

9 Month Financial Results for the Accounting Year ending in June 2007

PRESS RELEASE

€ ,000	9M 2006	%	9M2005
SALES	135.533	21.6%	111.415
GROSS PROFIT	34.309	2.4%	28.025
margin	25.3%		25.2%
EBITDA	12.102	2.8%	9.623
margin	8.9%		8.6%
EBIT	10.636	2.3%	8.225
margin	7.8%		7.4%
EBT	8.337	12.0%	7.443
margin	6.2%		6.7%
TAXES	2.842	46.6%	1.939
effective	34.1%		26.1%
EATAM	5.495	-0.2%	5.504
margin	4.1%		4.9%
EPS	0.32	0.0%	0.32

The company's 9month results, with accounting year ending June 2007, were greater than the management's expectations. Specifically, ELECTRONIKI ATHINON reported group sales of EUR135.53mn compared to EUR111.42mn in 2005, which represents a 21.6% increase.

EBITDA of ELECTRONIKI ATHINON Group surged 25.8% to EUR12.10mn compared to EUR9.62mn in 2005. Significant was at the same time the EBIT increase by 29.3% reaching EUR10.64mn, compared to EUR8.23mn in 2005.

EBT of ELECTRONIKI ATHINON Group reached EUR8.34mn, compared to EUR7.44mn in 2005, increased by 12.0%. EATAM remained almost unchanged at EUR5.49mn, compared to EUR5.50mn in 2005.

Profitability

The increase in the Group Sales is due to the income from the Picture & Sound Appliances and is also associated with the aggressive communication strategy, the cost management and the customer oriented philosophy adopted by the company.

The results were positively affected as well by:

- The store network expansion which is depicted, for the period under review, in the opening of two new Megastores at Rendi and Eleysina.

Goals

- The Management is aiming at remaining the No1 Greek Network of electric and electronic appliances, by increasing the domestic market share at 19% in the following 2 years and by exploiting the opportunities emerging from the increasing Broadband penetration and on the whole from the increasing penetration of digital products in Greece. Furthermore, the Management is aiming at further expanding the stores network, further penetrating in the S.E. European region and therefore establishing considerable presence in Europe.

In this framework, of great importance is the opening of Megastores Electronica in Serbia, which underlies the geographical expansion strategy for the S.E. Europe markets as well as the opening of the new Megastore in Thessaloniki, which underlies the stores network expansion strategy.

Last but not least, the agreement between ELECTRONIKI ATHINON and SARAFIDIS Company is also in line with the goals and the commitments of the Management. The acquisition is expected to boost the market share at 15% and accordingly have a positive impact both on the turnover and the profitability, without, in the same time, downsizing the dividend policy. It is noted that Sarafidis is active in Northern Greece where it maintains nine retail outlets, including one Megastore. Currently, Sarafidis is the 4th largest electrical retail chain in Greece with an overall estimated market share of between 2.5% - 3%.