members of the company decided to get out of the standard of modern Georgian working norms in 2019 and create an organizational environment that would be based on higher work ethics, working standards of successful developed countries, focused on quality, responsible for the interests of consumers and partners, and contributed to the improvement of Georgia's environmental system - they would. "Vortex Water Engineering".

Today, Vortex Water Engineering Services and Product Consumer Portfolios are about one hundred Georgian, Azerbaijani and Armenian companies.

Vortex Water Engineering is the exclusive representative of the most developed multinational corporations in Georgia and in the region: Krohne, Nijhuis Saur Industries, AO Smith, ATB Water, In-Situ, Pentair.

The Vortex Water Engineering activity begins with the design of water processing and analytics systems and includes all phases of planned services. The whole process is managed with the involvement of equipment manufacturing companies and in accordance with their instructions.

The main goals of the company are: fast and reasonable action during the project, quality of work to be done; Placement of the project within the agreed budget; The Vortex team acts with knowledge, quality and timely.

<https://vortex.ge/en/home/>

MEMBER NEWS



GM PHARMA IS ADVANCING ITS R&D CAPABILITIES WITH TARGETED, CUTTING-EDGE TRAINING INITIATIVES

Pharmaceutical manufacturing is among the most regulated and technologically advanced industries, demanding continuous innovation and unwavering quality. **GM PHARMA**, with over 600 professionals in Georgia and abroad, prioritizes excellence through continuous training to maintain the highest industry standards.

GM PHARMA recently held a three-day seminar on the DoE–QbD framework — a comprehensive approach to quality planning in pharmaceutical development. The seminar brought together R&D, QC, and QA teams to deepen their expertise in DoE and QbD.



Design of Experiments (DoE) is a systematic methodology that uses statistical techniques to plan, conduct, and analyze controlled tests. In drug development, DoE identifies how factors like ingredient ratios and processing affect quality, enabling early optimization for robust formulations and efficient processes.

Quality by Design (QbD) is a proactive approach that embeds quality into every stage of product development and manufacturing. Besides relying on raw materials testing, QbD focuses on understanding and controlling all processes from early formulation to ensure consistent product quality.

The seminar was led by Dr. Shivang Chaudhary, a global QbD expert and founder of QbD-Expert™, who shared practical insights from his vast experience in drug development. He has authored around 150 ready-to-use formulation templates, widely used in both innovative and generic pharmaceutical product development.

As Dr. Shivang Chaudhary notes: “By embracing advanced methodologies such as Design of Experiments (DoE) and Quality by Design (QbD), **GM PHARMA** not only enhances new drug development process but also reduces risk while aligning with stringent international regulatory requirements set by authorities such as the FDA, EMA, and ICH. These frameworks represent the gold standard for proactive quality management in pharmaceuticals starting from new drug development - ensuring robust processes that meet global expectations.”

CEO of **GM PHARMA**, Levan Varduashvili Continues: “The integration of DoE–QbD principles represents a significant advancement for **GM PHARMA**'s R&D function. As one of the most regulated and technologically advanced industries, pharmaceutical company demands continuous improvement and unwavering standards. Continuous training initiatives like this seminar for R&D reaffirm our commitment to innovation, regulatory excellence, and delivering high-quality pharmaceutical products worldwide.”



GM PHARMA, a multinational pharmaceutical company, operates a state-of-the-art manufacturing plant in Tbilisi, backed by 25 years of continuous development. It is the only facility in Georgia with a full technological cycle for producing solid dosage forms and ranks among the most advanced manufacturers in the South Caucasus.

Since its foundation, the company's core values have remained unchanged - the development and delivery of pharmaceutical products that enhance patients' quality of life and extend longevity.

GM PHARMA – Serving those who need it most!

MEMBER NEWS



GRANT THORNTON GEORGIA IS THE OFFICIAL PARTNER OF THE WELCOME TO GEORGIA! NATIONAL TOURISM AWARDS!



We are pleased to share that Grant Thornton Georgia has become the official partner and supporter of the “Welcome to Georgia! National Tourism Awards.”

Grant Thornton’s extensive experience in the region enables us to confidently highlight the opportunities that distinguish us as a top-tier audit and advisory company with well-developed infrastructure and a highly experienced team.

Our technical expertise, along with our international and regional collaboration experience, combined with our local operations in Georgia, ensures that we have access to a broad global network and the ability to mobilize top-level experts to deliver deep, tailored, and professional support for each project.

As an independent audit and business consulting company, Grant Thornton will support Welcome to Georgia in ensuring the transparent and fair execution of the project.

Within this collaboration, through joint efforts and support, Grant Thornton’s team of professionals will be actively involved in key activities required for organizing the annual competition, particularly in the following areas:

- **Management of the evaluation system** – implementing professional standards and ensuring objective assessments
- **Joint planning and implementation of evaluation stages** – a strategic approach to competition organization
- **Development of the communication format** – considering international best practices
- **Communication and coordination with jury members** – organizing the effective work of experts
- **Joint review of questionnaires and scoring** – ensuring a transparent and fair evaluation process
- **Participation in the awarding ceremony** – active involvement as part of the jury

Paata Shurgaia, Managing Partner of Grant Thornton:

“Grant Thornton have been participating in various ratings and competitions; however, this year marks the first collaboration between us and the Welcome to Georgia! National Tourism Awards. We hope our contribution will be significant and ensure the competition is held at the highest standard. The development of the tourism industry in Georgia is of great economic and cultural importance. Our involvement in this project helps identify and highlight the best examples within the industry, which will contribute to raising standards for the future growth of the entire sector.”

MEMBER NEWS



MOORE GLOBAL NETWORK HAS BEEN AWARDED NETWORK OF THE YEAR AT THE INTERNATIONAL ACCOUNTING FORUM & AWARDS 2025!



The International Accounting Awards (IAFA) is a prestigious ceremony held each year in London.

Winning at IAFA carries significant prestige, with accreditation and recognition as one of the most important events in the accounting and professional services sector. Winners are selected by an **independent panel of judges**, consisting of top accounting industry experts, researchers, and media representatives.

This award recognizes leading global providers of accounting services and highlights the exceptional quality, dedication, and collaboration of Moore Global's 234 member firms.

In Georgia, Moore Global is represented by **Moore Abc**, which provides a full range of audit, accounting, valuation, tax and advisory services to both local and international businesses. According to SARAS data, Moore Abc demonstrated strong growth in 2024, recording a 63% year-over-year increase in audit-related revenue.

The **International Accounting Forum & Awards (IAFA)** is an annual event organized by Arena International Events Group, with the support of the International Accounting Bulletin (IAB)—a leading magazine and research platform in the accounting industry that has reported on global networks and associations for decades.

The core goals of IAFA are to:

- Recognize and reward firms demonstrating innovation, high service quality, and ethical standards
- Highlight industry leaders and emerging trends
- Encourage collaboration between professional networks and firms on a global scale

This remarkable achievement showcases Moore Global's leadership in the industry and its commitment to delivering excellence, innovative services and the highest standards of professional integrity. As an active member firm, Moore Abc is honored to contribute to this shared success and remains dedicated to upholding the values and quality that define Moore Global around the world.

Moore Global Network is an international network represented by 563 offices with more than 37,000 people in 116 countries around the world, supporting business navigating constant change with confidence in ever-changing world.

MEMBER NEWS



PULLMAN TBILISI AXIS TOWERS WELCOMES NEW GENERAL MANAGER, SÉBASTIEN VINCENT

Pullman Tbilisi Axis Towers is delighted to announce the appointment of **Sébastien Vincent** as its new **General Manager**. With more than 30 years of international experience across Europe, the Middle East, Asia, and Central Asia, Sébastien brings a dynamic leadership style, strategic acumen, and deep passion for hospitality to one of Georgia's most iconic luxury destinations.'

Sébastien's career journey began in the kitchens of France, where his love for hospitality was sparked by the joy of bringing smiles to people's faces through food. From those early days, he has grown into a respected and seasoned leader, having held key roles in world - class properties including the Novotel Almaty City Center in Kazakhstan, Mercure Grand Hotel Doha, Mercure Sohar, ibis Muscat, ibis Al Barsha Dubai, and multiple pre-opening projects across Oman, Qatar, and the Indian Ocean.



In his most recent role as General Manager of Novotel Almaty City Center, Sébastien successfully repositioned the property post-pandemic, leading a 45% increase in revenue and a 61% surge in Gross Operating Profit within a year. His results-driven mindset and commitment to service excellence have consistently delivered strong financial performance and guest satisfaction.

"I am thrilled to join Pullman Tbilisi Axis Towers, a flagship hotel with an inspiring architectural presence and a bold vision," said Sébastien. "My goal is to further elevate the property's reputation by blending creativity, operational excellence, and heartfelt service. I look forward to working alongside the talented team to create memorable experiences for our guests and meaningful value for our stakeholders."

Known for his strategic thinking, hands-on leadership, and passion for people development, Sébastien is equally committed to sustainability, innovation, and responsible tourism - values that align perfectly with Pullman's global mission and Accor's vision for the future of hospitality.

With his appointment, Pullman Tbilisi Axis Towers enters an exciting new chapter in delivering world-class hospitality in the heart of Georgia.

MEMBER NEWS



SPECIAL OFFERS

1+1

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APEROL SPRITZ

SORBET CUP

FROM 18:00 - 20:00

SUMMER *Specials*



From 09:00 - 18:00
One Month Only

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COLLECTION WITH
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13 Shota Rustaveli Ave, Tbilisi 0108



MEMBER NEWS

COURTYARD
BY MARRIOTT

Tbilisi



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Buy one glass of white wine, get one as a gift

From 19:00 till 21:00

20% OFF
on Oven Menu

SUMMER SPECIALS



From 09:00 - 18:00
One Month Only



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1+1

Modeling and strong
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COURTYARD
BY MARRIOTT

Tbilisi

MEMBER NEWS

TBILISI



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Book just 1 day before arrival and still enjoy 25% off

STAY TOGETHER - FAMILY OFFER

Book two rooms and receive 50% off the second room for children aged 12 and under

SUMMER SPECIALS



SPECIAL OFFER

1+1

Order one Natakhtari beer and get another as a gift

From 19:00 till 21:00

TBILISI



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SAARBRUCKEN SQUARE, TBILISI, 0102

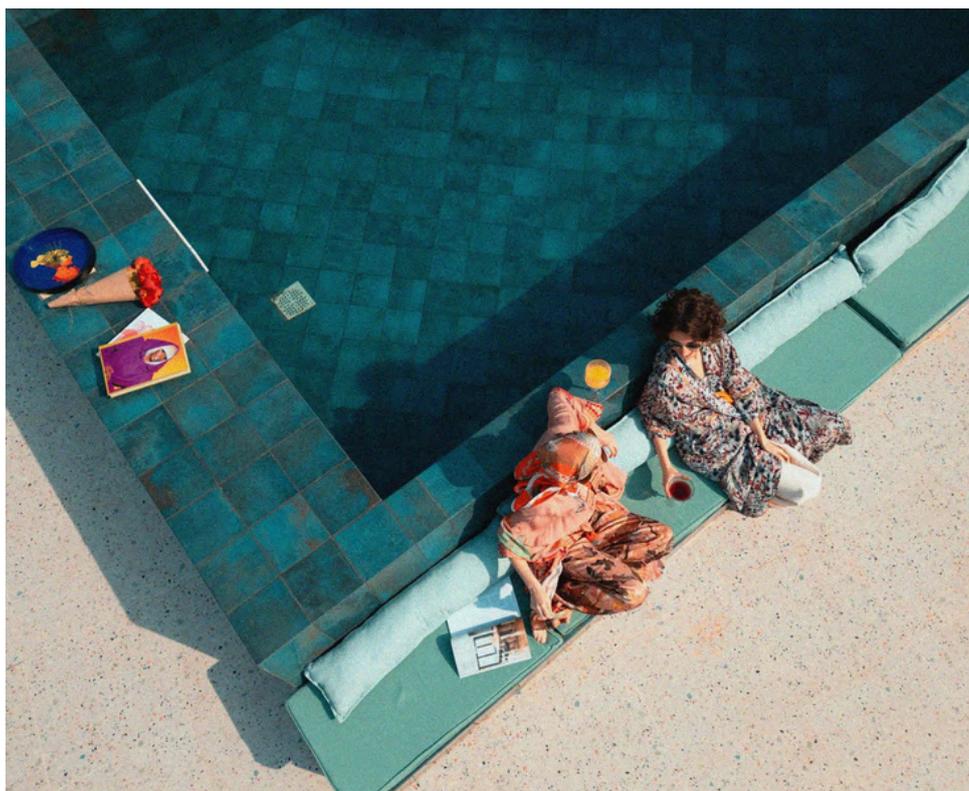
MEMBER NEWS



EBA PARTNER EXCLUSIVE OFFER – MARGOT SOLOLAKI CHARMING LOCATION • THOUGHTFUL DESIGN • PERSONALIZED COMFORT

Special Rates & Privileges:

- 10% Discount on all room categories
- 20% Discount on Cafe Menu (Food and Drink)
- 20% Discount on access to the Pool Area



PROMO CODE:
EBAMRK20

20% DISCOUNT FOR EBA MEMBERS

Margot Sololaki

Café & Pool

Contact: +995 599 944 914

sales@margot.ge

#8 Kojori street, Tbilisi

Café Menu

Bar Menu

Rooftop Swimming Pool amenities

*Find a harmonious combination of nature and
modern design*

MARGOT

MEMBER NEWS

DEVELOPERS/ ALLIANCE

We know how hard it can be to find reliable developers. It's even harder to support and train them properly, especially when working with platforms like Magento, Shopify+ or other complex CMS systems. That's where we come in.

At Developers Alliance, we don't just offer developers. We build strong, dependable teams and support them every step of the way. Our developers are constantly learning, backed by an internal community, and always up to date with the latest tech. That means you get skilled, motivated people who support your project and bring results.

We're long-term partners. Whether you need help with one website or want us to take care of your whole IT department, we've got you covered. Our work is always professional, fully compliant with EU norms, and fairly priced.

Partner with Us?

Broad Expertise

While we specialize in e-commerce, we're experienced across a wide range of programming languages and platforms. Whatever your technical challenge, we're here to help.

Continuous Learning & Mentorship

Technology evolves fast. But you shouldn't have to bear the cost and effort of constantly training an in-house team. Our developers stay up to date through ongoing mentorship and community involvement. That means you get a skilled, motivated partner without the overhead.

The Partnership

We see ourselves as an extension of your team. From initial project discussions to post-launch support, we work side by side to understand your goals and deliver effective solutions.

Flexible Solutions

Need help on a single website? Looking for someone to oversee your entire IT environment? We scale our services to match the scope and size of your requirements.

Ready to strengthen your development capabilities? Let's discuss how our team can support your goals and become the reliable, long-term partner you've been looking for.

Oskars Tuns

Managing Director

oskars@developers-alliance.com

MEMBER NEWS

AUTOMENU

PROFESSIONAL CAR WASHING, MADE EASY CARPLAN TRADE VALET IN GEORGIA

www.automenu.ge
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Six-step professional valeting system CarPlan Trade Valet

Since 1961, CarPlan Trade Valet has been manufactured in the United Kingdom and is trusted by over 2,400 dealerships and fleet operators across the UK.

Its integrated approach delivers consistent, high-quality results while helping businesses optimize operational efficiency and reduce costs.

Special Launch
Offer for
EBA Members



Key Advantages of CarPlan Trade Valet

- Comprehensive six-step valet system – covering every stage from pre-wash to final gloss. Proven British quality – manufactured in the UK under ISO 9001 certification. OEM-approved formulations – guaranteed safe for all vehicle surfaces and trims. Cost efficiency – reduce consumable expenses Eco-conscious solutions – water-based, VOC- compliant, and safe for workplace use.

This system is aligned with OEM after-sales guidelines and trusted by leading dealerships across the UK for its proven performance.

To support your adoption of the CarPlan Trade Valet system, we are pleased to extend an exclusive offer:

- 10% rebate on your first pallet order (valid until 30 August 2025)
- Free online masterclass and point-of-sale kit
- Local stock availability in Tbilisi with 24-hour delivery

In addition, on-site product training and marketing support materials are available to ensure seamless integration into your operations.

MEMBER NEWS



TBILISI HILLS GOLF

Special Offer For Summer



Tbilisi Hills Golf is ranked among the top 100 golf courses in Europe.

Just 20 minutes from the old town of Tbilisi, it is the only professional 18-hole golf course in Georgia, surrounded by panoramic views of Tbilisi and the Shavnabada Monastery.



GOLF GREEN CARD COURSE
powered by Visa and Studio Liberty

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LEARN
3 Days

PLAY
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- 10-hour introduction
- Free equipment
- Certificate to play golf
- Free golf
- 5 group lessons
- Free equipment & trolley

590 GEL

20% discount for Studio Liberty Visa Cardholders
Additional month of trial membership for All Visa Premium Cardholders

In just **three days**, you'll learn:

- Proper use of golf equipment
- Basic swing techniques
- Short-distance play
- Instructor-led exercises
- Full swing practice
- Golf etiquette and safety rules
- Practical understanding of rules and game techniques on a real course
- Your first short round of golf – a unique experience in Georgia



We invite you to join our **Green Card Beginners Course** powered by Visa x Studio Liberty!

To make the decision even easier, we're offering a special bonus when you start your course in August.

Choose one of the following gifts when registering with the code "SUMMER":

- A free dozen golf balls (value: 84 GEL)
- A stylish golf cap (value: 75 GEL)
- A quality golf glove (value: 55-65 GEL)

Our beginner-friendly weekend courses are designed to help you learn the game in a relaxed and supportive environment.

For more details and to register, follow the link:
<https://tbilisihills.com/golf/green-card-course/>

MEMBER NEWS



PSP'S NEW CONCEPT PHARMACY OPENS IN BATUMI



On July 10, PSP opened an innovative new concept pharmacy in Batumi, located at 13 Tbel Abuseridze Street. This is the first new concept branch outside of Tbilisi.

The new PSP Pharmacy offers a completely reimagined shopping experience, featuring a wide range of new brands, niche perfumes, diagnostic spaces, clearly organized navigation, and other innovative features.

Visitors to the new pharmacy will also receive free additional services, including various diagnostic and screening options. As part of PSP's new summer campaign, "Skin Savers," customers can spin the Sun Stand's lucky wheel to win special summer gifts.

The ceremonial ribbon was cut by Mamuka Bregvadze, Administrative Director of PSP, and Luiza Saghareishvili, Regional Manager of Adjara. The event was attended by healthcare professionals from the Adjara region, as well as influencers and celebrities.

PSP's first new concept pharmacy opened a year ago in Tbilisi, at 14 Pekini Street, in the very same location where PSP's first pharmacy opened 30 years ago, in 1994.

With this new concept, PSP is committed to making the customer experience smoother and more enjoyable, thanks to its modern digital services, the expertise of pharmacists and consultants, and a unique, customer-friendly environment.

For the latest updates on services and promotions, customers can follow the PSP Pharmacy Facebook page.



MEMBER NEWS



ARDI IS MOVING TO AN EVEN HIGHER STANDARD OF INSURANCE QUALITY AND CREATING A NEW, PERSONALIZED HUMAN-CENTERED EXPERIENCE IN THE INDUSTRY



"This marks the beginning of ARDI's new journey — a transformation through which the company delivers personalized, people-first solutions to its customers. A defining element of our brand's renewed direction is a human-centered focus. At every stage of service — from product design to delivery — the customer remains our top priority. We are committed to adding real value to people's lives by ensuring the things they truly rely on: their health, cars, homes, travels, experiences, and talents. They shape a life that feels safer today and more stable tomorrow. The upcoming changes include both a strategic renewal and the introduction of a new brand platform and digital ecosystem — all of which will be rolled out gradually by the end of this year. ARDI's dedication to its customers — the very quality that set it apart from the start — remains firmly in place." – Mikheil Japaridze, General Director of ARDI

For more than 15 years, ARDI has played a key role in shaping Georgia's insurance industry, with a consistent focus on delivering an outstanding customer experience. In 2024, Georgia Capital PLC (LON: GCAP), the country's largest investment holding company, became ARDI's institutional investor. Now, 2025 represents a significant milestone — a year defined by digital transformation and a renewed brand vision.

ARDI is not merely in the business of insuring risks — through its service standards, customer care, and digital solutions, it removes the stress and inconvenience so often associated with insurance, giving people the freedom to focus on what truly matters. It reflects ARDI's purpose: to help people live with greater ease, clarity, and peace of mind. The new slogan, "It's Time to Live," captures this renewed outlook. At its core, it's about giving people the headspace to truly live, to explore new opportunities, embrace change, reconnect with themselves, uplift others, and engage with life with greater clarity and composure.

MEMBER NEWS

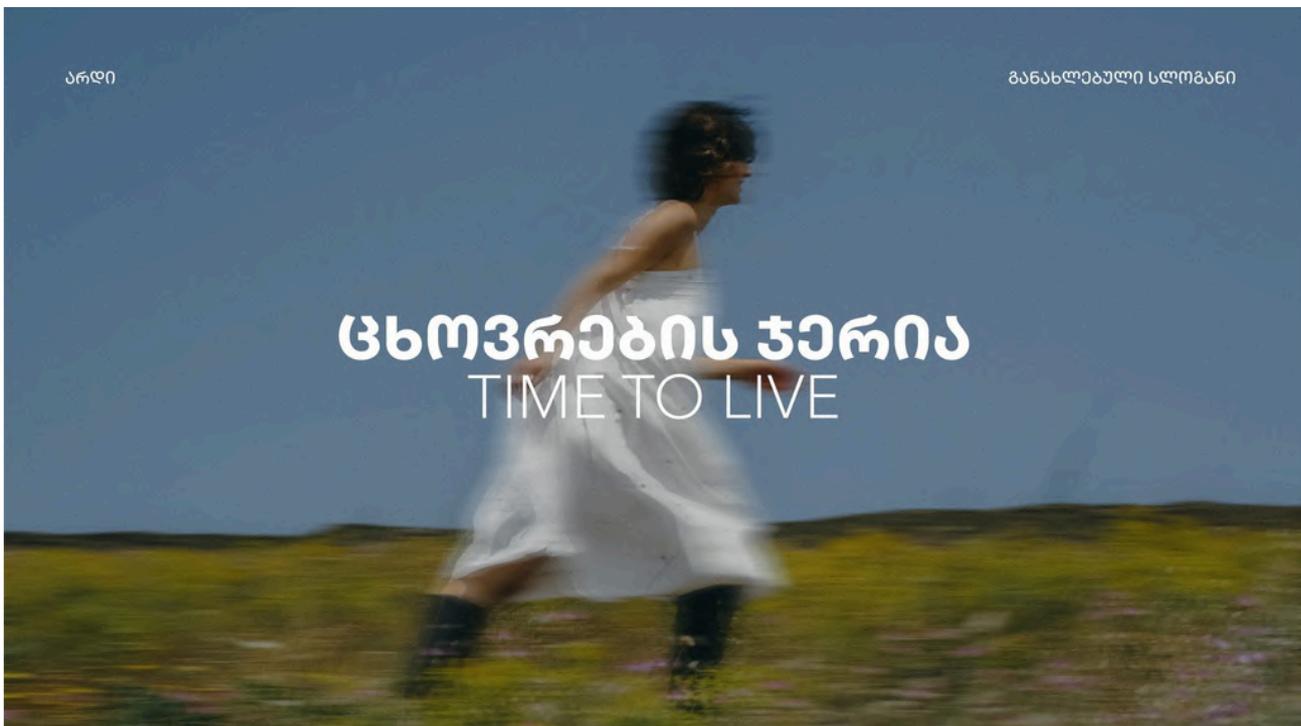


“It’s a unique challenge when a brand carries only a positive legacy — updating it requires changes that are both noticeable and entirely organic. At Ardi, we intend to apply our strong corporate expertise across personal insurance products, digital experience, and customer advocacy equally. A very dynamic and exciting chapter is beginning for the brand.” – Salome Gvelesiani, Head of Marketing at ARDI

ARDI is streamlining the customer experience, aligning with the pace of everyday life, and replacing unnecessary steps with efficient digital solutions. The redesigned app will serve as a central platform, bringing together comprehensive services, 24/7 support, and a personalised experience. It’s not just an added tool — it represents the brand’s core values, giving users a simple, fast, and convenient way to manage both their time and the risks they face in daily life. The updated app will soon be available to all users.

ARDI’s new brand strategy was developed in collaboration with the creative agency Supermarket. The project involved a full-scale transformation of the company’s identity — from rethinking its brand architecture to refreshing its visual and verbal style, and redefining how it communicates with customers. On the strategic side, the Supermarket team included Giorgi Tabatadze, Vaska Chubinidze, Eka Kipiani, and Sandro Tsitskishvili. The visual direction was led by Art Director Teona Shelia.

“We recognize that our customers lead lives filled with things that truly matter. That’s why we insure not just people, but everything that contributes to their quality of life. Our aim is to be a brand that goes beyond covering risks — one that helps people live more fully and peacefully, even as the world around them continues to evolve.” – Teona Goderidze, Business Development Director at ARDI.



MEMBER NEWS


**SHERATON
GRAND**
 Tbilisi Metechi Palace


**SHERATON
GRAND**
 Tbilisi Metechi Palace

Happenings at Sheraton

- **Pool Party Saturdays at P'auza:** Dive into the weekend with our Pool Party every Saturday from 3:00 PM to 6:00 PM, featuring a live DJ set and an exclusive Moët & Chandon offer.
- **International Beer Day at Craft House:** Celebrate International Beer Day on August 2nd and 8th with our exclusive "Buy One, Get One Free" offer on all beer varieties.
- **Summer Sizzlers & Cool Cocktails Menu at Craft House:** Beat the heat with our refreshing summer cocktail selections and sizzling seasonal specials, served daily at Craft House in August.
- **Live Fridays at Craft House:** Enjoy live music performances every Friday in August from 8:00 PM to 10:00 PM at Craft House. Great vibes, craft beers and unforgettable evenings await.
- **Saturday Night Vibes at ATI:** Chill beats, smooth grooves, and delicious tapas set the mood – every Saturday from 10 PM to 1 AM.

Go There With
MARRIOTT BONVOY™

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MEMBER NEWS




CROWNE PLAZA
AN IHG HOTEL
BORJOMI

EXPERIENCE THE ULTIMATE GETAWAY AT CROWNE PLAZA BORJOMI!

Escape to elegance with a Standard Double Room for just \$145, including breakfast and VAT.

The Offer is valid from September until 15 October

For bookings, reach out to us at reservations@cpborjomi.com or sales@cpborjomi.com

MEMBER NEWS



EXCLUSIVE OFFERS FROM SILK WAY TRAVEL



- Tickets - all destinations, all airlines, IATA membership, no intermediary
- Hotels - all destinations with exclusive prices
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