



*Your local
Global partner*

Corporate presentation

April 2007



History

2007

Merger of LAMDA DETERGENT SA, EBIK SA, ELPHARMA SA, by absorption from VETERIN SA

2006

LAMDA DETERGENT S.A. is listed in Athens Stock Exchange

Establishment of LAMDA DETERGENT LTD

Expansion in Bulgaria through the acquisition of MAKRO B

2005

Takeover of BALLIS CHEMICALS S.A. and merger with the company

2000-2004

Reconstruction and expansion of the plant and increase of annual production capacity from 17,000 tons to 200,000 tons

Creation of a production unit of raw materials and achievement of economies of scales

**Initial Investments
2000**

Purchase of HENKEL facilities

**Foundation
1999**

Foundation of LAMDA DETERGENT S.A.

Profile

SECURE GROWTH

LOW CASH REQ

SOLID GROWTH

FOCUSED STRATEGY

HIGH CASH FLOWS

LONG LASTING CONTRACTS

Key Points

Market Leader

➤ Production of Detergents for Multinationals

Market Leader

➤ Production of Detergents for Private Label in Greece

Greek detergent market: €800 mil.

LAMDA DETERGENT 's market share: €105 mil., 13 %

Eastern Europe detergent market: €2 bil.

LAMDA DETERGENT' s market share: €30 mil., 2 %

**2006-2010
Strategic Goal**

« The Local Partner for the big Multinationals »

What we Do

Detergents for Multinationals

Market Leader in Producing
Detergents in Liquid and Powder
form for Multinationals

Major clients

- HENKEL
- UNILEVER
- ECOLAB
- JOHNSON DIVERSEY
- SARA LEE
- COLGATE PALMOLIVE

Detergents for Private Labels

Market Leader in Producing
Detergents for Private Labels.
We produce detergents for 9 out of
the 12 largest S/M chains in Greece

Major clients

- CARREFOUR
- AB VASSILOPOULOS
- VEROPOULOS
- GALAXIAS
- DIA
- MAKRO
- MASSOUTIS
- METRO
- PLUS

Production & Distribution of Chemical raw materials

Production & Distribution of
Chemical Raw Materials for
detergents and cosmetics in
Greece and abroad

What we Do –2006

SBU	% OF TURNOVER	COMPETITION (GREECE)	COMPETITION (ABROAD)
DETERGENTS FOR MULTINATIONALS	44%	MONOPOLY	MC BRIDE, DA SILVA, PERSAN, CHENOTECHNICA
DETERGENTS FOR PRIVATE LABEL	16%	ROLCO VIANYL, MINOLVARA	HAYAT, INTERSTAR, PERSAN, MC BRIDE
RAW MATERIALS FOR DETERGENTS	10%	KAPACHEM	COGNIS, BASF,SASOL
DISTRIBUTION OF RAW MATERIALS FOR DETERGENTS	30%	ELTON, ASTRON, DICHEM, ROUBOULAKIS	BRENNTAG, ELTON, FINKOCHEM,JUGOHEMIJA

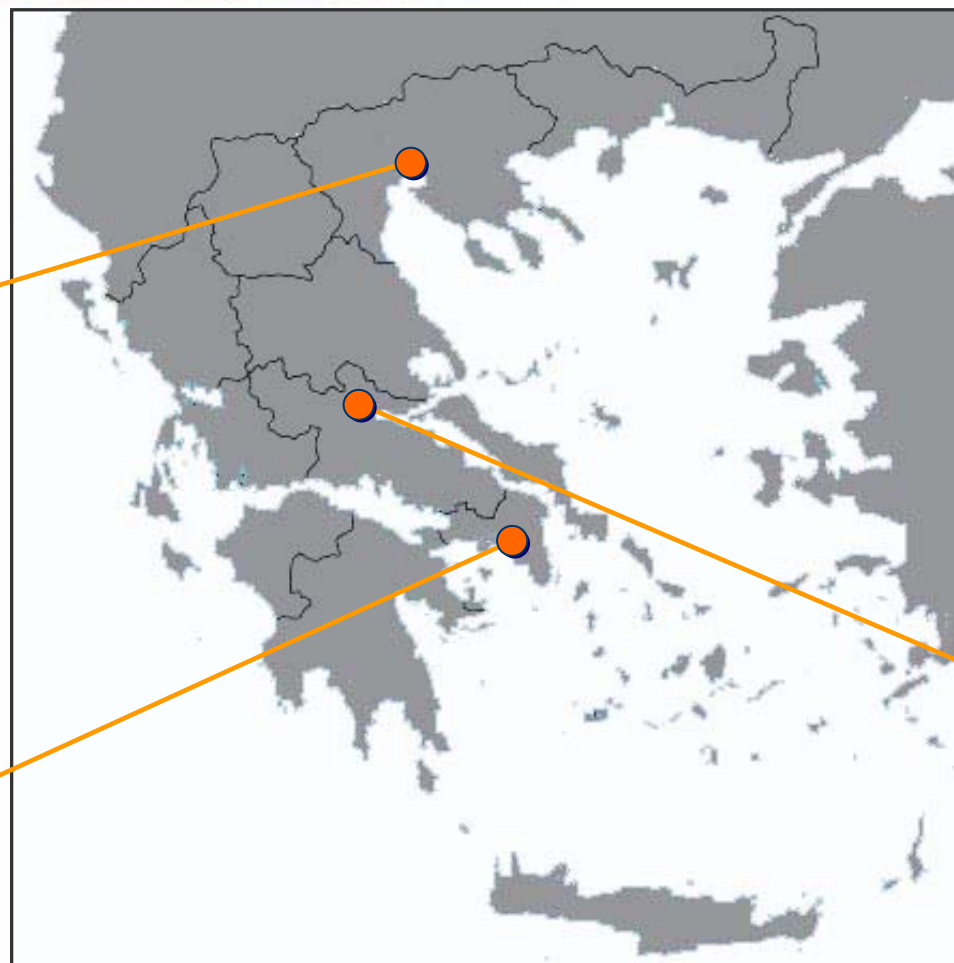
Facilities Greece

Thessaloniki

Production Site

Athens

Headquarters



Atalanti

Production Site

Facilities Greece - Atalanti

Currently operating at 40%
of Production capacity

DETERGENT FACTORY

TOTAL AREA (130,000 m²)

LOGISTICS-STORAGE (30,000 m²)

TANKS (10,000 m³)

PRODUCTION CAPACITY

100,000 T/Year in Detergents (Liquid)
100,000 T/Year in Detergents (Powder)
25,000 T in Raw materials
ISO 9002





Facilities Greece - Thessaloniki



DETERGENT FACTORY

TOTAL AREA (30,000 m²)

LOGISTICS -STORAGE
(8,000 m²)

TANKS (1,000 m³)

PRODUCTION CAPACITY

60,000 T/Year in
Detergents (Liquid)
ISO 9002, ISO 14000



Facilities Greece - Athens



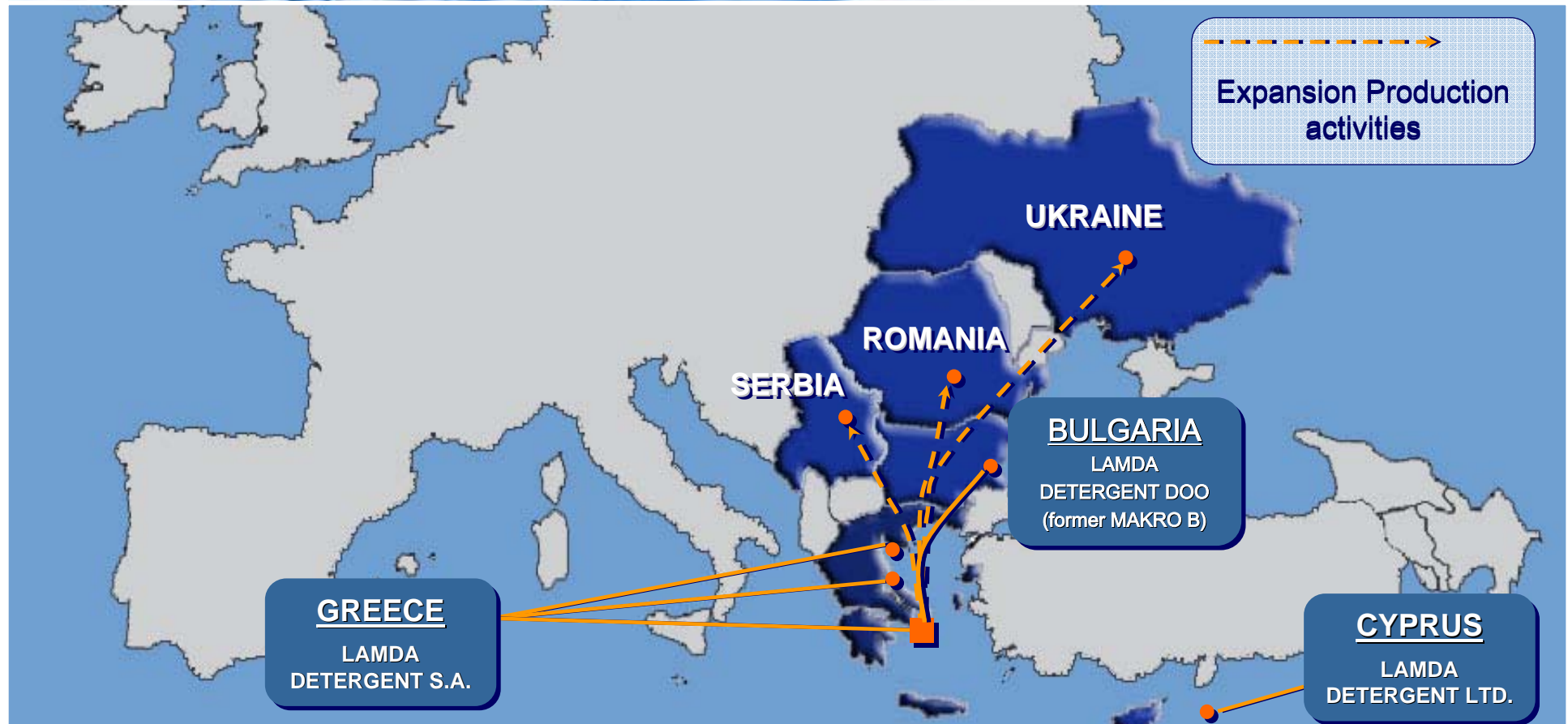
HEAD OFFICE

ISO 9002 Quality Standards
ISO 14000





Geographic expansion Eastern European Market



Market of 2 €BIL. - LAMDA DETERGENT S.A. : 15 €MIL. - Market Share : 1 % - Developing Market of 110 mil. people

Our strategic advantages

GROWTH

- Import Substitution
- South Eastern Expansion
- Long lasting contracts

SECURITY

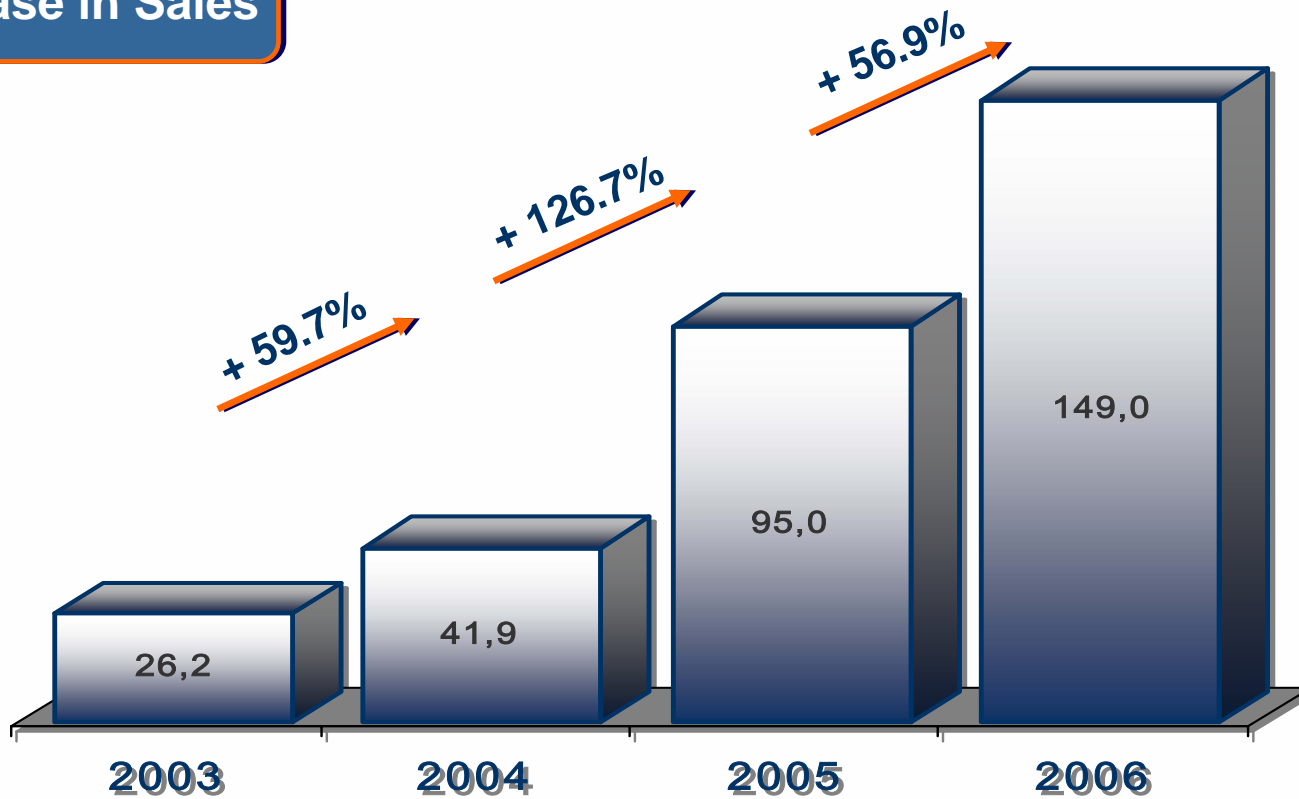
- Strong relation with multinationals
- High barriers to entry
- Low market shares

RELIABILITY

- Conservative Projections
- High ROE
- High Quality Standards

Income Statement (mil €)

➤ Increase in Sales

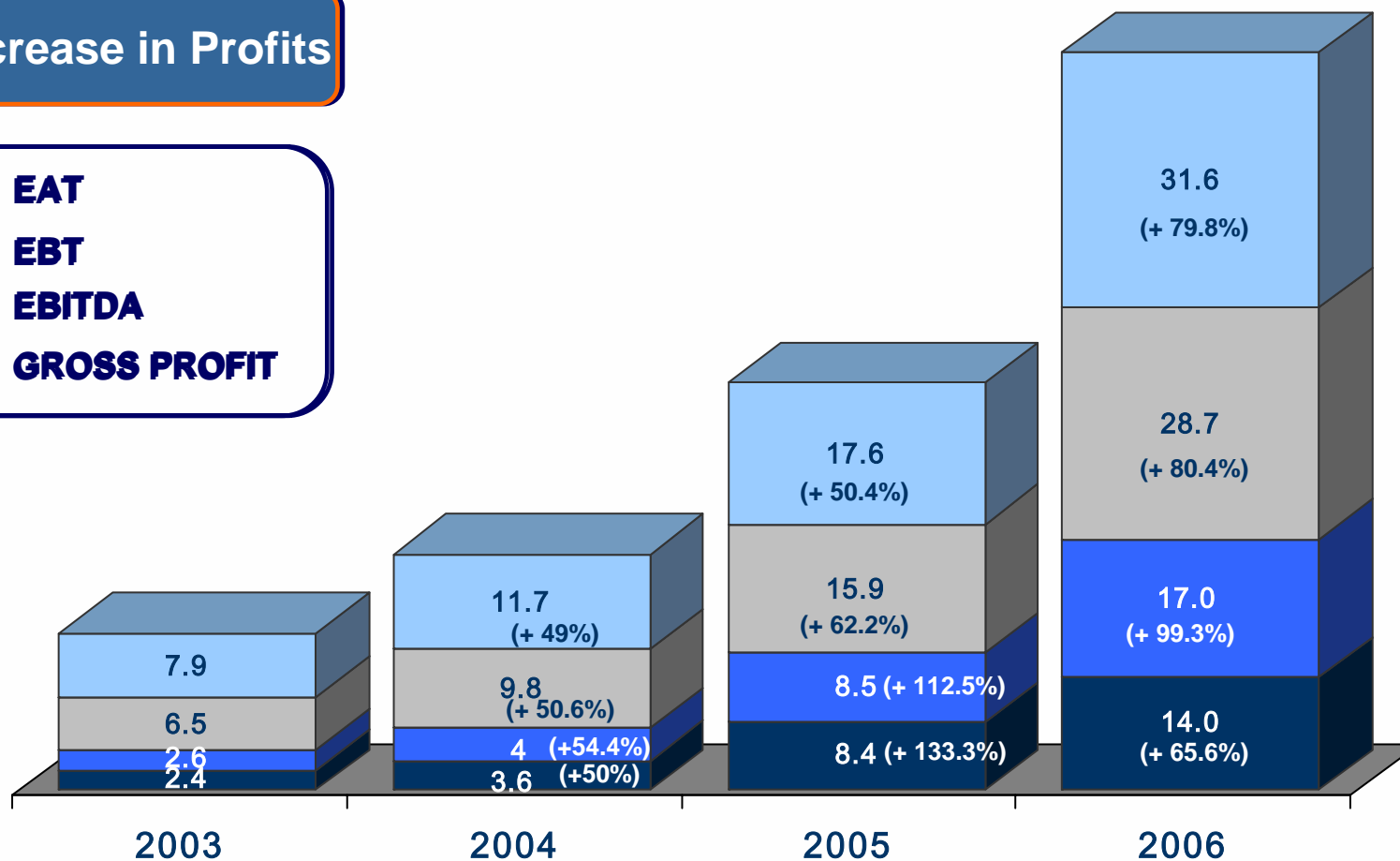


Income Statement (mil. €)

according to IFRS

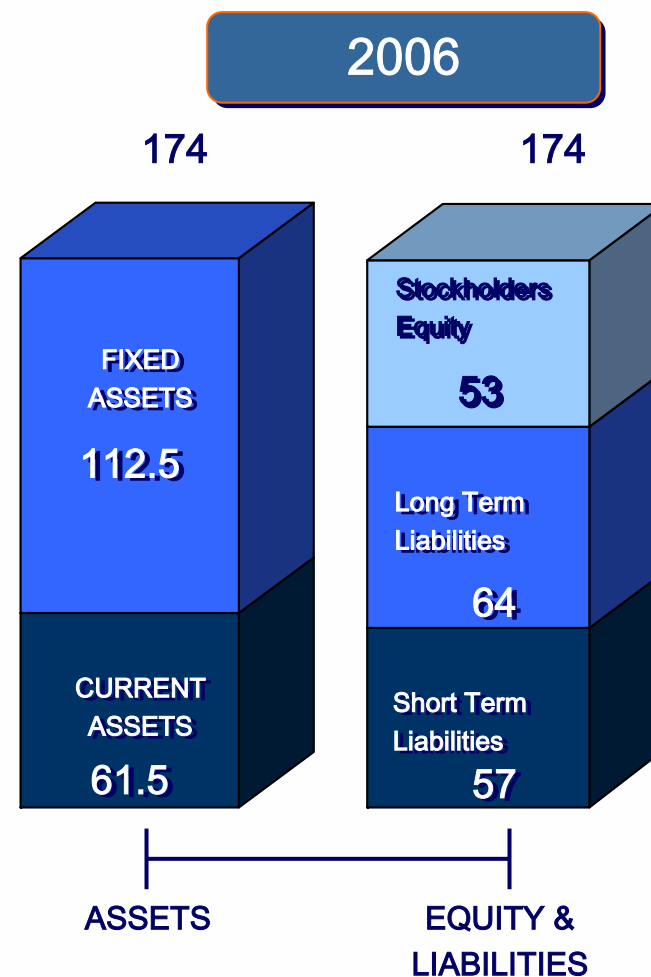
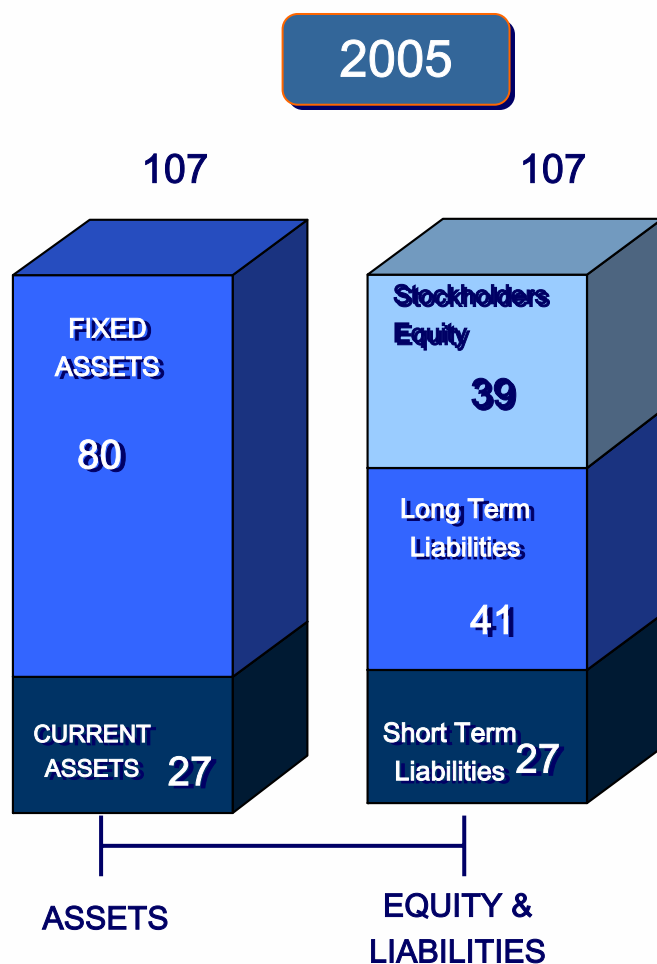
➤ Increase in Profits

- EAT**
- EBT**
- EBITDA**
- GROSS PROFIT**



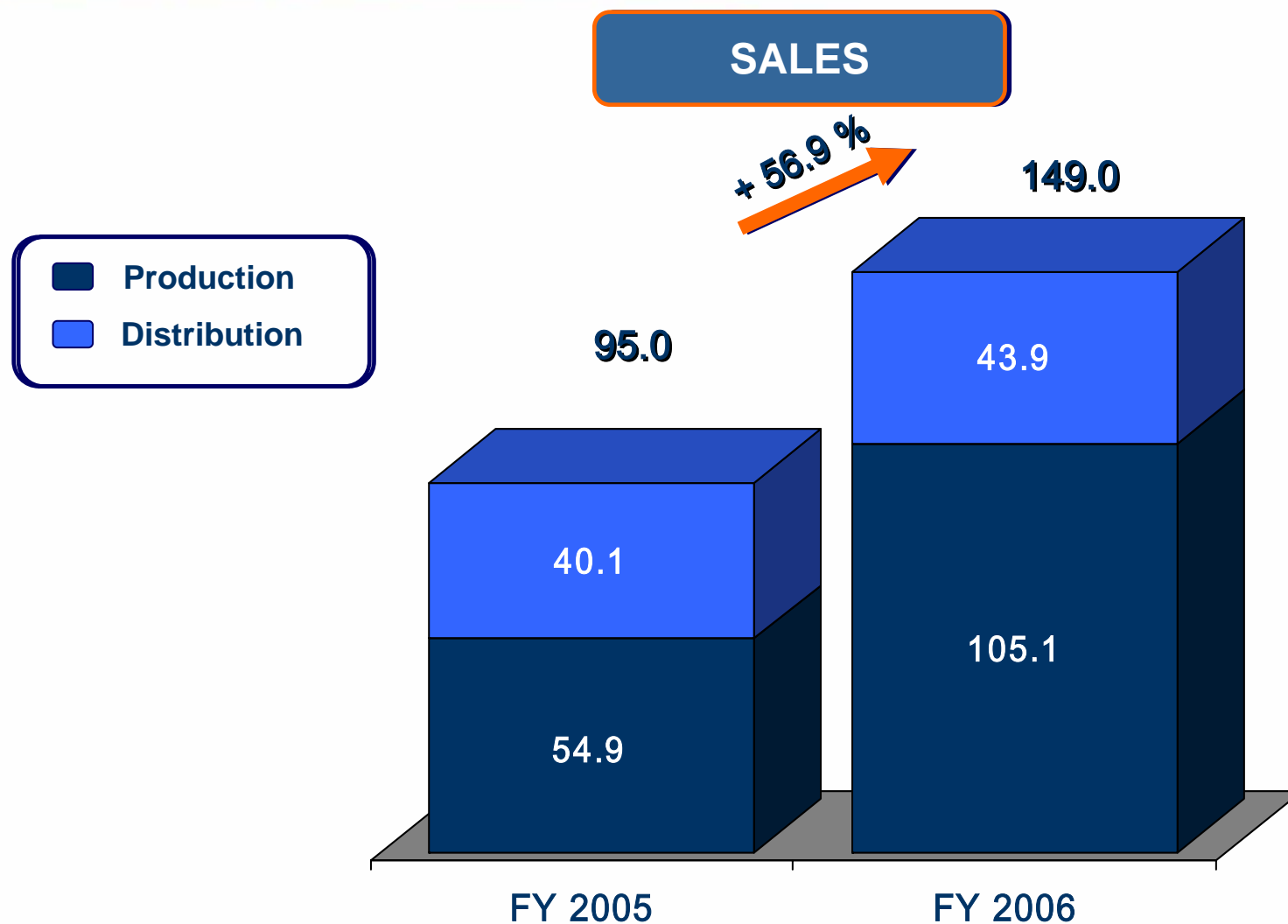
Balance Sheet structure (mil. €)

according to IFRS



FY 2006 – Consolidated Income Statement (mil. €)

according to IFRS



Shareholder Structure

■ FREE FLOAT

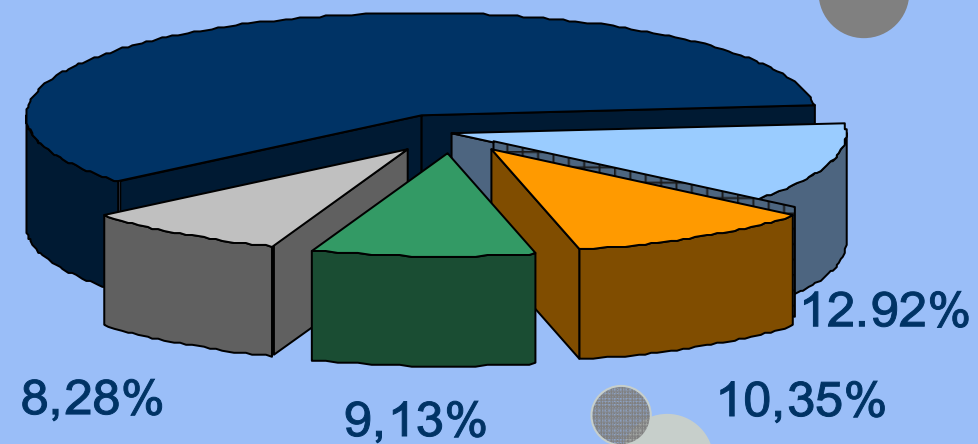
□ FORTIS GLOBAL
CUSTODY SERVICES
N.V

■ SANTANDER
INVESTMENT S.A

■ COMMERZBANK AG
FRANKFURT A/C
COMINVEST

■ RAIFFEISEN ZENTRAL
BANK OESTERREICH
AG

59.32%



Trading Symbol – ATHEX

LADET

Trading Symbol – Reuters

LADETr.AT

Trading Symbol – Bloomberg

LATET GA

Participation in FTSE/ATHEX SmallCap 80

June 2006

Participation in FTSE/ATHEX 140

June 2006

Participation in FTSE/ATHEX Chemicals

June 2006

Participation in EUROBANK MidCap
Private Sector 50 Index

June 2006



Share Price Evolution

Since 30 March 2006





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