

PRESS RELEASE

7 July 2025

Papoutsanis: Announcement of turnover for the first half of 2025

"Strong double-digit sales growth +27% compared to H1 2024"

Papoutsanis ABEE, a leading Greek soap and liquid cosmetics and one of the largest producers in Europe, announces its turnover for the first half of 2025.

Turnover amounted to EUR 40.2 million (compared to EUR 31.7 million in the corresponding period of 2024), an increase of 27%, with the share of exports representing 55% of total turnover.

Regarding the contribution of the four business segments to the turnover in H1 2025, it is noted that 31% of the total revenue comes from sales of Papoutsanis branded products in Greece and abroad, 15% from sales to the hotel market, 41% from third party manufacturing and 13% from industrial sales of specialty soap bases.

For the full year 2025, the Company expects to maintain a high rate of turnover growth, thanks to the expansion of existing and the launch of significant new partnerships, as well as through further strengthening of sales of branded products, with dynamic expansion into new categories and channels, both locally and internationally.

Overview by Activity Sector

Branded Products: The category shows strong growth of 37% compared to the corresponding half of 2024, as a result of the dynamic expansion of the product portfolio and the Company's entry into important new household care categories. Specifically, Papoutsanis' turnover in the Home Care categories has more than doubled in H1 2025, thanks to the positive consumer response to the Company's innovative products, while sales in the traditional business categories, those of Personal Care, also moved positively, recording 8% growth in H1 2025 compared to the same period last year.

Hotel Products: Sales in the category grew 7% in H1 2025, driven by both growth in sales of Papoutsanis branded hotel products and third-party hotel product sales overseas.

In particular, sales of Papoutsanis branded hotel products grew by 18% in H1 2025, compared to H1 2024, with dynamic growth both in the domestic market (+15%) and in foreign markets (+33%).

Third party products (industrial sales, private label): sales of this category showed significant growth in H1, closing with a +44% increase compared to the same period in 2024, thanks to the expansion of cooperation with existing customers.

Industrial soap sales: Sales of the soap mix category showed a marginal decrease of 2% compared to H1 2024.