

March 11, 2009

**PRESS RELEASE**  
**ON PUBLICATION OF FY2008 RESULTS**

ATHENS- "ALFA-BETA" VASSILOPOULOS (Athens Stock Exchange: BASIK) announced today the financial results for fiscal year 2008.

In the annual consolidated financial statements of the Group are included for the first time the financial statements of subsidiaries HOLDING AND FOOD TRADING COMPANY SINGLE PARTNER LIMITED LIABILITY COMPANY & CO LIMITED PARTNERSHIP, (former PLUS HELLAS E.P.E. & SIA E.E., renamed pursuant to Law 3190/1955) and HOLDING AND FOOD TRADING COMPANY SINGLE PARTNER LIMITED LIABILITY COMPANY, (former PLUS HELLAS E.P.E., renamed pursuant to Law 3190/1955) that were acquired on 01.04.2008.

Additionally, the annual consolidated financial statements include for the first time the financial statements of former subsidiary P.L.LOGISTICS CENTER-DIANOMES-APOTHIKEFSIS-LOGISTICS-S.A. from 14.02.2008, date of its acquisition and direct control by "ALFA-BETA" VASSILOPOULOS S.A., until 31.03.2008, date of its merge by absorption.

For these reasons, the financial results of 31.12.2008 are not directly comparable to those of the prior year.

During the period 01.01.2008-31.12.2008:

**Consolidated Revenue** amounted to 1,337.1 million EUR, from 1,174.9 million EUR in 2007, an increase by 13.8%, while standalone **Revenue** amounted to 1,289.3 million EUR from 1,141.2 million EUR in 2007, an increase by 13.0%.

Correspondingly, **Consolidated Revenue** of ALFA-BETA and ENA amounted to 1,301.4 million EUR from 1,174.9 million EUR in 2007, an increase by 10.8%.

**Consolidated Operating Profit** amounted to 46.0 million EUR from 51.5 million EUR in 2007. For "**ALFA-BETA**" standalone **Operating Profit** amounted to 53.1 million EUR compared to 48.1 million EUR in 2007. Correspondingly, **Consolidated Operating Profit** of ALFA-BETA and ENA amounted to 57.5 million EUR from 51.5 million EUR in 2007.

**Consolidated Net Profit** reached 32.7 million EUR from 37.0 million EUR in 2007. For "**ALFA-BETA**" standalone, **Net Profit** amounted to 38.4 million EUR compared to 34.0 million EUR in 2007. Correspondingly, **Consolidated Net Profit** of ALFA-BETA and ENA amounted to 42.4 million EUR from 37.0 million EUR in 2007.

Considering the above developments as well as the Company's investment plan, the Board of Directors has decided to propose a dividend payment of 1,0 EUR per share, from 0.89 EUR per share in 2007.

**Our business in 2008:**

During 2008, sales of organized retail was increased by 4.0% (source Nielsen) while the general inflation rate was increase by 4.2%. In Q4 sales were lower than the corresponding period of 2007 due to the insecurity of consumers in view of the financial crisis. Considering the stagnation of the market, sales of "ALFA-BETA" sales in 2008 were increased at a double rate (9.0% source Nielsen) than the one of the market.

"ALFA-BETA" continued its commercial policy reinforcing its competitiveness. However, during Q2 and Q3 2008, following the need for further pricing improvement, the company responded by lowering the price of

2,000 items in basic product categories by 5%-8%, for all customers that use the company's loyalty card, AB Card Plus, maintaining prices at a competitive level.

On 14.02.2008, "ALFA-BETA" acquired «P.L.LOGISTICS CENTER–DIANOMES–APOTHIKEFSIS- LOGISTICS–SA», owning a land plot at Inofyta in Boeotia of 115,000 m<sup>2</sup>, on which during Q3 2008, started the construction of a new modern storage and distribution centre of fresh products which will facilitate the logistic needs of "ALFA-BETA".

After the approval by the Board of Directors of "ALFA-BETA" VASSILOPOULOS S.A. on 19.03.2008, and by decision no. K2-14610/09.12.08 of the Ministry of Development, which was also filed in the register of Societes Anonymes on 09.12.2008, the Company merged by absorption its subsidiary P.L.LOGISTICS CENTER – DIANOMES – APOTHIKEFSIS - LOGISTICS – S.A. The date of the transformation balance sheet of the absorbed company was 31.03.2008.

On 01.04.2008 "ALFA-BETA" completed the acquisition of the food retail company PLUS HELLAS E.P.E. & SIA E.E. (renamed to HOLDING AND FOOD TRADING COMPANY SINGLE PARTNER LIMITED LIABILITY COMPANY & CO LIMITED PARTNERSHIP, pursuant to Law 3190/1955). This acquisition reinforces the position of "ALFA-BETA", particularly in Northern Greece. The final acquisition price after contractual adjustments is 65,0 million EUR. During 2008, the stores of HOLDING AND FOOD TRADING COMPANY SINGLE PARTNER LIMITED LIABILITY COMPANY & CO LIMITED PARTNERSHIP have been upgraded and converted to the "ALFA-BETA" banner, while in parallel the storage and distribution centre in Thessaloniki, which caters the needs of the stores in Northern Greece, became fully operational.

As regards its organic expansion, "ALFA-BETA" continued its organic development activity with the opening of eight new supermarkets and five affiliated stores.

Furthermore, in Q4 2008, the first two «Lion Food» stores were inaugurated. This particular type of store has sales area of approximately 900-1000 square meters and is offering 3.000 basic products at very low prices. Depending on the clients' responsiveness, this new type of store will be further expanded in other areas inside and outside Greece.

At the end of the year, the Group's sales network numbered 201 stores of which 121 are company operated retail stores, 29 retail stores of HOLDING AND FOOD TRADING COMPANY SINGLE PARTNER LIMITED LIABILITY COMPANY & CO LIMITED PARTNERSHIP, 41 are franchise stores and 10 are wholesale stores operating under the banner ENA Cash-and-Carry.

For 2009, "ALFA-BETA" VASSILOPOULOS plans an acceleration of its organic store-opening program. It will add 16 new stores to its network, extending it to 217 stores.

#### FISCAL YEAR 2008 RESULTS

<b>«ALFA-BETA» VASSILOPOULOS S.A. Consolidated Results</b> (in thousand EUR)	<b>1 Jan-31 Dec 2008</b>	<b>1 Jan-31 Dec 2007</b>	<b>Change</b>
Revenue	1.337.074	1.174.883	13,8%
Gross Profit	302.644	268.711	12,6%
<i>On Revenues</i>	22,6%	22,9%	
Operating Expenses	263.693	222.821	18,3%
<i>On Revenues</i>	19,7%	19,0%	
EBITDA	70.542	71.781	-1,7%
<i>On Revenues</i>	5,3%	6,1%	
Operating Profit	46.038	51.504	-10,6%
<i>On Revenues</i>	3,4%	4,4%	
Profit before Tax	40.983	50.004	-18,0%
<i>On Revenues</i>	3,1%	4,3%	
Profit after Tax & Minority Rights	32.696	36.980	-11,6%
<i>On Revenues</i>	2,4%	3,1%	

During the period from 01.01.2008 up to 31.12.2008, **Consolidated Revenues** reached 1,337.1 million EUR, an increase by 13.8% due to company's commercial policy, the continuous efforts of the Company upgrading its stores network as well as to the contribution of new stores and the stores of the acquired HOLDING AND FOOD TRADING COMPANY SINGLE PARTNER LIMITED LIABILITY COMPANY & CO LIMITED PARTNERSHIP.

However, the growth trend of sales slowed down after Q1 2008, due to weaker consumer spending and the negative economic environment.

**Consolidated Gross Profit** reached 302.6 million EUR in 2008 from 268.7 million EUR in 2007, an increase by 12.6% that is lower than that of sales due to the Group's price policy. The impact of lower prices was mainly absorbed by optimal inventory management policies.

**Consolidated Operating Expenses** reached 263.7 million EUR from 222.8 million EUR in 2007 thus increasing by 18.3%. This increase reflects the investments for remodeling and upgrading the stores of HOLDING AND FOOD TRADING COMPANY SINGLE PARTNER LIMITED LIABILITY COMPANY & CO LIMITED PARTNERSHIP. Consolidated Operating Expenses are not yet affected by the expected economies of scale. Additionally, Operating Expenses were affected by the increase in energy prices and cost of fuel and by the increased inflation rate, especially during Q2 and Q3.

**Consolidated Profit before Tax, Financial, Investing Activities, Depreciation and Amortization (EBITDA)** reached 70.5 million EUR from 71.8 million EUR in 2007, a decrease by 1.7%, mainly due to the increase of operating expenses. It is noted that included in EBITDA is an amount of 4.6 million EUR that arises from the sale of AB participation to the Kifissia store.

For the same reason, **Consolidated Operating Profit** amounted to 46.0 million EUR compared with 51.5 million EUR in 2007, a decrease by 10.6%.

**Consolidated Profit before Tax** amounted to 41.0 million EUR against 50.0 million EUR in 2007 and **Consolidated Net Profit** reached 32.7 million EUR against 37.0 million EUR in 2007.

## **BALANCE SHEET & CASH FLOW STATEMENT**

**Long-term borrowings** of the group were increased from 40.0 million EUR at 31.12.2007 to 120.0 million EUR at 30.09.2008. On 23.05.2008, the Company issued, a five-year common bond loan of 80.0 million EUR for funding the acquisition of the companies HOLDING AND FOOD TRADING COMPANY SINGLE PARTNER LIMITED LIABILITY COMPANY & CO LIMITED PARTNERSHIP and P.L.L.C. S.A.

At 31.12.2008, **Net Cash from operating activities** were decreased by 39.5 million EUR compared to prior's year corresponding period, as a result of increase in inventories and receivables supporting the newly acquired companies, as well as to increase in finance cost.

During the period 01.01-31.12.2008, Group's **Net cash used in investing activities** amounted to 156.0 million EUR from 35.5 million EUR in prior year, an increase by 339.8%, and was incurred for the expansion and enhancement of its sales' network, for the acquisition of the companies P.L.L.C. S.A and HOLDING AND FOOD TRADING COMPANY SINGLE PARTNER LIMITED LIABILITY COMPANY & CO LIMITED PARTNERSHIP, as well as for remodeling and upgrading of the latter's stores.

### **«ALFA-BETA» VASSILOPOULOS S.A.**

*«ALFA-BETA» VASSILOPOULOS S.A., is a food retail company established in 1969 and member of the Belgian Delhaize Group since 1992. At the end of 2008, the Group «ALFA-BETA» operated 201 stores (150 company operated food retail sales points, 10 cash-and-carry stores, & 41 affiliated stores) and employed 8,827 people. In 2008, Consolidated Turnover amounted to EUR 1,337.1 million and Consolidated Profit before tax to EUR 41.0 million. «ALFA-BETA» VASSILOPOULOS S.A. is listed on the Athens Stock Exchange (BASIK) since 1990.*