



GROUP OF COMPANIES “ELECTRONIKI ATHINON S.A.”

*Interim Financial Statement for the period
July 1st 2007 to December 31st 2007*

Board of Directors’ Declarations
(Article 5 par.2 of L.3556/2007)

From that we already know we can declare and assure that the semestral individual and consolidated financial statements of ELECTRONIKI ATHINON S.A. for the period from July 1st 2007 to December 31st 2007 based on the current International Accounting Standard (I.A.S.) which reflects in real way company’s assets and liabilities statement’s, the equity and the income statements as well as the companies which are include in our group, according to the paragraphs 3 to 5 of L.3556/2007.

Furthermore we declare and assure that the semestral Board of Directors’ report reflects the real statements and information’s which are necessary from the paragraph 6 of article 5 of L.3556/2007

Athens, February 18 2008

The Decleratories

Stroutsis Ioannis

Lymberopoulou Paraskevi

Xanthopoulos
Charalambos

BoD Chairman & CEO

BoD Vice Chairman

BoD Member

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BOARD OF DIRECTORS' SEMESTRAL REPORT FOR THE FINANCIAL STATEMENTS OF THE PARENT COMPANY AND THE GROUP OF ELECTRONIKI ATHINON S.A.

Mrs. Shareholders,

The Board of Directors' semestral report refers to the period from July 1st 2007 to December 31st 2007 (the first semester of the running financial period).

This report is constructed based on the regulations of the L.3556/2007 and the Hellenic Republic Capital market commission's decisions.

This report includes:

- a) Report of the important events which took place in the first semester of this financial period and their effect at the Semestral Financial Statements.
- b) Description of the most serious dangers and the uncertainties for the 2nd semester of the financial period.
- c) Important deals between the parts of the Group.

a) Report of the important events which took place in the first semester of this financial period and their effect at the Semestral Financial Statements.

During the first semester of the financial period took place the following important events:

1. In September 28th 2007 our company undersign the agreement for the takeover of the 51% of Sarafidis S.A. company.
2. In September 26th 2007 it was sign up the agreement for the renting of our new Megastore in Sygrou Avenue (no 196).
3. In December 4th 2007 took place the company's General Assembly of the shareholders which approved, the individual and the unified financial statements for the period from 01/07/2006 to 30/06/2007, the distribution of dividend, the release of the Certified Public Accountant, the election of a regular Certified Public Accountant and a deputy Certified Public Accountant for the period 01/07/2007 to 30/06/2008, the approval of Board of Directors' remuneration and the election of the new Board of Directors. The dividend's payment started in December 20th 2007.
4. Our store in Galatsiou Avenue and K.Palamas str. was expanded to the next building due to this expanding its surface redouble.
5. The renovation of our stores in Hlioupoli, Dragatsaniou str., Pallini, Egaleo and Korintho was came out.
6. Due to the tragic occurrence in August, our company sensitized and offer at the fire-victims of the prefectures of Messinia, Hlia, Ahaia, Arkadia, Evia a cooking-top for free.

The positive Group's course picturized at the statements of the instant semester. Consequently:

The turnover increased by 26,26% amounted to 119.407.037,07 EURO instead of 94.575.501,10 EURO during the same semester last year.

The gross profits were 30.177.220,23 EURO instead of last year's 24.093.623,07 EURO which means that they were increased by 25,25%

The EBITDA increased by 19,56% and amounted to 10.361.333,93 EURO.

The earnings per share increased from 0,23 to 0,29 in the instant period .They presented an increase by 31,82%.

b)Description of the most serious dangers and the uncertainties for the second semester of the financial period.

For the second semester the company and the Group are prefigured to continue with the same dynamic way.

We are in the stage of searching for new stores in Greece.

The establishment of our new store in Serbia is in the last course and in the next days we are going to announce the date in which the activities will begin.

In February the Board of Directors undersign the establishmaent of our new store in Bulgaria.

Due to the “discount” period the sales is expected to have been increased and since the “Pasha” period follows on are also expected very good conditions for another sales increase.

Financial risk management

The Group is exposed to quite a number of financial risks, such as market risk, credit risk, liquidity risk and cash flow risk. The Financial Management division is responsible for managing the aforementioned risks.

The management of business risks is of vital importance. In order to locate and evaluate the risks, we have implemented a business risk management system, with the participation of directors and personnel from all departments, so as to achieve minimization and even removal of risk in their work.

The Management deals not only with threats but also with opportunities for the present and future influx of benefits.

Market risk

Market risk includes the following three categories of risk:

A) Foreign Exchange Risk:

Due to the existence of a common currency and the group's main focus of activity within the Eurozone, this risk is considered negligible.

B) Fair value interest rate risk:

The group does not dispose of financial instruments exposed to risk by any interest rate changes since there is no long-term bank debt. The limited short term bank debt pertains to the prepayment of business receivables whose solvency is established.

C) Price risk:

The group is exposed to this risk due to the tendency for price drops with some merchandise and inventories and especially those that are state of the art. In order to face the risk of the devaluation of its inventory, the group implements a rational administration and management of its inventory that aims to the avoidance of holding on to a large volume of inventories. At the same time, the company has signed bilateral agreements almost with the total of its suppliers for Price Protection in cases that the current value of merchandise is lower than their purchase price and there exist quantities of these products in stock. In the cases above, the suppliers issue respective and equal value credit notes.

Credit risk

The means of payment – settlement are: in cash, with as few checks as possible, but mainly with credit cards and a few sales with bank certified prepaid client receivables. The procedure of tracking the settlement and approval of the sale (delivering merchandise) is completely computerized, and before credit is granted, the client's solvency has been assured by the credit maintenance policy division and the client solvency department.

Liquidity risk

The positive and quite high working capital, the alternative and sufficient cash sources, through factoring by financial institutions, effectively remove the group's liquidity risk. At the same time and due to positive cash flows, it is the company's choice to take advantage of the large discounts offered by suppliers for immediate payments year-round, so that it is rendered competitive and with significant profit margins.

Cash flow risk

The group's cash flows are not substantially affected by interest rate changes.

c) Important transactions between the parts of the Group.

The parent company sold towards her subsidiary company "ELECTRONIKI ATHINON CYPRUS LTD" merchandises which worth 503.648,31 EURO.

The parent company sold towards her subsidiary company "SARAFIDIS S.A." merchandises which worth 25.002,89 EURO.

The debtors of the parent company from the other parts of the Group are: from "ELECTRONIKI ATHINON CYPRUS LTD" 2.690.602,22 EURO from "MEGASTORES ELECTRONICA D.O.O." 2.218.385,00 EURO from "SARAFIDIS S.A." 45.619,49 EURO.

The transactions with the senior executives of the company amount to 525.372,82 EURO and there are not debtors or liabilities to them.

Athens, February 18 2008

Stroutsis Ioannis

Lymberopoulou Paraskevi

Xanthopoulos
Charalambos

BoD Chairman & CEO

BoD Vice Chairman

BoD Member

Report on Review of Interim Financial Information To the shareholders of ELECTRONIKI ATHINON S.A.

Introduction

We have reviewed the accompanying balance sheet of ELECTRONIKI ATHINON S.A. (the company) as well as the consolidated balance sheet of the company and its subsidiaries (the group), as of December 31, 2007 and the related statements of income, changes in equity and cash flows for the six-month period then ended and the selected explanatory notes that comprise the interim financial information which constitutes an integral part of the six month financial report in compliance with Article 5 of the law N.3556/2007. Management is responsible for the preparation and presentation of this interim financial information in accordance with the International Financial Reporting Standards as they have been adopted by the European Union and applied for interim financial reporting (IAS 34). Our responsibility is to express a conclusion on this interim financial information based on our review.

Scope of Review

We conducted our review in accordance with International Standard on Review Engagements 2410, “Review of Interim Financial Information Performed by the Independent Auditor of the Entity” which the Greek Auditing Standards indict. A review of interim financial information consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with International Standards on Auditing and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

Conclusion

Based on our review, nothing has come to our attention that causes us to believe that the accompanying interim financial information is not prepared, in all material respects, in accordance with IAS 34.

Report on Other Legal and Regulatory Requirements

Apart from the aforementioned interim financial reporting, we also reviewed the remaining items of the six month financial report in compliance with Article 5 of the Law N.3556/2007 and as implied by that Law, Decisions of the Hellenic Republic Capital Market Committee

Commission NN. 1/434/3.7.2007 and 7/448/11.10.2007. From the aforementioned review we concluded that the current report comprises the total of items and information prescribed by the Law and the Decisions and complies with the attached financial reporting.

Athens, February 19, 2008
The Chartered Accountant

Vassilis Kazas
A.M. SOEL 13 281



Vassileos Konstantinou 44
116 35 Athens
A.M. SOEL 127

1 Balance sheet data

ASSETS	GROUP		COMPANY	
	31/12/2007	30/06/2007	31/12/2007	30/06/2007
Non Current Assets				
Company goodwill	1.640.423,81	0,00	0,00	0,00
Tangible Assets	24.972.954,43	22.879.594,28	22.149.603,50	22.261.831,64
Intangible Assets	110.460,91	73.880,86	27.892,59	34.652,63
Investments in subsidiaries	0,00	0,00	3.200.499,97	500,00
Deferred tax assets	791.722,91	763.177,31	537.182,95	687.507,28
Other long-term receivables	5.918.690,28	5.853.589,97	5.857.469,64	5.853.589,97
Total non current assets	33.434.252,35	29.570.242,42	31.772.648,65	28.838.081,52
Current Assets				
Inventories	47.241.798,99	31.790.433,41	35.195.301,50	29.229.294,27
Customer & other trade receivables	21.130.800,41	8.465.160,40	15.490.975,54	10.837.016,37
Other receivables	5.236.277,74	3.828.245,56	5.284.804,36	4.093.877,11
Financial assets valued at fair value through the results	1.788.700,63	1.670.593,09	1.788.700,63	1.670.593,09
Cash & cash equivalents	24.594.579,81	23.486.637,96	20.165.932,69	22.457.198,69
Total current assets	99.992.157,58	69.241.070,41	77.925.714,72	68.287.979,53
<u>TOTAL ASSETS</u>	<u>133.426.409,93</u>	<u>98.811.312,83</u>	<u>109.698.363,37</u>	<u>97.126.061,05</u>
<u>EQUITY & LIABILITIES</u>				
Equity				
Share Capital	5.865.000,00	5.865.000,00	5.865.000,00	5.865.000,00
Share premium	7.619.220,91	7.619.220,91	7.619.220,91	7.619.220,91
Foreign exchange difference from conversion of subsidiary's balance sheet	-4.107,92	-607,20	0,00	0,00
Other reserves	5.272.407,36	4.765.798,99	5.272.407,36	4.765.798,99
Results carried forward	9.553.772,41	8.840.809,72	11.199.746,83	10.388.789,72
Net position of Company Shareholders	28.306.292,76	27.090.222,42	29.956.375,10	28.638.809,62
Minority Interest	1.602.111,51	0,00	0,00	0,00
TOTAL EQUITY	29.908.404,27	27.090.222,42	29.956.375,10	28.638.809,62
LIABILITIES				
Long-term liabilities				
Liabilities for employee benefits due to termination of employment	1.140.446,00	710.756,00	709.134,00	674.934,00
Other long-term liabilities	413.414,10	0,00	0,00	0,00
Total Long-term Liabilities	1.553.860,10	710.756,00	709.134,00	674.934,00
Short-term liabilities				
Suppliers and other liabilities	81.692.482,60	61.719.950,86	64.889.166,06	58.523.175,67
Current tax liabilities	7.107.694,88	6.020.615,64	6.373.848,82	6.017.545,57
Short-term loans	4.033.462,00	589.578,73	593.445,05	589.578,73
Other short-term liabilities	9.130.506,08	2.680.189,19	7.176.394,34	2.682.017,46
Total Short-term Liabilities	101.964.145,56	71.010.334,41	79.032.854,27	67.812.317,43
Total liabilities	103.518.005,66	71.721.090,41	79.741.988,27	68.487.251,43
<u>TOTAL EQUITY & LIABILITIES</u>	<u>133.426.409,93</u>	<u>98.811.312,83</u>	<u>109.698.363,37</u>	<u>97.126.061,05</u>

2 Income statement

GROUP

	01/07-31/12/07	01/07-31/12/06	01/10-31/12/07	01/10-31/12/06
Sales	119.407.037,07	94.575.501,10	70.051.462,95	52.366.136,28
Minus: Cost of Sales	89.229.816,84	70.481.878,02	51.825.493,96	38.688.632,87
Gross Profit	30.177.220,23	24.093.623,07	18.225.968,99	13.677.503,41
Plus: Other operating income	590.878,36	106.739,42	460.791,08	58.413,93
Minus: Administrative expenses	4.856.513,34	4.574.190,01	2.787.162,43	2.597.359,98
Distribution expenses	17.106.042,48	11.983.109,81	10.097.737,32	6.595.078,97
Other expenses	75.279,79	67.669,23	68.447,08	25.355,01
Results before taxes financing and investment results	8.730.263,00	7.575.393,44	5.733.413,26	4.518.123,38
Plus: Financial income	344.649,92	323.858,06	125.417,87	202.784,06
Minus: Financial expenses	2.392.002,11	1.813.998,09	1.601.815,31	1.092.363,38
Results before taxes	6.682.907,80	6.085.253,41	4.257.015,81	3.628.544,06
Income tax	1.737.141,55	2.210.296,15	1.555.635,33	1.923.192,41
Results for the period after taxes	4.945.766,25	3.874.957,26	2.701.380,48	1.705.351,65
<u>Allocated to:</u>				
Company shareholders	4.842.071,06	3.874.957,26	2.608.246,94	1.705.351,65
Minority interest	103.695,19	0,00	93.133,53	0,00
➤ Results before financing & investment results & depreciations	10.361.333,93	8.666.131,53	6.692.575,75	5.155.863,47
➤ Results before taxes financing & investment results	8.730.263,00	7.575.393,44	5.733.413,26	4.518.123,38
➤ Earnings before taxes	6.682.907,80	6.085.253,41	4.257.015,81	3.628.544,06
➤ Earnings after taxes	4.945.766,25	3.874.957,26	2.701.380,47	1.705.351,65
Earnings after taxes per share - basic (in €)	0,28	0,22	0,15	0,10

3 Income statement

COMPANY				
	01/07-31/12/07	01/07-31/12/06	01/10-31/12/07	01/10-31/12/06
Sales	102.615.328,43	93.563.755,04	55.782.859,47	51.761.774,12
Minus: Cost of Sales	76.536.486,04	69.858.030,62	41.136.687,37	38.337.709,51
Gross Profit	26.078.842,39	23.705.724,42	14.646.172,10	13.424.064,61
Plus: Other operating income	590.779,82	92.890,70	460.692,54	44.565,21
Minus: Administrative expenses	4.237.925,29	4.105.516,21	2.249.986,21	2.309.505,93
Distribution expenses	14.005.403,55	11.983.109,81	7.435.705,60	6.595.078,97
Other expenses	43.882,22	29.045,27	37.049,51	9.396,21
Results before taxes financing and investment results	8.382.411,15	7.680.943,83	5.384.123,32	4.554.648,71
Plus: Financial income	292.963,78	323.858,06	106.850,76	202.784,06
Minus: Financial expenses	2.128.009,18	1.782.124,25	1.374.701,41	1.070.639,11
Results before taxes	6.547.365,75	6.222.677,64	4.116.272,67	3.686.793,66
Income tax	1.607.300,27	2.210.296,15	1.435.732,26	1.923.192,41
Results for the period after taxes	4.940.065,48	4.012.381,49	2.680.540,41	1.763.601,25
➤ Results before financing & investment results & depreciations	9.690.044,10	8.737.618,66	6.050.150,95	6.047.256,75
➤ Results before taxes financing & investment results	8.382.411,15	7.680.943,83	5.384.123,32	4.554.648,71
➤ Earnings before taxes	6.547.365,75	6.222.677,64	4.116.272,67	3.686.793,66
➤ Earnings after taxes	4.940.065,48	4.012.381,49	2.680.540,41	1.763.601,25
Earnings after taxes per share - basic (in €)	0,29	0,23	0,16	0,10

4 Cash flow statement

	GROUP		COMPANY	
	01/07- 31/12/07	01/07- 31/12/06	01/07- 31/12/07	01/07- 31/12/06
Cash flows from Operating Activities				
Profit before taxes	6.682.907,80	6.085.0253,41	6.547.365,75	6.222.677,64
<i>Plus/minus adjustments for:</i>				
Depreciations	1.631.070,93	1.090.738,09	1.307.632,95	1.056.674,83
Provisions	225.632,27	-3.313.072,00	34.200,00	-3.313.072,00
Foreign exchange differences	-468,33	0,00	0,00	0,00
Results (income, expenses, profit and losses)	-699.563,26	-215.510,07	-292.963,78	-215.510,07
Interest expenses and related expenses	2.392.005,11	1.786.399,13	2.128.009,18	1.782.124,25
<i>Plus/minus adjustment for changes in working capital accounts or those related to operating activities:</i>				
Decrease / (increase) in Inventories	-7.246.179,13	-2.677.144,60	-6.166.007,23	-2.869.388,35
Decrease / (increase) in receivables	-2.847.407,21	-5.422.244,18	-5.848.766,09	-8.377.346,50
(Decrease) / increase in liabilities (apart from banks)	5.164.278,73	25.842.413,63	8.801.977,74	28.360.357,58
<i>Minus:</i>				
Interest expenses and related expenses paid	-2.392.005,11	-1.786.399,13	-2.128.009,18	-1.782.124,25
Payment of taxes	-2.243.531,73	-786.791,23	-1.241.218,96	-786.791,23
Total inflows / (outflows) from operating activities (a)	<u>666.740,06</u>	<u>20.603.643,05</u>	<u>3.142.220,38</u>	<u>20.077.601,90</u>
Investment activities				
Acquisition of subsidiaries, associates, joint ventures and other investments	0,00	-96.775,00	-3.199.999,97	-96.775,00
Purchase of tangible and intangible fixed assets	-1.532.281,81	-2.465.044,22	-1.200.069,33	-2.273.149,40
Proceeds from sales of tangible and intangible fixed assets	25.000,00	4.000,00	25.000,00	4.000,00
Interest received	216.052,38	108.347,99	164.366,24	108.347,99
Dividends received	10.490,00	0,00	10.490,00	0,00
Total inflows / (outflows) from investment activities (b)	<u>-1.280.739,43</u>	<u>-2.449.471,24</u>	<u>-4.200.213,06</u>	<u>-2.257.576,41</u>
Financing activities				
Proceeds from share capital increase	0,00	0,00	0,00	0,00
Paid for decrease Share Capital	0,00	0,00	0,00	0,00
Collections from issued / undertaken loans	3.053.848,99	0,00	3.866,32	0,00
Repayment of loans	0,00	-27.378,85	0,00	-27.378,85
Payments of liabilities from financial leases (installments)	-94.768,13	0,00	0,00	0,00
Dividend paid	-1.237.139,64	0,00	-1.237.139,64	0,00
Total inflows / (outflows) from financing activities (c)	<u>1.721.941,22</u>	<u>-27.378,85</u>	<u>1.233.273,32</u>	<u>-27.378,85</u>
Net increase / (decrease) in cash & cash equivalents for the period (a) + (b) + (c)	<u>1.107.941,85</u>	<u>18.126.792,96</u>	<u>-2.291.266,00</u>	<u>17.792.646,64</u>
Cash & cash equivalents at the beginning of the period	<u>23.486.637,96</u>	<u>16.854.685,41</u>	<u>22.457.198,69</u>	<u>16.431.584,73</u>
Cash & cash equivalents at the end of the period	<u>24.594.579,81</u>	<u>34.981.478,37</u>	<u>20.165.932,69</u>	<u>34.224.231,37</u>

5 Statement of changes in equity

5.1 Statement of changes in group's equity

	ATTRIBUTED TO THE PARENT'S SHAREHOLDERS						MINORITY	
	Share capital	Share premium	Foreign exchange difference from conversion of subsidiary's balance sheet	Other reserves	Results carried forward	Total	Minority Interest	Total Equity
Balance as at 1.7.2006 according to IAS	5,865,000.00	7,619,220.91	1,946.96	4,194,326.00	5,478,701,36	23,159,194.87	0.00	23,159,194.87
Net results for the period 1.7.2006-31.12.2006 after taxes					3.874.957,26	3.874.957,26	0.00	3.874.957,26
Result recognized directly in equity			-1,222.91		5.624,89	4.401,98	0.00	4.401,98
Dividends distribute					-3.450.000,00	-3.450.000,00	0.00	-3.450.000,00
Recognition of reserves of 30.6.2006 due to their approval by the ordinary G.M.				571,473.33	-571.473,33	0,00	0.00	0,00
Balance of Equity as at 31.12.2006	5,865,000.00	7,619,220.91	724.02	4,765,798.99	5,337.810,18	23.588.554,10	0.00	25.588.554,10
Balance as at 1.7.2007 according to IAS	5,865,000.00	7,619,220.91	-607.20	4,765,798.99	8,840,809.72	27,090,222.42	0.00	27,090,222.42
Net results for the period 1.7.2007-31.12.2007 after taxes					4.842.071,06	4.842.071,06	103.695,19	4.945.766,25
Dividends distribute					-3.622.500,00	-3.622.500,00		-3.622.500,00
Recognition of reserves of 30.6.2007 due to their approval by the ordinary G.M.				506.608,37	-506.608,37	0.00		0.00
Result recognized directly in equity			-3.500,72			-3.500,72		-3.500,72
Minority interest of companies consolidated for the first time on 30.9.2007							1,498,416.32	1,498,416.32
Balance of Equity as at 31.12.2007	5,865,000.00	7,619,220.91	-4.107,92	5.272.407,36	9.553.772,41	28.306.292,76	1.602.111,51	29.908.404,27

5.2 Statement of changes in company's equity

	Share capital	Share premium	Other reserves	Results carried forward	Total
Balance as at 1.7.2006 according to IAS	5,865,000.00	7,619,220.91	4,194,326.00	6,218,818.00	23,897,364.91
Changes in Equity for the period 1.7.2006-31.12.2006					
Net results for the period 1.7.2006-31.12.2006 after taxes				4.012.381,49	4.012.381,49
Distributed dividends				-3.450.000,00	-3.450.000,00
Recognition of reserves of 30.6.2006 due to their approval by the ordinary G.M.			571.473,33	-571.473,33	0.00
Balance of Equity as at 31.12.2006	5,865,000.00	7,619,220.91	4.765.798,99	6.209.726,12	24.459.746,02
Balance as at 1.7.2007 according to IAS	5,865,000.00	7,619,220.91	4,765,798.99	10,388,789.72	28,638,809.62
Changes in Equity for the period 1.7.2007-31.12.2007					
Net results for the period 1.7.2007-31.12.2007 after taxes				4.940.065,48	4.940.065,48
Distributed dividends				-3.622.500,00	-3.622.500,00
Recognition of reserves of 30.6.2007 due to their approval by the ordinary G.M.			506.608,37	-506.608,37	0.00
Balance of Equity as at 31.12.2007	5,865,000.00	7,619,220.91	5.272.407,36	11.199.746,83	29.956375.10

5. Financial information by segment

A business segment is defined as a group of assets and activities that provide goods and services, which are subject to different risks and returns than other business segments. A geographical segment is defined as a geographical region in which goods and services are provided and which is subject to different risks and returns than other regions.

The Group's basic activity is the retail sale of electric household products, the sale of air conditioners, computers and computer peripherals as well as the sale of mobile phones and their peripherals etc.

The Group operates through the sale network it has developed in Greece, Cyprus and Serbia.

The analysis of sales is as follows:

Analysis of sales per activity	GROUP		COMPANY	
	31/12/2007	31/12/2006	31/12/2007	31/12/2006
White Appliances	39.911.426,56	31.392.006,16	33.809.763,02	31.109.500,11
Small Appliances	11.123.405,19	8.938.644,38	9.613.195,02	8.888.630,54
Audio & visual appliances	44.796.449,88	38.687.432,52	38.958.346,04	38.305.259,52
Mobile Telephones	1.040.407,07	1.031.798,29	873.295,10	988.756,09
Telephones - Fax machines	433.419,42	554.464,83	348.433,12	552.847,74
Air-Conditioning	9.285.340,29	4.957.265,47	8.424.393,01	4.829.449,84
Computers	8.481.600,86	5.319.161,47	6.567.236,09	5.197.890,11
Income related to sales	4.334.987,80	3.694.727,98	4.020.667,03	3.691.421,09
TOTAL SALES	119.407.037,07	94.575.501,10	102.615.328,43	93.563.755,04

Analysis of sales per geographic segment	GROUP		COMPANY	
	31/12/2007	31/12/2006	31/12/2007	31/12/2006
Domestic sales	112.901.236,03	88.789.977,15	95.588.779,12	87.465.795,69
Foreign sales	6.505.801,04	5.785.523,95	7.026.549,31	6.097.959,35
TOTAL SALES	119.407.037,07	94.575.501,10	102.615.328,43	93.563.755,04

6. Additional Information and Clarifications

6.1 Basis for the preparation of the financial statements

The financial statements of the Group and Company for December 31st 2007 that cover the period from July 1st 2007 until December 31st 2007 have been prepared and are in accordance with the International Financial Reporting Standards (I.F.R.S.) as such have been issued by the International Accounting Standards Board (IASB), as well as their interpretation by the International Financial Reporting Interpretation Committee (IFRIC) of the IASB.

Apart from the above, the financial statements were prepared based on the following substantial assumptions:

- A) The principle of ongoing business activity, as such is satisfied on a long-term basis, and
- B) The principle of accrued income and expenses, apart from the cash flow statements as such is always compiled on a cash flow basis.

6.2 New standards and interpretations

The International Accounting Standards Board and the Interpretations Committee have issued a series of new accounting standards and interpretations, whose application is mandatory for accounting periods beginning from January 1st 2006 and onwards (unless stated otherwise).

The Company's assessment regarding the effect of the aforementioned new standards and interpretations is as follows:

IFRS 7, Financial assets: Disclosures and supplementary adjustment to IAS 1, Presentation of Financial Statements – Capital Disclosures

(applied for annual financial periods beginning on or after January 1st 2007).

IFRS 7 inserts further disclosures of financial assets aiming to improve the offered information from financial assets. It demands the disclosure of quantitative and qualitative information regarding the exposure to risk arising from financial assets. Specifically, it predefines minimum required disclosures regarding credit risk, liquidity risk and market risk (it imposes sensitivity analysis regarding market risk). IFRS 7 replaces IAS 30 (Disclosures in Financial Statements of Banks and Financial Institutions) and the disclosure requirements of IAS 32 (Financial Instruments: Disclosures and Presentation). It is applied for all companies that compile financial statements according to IFRS. The relevant adjustment of IAS 1 regards disclosures relating to the amount of a company's capital as well as the way such capital is managed. There will be no effect on the Balance Sheet and the results, given that the aforementioned changes are limited to disclosure issues.

IFRS 8, Operating Sectors (applied for annual periods starting on or after January, 1 2009).

IFRS 8 replaces IAS 14 "Financial Information by segment" and adopts a managing approach regarding the information by activity sectors. The given information must be the one the management uses internally to evaluate the performance of operating sectors and the distribution of resources in these sectors. This information may differ from that presented in the balance sheet and the income statement and the companies must provide explanatory notes and reconciliations regarding such differences. Does not apply to the company.

IFRIC 7, Implementation of restatement method of IAS 29 – Financial statements in hyperinflationary economies (applied for annual accounting periods beginning on or after March 1st 2006).

IFRIC 7 requires that during the period which a company establishes the existence of hyperinflation in the economy of its operational currency, without hyperinflation in the previous period, it must apply the requirements of IAS 29 as it was always a hyperinflationary economy. IFRIC 7 does not apply to the Company.

IFRIC 8, Scope of IFRS 2 (applied for annual accounting periods beginning on or after May 1st 2006).

IFRIC 8 specifies that IFRS 2 “Benefits depending on the value of shares” is applied in transactions where a company grants participating titles or undertakes the obligation to transfer cash or other assets (based on the price of its shares), when the defined exchange price received appears less than the fair value of participating titles granted or liabilities undertaken. IFRIC 8 does not apply to the Company.

IFRIC 9, Re-evaluation of embedded derivatives (applied for annual accounting periods beginning on or after June 1st 2006).

IFRIC 9 prohibits a subsequent re-evaluation of an embedded derivative initially present in a main derivative contract when such is contracted, unless there is a substantial change in the contract’s terms. IFRIC 9 does not apply to the Company.

IFRIC 10, Interim Financial Statements and Impairment (applied for annual accounting periods beginning on or after November 1st 2006).

IFRIC 10 may affect the financial statements in the case where an impairment loss is recognized in an interim period as regards to goodwill or investments in participating titles available for sale or non-listed participated titles kept at cost, as such an impairment cannot be offset in subsequent interim or annual financial statements. IFRIC 10 does not apply to the Company.

IFRIC 11, IFRS 2 – Transactions with Own Shares and between companies of the same Group (applied for annual accounting periods beginning on or after March 1st 2007).

The Interpretation requires that transactions which provide to an employee rights on participating titles to be treated for accounting purposes as fees that are defined by the value of the share and settled with participating titles, even in the case where the company chooses or has the obligation to purchase such titles by third parties or if the company’s shareholders provide the participating titles. The Interpretation is also extended to the way subsidiaries treat, in their individual financial statements, plans where their employees receive rights on participating titles of the parent company. IFRIC 11 does not apply to the company.

IFRIC 12, Concession Agreements (applied for annual accounting periods beginning on or after January 1st 2008).

IFRIC 12 handles the accounting presentation of infrastructure for the provision of utility services, from the perspective of the concession manager, having received the relevant concession by the State. IFRIC 12 does not apply to the company.

6.3 Company goodwill

The company's goodwill arises from the acquisition of 51% of the company Sarafidis S.A., which is consolidated for the first time in the financial statements of September 30th 2007 and is analyzed as follows:

Investments in subsidiaries	3,199,999.97
Minus: 51% of Net Position of acquired Subsidiary	-1,559,576.16
Company goodwill	1,640,423.81

6.4 Group structure and consolidation method of companies

The Group companies included in the consolidated financial statements, are the following:

COMPANY	DOMICILE	PARTICIPATION PERCENTAGE	CONSOLIDATION METHOD
ELECTRONIKI ATHINON SA	GREECE	PARENT	
ELECTRONIKI ATHINON CYPRUS Ltd	CYPRUS	100%	FULL
MEGASTORES ELECTRONICA DOO	SERBIA	100%	FULL
SARAFIDIS SA	GREECE	51%	FULL

ELECTRONIKI ATHINON SA participates a) with a percentage of 100% in the subsidiary ELECTRONIKI ATHINON (CYPRUS) Ltd, which is domiciled in Nicosia Cyprus and b) with a percentage of 100% in Megastores Electronica domiciled in Belgrade Serbia and c) with a percentage of 51% in the company SARAFIDIS S.A. All three subsidiaries are fully consolidated (full consolidation method) from the date controlled was acquired on such and cease to be consolidated from the date control no longer exists. The intra-company transactions between the parent and the subsidiaries, have been fully written-off. The accounting principles applied in the subsidiary company is the same with those applied by the parent company.

6.5 Existing collateral assets

No collateral has been written on Fixed assets or property of the Company or of the total companies consolidated.

6.6 Litigious or under arbitration differences

There are no litigious or under arbitration differences, or decisions by judicial or arbitration bodies that may have a significant effect on the financial status or operation of the company and group.

6.7 Changes in accounting estimations

There was no change in the accounting methods or the accounting estimations.

6.8 Tax un-audited fiscal years

The company ELECTRONIKI ATHINON S.A. has been tax audited up to the financial period of 30/06/2004 included.

The company ELECTRONIKI ATHINON CYPRUS Ltd has not been tax audited since its establishment, namely for the financial periods of 30/06/02, 30/06/03, 30/06/04, 30/06/05, 30/06/06 and 30/06/07.

The company MEGASTORES ELECTRONICA DOO has not been tax audited from 1/07/2005 until today.

The company SARAFIDIS S.A. has not been tax audited for financial periods beginning from 1/1/2005 and after.

The company's tax liabilities for the periods 1/7/04 – 30/6/05, 1/7/05 – 30/6/06 and 1/07/06 – 30/06/07 have not been finalized as such have not been tax audited. The group has created a provision for the tax un-audited financial periods, amounting to €720 thousand.

6.9 Share capital

As at December 31st 2007 the Company's share capital amounts to € 5,865,000 and is divided into 17,250,000 shares with a nominal value of € 0.34 each.

6.10 Number of employed staff

The number of employed staff during the period 1/7/07 – 31/12/07 was 672 individuals for the company and 888 for the group. The number of employed staff during the period 1/7/06 – 31/12/06 was 604 individuals for the company and 622 for the group.

6.11 Transactions with affiliated parties

1/7/2006 – 31/12/2007

The company transactions, from affiliated companies (according to the definition of IAS 24) cumulatively from the beginning of the period, amount to € 528.651,20.

The balances of the company's receivables and liabilities with affiliated companies (according to the definition of IAS 24) at the end of the current period, amount to € 4.954.606,71 and € 0.00 respectively.

The Group had no transactions with affiliated parties (according to the definition of IAS 24) during the period. The intra-company transactions as well as the intra-company balances, have been written-off.

INTRA-COMPANY RECEIVABLES – LIABILITIES 31/12/2007

Liability towards	Receivable from				TOTAL
	ELECTRONIKI ATHINON S.A.	ELECTRONIKI ATHINON CYPRUS Ltd	MEGASTORES ELECTRONICA DOO	SARAFIDIS S.A.	
ELECTRONIKI ATHINON S.A.	0.00	2.690.602,22	2.218.385,00	45.619,49	4.954.606,71
ELECTRONIKI ATHINON CYPRUS Ltd	0.00	0.00	0.00	0.00	0.00
MEGASTORES ELECTRONICA DOO	0.00	0.00	0.00	0.00	0.00
SARAFIDIS S.A.	0.00	0.00	0.00	0.00	0.00
TOTAL	0.00	2.690.602,22	2.218.385,00	45.619,49	4.954.606,71

INTRA-COMPANY SALES – PURCHASES FOR THE PERIOD 1/7/2007 – 31/12/2007

Purchases from	Sales towards				TOTAL
	ELECTRONIKI ATHINON S.A.	ELECTRONIKI ATHINON CYPRUS Ltd	MEGASTORES ELECTRONICA DOO	SARAFIDIS S.A.	
ELECTRONIKI ATHINON S.A.	0.00	503.648,31	0.00	25.002,89	528.651,20
ELECTRONIKI ATHINON CYPRUS Ltd	0.00	0.00	0.00	0.00	0.00
MEGASTORES ELECTRONICA DOO	0.00	0.00	0.00	0.00	0.00
SARAFIDIS S.A.	0.00	0.00	0.00	0.00	0.00
TOTAL	0.00	503.648,31	0.00	25.002,89	528.651,20

1/7/2006 – 31/12/2006

The company transactions, from affiliated companies (according to the definition of IAS 24) cumulatively from the beginning of the period, amount to € 312.435,40.

The balances of the company's receivables and liabilities with affiliated companies (according to the definition of IAS 24) at the end of the current period, amount to € 2.915.652,96 and € 9.746,47 respectively.

The Group had no transactions with affiliated parties (according to the definition of IAS 24) during the period. The intra-company transactions as well as the intra-company balances, have been written-off.

INTRA-COMPANY RECEIVABLES – LIABILITIES 31/12/2006

<u>Liability towards</u>	<u>Receivable from</u>			TOTAL
	ELECTRONIKI ATHINON S.A.	ELECTRONIKI ATHINON CYPRUS Ltd	MEGASTORES ELECTRONICA DOO	
ELECTRONIKI ATHINON S.A.	0.00	2.487.267,96	428.385,00	2.915.652,96
ELECTRONIKI ATHINON CYPRUS Ltd	9.746,47	0.00	0.00	0.00
MEGASTORES ELECTRONICA DOO	0.00	0.00	0.00	0.00
TOTAL	9.746,47	2.487.267,96	428.385,00	2.915.652,96

INTRA-COMPANY SALES – PURCHASES FOR THE PERIOD 1/7/2006 – 31/12/2006

<u>Purchases from</u>	<u>Sales towards</u>			TOTAL
	ELECTRONIKI ATHINON S.A.	ELECTRONIKI ATHINON CYPRUS Ltd	MEGASTORES ELECTRONICA DOO	
ELECTRONIKI ATHINON S.A.	0.00	312.435,40	0.00	312.435,40
ELECTRONIKI ATHINON CYPRUS Ltd	0.00	0.00	0.00	0.00
MEGASTORES ELECTRONICA DOO	0.00	0.00	0.00	0.00
TOTAL	0.00	312.435,40	0.00	312.435,40

The transactions and remuneration of senior executives and members of the management for the period 1.7.2007 – 31.12.2007 and 1.7.2006 – 31.12.2006 are analyzed as follows:

	GROUP		COMPANY	
	1/7-31/12/2007	1/7-31/12/2006	1/7-31/12/2007	1/7-31/12/2006
Transactions and remuneration of senior executives and members of management				
Remuneration of senior executives	284.042,96	100.603,41	284.042,96	100.603,41
BoD remuneration	119.589,86	70.432,88	70.432,88	70.432,88
Payment of rents to a BoD member	121.740,00	66.072,00	121.740,00	66.072,00
TOTAL	525.372,82	237.108,29	476.215,84	237.108,29

There are no receivables and liabilities from and towards members of the Board of Directors (payment of rents) during 31/12/2007 but at 31/12/2006 it was 54.078,00 €, while there were also no receivables and liabilities from and towards senior executives for the respective periods.

6.12 Income tax

Income tax is analyzed as follows:

Description	GROUP		COMPANY	
	01/07-31/12/07	01/07-31/12/06	01/07-31/12/07	01/07-31/12/06
Current Tax	1.456.975,94	1.738.761,71	1.456.975,94	1.738.761,71
Provision for differences of previous periods' tax audit	0,00	150.000,00	0,00	150.000,00
Deferred Tax	280.165,61	321.534,44	150.324,33	321.534,44
Total	1.737.141,55	2.210.296,15	1.607.300,27	2.210.296,15

6.13 Earnings per share

Earnings per share were calculated based on the apportionment of earnings to the weighted average number of shares. Earnings per share are analyzed in the following table:

Description	GROUP		COMPANY	
	01/07-31/12/07	01/07-31/12/06	01/07-31/12/07	01/07-31/12/06
Earnings after taxes attributed to the Parent's shareholders	4.842.071,06	3.874.957,26	4.940.065,48	4.012.381,49
Weighted average No. of shares	17.250.000	17.250.000	17.250.000	17.250.000
Earnings per share in €	0,28	0,22	0,29	0,23

6.14 Events after the balance sheet date

Apart from those mentioned in the explanatory notes, there are no events after the balance sheet date of 31/12/2007, which concern either the company or group and whose disclosure is required by I.F.R.S.

6.15 Contingent liabilities

The Group does not have contingent liabilities in relation to banks, other guarantees and other issues that arise in the context of its ordinary activity. No substantial charges are expected to arise from

contingent liabilities. No additional payments are expected during the preparation date of the present financial statements.

6.16 Internal Operation – Employment Regulation

The company has an internal operation regulation for the company and group, which following its initial approval by the company's BoD, is supplemented, amended and reinforced periodically. The adherence to the internal operation regulation is audited and monitored by the internal audit division.

The company has an internal employment regulation approved by the Ministry of Employment and Social Protection.