

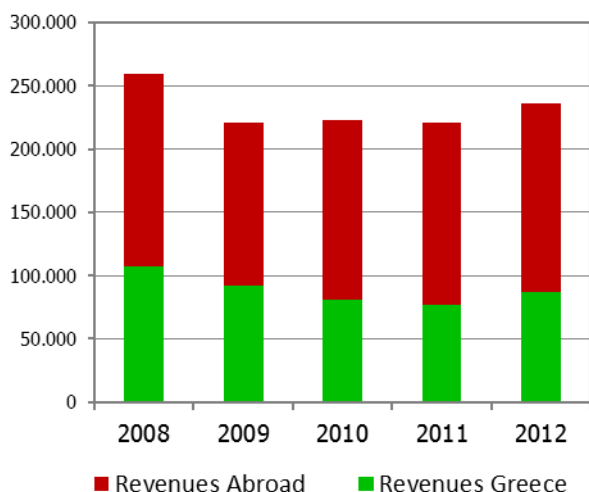


Website:	http://www.sarantis.gr
Bloomberg code:	SAR:GA
Reuters code:	SRSr.AT
ISIN code:	GRS204003008

COMPANY PROFILE

SARANTIS Group constitutes one of the leading consumer companies both in Greece and Eastern Europe where it has an important presence. The Group's main activity is the production and distribution of mass market cosmetics and household products both in Greece and Eastern Europe, while the Group also maintains exclusive representation agreements with international leading consumer companies. Its product portfolio includes "Mass Market Cosmetics" like shampoos, facial & body creams, suncare products, men skin care products, perfumes, with own brands such as Orzene, Bioten, Carroten, Prosar, STR8, BU, etc, and distributed brands like Adidas, Antonio Banderas, Playboy, Trojan etc; "Household products", like food packaging, cleaning and shoe care products, insects, sanitary and toilet cleaners, washing liquids, with brands such as Sanitas, Camel, Teza, Pyrox, Afroso, Trylet etc and "Other Sales" which includes health and care products, comprising of vitamins, parapharmaceutical products, and medical tools, and Cosmetics of Selective distribution like La Prairie, Orlane, Cartier, Nina Ricci, Prada etc. The Company has also formed a joint-venture with Estee Lauder, called Estee Lauder Hellas, for the distribution of Estee Lauder products in Greece, Romania and Bulgaria. Apart from Greece, where the parent company is situated, Sarantis operates in 8 other Eastern European countries via subsidiaries, namely Poland, Romania, Bulgaria, Serbia, Czech Republic, Hungary, F.Y.R.O.M., and Bosnia. Moreover the company maintains a powerful distribution network in more than 25 countries via direct exports supplying the regions of Europe, Middle East and North Africa.

REVENUES ANALYSIS (in € 000)



KEY INVESTMENT HIGHLIGHTS

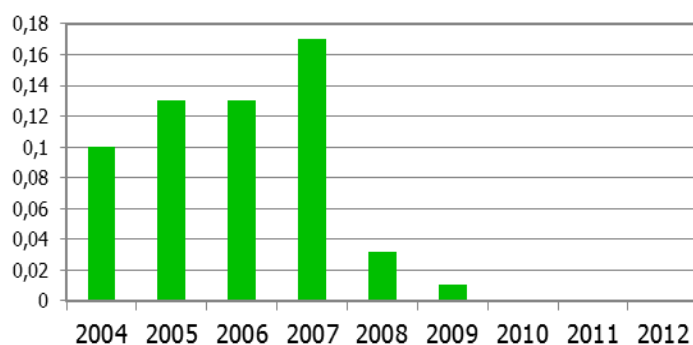
- Healthy Balance Sheet, net cash position and strong cashflow generation
- Increased participation of its own brands in the Total Group turnover (75% of the Group's turnover is attributed to own brands).
- Eastern Europe accounts for 65% of Total Group Turnover
- 9.5% CAGR growth in sales from EE activities the last 8 years
- Strong Distribution Network
- Almost 90% of the Group's turnover realized in the Supermarkets network.
- Leading Market Shares
- Stock performance better than the GI and FTSE/ASE MID 40 (Relative price 52 weeks)

OVERVIEW - TRADING DATA 1 Year (data of period 01/04/2012 - 28/03/2013)

Symbol:	SAR		
Athex Market:	MAIN MARKET		
Market Cap (Mil. €): (28 March 2013)	151,3		
Shares Outstanding (number): (28 March 2013)	34.770.982		
Average Spread (%):	2,02%		
Market Liquidity (%):	9,684%		
Average Trading volume (no of shares):	42.790		
Total Value of transactions (€):	27.167.904		
Days to trade (1% of outstanding amount):	9,4		
Free Float (28 March 2013):	41,41%		
Turnover Velocity (F.F. Weighted):	53,1%		
Historic Volatility	30 days	60 days	90 days
(annualised %)	29,14%	29,33%	34,13%

GROUP STRUCTURE

Gr Sarantis SA (Parent)	
Gr Sarantis Cyprus LTD	100%
ELODE FRANCE SARL	100%
Sarantis Anadol SA	100%
Gr Sarantis Cyprus LTD (Parent)	
Sarantis Belgrade DOO	100%
Sarantis Scopje DOO	40%
Sarantis Bulgaria LTD	100%
Sarantis Romania SA	100%
Thrace Sarantis SA	50%
Sarantis Polska SA	100%
Sarantis Czech Republic SRO	100%
Zetafin LTD	100%
Sarantis Hungary KFT	100%
Sarantis Belgrade DOO (parent)	
Sarantis Banja Luka DOO	100%
Sarantis Scopje DOO	60%

DIVIDEND POLICY-DPS (in €)

CURRENT PROJECTS

- SAP project. After the successful implementation in Gr. Sarantis SA, Sarantis Poland SA and Sarantis Romania SA it's time for Sarantis Belgrade DOO. Sarantis Belgrade will run in SAP on the 1st of January 2013.
- Cash flow forecast. This is a managerial tool that will enable the budgetary control of the cash flows on a 12 month rolling basis for the whole Sarantis group. The project will be completed in the end of 2012.
- Consolidation tool. As the organization grows, and increases the complexity, increases also the need to more efficient and effective information management. The Consolidation tool, could better manage the increased volume of the financial information. The project will be completed in the end of 2012.
- Global insurance project. The Group is insured for PPE, for liability and for business interruption. All the entities are covered for the same risks, and the detailed agreements are according to local laws. The Group, benefits from cost savings and the control over the global risk.

FORTHCOMING PROJECTS/ INVESTMENTS – BUSINESS PLAN HIGHLIGHTS

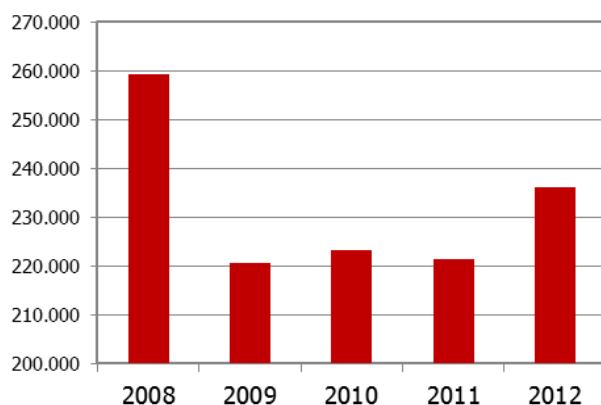
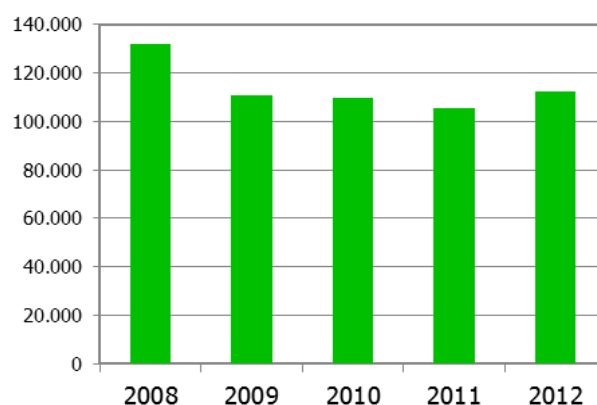
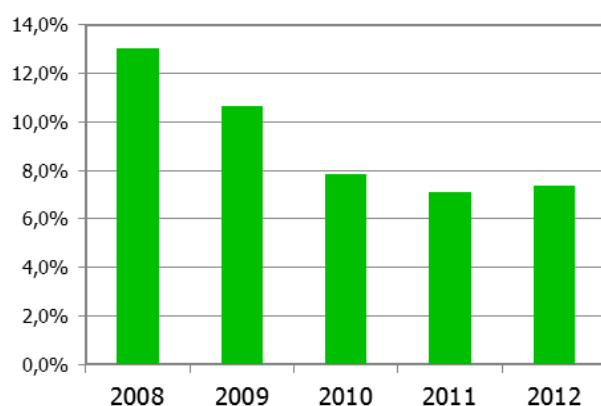
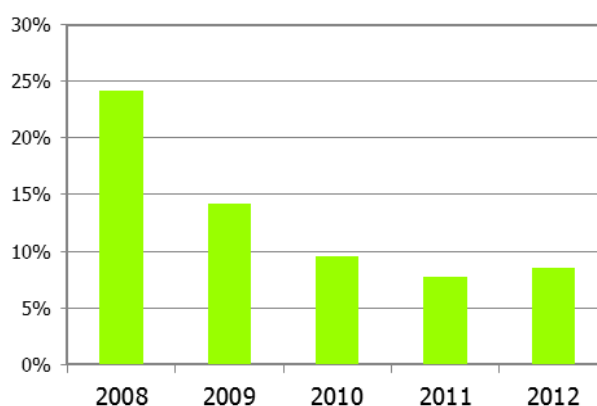
R&D. Gr Sarantis invests on the new molds for packaging the new products that are going to be produced in 2013. The total cost is estimated over 1.000.000 euro. The new molds are expected to be in use in 2013.

RECENT DEALS

Sarantis Group announced on April 8th 2013 the extension of its strategic partnership with SPOTLESS GROUP to the exclusive representation and distribution of its brands in all the countries of the Group's operation. SARANTIS GROUP already distributes in Greece the SPOTLESS GROUP brands VAPONA (category of insecticides) and COLOUR CATCHER and KEEP IT WHITE (category of laundry care). In Greece the VAPONA products are in top position in the category of anti-moth products, while the brand DYLOM/COLOR CATCHER is the leader in its segment on a pan European level. During the first year of this collaboration (2012), SARANTIS GROUP net sales in Greece amounted to €4.1 mil. Based on the new agreement with SPOTLESS GROUP, SARANTIS undertakes the distribution and representation of the laundry care product DYLOM (alternative brand name for COLOR CATCHER in Eastern Europe) from 2013 and of the insecticide product GLOBOL (alternative brand name for VAPONA in Eastern Europe) from 2014 in the countries Poland, Romania, Bulgaria, Serbia, Czech Republic, FYROM and Bosnia.

COMPANY'S PERFORMANCE

FINANCIAL OVERVIEW (consolidated)				
(in € 000)	2009	2010	2011	2012
Sales	220.650	223.340	221.293	235.998
Gross profit	110.582	109.679	105.549	112.129
EBIT	23.445	17.482	15.769	17.360
EBITDA	27.082	21.370	19.628	21.167
Earnings before tax	21.473	15.356	12.653	15.290
Earnings after tax	16.400	11.820	9.739	12.154
E.P.S.	0,428	0,6894	0,254	0,35
Total Equity	115.586	124.219	126.526	142.603
ROE	14,19%	9,52%	7,70%	8,52%

Revenues (in € 000)**Gross profit (in € 000)****Operating Margin****ROE****MAJOR SHAREHOLDERS (>5%)**

Name	%
SARANTIS GREGORY, SARANTIS KYRIAKOS, SARANTI AIKATERINI, HAWKEYE HOLDING LTD	40,80%
FMR LLC	5,08%
FAIRFAX FINANCIAL HOLDINGS LIMITED	7,68%
Total	53,56%

BOARD OF DIRECTORS

Name	Qualification
SARANTIS GREGORY	PRESIDENT/EXECUTIVE MEMBER
SARANTIS KYRIAKOS	VICE PRESIDENT/CEO/EXECUTIVE MEMBER
SARANTI AIKATERINI	NON EXECUTIVE MEMBER
AGIOSTRATITIS ANTONIOS	NON EXECUTIVE MEMBER
ROZAKEAS KONSTANTINOS	EXECUTIVE MEMBER
STAMATIOU KONSTANTINOS	EXECUTIVE MEMBER
SOURIADAKIS EMMANOUIL	INDEPENDENT NON EXECUTIVE MEMBER
EFSTATHIOU DIMITRIOS	INDEPENDENT NON EXECUTIVE MEMBER

BOARD OF DIRECTORS PROFILE

SARANTIS GREGORY: Mr. Grigorios Pantazis Sarantis is Chairman and Executive Member of the Board of Directors of Gr Sarantis SA. He is a graduate of the of the Law School of Athens University.

SARANTIS KYRIAKOS: Mr. Kyriakos Pantazis Sarantis is Vice Chairman and Executive Member of the Board and Managing Director of Gr Sarantis SA since January 2007. He is a graduate of the Athens University of Economics and Business.

SARANTI AIKATERINI: Ms. Aikaterini Pantazis Saranti is Non-Executive Member of the Board of Directors of Gr Sarantis SA. She holds a Bachelor degree in Psychology from Deree-The American College of Greece and a Master degree in Special Education from Lesley University in United States.

AGIOSTRATITIS ANTONIOS: Mr. Antonios Miltiadis Agiostratitis serves as Group Information Systems Director, Non-Executive Director of Gr Sarantis SA since December 1, 2011. Previously he was appointed Group Information Systems Director in 1993. He graduated from KONTOLEFAS Private School and holds a Ministry of Education certificate. He started his career in 1976 from Mak Data Processing, continuing in Abbot Laboratories Hellas as Manager until 1985, while he offers his services as a consultant in Elinda SA and ABC Professional Services. The same year he is employed in National Pharmaceutical Industry SA from where he continues in Corman Hellas. In 1987, he was appointed Information Systems Director in CIS Software.

ROZAKEAS KONSTANTINOS: Mr. Konstantinos Petros Rozakeas is Finance Director, Executive Director and Group Supply Chain Director of Gr Sarantis SA since 1995. He is a graduate of the Athens University of Economics and Business. He has worked as Chief Accountant in BIOLIGNIT SA, as well as Chartered Accountant in SOL and in Arthur Andersen for 12 years.

STAMATIOU KONSTANTINOS: Mr. Konstantinos Fokion Stamatiou is Executive Director, Group Legal Department Director of Gr Sarantis SA since 1997. He is a graduate of the Law School of the University of Athens and holds an LLM degree in Law from the University College of London (UCL), University of London. He serves as legal consultant of Greek and foreign companies.

SOURIADAKIS EMMANOUIL: Mr. Emmanouil Ioannis Souriadakis has been Non-Executive Independent Member of the Board of Directors of Gr Sarantis SA since February 15, 2011. He is Managing Partner of the Law Firm Souriadakis and Partners, before the Supreme Court of Greece. He holds a degree in Law from Universite de Paris II Pantheon-Assas. He is Member of the Greek League on Human Rights. He practiced Commercial Law, Insurance Law, Intellectual and Industrial Property Law, Patents, Trademarks, Franchises, Franchising, Media and Entertainment Law, Telecommunications Law, Corporate Law and Dispute Resolution.

EFSTATHIOU DIMITRIOS: Mr. Dimitrios Konstantinos Efsthathiou has been Non-Executive Independent Director of Gr Sarantis SA since April 12, 2011. He holds a Bachelor degree in Economics from the University of Athens and an MBA with honors from Northeastern University, United States. He is Member of the Economic Chamber of Greece and Member in Center for Political Research and Communication. He is President of Arkadiki Maritime SA, founder and Vice President of Emporodomi SA, founder and President of the Evrythmos Development SA, founder and President of Evdilos Development SA, partner in Cold Aimos OE, founder and President of Eukleia Development SA as well as founder and President of Efthetos Development Ltd.

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