

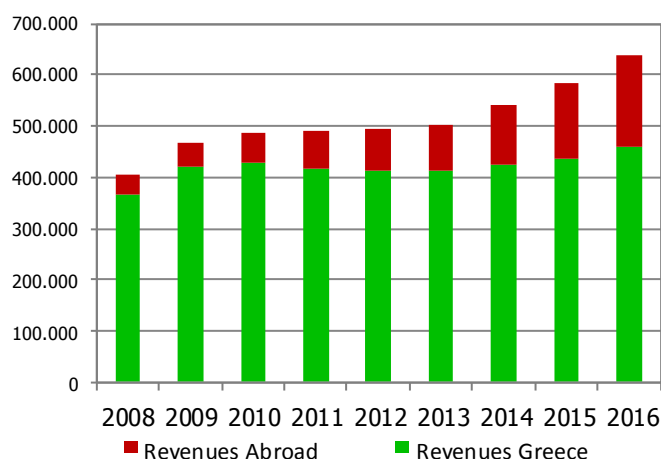


Website: <http://www.jumbo.gr>
 Bloomberg code: BELA:GA
 Reuters code: BABr.AT
 ISIN code: GRS282183003

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 28.03% of total sales in 2016.

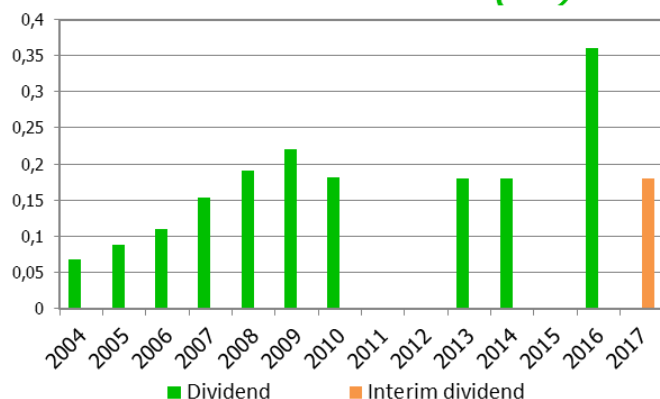
| OVERVIEW - TRADING DATA 1 Year (data of period 01/05/2016 - 30/04/2017) | | | |
|---|-------------|---------|---------|
| Symbol: | BELA | | |
| Athex Market: | MAIN MARKET | | |
| Market Cap (Mil. €): (28 April 2017) | 1.971,5 | | |
| Shares Outstanding (number): (28 April 2017) | 136.059.759 | | |
| Average Spread (%): | 0,34% | | |
| Market Liquidity (%): | 10,139% | | |
| Average Trading volume (no of shares): | 120.882,9 | | |
| Total Value of transactions (€): | 379.348.913 | | |
| Days to trade (1% of outstanding amount): | 11,2 | | |
| Free Float (28 April 2017): | 55,05% | | |
| Turnover Velocity (F.F. Weighted): | 10,5% | | |
| Historic Volatility | 30 days | 60 days | 90 days |
| (annualised %) | 30,38% | 28,75% | 35,49% |

GROUP STRUCTURE

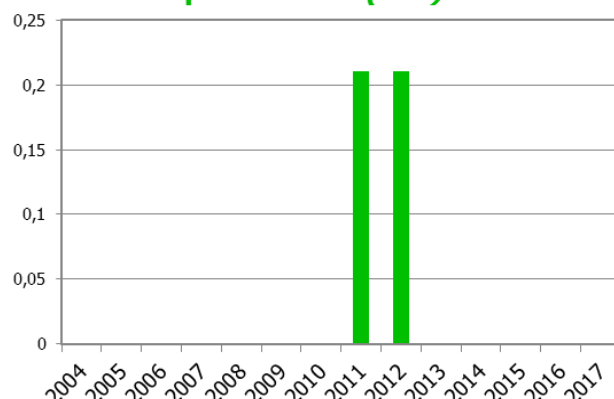
Jumbo S.A. - Parent

| | |
|-------------------------|------|
| 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 €)



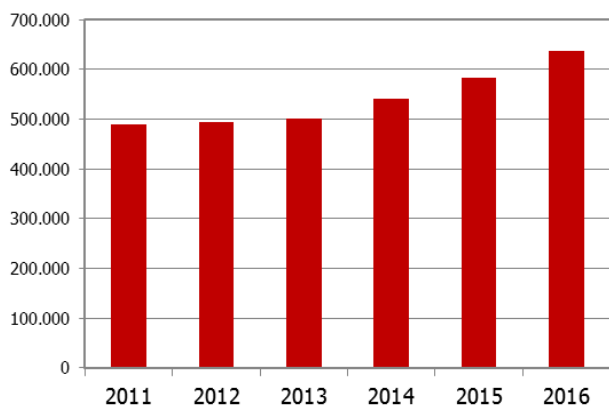
Capital Return (in €)



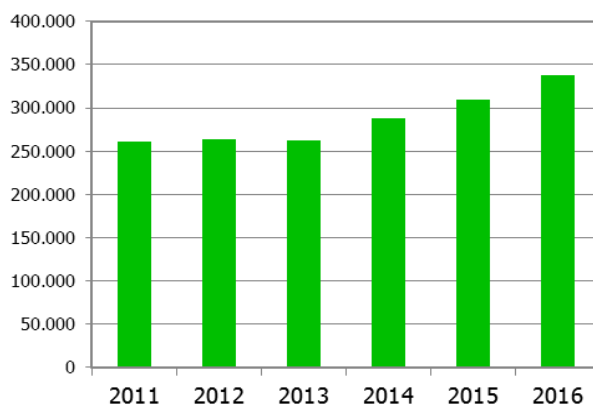
FINANCIAL OVERVIEW (consolidated)

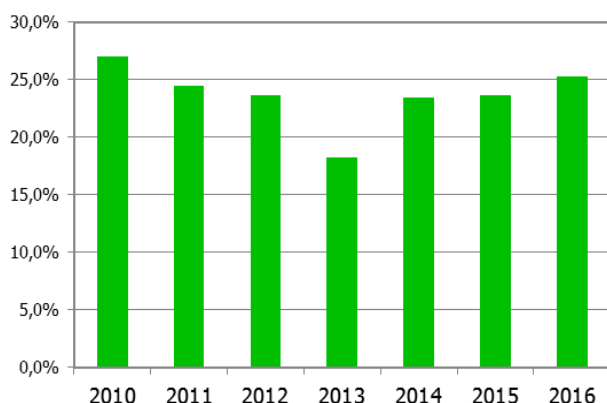
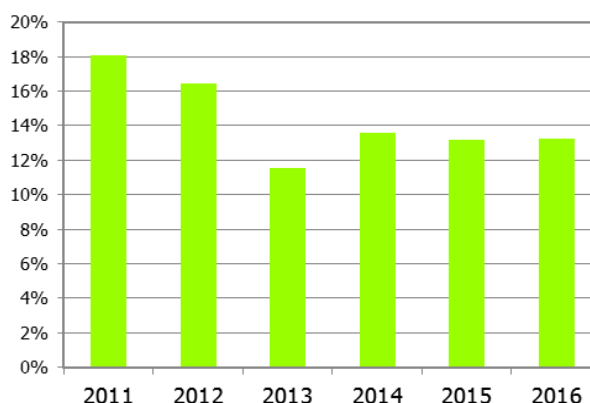
| (in € 000) | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |
|---------------------|---------|---------|---------|---------|---------|---------|
| Sales | 489.972 | 494.289 | 502.185 | 541.847 | 582.548 | 637.557 |
| Gross profit | 260.729 | 263.024 | 262.777 | 287.979 | 309.705 | 337.930 |
| EBIT | 119.853 | 117.022 | 91.601 | 127.123 | 137.937 | 160.997 |
| EBITDA | 135.150 | 134.423 | 110.388 | 146.516 | 159.262 | 183.708 |
| Earnings before tax | 121.286 | 119.466 | 95.704 | 129.979 | 136.950 | 165.132 |
| Earnings after tax | 94.604 | 97.305 | 73.962 | 101.249 | 104.837 | 121.264 |
| E.P.S. | 0,7281 | 0,7488 | 0,570 | 0,7443 | 0,7705 | 0,8913 |
| Total Equity | 522.950 | 592.912 | 639.068 | 744.510 | 797.209 | 915.591 |
| ROE | 18,09% | 16,41% | 11,57% | 13,60% | 13,15% | 13,24% |

Revenues (in € 000)



Gross profit (in € 000)



Operating Margin**ROE**

| Name | % |
|-------------------------------|---------------|
| ΒΑΚΑΚΗΣ ΑΠΟΣΤΟΛΟΣ - ΕΥΑΓΓΕΛΟΣ | 26,72% |
| FMR LLC | 13,18% |
| CAPITAL GROUP COMPANIES INC | 5,05% |
| Total | 44,95% |

BOARD OF DIRECTORS

| Name | Qualification |
|-----------------------------|---|
| VAKAKIS APOSTOLOS-EVAGGELOS | PRESIDENT OF BOD/ EXECUTIVE MEMBER |
| ECONOMOU IOANNIS | VICE PRESIDENT/ EXECUTIVE MEMBER |
| NTEMIRI S KONSTANTINA | CEO/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 |
| STAMATAKIS F ADAMANTIOS | 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.

Ntemiri s konstantina, Chief Executive Officer, Head of Accounting Department

Ms. Konstantina Demiri has served as Chief Executive Officer of Jumbo SA since 2016, and as Head of Accounting Department at the Company since 2003. Her professional career is related to the accounting and tax field, serving for 20 years as Head of Accounting in a Group of companies related to retail market.

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.

Stamatakis F Adamantios, Non-Executive Independent Director

Mr. Adamantios Stamatakis has served as Non-Executive Independent Director of Jumbo SA since July 27, 2016. He is Lieutenant General, Retired, and honorary Deputy Chief of the Hellenic Police with 38 years of service, during which he served in various important positions of Hellenic Police. He has significant experience with economic police and electronic crime.

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