



Website: <http://HAIDEMENOS.GR>
 Bloomberg code: HAIDE:GA
 Reuters code: HAIr.AT
 ISIN code: GRS350263000

COMPANY PROFILE

Haidemenos S.A. is a Greece-based company active in the printing and graphic arts industry. Its product categories are Commercial printing, Digital printing, Silkscreen printing and Posters/banners. Commercial printing covers all types of commercial printing including magazines, company leaflets, newspaper and magazine inserts, advertisement leaflets, books, cards, calendars, boxes, travel information leaflets and maps. Digital printing uses modern methods to print on materials, such as paper, vinyl, canvass and carpets, and is used for various purposes, such as outdoor advertising, athletic installations and theatre and television sets. Silkscreen printing sector uses a five-color machine to print on materials, such as paper and cloth, mainly for advertising purposes. Posters/banners sector covers posters and banners of all sizes, including billboard posters.

EXPORTS

Exports consists the 1.99% of annual turnover in 2012.

KEY INVESTMENT HIGHLIGHTS

The most of the equipment is quite new and the biggest part of them was purchased in 2006 , 2007 and 2008.

- Pre-press equipment.
- Web Offset printing equipment.
- Digital print equipment.

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

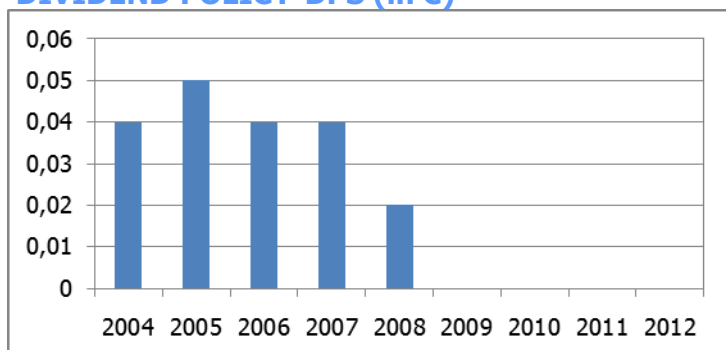
Symbol:	HAIDE		
Athex Market:	MAIN MARKET		
Market Cap (Mil. €): (28 March 2013)	4,1		
Shares Outstanding (number): (28 March 2013)	8.340.750		
Average Spread (%):	12,54%		
Market Liquidity (%):	0,412%		
Average Trading volume (no of shares):	464		
Total Value of transactions (€):	69.240		
Days to trade (1% of outstanding amount):	187,1		
Free Float (28 March 2013):	30,1%		
Turnover Velocity (F.F. Weighted):	6,7%		
Historic Volatility	30 days	60 days	90 days
(annualised %)	194,42%	156,17%	137,63%

GROUP STRUCTURE

XAIDEMENOS S.A. – Parent

CLEAR CHANNEL HAIDEMENOS MEDIA SA is under liquidation from 31.12.2009.

DIVIDEND POLICY-DPS (in €)

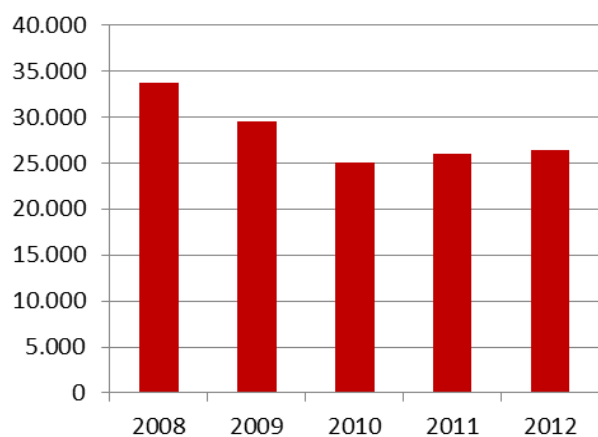


COMPANY'S PERFORMANCE

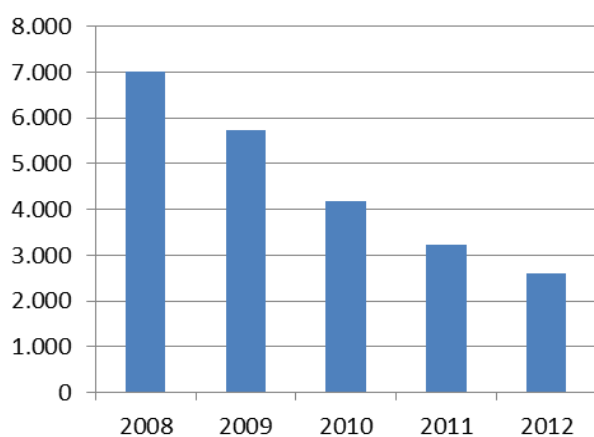
FINANCIAL OVERVIEW (consolidated) (in € 000)

	2009	2010	2011	2012
Sales	29.519	24.999	26.025	26.370
Gross profit	5.724	4.174	3.236	2.598
EBIT	2.070	804	-152	-573
EBITDA	4.787	3.472	2.104	1.182
Earnings before tax	906	364	-1.069	-1.408
Earnings after tax	649	125	-1.378	-1.455
E.P.S.	0,08	0,02	-0,17	-0,17
Total equity	28.372	28.497	27.119	25.664
ROE	2,29%	0,44%	-5,08%	-5,67%
Debt Ratio	3,32	2,53	3,39	3,41

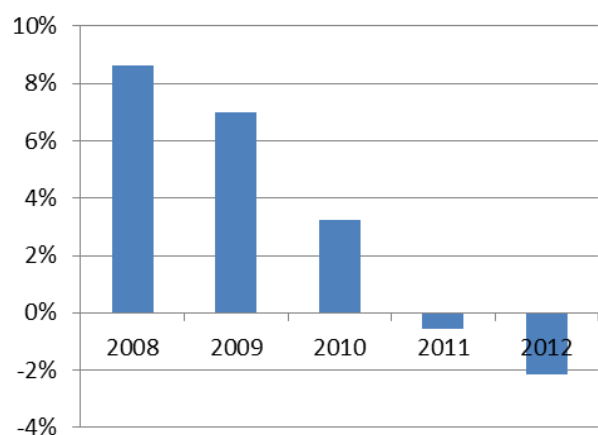
Revenues (in € 000)



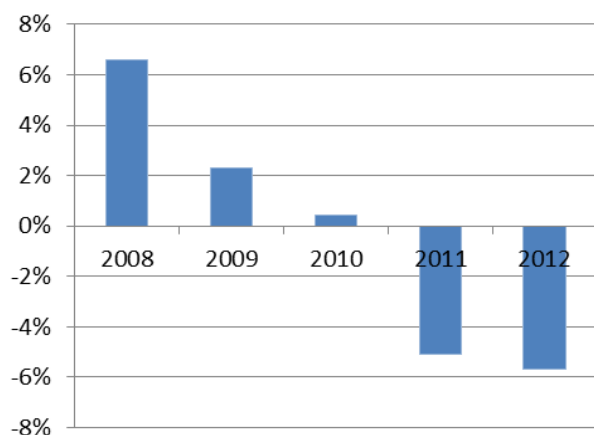
Gross profit (in € 000)



Operating Margin



ROE



MAJOR SHAREHOLDERS (>5%)	
Name	%
ΧΑΙΔΕΜΕΝΟΣ Α.Ε. ΣΥΜΜΕΤΟΧΩΝ	40,67%
ΑΝΤΩΝΙΑ ΧΑΙΔΕΜΕΝΟΥ	7,86%
ΑΓΓΕΛΙΚΗ ΧΑΙΔΕΜΕΝΟΥ	7,92%
ΒΑΡΒΑΡΑ ΧΑΙΔΕΜΕΝΟΥ	8,46%
ΕΥΣΤΡΑΤΙΟΣ ΧΑΙΔΕΜΕΝΟΣ	5,02%
Total	69,93%
BOARD OF DIRECTORS	
Name	Qualification
CHAIDEMENOS E. GEORGIOS	PRESIDENT/EXECUTIVE MEMBER
CHAIDEMENOS G. EFSTRATIOS	VICE PRESIDENT/ CEO
CHAIDEMENOU G. MARINA	EXECUTIVE MEMBER
VOURNAS N. ARISTOMENIS	EXECUTIVE MEMBER
KALIAMPETSOU IRA	INDEPENDENT NON EXECUTIVE MEMBER
CHATZIDAKI AIKATERINI-MARIA	INDEPENDENT NON EXECUTIVE MEMBER
CRISTAKOPOULOS P. DIMITRIOS	INDEPENDENT NON EXECUTIVE MEMBER

MANAGEMENT TEAM PROFILE

Mr. Chaidemenos E. Georgios, is Chairman of the Board of Directors of Haidemenos SA. He has experience in the Printing sector. He began his career in Aspioti Elka in 1960 and he was founding member of Haidemenos SA.

Mr. Chaidemenos G. Efstratios, is Vice Chairman of the Board and Managing Director of Haidemenos SA. He has undertaken the general management and organization of the company. He has been working in the Company since its establishment, undertaking various tasks, such as responsible for the lithography department, Production Manager, Sales Manager.

Ms. Chaidemenou G. Marina, is is Quality Assurance Director and Executive Director of Haidemenos SA. She holds a degree in Economics from Athens University of Economics and Business. She became Quality Assurance Director in 1997.

Mr. Vournas N. Aristomenis, is Executive Director of Haidemenos SA. He is a Director of the Company since 1997.

Ms. Chatzidaki Aikaterini-Maria, serves as Non-Executive Independent Director of Haidemenos SA since July 2003.

Mr. Cristakopoulos P. Dimitrios, has been Non-Executive Independent Director of Haidemenos SA since June 23, 2008. He is an Economist.

Mr. Kaliampetsou Ira, has been Non-Executive Independent Director of Haidemenos SA since July 24, 2009. She is a Lawyer.

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