



AS COMPANY S.A. – FY 2024 FINANCIAL RESULTS ANNOUNCEMENT

April 15, 2025

The company “AS COMMERCIAL INDUSTRIAL COMPANY OF COMPUTERS AND TOYS S.A.”, operating under the trade name “AS COMPANY S.A.” and registered under General Commercial Registry No. 057546304000, announces its annual financial results for the fiscal year 2024, reaffirming its strong growth and strategic focus on long-term value creation for its shareholders.

2024: A Year of Strategic Investments and Business Expansion

In 2024, the Group recorded its highest-ever level of consolidated sales, amounting to €31.0 million—an increase of 8.05% compared to 2023. At the same time, operating profitability remained solid, with consolidated earnings before tax reaching €5.568 million, reflecting a slight year-over-year decline of 6.48%, mainly due to targeted investments in new product lines.

The Group maintained its leading position in the toy market, further enhancing its product portfolio with successful and innovative offerings that combine high quality with competitive pricing. The integration of international brands—Chicco, Boppy, Bébé Confort, and Safety 1st—in 2024 marked a strategic shift into new product categories and distribution channels, laying the groundwork for future growth.

Key Consolidated Financial Figures (€ '000):

| | 2024 | 2023 | Variation |
|--------------------------|-------------|-------------|------------------|
| Sales Turnover | 31,007 | 28,697 | +8.05% |
| Gross Margin | 15,060 | 13,861 | +8.65% |
| EBITDA | 5,166 | 5,500 | -6.07% |
| Profit Before Tax | 5,568 | 5,954 | -6.48% |
| Profit After Tax | 4,210 | 4,533 | -7.14% |

The gross profit margin remained at a high level, standing at 48.57%, reflecting the Group’s effective commercial strategy.

The slight decrease in operating profitability is attributed to the planned increase in operating expenses, driven by the integration of new brands and the Group’s strengthened presence in the Greek and Romanian markets through targeted investments in marketing and commercial infrastructure.

The contribution of the Group's subsidiaries remained significant, accounting for 15.72% of consolidated sales and 17.19% of consolidated EBITDA, strengthening its multichannel and geographically diversified business model.

Strategic Initiatives and Investments

The year 2024 was marked by the successful acquisition of the inventory and intangible commercial assets of the Chicco, Boppy, Béb  Confort, and Safety First brands by the company "V. & M. Skarmoutsos S.A." for a total value of €1.52 million—an important development that strengthens the Group's position in the baby and children's products sector.

As part of a more efficient risk management and cash reserve utilization strategy, the Company's Management has, since 2022, chosen to invest part of its liquidity in investment properties that can be leveraged in the tourism sector, capitalizing on Greece's inherent advantages. This has included land acquisitions in various areas of Crete, with the total amount spent to date reaching €4.242 million.

As of December 31, 2024, the Group's cash and cash equivalents, fair value investments, and investment property portfolio amounted to €20.1 million, reflecting an increase of €1.78 million compared to the same date in 2023—demonstrating the Group's ability to combine growth with financial strength.

Outlook and Objectives for 2025

The Company's Management remains committed to executing its strategic plan, focusing on enhancing operational efficiency, maximizing returns from recent investments, and capitalizing on growth opportunities through acquisitions and entry into complementary business sectors.

Key priorities for fiscal year 2025 include:

- Improving profitability and investment returns
- Further strengthening liquidity
- Maintaining leadership in the domestic toy market and expanding international partnerships

The Board of Directors intends to propose the distribution of a gross dividend of €0.17 per share at the 2025 Annual General Meeting, reflecting its commitment to delivering value to shareholders. The proposed distribution, which aligns with Management's policy of targeting an average dividend yield of around 5%, is subject to approval by the Annual General Meeting of Shareholders.

The full financial report for FY2024 is available on the Company's website: <https://ir.ascompany.gr> as well as on the Athens Stock Exchange website.