



Athens, 13.01.14

**SARANTIS GROUP EXTENDS ITS PARTNERSHIP WITH CONTER S.r.l.**

Within the context of its strategic development and aiming to further reinforce its mass market brand portfolio, Sarantis Group undertakes the exclusive representation and distribution of the brand STREP in Greece.

STREP belongs to the company CONTER S.r.l. Having a market share of approximately 13%, STREP holds the second largest position in the depilatory market.

SARANTIS Group already cooperates with CONTER S.r.l. in Greece, representing and distributing the brands DENIM, TESORI D'ORIENTE and VIDAL.

Through this deal, SARANTIS GROUP strengthens its product portfolio in the Greek market, supporting further at the same time its turnover and profitability in the mass market distribution channel.

It is noted that no cost was assumed by SARANTIS GROUP for this agreement.