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PRESS RELEASE

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412 m. € SALES KAI 4,3 m. € EAT

In 2008, the group PLAISIO accomplished to increase its sales by 7,0% (412 m. €) and increasing its market share it remained still profitable (4,3 m. €), being one of the few in its branch.

The Group with its aggressive invoice policy simultaneously with its sales' amplification, it invested a large portion of its profitability for its future unhindered evolution.

Its new contemporary distribution network along with the development of pioneer computerized applications and the recruitment of highly competent employees put in place the corner-stone for future enlargement especially in the difficult period that global economy faces.

(amounts in th. €)	THE GROUP			THE COMPANY		
	FY 2008	FY 2007	Δ%	FY 2008	FY 2007	Δ%
Turnover	411.901	385.023	7,0%	408.750	382.553	6,9%
EBITDA	13.055	19.627	-33,5%	12.995	19.989	-35,0%
EBT	5.987	13.684	-56,3%	5.920	14.081	-58,0%
EAT	4.257	9.855	-56,8%	4.190	10.244	-59,1%

Keeping in line with its dividend policy, the proposed dividend stands for € 0,12 per share, which represents 63% of the company's profit in 2008 (a tax rate of 10% will be deducted according to Greek tax legislation).

The Group Plaisio succeeds in combining the high evolution by following prudential business resolutions. It created a big number of stores efficiently controlled, made cautious business "steps" in the Balkans and had a satisfactory cash flow, which in turn led to low level of borrowings. The factors mentioned above along with the Group's flexible structure, conclude to the Group's ability to confront the economic crisis not as a threat but as an important chance for the future.