

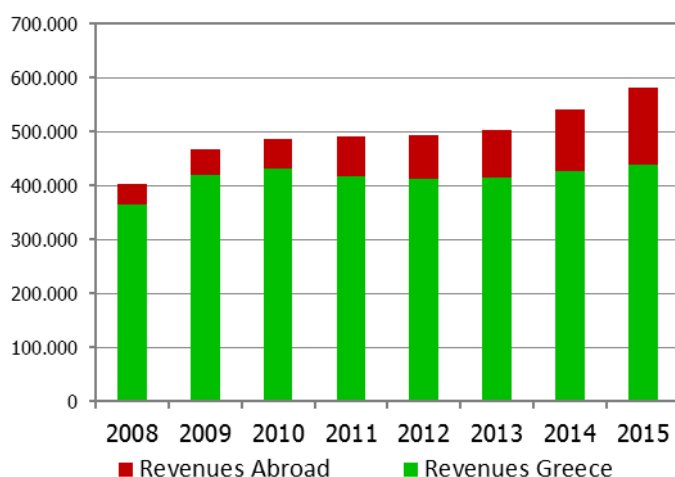


Website: <http://www.e-jumbo.gr>
 Bloomberg code: BELA:GA
 Reuters code: BABr.AT
 ISIN code: GRS282183003

COMPANY PROFILE

Jumbo SA is a Greece-based company that is engaged in the retail trade industry. The Company's main activity is the retail sale of toys, baby items, seasonal items, decoration items, books stationery and seasonal products. A small part of its activities is the wholesale of toys and similar items to third parties. The Company's network consists of a number of stores situated in Greece, Cyprus, Bulgaria and Romania. The Company's main subsidiaries are Jumbo Trading Ltd, which is headquartered in Cyprus and is active in the retail trade of toys; Jumbo EC.B LTD, which is based in Bulgaria, and Jumbo EC.R SRL, which is based in Romania. The Company's indirect subsidiaries are Aspetto Ltd based in Cyprus and Westlook SRL based in Romania. The Group also has approximately 270.000 sqm freehold modern warehouses.

REVENUE ANALYSIS (in € 000)



Company's exports account 24.83% of total sales in 2015.

OVERVIEW - TRADING DATA 1 Year (data of period 01/04/2015 - 31/03/2016)

Symbol:	BELA		
Athex Market:	MAIN MARKET		
Market Cap (Mil. €): (31 March 2016)	1.619,1		
Shares Outstanding (number): (31 March 2016)	136.059.759		
Average Spread (%):	0,39%		
Market Liquidity (%):	21,654%		
Average Trading volume (no of shares):	301.147,6		
Total Value of transactions (€):	587.152.353		
Days to trade (1% of outstanding amount):	4,6		
Free Float (31 March 2016):	54,98%		
Turnover Velocity (F.F. Weighted):	70,9%		
Historic Volatility	30 days	60 days	90 days
(annualised %)	42,34%	41,80%	43,24%

KEY INVESTMENT HIGHLIGHTS

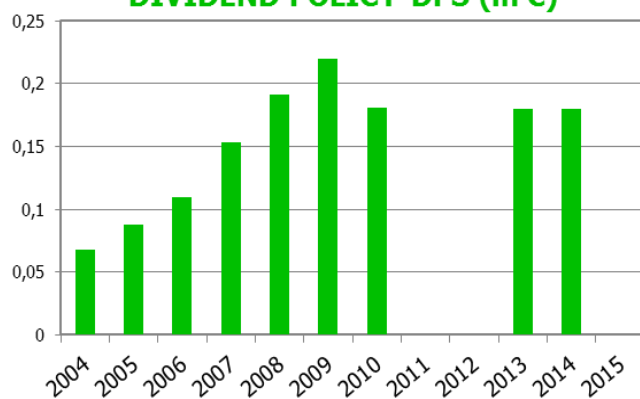
In Romania, in October, a new store was opened in Pitesti (12.000 sqm). Today the Group has a network of 71 stores in four countries. More specifically, the Group had 51 stores, located in Greece, 5 in Cyprus, 8 in Bulgaria and 7 in Romania and also the on line store e-Jumbo.

GROUP STRUCTURE

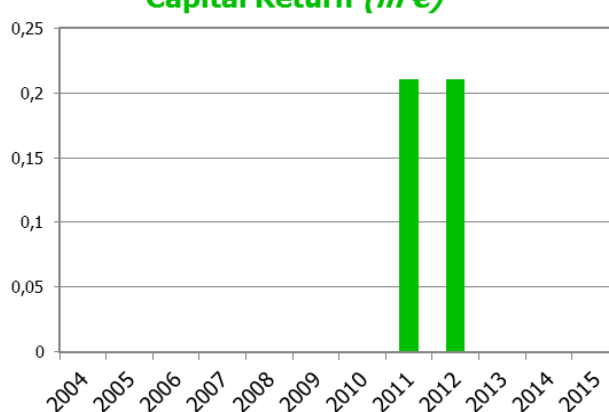
Jumbo S.A. - Parent

JUMBO TRADING LTD	100%
JUMBO EC.B LTD	100%
JUMBO EC.R SRL	100%
ASPETTO LTD	100%
WESTLOOK SRL	100%
RIMOKIN PROPERTIES LTD	100%
GEOCAM HOLDINGS LIMITED	100%
GEOFORM LIMITED	100%

DIVIDEND POLICY-DPS (in €)

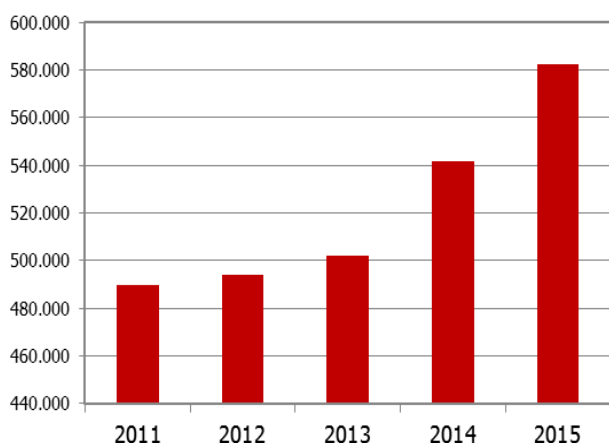
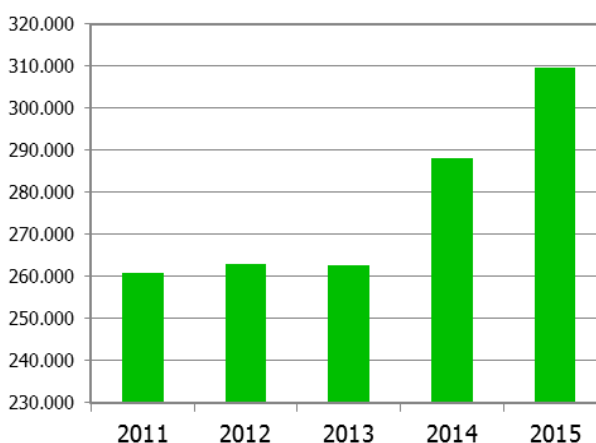
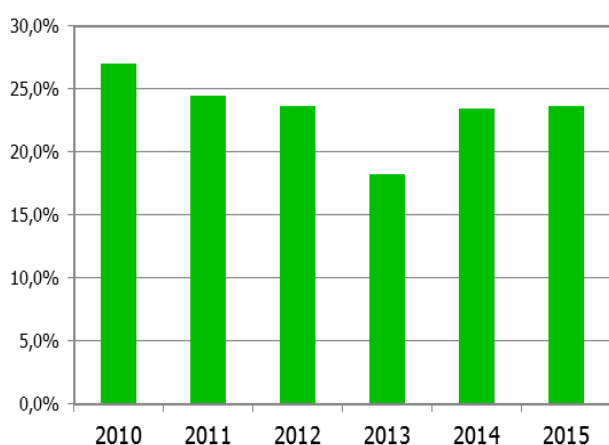
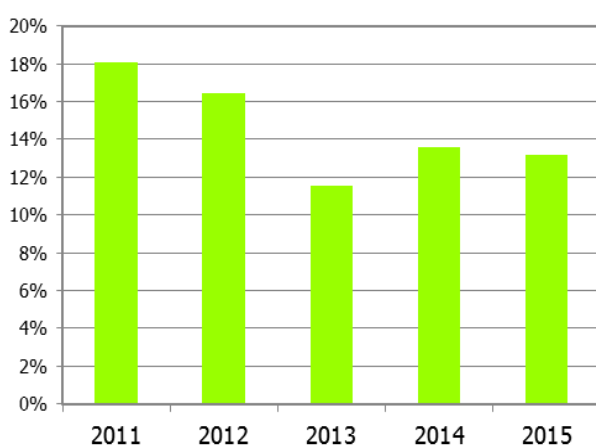


Capital Return (in €)



FINANCIAL OVERVIEW (consolidated)

(in € 000)	2011	2012	2013	2014	2015
Sales	489.972	494.289	502.185	541.847	582.548
Gross profit	260.729	263.024	262.777	287.979	309.705
EBIT	119.853	117.022	91.601	127.123	137.937
EBITDA	135.150	134.423	110.388	146.516	159.262
Earnings before tax	121.286	119.466	95.704	129.979	136.950
Earnings after tax	94.604	97.305	73.962	101.249	104.837
E.P.S.	0,7281	0,7488	0,57	0,7443	0,7705
Total Equity	522.950	592.912	639.068	744.510	797.209
ROE	18,09%	16,41%	11,57%	13,60%	13,15%

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

Name	%
ΒΑΚΑΚΗΣ ΑΠΟΣΤΟΛΟΣ - ΕΥΑΓΓΕΛΟΣ	26,79%
FMR LLC	13,18%
CAPITAL GROUP COMPANIES INC	5,05%
Total	45,02%

BOARD OF DIRECTORS

Name	Qualification
VAKAKIS APOSTOLOS-EVAGGELOS	PRESIDENT OF BOD/ EXECUTIVE MEMBER
ECONOMOU IOANNIS	VICE PRESIDENT/ EXECUTIVE MEMBER
PAPAEVAGELOU EVAGELOS	DEPUTY VICE PRESIDENT/ EXECUTIVE MEMBER
BAKAKI A. SOFIA	EXECUTIVE MEMBER
KAVOURA PARASKEVI	NON-EXECUTIVE MEMBER
VELISSARIOU NIKOLAOS	INDEPENDENT NON-EXECUTIVE MEMBER
KATSAROS GEORGIOS	INDEPENDENT NON-EXECUTIVE MEMBER

MANAGEMENT TEAM PROFILE**Apostolos-Evangelos Vakakis - Chairman of the Board of Directors**

Mr. Vakakis is in charge of the company strategic development. He is a second-generation entrepreneur with extensive experience in the field. He studied business administration and financial management at the University of Warwick (United Kingdom).

Ioannis Economou, Vice Chairman of the Board of Directors

Graduated from the Law School of the University of Athens he is a member of the Athens lawyer Association, with twenty six years of experience in the field of commercial law, in particular in the field of business and all types of affairs issues, related to the daily operation of these (corporate law, securities law, banking, real estate, leases, contracts of any kind, labor, administrative and market regulation issues). Since 1995 he has been the legal adviser of the Company. He is also a member of the Board of Directors of the company "Anonymous Tanosirian Commercial and Investment Company", which is the major shareholder of the Company.

Evangelos Papaevangelou, Deputy Chairman of the Board of Directors

Mr. Papaevangelou has extensive experience in the industry and has been a member of the Board of Directors of Jumbo since 1995. He holds a degree in Business Administration of the University of Piraeus. Mr. Papaevangelou has been the president of the Hellenic Toys Manufacturers and Traders Association since 1992. Since 2006, he has been a Member of the Board of Directors of Commercial and Industrial Chamber of Athens. Since 2006, he has been a Member of the Board of Directors of Retail Business Association of Greece.

Sofia Vakaki – Appointed Consultant

She is a graduate of accounting and finance department of the University of San Diego and she holds an MS in Studies of Hospitality Industry at the University of New York. She was employed at Grant Thornton International LTD and since 2012 she was employed at Jumbo S.A. at the e-commerce department and has worked also as a Head of Merchandising Department been responsible for all the branches of the parent and subsidiary companies in Greece, Bulgaria, Romania and Cyprus.

Paraskevi Kavoura, Non-executive member of the Board of Directors

Mrs. Kavoura is a graduate of the Law School of the University of Athens. She is a lawyer in the Athens Lawyers Association and with a 25-year experience specializes in Civil and Commercial Law, business legislation and special cases arising from companies' operations.

Georgios Katsaros – Member of the Board of Directors (Independent – Non-Executive Member)

Mr. Katsaros is a graduate of the Department of Economics of the Law School of the University of Athens. He also holds Master degree in Industrial Economics from the University of Sussex (United Kingdom) and an MBA from INSEAD (France). His professional career is associated with the banking sector in Greece and abroad. He is independent –non executive member of the listed company "Sidma S.A." and is a member of the Board of Directors of Tanosirian S.A., which happens to be the main shareholder of the Company and a member of the Board of "Noe Aifos SA Commercial and Investment Company."

Nikolaos Velissarios - Member of the Board of Directors (Independent – Non-Executive Member)

Nikolaos Velissarios is a graduate of Athens College (1988) and holds BSc and MBA degrees at the University of Manchester. Since 1996, he was employed at Telesis Securities and later, till 2009, at Eurobank EFG Securities, where he was Senior Director and Private Clients Director. Since 2009, he has been co-founder of VAL Advisors Securities, the company rendering real estate management consulting services.

The information contained in this report is supplied by ATHEX and by the listed companies. While all reasonable efforts have been taken to ensure the accuracy of the information contained in the report, it cannot be guaranteed. No liability is accepted by ATHEX and/or any listed company. This report does not constitute financial or investment advice. The present document is property of Hellenic Exchanges - Athens Stock Exchange S.A. (ATHEX) and the rights over it are protected under the stipulations about intellectual property rights. Copyright © 2016 Hellenic Exchanges - Athens Stock Exchange S.A.