



AS Company

Corporate Presentation

May 2019

Our Story

Established in 1990, AS Company S.A is a Greece based **manufacturing and trading company**, with its main business activities revolving around **toys**.

AS imports toys, as well as develops and manufactures its own toys.

Leveraging on its deep know-how in the toys business, its extensive POS network (more than 1,800 points around Greece), and its robust licensing portfolio, AS Company has become one of the key players in the Southeast Europe Toy market.

AS Company positions itself exceptionally well in the national toy market, holding approximately 14% market share.

The company has also established a Logistics Centre, in order to support sales and better serve its customers. The privately owned building in Thessaloniki covers an area of 16,000 m²



Our Success

AS's success is based on:

- Being exclusive representatives of globally known products with high brand awareness
- Leading Marketing and R & D departments
- Long term relationships with Toy & Game Retail Chains, Supermarkets/Hypermarkets
- Healthy Balance Sheet that can support financing requirements

Apart from the toy business AS Company has expanded in the children's clothing SBU with retail stores in Northern Greece.

Established in 2016, a subsidiary in Cyprus named "AS Company Cyprus Limited", with a Share Capital of €150.000, with a 100% participation by AS Company S.A.

Established in 2018, a subsidiary in Romania named "AS KIDS TOYS S.R.L.", with a Share Capital of €400.000, with a 100% participation by AS Company S.A.



Our Vision

It's simple really....

To be the leading Toy Company in Greece and a key player in the International Toy industry.

A large, three-dimensional red logo consisting of the letters 'A' and 'S' is mounted on a modern building facade. The 'A' is a simple block letter, while the 'S' is a stylized, cursive letter. The building has a grey and white tiled exterior. In the background, there are power lines and a clear blue sky.A colorful, three-dimensional logo for 'ToyXvis' is mounted on a building facade. The letters are in various colors (red, blue, green, yellow) and are arranged in a playful, slightly irregular manner. The background shows a building and some greenery.

Our Brands, Exclusive Distributions & Licenses



You can find us everywhere...



With cross media plans covering TV, Digital, Social..



ascompany
 3.423 συνδρομητές

ΕΓΓΡΑΦΗ

ΑΡΧΙΚΗ **ΒΙΝΤΕΟ** PLAYLISTS ΚΑΝΑΛΙΑ ΣΥΖΗΤΗΣΗ ΠΛΗΡΟΦΟΡΙΕΣ 🔍

Μεταφορτώσεις ▾ ΑΝΑΠΑΡΑΓΩΓΗ ΟΛΩΝ ≡ ΤΑΞΙΝΟΜΗΣΗ ΚΑΤΑ

 <p>Λαμπάδα με μουσικό χαλί, ρολόι προσέκτορα και... 15 χιλ. προβολές · Πριν από 2 μήνες</p>	 <p>Λαμπάδα Super Παικτης με Φανέλα, Μπαλα και Air... 15 χιλ. προβολές · Πριν από 2 μήνες</p>	 <p>Λαμπάδα Scooter, Κάπα και Μασκα PJ MASKS 37 χιλ. προβολές · Πριν από 2 μήνες</p>	 <p>Λαμπάδα Walkie Talkie - Ρολόι, Γυαλιά, Γυλέκο Chas... 57 χιλ. προβολές · Πριν από 2 μήνες</p>	 <p>Λαμπάδα Μικρόφωνο, Πλεξούδα, Hair Braider... 9.9 χιλ. προβολές · Πριν από 2 μήνες</p>	 <p>Teksta Micropets 1.2 χιλ. προβολές · Πριν από 4 μήνες</p>
 <p>Λουλουδιένες 2.8 χιλ. προβολές · Πριν από 4 μήνες</p>	 <p>So Slime 8.9 χιλ. προβολές · Πριν από 4 μήνες</p>	 <p>Teksta Micropets 1.1 χιλ. προβολές · Πριν από 4 μήνες</p>	 <p>Baby Clementoni 5.3 χιλ. προβολές · Πριν από 5 μήνες</p>	 <p>Baby Clementoni Γκολάκιας & Λάκης Αλογάκης 8.6 χιλ. προβολές · Πριν από 5 μήνες</p>	 <p>SITE EXOST Tornado & Cross 16sec 523 προβολές · Πριν από 5 μήνες</p>
 <p>site MACROBOT 16sec 181 προβολές · Πριν από 5 μήνες</p>	 <p>Jumbo - AS Company Καρχαρσιγενιάλας 1.8 χιλ. προβολές · Πριν από 5 μήνες</p>	 <p>Jumbo - AS Company Με το Στόμα Ανοιχτό! 9.5 χιλ. προβολές · Πριν από 5 μήνες</p>	 <p>Jumbo - AS Company Μην Επιμηδύνεις τον Μπαμπά! 7.5 χιλ. προβολές · Πριν από 5 μήνες</p>	 <p>Jumbo - AS Company Studio Νυχθίνων 5.3 χιλ. προβολές · Πριν από 5 μήνες</p>	 <p>Jumbo - AS Company Λάκης Κοκκαλάκης 4.9 χιλ. προβολές · Πριν από 5 μήνες</p>
 <p>Jumbo Τηλεκατεβυθόμενο αυτοκίνητο Exost R/C 360... 5.5 χιλ. προβολές · Πριν από 5 μήνες</p>	 <p>AS Company - Μια Ζωή Γεμάτη Παιχνίδια! 2.82 χιλ. προβολές · Πριν από 6 μήνες</p>	 <p>Μαθαίνω & Δημιουργώ - Εργαστήριο Μηχανικής &... 4.5 χιλ. προβολές · Πριν από 6 μήνες</p>	 <p>Baby Clementoni Γκολάκιας & Μπασκετάκιας 2.06 χιλ. προβολές · Πριν από 6 μήνες</p>	 <p>Μαθαίνω & Δημιουργώ Αρώματα, Σαπούνια &... 5.2 χιλ. προβολές · Πριν από 6 μήνες</p>	 <p>Μικρόφωνο Καραόκε Rocket 2.4 χιλ. προβολές · Πριν από 6 μήνες</p>
 <p>Αυγοζακάνια 1.9 χιλ. προβολές · Πριν από 6 μήνες</p>	 <p>Σοκολατομηχανές 5.1 χιλ. προβολές · Πριν από 6 μήνες</p>	 <p>Nenuco Μαγικά Μαλλιά 9.4 χιλ. προβολές · Πριν από 7 μήνες</p>	 <p>Προγραμματιζόμενο Ρομπότ Macrobot 6.3 χιλ. προβολές · Πριν από 7 μήνες</p>	 <p>Τηλεκατεβυθόμενο αυτοκίνητο Exost R/C 360... 3.4 χιλ. προβολές · Πριν από 7 μήνες</p>	 <p>Τηλεκατεβυθόμενο αυτοκίνητο Exost 2.4Ghz... 2.2 χιλ. προβολές · Πριν από 7 μήνες</p>



Key Financials 2018 vs. 2013

	2013	2018	%
SALES TURNOVER	16.962.613 €	27.015.626 €	59,3%
GROSS MARGIN	7.760.727 €	12.800.064 €	64,9%
GM%	45,8%	47,4%	
EBITDA	1.286.806 €	5.177.961 €	302,4%
EBITDA %	7,6%	19,2%	
PROFIT BEFORE TAX	911.870 €	4.492.968 €	392,7%
	5,4%	16,6%	
Net Debt (Bank Borrowing less Cash)	-3.609.989 €	-13.631.543 €	277,6%
Equity	18.916.633 €	28.454.265 €	50,4%



5 Year Financial Overview

	2013	2014	2015	2016	2017	2018
SALES TURNOVER	16.962.613 €	19.244.698 €	21.428.804 €	25.756.757 €	25.954.044 €	27.015.626 €
GROSS MARGIN	7.760.727 €	9.630.423 €	9.874.503 €	11.447.682 €	12.065.913 €	12.800.064 €
GM%	45,8%	50,0%	46,1%	44,4%	46,5%	47,4%
EBITDA	1.286.806 €	3.085.318 €	2.871.714 €	4.154.095 €	4.910.800 €	5.177.961 €
EBITDA %	7,6%	16,0%	13,4%	16,1%	18,9%	19,2%
PROFIT BEFORE TAX	911.870 €	2.588.019 €	2.257.769 €	3.608.849 €	4.243.769 €	4.492.968 €
Profit before tax %	5,4%	13,4%	10,5%	14,0%	16,4%	16,6%
Cash & Investments	6.484.989 €	7.650.836 €	6.913.397 €	7.444.848 €	11.281.349 €	13.728.462 €
Bank Borrowing	2.875.000 €	2.633.758 €	2.376.029 €	2.248.193 €	2.020.677 €	96.919 €
Equity	18.916.633 €	20.730.679 €	21.222.723 €	23.395.606 €	25.914.282 €	28.454.265 €



5 Year Financial Overview Key Ratios

	2013	2014	2015	2016	2017	2018
<u>Company</u>						
Stock turnover days		121,05	91,07	91,49	94,97	131,11
Customer collection days		131,36	150,07	157,96	146,12	115,96
Suppliers payment days		-37,23	-46,26	-68,31	-66,04	-74,72
Business cycle duration		215,19	194,88	181,15	175,05	172,36
Net Working Capital	8.547.572 €	9.649.179 €	10.979.638 €	12.696.534 €	11.518.764 €	9.941.968 €
Total Liabilities	6.343.407 €	6.127.661 €	7.341.545 €	8.310.622 €	8.292.707 €	6.691.549 €
Equity	18.916.633 €	20.730.679 €	21.222.723 €	23.395.606 €	25.914.282 €	28.454.265 €
Total Equity & Liabilities	25.260.039 €	26.858.339 €	28.564.269 €	31.706.228 €	34.206.989 €	35.145.815 €
Total Liabilities / Equity %	33,53%	29,56%	34,59%	35,52%	32,00%	23,52%



Cyprus Key Financial Figures

AS COMPANY CYPRUS LTD

Establishment :	May 5th, 2016
Share Capital :	€ 150.000
Ownership :	100% by the parent company



	2013	2014	2015	2016	2017	2018
Turnover Overview	199.163 €	353.643 €	596.989 €	743.431 €	1.165.567 €	1.586.483 €
EBIDTA				200.950 €	217.428 €	448.633 €
Ebidta/ Turnover				27,0%	18,7%	28,3%
PROFIT BEFORE TAX				185.997 €	212.961 €	431.157 €
Profit before tax %				25,0%	18,3%	27,2%



Romania Key Financial Figures

AS KIDS TOYS S.R.L.

Establishment :	March 30rd, 2018
Share Capital :	€ 400.000
Ownership :	100% by the parent company



	2018
Turnover Overview	160.502 €
EBIDTA	-96.793 €
Ebidta/ Turnover	-60,3%
PROFIT / (LOSS) BEFORE TAX	-100.134 €
Profit / (Loss) before tax %	-62,4%



Dividends & Share Capital Refund

AS Company SA	2014	2015	2016	2017	2018	2019	TOTAL
Share Capital refund per share		0,04	0,03	0,04	0,05	0,07	0,23
Share Capital reduction		1.050.082 €	393.781 €	525.041 €	656.301 €	918.821 €	3.544.026 €
Share Capital	9.975.775 €	8.925.694 €	8.531.913 €	8.006.872 €	7.350.571 €	6.431.750 €	
Share premium	74.509 €	74.509 €	74.509 €	74.509 €	74.509 €		
Other Reserves	1.385.450 €	1.472.421 €	1.472.422 €	1.587.106 €	1.726.623 €		
<u>Retained Earnings</u>	<u>9.294.945 €</u>	<u>10.750.099 €</u>	<u>13.156.203 €</u>	<u>15.899.002 €</u>	<u>18.682.462 €</u>		
Total Equity	20.730.679 €	21.222.723 €	23.235.047 €	25.567.489 €	27.834.165 €		
Number of shares	26.252.040	26.252.040	13.126.020	13.126.020	13.126.020		
Nominal Value per share	0,38	0,34	0,65	0,61	0,56		
Book value per share	0,79	0,81	1,77	1,95	2,12		



Share Stock Analysis

Stock Data

Symbol	ASCO
Bloomberg Code	ASCO:GA
Reuters Code	ASCr:AT
ISIN Code	GRS404253006
Shares	13.126.020
Market Cap (mill.€) 15.5.2019	€34,92 mill.
Annual High - 52 week	2,88
Annual Low - 52 week	2,02

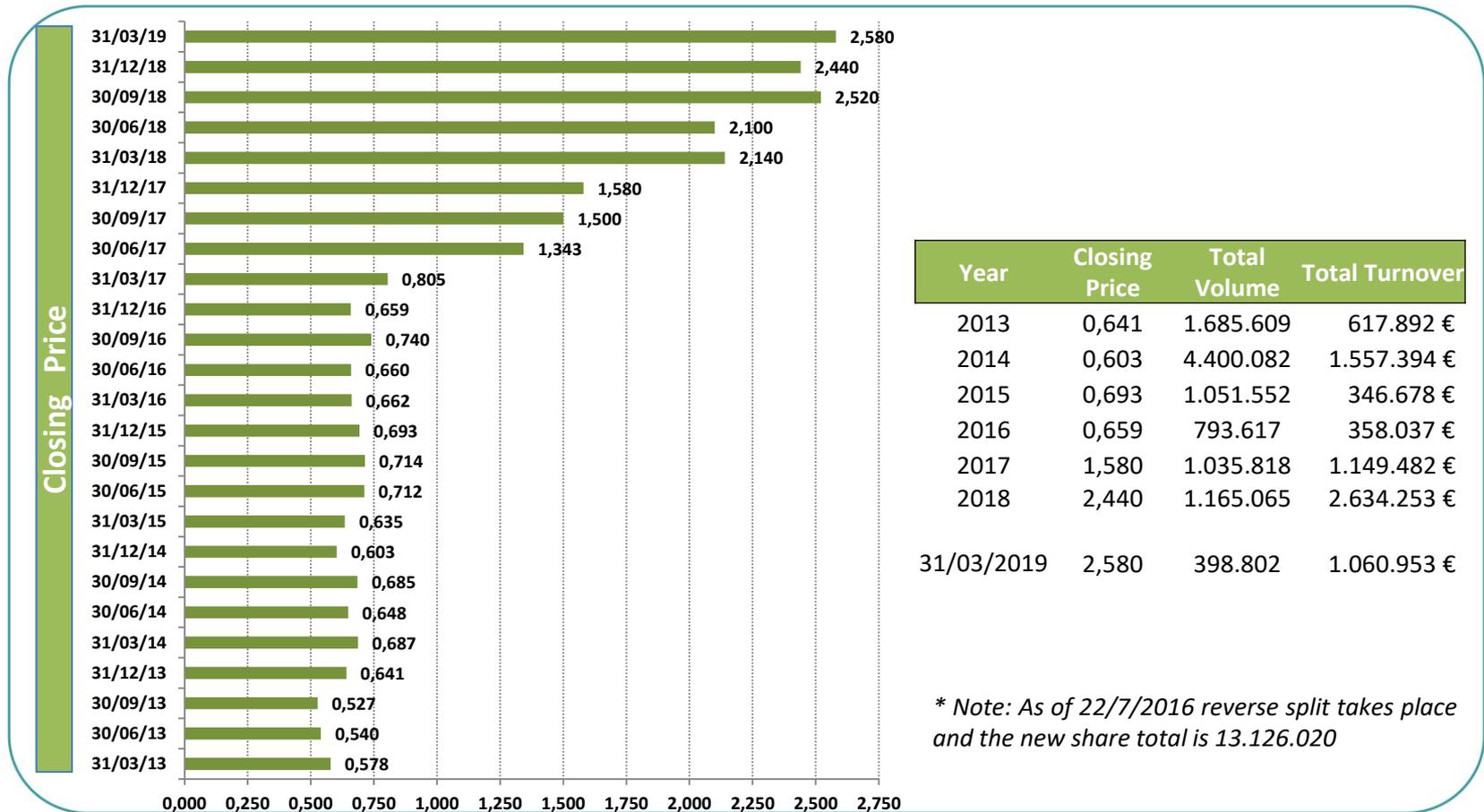
** Since 19-6-2017 the share of AS Company S.A. participates in the FTSE/Mid Cap. index*

Shareholders Composition (16.5.2019)

Name	Shares	%
Andreadis Efstratios	4.413.652	33,63%
Andreadou Anastasia	4.179.804	31,84%
Sycomore Twenty	562.402	4,28%
Greek Institutional Investors	626.712	4,77%
International Investors	618.029	4,71%
Greek Individual Investors	2.725.421	20,76%
Total	13.126.020	100%



Stock Development - Overview



* Note: As of 22/7/2016 reverse split takes place and the new share total is 13.126.020



Group Goals & Prospects

In 2019, the Group aims to achieve its annual business goals, create the infrastructure needed for its future development & give priority to upgrading its operations at all levels. The Group continues to invest in the improvement of its infrastructure, paying particular attention to the application of technological products in its operational procedures.

The Group's Management Key Focus is on its subsidiaries in Cyprus & Romania and opportunities in other Balkan countries.

The Group will continue to enrich its product portfolio with new quality innovative products while keeping its sales prices to consumers at affordable levels. Promising to continue the best quality at the best price it has done all these years.

This will lead to increased market share nationally & internationally in the kid toys industry as we can see the Group has consistently achieved throughout the years:

<u>Wholesale</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
Kids toys- Domestic Market	14.045.953	16.144.661	17.893.500	21.517.436	21.907.212	23.579.501
cumulative growth vs. 2013		14,9%	27,4%	53,2%	56,0%	67,9%



Group Goals & Prospects

As mentioned, with the Group's focus on its infrastructure & operations, its continuous control over expenses in relation to sales will bring forth the projected results.

	2018	2017	2016	2015
Company's Overheads	7.539.778	6.952.058	7.385.468	7.057.719
% percentage of sales	29,4%	27,7%	29,4%	32,9%
% annual change	8,5%	-5,9%	4,6%	4,1%

Strong own brand names & exclusive distributions have been able to create categories that will provide the revenue base and ongoing cash flow to support the Group's growth strategy.

This along with a growing industry which is constantly reshaping tomorrow & creating a new future along with new opportunities for AS !

**Based on the new market data and the estimate of the exchange rate of the euro / dollar at the levels existing at the time of the Report, the gross profit ratio is not expected to change in 2019. Any improvement in the economic outturn is estimated to result from an increase of the Company's volume of business, with the strengthening of its share in the domestic market.*



**THANK
YOU
FOR YOUR
TIME**

