

## Press Release

### **Strategic partnership between FOURLIS Group and Holland & Barrett**

**Fourlis Holdings S.A.** hereby announces that is entering into the fast growing sector of health and wellness with **Holland & Barrett**.

Holland & Barrett is the UK's leader in health & wellness and one of the largest wellness retailers in Europe. Holland & Barrett's mission is to make health and wellness a way of life for everyone through a market leading range of own brand, innovative vitamins, supplements, specialist food, sports nutrition and ethical beauty brands.

Established in 1870, Holland & Barrett has been trusted for wellness for over 150 years and has a retail presence of more than 1600 stores across 18 countries worldwide, including over 800 in the UK and Ireland, as well as a rapidly expanding e-commerce business.

All Holland & Barrett colleagues are 'Expertly Trained' across Vitamins, Supplements, Sports, Beauty and Health Food to give accessible, personalised advice to customers on their individual needs. This training, is independently certified to be of equivalence to the UK's 'A' Level qualifications.

This strategic partnership covering three countries in the region. FOURLIS Group using its expertise to launch Holland & Barrett in Greece, Romania and Bulgaria applying an Omnichannel strategy.

FOURLIS Group's objective is to have a leading role within the sector and has the intention to open 120 stores over time with both physical stores and a Holland & Barrett website launching simultaneously in 2022.

**Vassilis Fourlis**, Chairman of the Board, Executive Member said this is a very important day for our Group, we are initiating a third retail activity in one of the most dynamic and fast growing retail sectors. We are especially excited that our new activity will be through a strategic regional partnership with Holland & Barrett, one of Europe's largest retailers in the sector of health and wellness. Our common vision will bring to the consumer innovative products and personalized advice through an extended Omnichannel network of physical stores and online sales.

**Alex Dower**, Commercial Director, Holland & Barrett said: 'We're excited to be making wellness a way of life for even more people by bringing Holland & Barrett's range of products and world leading training to new customers in Greece, Romania and Bulgaria through our strategic partnership with FOURLIS Group. We've had a really positive response from customers in all of our overseas markets, so we're confident our stores in South East Europe will prove to be just as popular. H&B is fast becoming a true global brand, with H&B product available in stores and online in 18 countries around the world with more planned for the future.'

Athens, January 12, 2022

FOURLIS HOLDINGS SA

I.R. Department