fWednesday, July 30th 2014

SARANTIS GROUP

CONSOLIDATED FINANCIAL RESULTS H1 2014

Strong marketing programs and well balanced brand portfolio deliver results – well on track to meet FY 2014 guidance.

Highlights: H1 2014

- The total Group turnover was up by 4.34% compared to last year's first half supported by both the foreign markets and the Greek market.
- The consolidated gross profit margin showed an improvement yoy settling at 49.92% versus 49.58% in H1 2014, supported by better sourcing and lower production cost.
- EBITDA settled at €8.68 mil. in H1 2014 from € 9.02 mil. same period last year and EBITDA margin stood at 7.19% from 7.79% in H1 2013.
- The Group's foreign countries maintain their high participation in the consolidated Group sales. Their participation stands at 60%.
- The participation of own brands to the Group's turnover stands at 73%.
- Healthy balance sheet supports organic growth and acquisitions as well as dividend payments.

***P&L** (€ mil.)*	***H1 '14***	*%*	***H1 '13***
Turnover	**120.79**	4.34%	**115.77**
Gross Profit	**60.30**	5.04%	**57.40**
Gross Profit Margin	49.92%		49.58%
EBITDA	**8.68**	-3.69%	**9.02**
EBITDA Margin	7.19%		7.79%
EBIT	**6.94**	-2.92%	**7.15**
EBIT Margin	5.75%		6.18%
EBT	**7.14**	-13.84%	**8.29**
EBT Margin	5.91%		7.16%
Tax	**2.09**	6.45%	**1.97**
Profit After Tax	**5.05**	-20.16%	**6.32**
Profit After Tax Margin	4.18%		5.46%
Net Profit	**5.05**	-20.16%	**6.32**
Net Profit Margin	4.18%		5.46%
EPS	**0.1452**	-20.16%	**0.1818**

Further information at: http://ir.sarantis.gr/

The financial results of H1 2014 will be presented in a conference call on July 31st 2014 at **17.00,** local time (GMT+2). Telephone number: 211 – 180 2000.

H1 '14 CONSOLIDATED FINANCIAL RESULTS

Turnover

The consolidated turnover amounted to €120.79 mil. from €115.77 mil. in H1 2013, up by 4.34%, supported by growth across the Group's territory. The foreign markets exhibited an increase of 6.25% (7.55% in local currency) and the Greek market was up by 1.58% in the first half of 2014, reversing the negative trend and signifying a very positive development for the Greek market.

Gross Profit

The Group's gross profit continues to improve in H1 2014 growing by 5.04% to €60.30 mil., from €57.40 mil. same period last year. The gross profit margin reached 49.92% up from 49.58% during last year on the back of better sourcing and initiatives leading to lower production cost.

The Group's profitability was largely influenced by intense marketing support behind its main product categories as well as increased deferred tax by approximately €0.75 mil. that is related to the recent announcement of the Czech cosmetics trademarks company ASTRID TM.

It is worth to note that the decline of the margins is due to the fact that the 70% of the annual budgeted marketing support was allocated in the first half of 2014, thus the management expects a significant improvement of the margins in Q3 and Q4 of 2014.

Specifically:

- **EBITDA** reached €8.68 mil. down from €9.02 mil., with EBITDA margin at 7.19% from 7.79%.

- **EBIT** settled at €6.94 mil. from €7.15 mil., with EBIT margin at 5.75% from 6.18%.

- **EBT** amounted to €7.14 mil. from €8.29 mil., with EBT margin at 5.91%. from 7.16%.

- **Net Profit** reached €5.05 mil. from €6.32 mil., with Net Profit margin at 4.18% from 5.46%.

- **EPS** was reduced to 0.1452 eur/share from 0.1818 eur/share.

H1 ’14 CONSOLIDATED BALANCE SHEET / CASHFLOW

Sarantis Group exhibits an exceptionally healthy financial position and capital structure that allows for investing behind initiatives to accelerate growth and returning value to its shareholders.

Having paid an interim dividend for FY 2013 in January 2014 of approximately €9.7 mil. and following the acquisition of the Czech cosmetics trademarks company ASTRID TM. of c. €6.5 mil., the Group maintains a net debt position of €3.39 mil. (0.15x EBITDA).

The increase observed in the Group’s operating working capital during the first half of 2014 is attributed to increased inventory as well as increased receivables.

On the one hand, the increased inventory is related to stock building due to the transfer of the production plant from Romania to Greece and the new subsidiary in Portugal as well as new product launches and on the other hand the increase in receivable is, as usual, temporary and due to seasonality, while a normalization is expected by the end of 2014. Specifically, the Group’s working capital settled at €85.54 mil. in H1 2014 compared to €68.19 mil. in FY 2013 and €82.31 mil in H1 2013, while operating working capital requirements over sales settled at 35.41% in H1 2014 versus 28.82% in FY 2013 and 35.02% in H1 2013.

ASSETS	**H1 '14**	**%**	**FY '13**
Tangible fixed assets	30.99	-6.24%	33.06
Investments in property	0.50	0.52%	0.50
Intangible Assets	22.34	37.68%	16.23
Goodwill	5.49	5.57%	5.20
Investments	14.95	8.08%	13.84
Financial assets available for sale	0.48	14.93%	0.42
Other Long Term Assets	0.35	-8.30%	0.38
Deffered Tax	1.35	-2.61%	1.38
Total Non Current Assets	**76.46**	**7.68%**	**71.01**
Inventories	43.56	11.94%	38.91
Trade Receivables	84.81	21.96%	69.54
Other Receivables	3.64	-79.23%	17.54
Financial assets availabe at fair value through P&L	7.20	-24.21%	9.50
Cash & Banks	8.16	-72.06%	29.22
Other Short Term Receivables	3.16	128.97%	1.38
Total Current Assets	**150.54**	**-9.36%**	**166.09**
Total Assets	**227.00**	**-4.26%**	**237.09**
SHAREHOLDER'S EQUITY & LIABILITIES			
L-T Bank Loans	0.00		0.00
Deferred Tax Liabilities	1.37	129.29%	0.60
Retirement Benefit Obligations & Other Provisions	2.16	-33.12%	3.22
Total Non Current Liabilities	**3.53**	**-7.69%**	**3.82**
Trade Creditors	42.82	6.37%	40.26
Other Liabilities	3.35	-76.51%	14.27
Income Taxes and other Taxes Payble	2.84	3.14%	2.76
S-T Bank Loans	19.24	13.15%	17.00
Other Short Term Liabilities	5.89	29.73%	4.54
Total Current Liabilities	**74.15**	**-5.94%**	**78.83**
Share Capital	53.90	0.65%	53.55
Share Premium	39.37	0.00%	39.37
Other Reserves	8.13	-55.79%	18.40
Minority Interest	0.00		0.00
Retained Earnings	47.93	12.03%	42.78
Amount allocated for share capital increase	0.00		0.35
Shareholders Equity	**149.32**	**-3.32%**	**154.44**
Total Liabilities & Equity	**227.00**	**-4.26%**	**237.09**
CASH FLOWS (€ mil.)	**H1 '14**		**H1' 13**
Operating Activities	**-13.45**		**-4.86**
Investment Activities	**-0.05**		**10.91**
Financial Activities	**-7.50**		**-13.11**
Cash generated	**-21.00**		**-7.07**
Cash & Cash equivalents. beginning	**29.19**		**40.48**
Effect of foreign exchange differences on Cash	**-0.03**		**-0.01**
Cash & Cash equivalents. end	**8.16**		**33.40**

CONSOLIDATED SBU ANALYSIS

H1 '14 Turnover Breakdown per Business Activity

SBU Turnover (€ mil)	*H1 '14*	*%*	*H1 '13*
Cosmetics	**52.49**	**8.53%**	**48.36**
% of Total	**43.45%**		**41.78%**
Own	38.03	6.21%	35.80
% of SBU	72.45%		74.03%
Distributed	14.46	15.14%	12.56
% of SBU	27.55%		25.97%
Household Products	**54.78**	**1.16%**	**54.15**
% of Total	**45.35%**		**46.78%**
Own	49.73	-1.48%	50.48
% of SBU	90.78%		93.22%
Distributed	5.05	37.56%	3.67
% of SBU	9.22%		6.78%
Other Sales	**13.52**	**2.05%**	**13.25**
% of Total	**11.19%**		**11.45%**
Health Care Products	4.46	11.26%	4.01
% of SBU	32.97%		30.24%
Selective	9.06	-1.95%	9.24
% of SBU	67.03%		69.76%
Total Turnover	**120.79**	**4.34%**	**115.77**

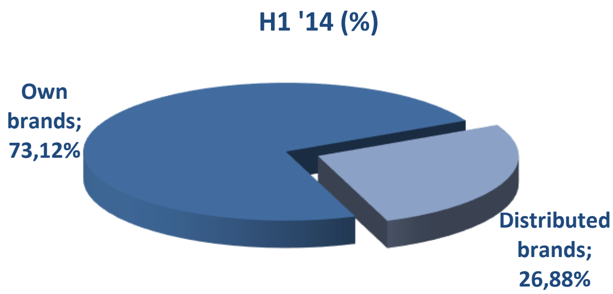
During H1 2014 total Group sales up by 4.34% supported by the Group's core business categories.

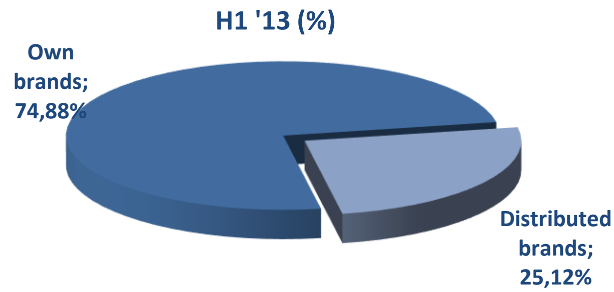
Cosmetics sales were up by 8.53% yoy, mainly supported by both new product launches in the own brands subcategory and distributed brands. Own brands contribution in this SBU's turnover settled at 72.45%.

Sales of **Household Products** increased by 1.16% amounting to € 54.78 million from €54.15 million same period last year. The positive trend maintained in the distributed brands subcategory is largely attributed to new additions in the Group's brand portfolio.

The category of **Other Sales** increased by 2.05% driven by the subcategory of health & care products.

Own versus Distributed Activity Turnover Breakdown





During H1 2014, consolidated revenues of **own** brands (cosmetics and household products) amounted to €88.32 million compared to €86.68 million in last year’s first half, up by 1.89%. Furthermore, their contribution to the total group turnover stood at 73.12% from 74.88% same period last year.

Consolidated revenues of **distributed** brands during H1 2014 amounted to €32.47 million, from €29.08 million in H1 ’13, up by 11.65%. Their participation to the total group sales settled at 26.88% from 25.12%.

H1 ’14 EBIT SBU Breakdown per Business Activity

SBU EBIT (€ mil)		*H1 '14*	*%*	*H1 '13*
Cosmetics		**0.92**	**63.29%**	**0.57**
	Margin	1.76%		1.17%
	% of EBIT	13.31%		7.92%
Own		**1.18**	**86.26%**	**0.64**
	Margin	3.12%		1.78%
	% of EBIT	17.06%		8.89%
Distributed		**-0.26**	**-271.95%**	**-0.07**
	Margin	-1.80%		-0.56%
	% of EBIT	-3.75%		-0.98%
Household Products		**4.55**	**-7.89%**	**4.94**
	Margin	8.31%		9.12%
	% of EBIT	65.56%		69.10%
Own		**4.42**	**-9.41%**	**4.88**
	Margin	8.89%		9.66%
	% of EBIT	63.65%		68.22%
Distributed		**0.13**	**110.15%**	**0.06**
	Margin	2.62%		1.71%
	% of EBIT	1.90%		0.88%
Other Sales		**-0.02**	**-104.87%**	**0.41**
	Margin	-0.15%		3.08%
	% of EBIT	-0.29%		5.71%
Health Care Products		**0.29**	**27.75%**	**0.23**
	Margin	6.47%		5.63%
	% of EBIT	4.15%		3.16%
Selective		**-0.31**	**-269.14%**	**0.18**
	Margin	-3.40%		1.97%
	% of EBIT	-4.44%		2.55%
Income from Associated Companies*		**1.49**	**20.30%**	**1.24**
	% of EBIT	21.42%		17.28%
Total EBIT		**6.94**	**-2.92%**	**7.15**
	Margin	**5.75%**		**6.18%**

**In H1 2014 Income from Associated Companies includes income from the company Thrace-Sarantis that since the beginning of 2014 and according to IFRS is consolidated through the equity method.*

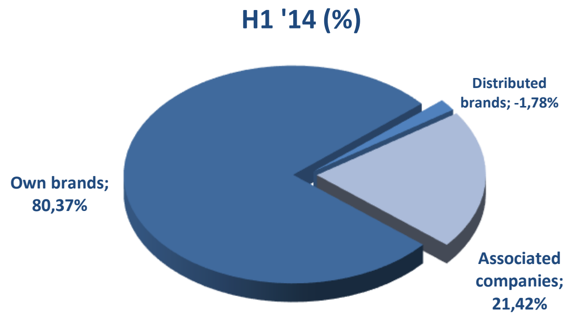
The Group’s operating earnings are largely influenced by increased A&P expenses.

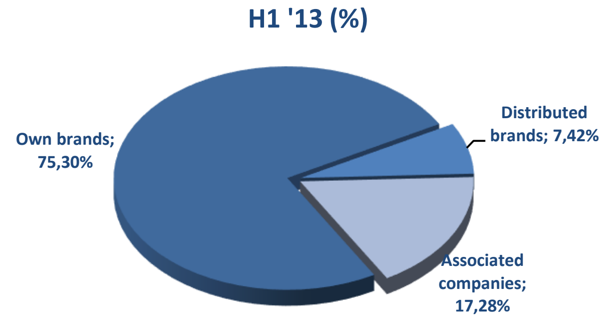
The EBIT of **Household Products** posted a reduction of 7.89% during H1 2014 to €4.55 million from €4.94 million in H1 2013. The EBIT margin of the household products stood at 8.31% during H1 2014 from 9.12% in H1 2013.

Cosmetics EBIT was up by 63.29% in H1 2014 to €0.92 million from €0.57 million last year, with the own Cosmetics subcategory exhibiting an increase of 86.26%.

The income from **Associated Companies** includes income of €-0.02 mil. from the company Thrace Sarantis that since the beginning of 2014 and according to IFRS, is consolidated through the equity method.

Own vs Distributed EBIT Breakdown





The Own brands portfolio, generated income of €5.58 million in H1 2014 versus €5.38 million in H1 2013, up by 3.62%. The contribution of **own brands** (cosmetics and household products) to the total EBIT during H1 2014 stood at 80.37%.

The EBIT of **distributed brands** during H1 2014 amounted to €-0.12 million, from € 0.53 million in last year’s first half.
In addition, income from Associated Companies presented income of € 1.49 million, up by 20.30%, corresponding to 21.42% of the Group’s EBIT.

CONSOLIDATED REGIONAL ANALYSIS

H1 '14 Turnover Breakdown per Geographic Market

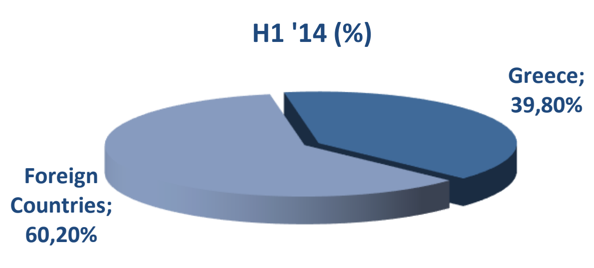
Country Turnover (€ mil)	*H1 '14*	*%*	*H1 '13*
Greece	**48.07**	**1.58%**	**47.33**
% of Total Turnover	**39.80%**		**40.88%**
Poland	32.64	2.22%	31.93
Romania	17.59	7.05%	16.43
Bulgaria	5.06	10.13%	4.59
Serbia	7.07	3.52%	6.83
Czech Republic	3.41	6.54%	3.20
Hungary	4.23	13.03%	3.74
FYROM	1.33	3.76%	1.29
Bosnia	0.71	66.40%	0.43
Portugal	0.68		-
Foreign Countries Subtotal	**72.72**	**6.25%**	**68.44**
% of Total Turnover	**60.20%**		**59.12%**
Total Turnover	**120.79**	**4.34%**	**115.77**

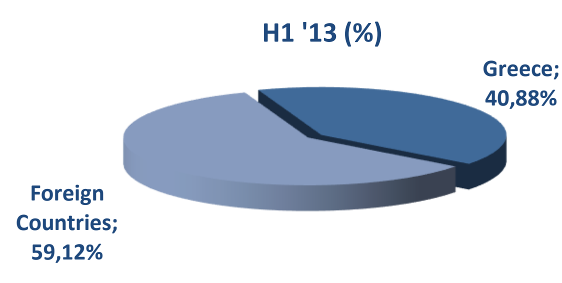
The Group's consolidated turnover presented an increase of 4.34% versus last year's first half, supported by the positive performance of both the Foreign Countries and the Greek market.

Greece, exhibited a sales increase of 1.58% (4.44% up in Q2 2014 vs Q2 2013), signifying an underlying change in the market trend.

The foreign markets of the Group showed a turnover increase of 6.25% yoy to €72.72 million from €68.44 mil in H1 2013. The foreign countries presented an average sales growth in local currencies by 7.55%, while the average effect of the currencies devaluation was 1.30%.

Greek and Foreign Countries Turnover breakdown Analysis





During H1 2014 the foreign countries' contribution into the Group's sales stood at 60.20%, from 59.12% in H1 2013.

H1 '14 EBIT Breakdown per Geographic Market

Country EBIT (€ mil)	*H1 '14*	*%*	*H1 '13*
Greece	**5.17**	**16.51%**	**4.44**
% of Total Ebit	**74.46%**		**62.05%**
Poland	0.60	-50.40%	1.20
Romania	0.52	-24.34%	0.68
Bulgaria	0.34	224.61%	0.10
Serbia	0.74	-13.63%	0.86
Czech Republic	-0.28	-1194.92%	0.03
Hungary	-0.31	-8.09%	-0.29
FYROM	0.21	-2.34%	0.21
Bosnia	-0.06	25.02%	-0.08
Portugal	0.02		0.00
Foreign Countries Subtotal	**1.77**	**-34.68%**	**2.71**
% of Total Ebit	**25.54%**		**37.95%**
Total EBIT	**6.94**	**-2.92%**	**7.15**

The **Greek** EBIT during H1 2014 increased by 16.51% to €5.17 mil., from €4.44 mil. in H1 2013.
Excluding the income from Associated companies, Greek EBIT during H1 2014 amounted to €3.68 mil. increased by 15.05% compared to last year's first half level of €3.20 mil.
Greek EBIT margin, excluding income from Associated Companies, stood at 7.66% during H1 2014 up from 6.76% in H1 2013.

The **foreign countries** posted a reduction in EBIT of 34.68% during H1 2014, amounting to €1.77 mil., from 2.71 mil. The foreign countries EBIT margin stood at 2.44% from 3.97% last year.

NEWS FLOW UP TO THE RELEASE DATE OF THE H1 2014 CONSOLIDATED FINANCIAL RESULTS

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- On 07/01/2014 Sarantis Group announced the establishment of the wholly owned subsidiary company in Portugal named SARANTIS PORTUGAL, located in Lisbon. Sarantis Group has already had export activity since 2009 in the Portuguese market through a sub-distributor that has been distributing the mass market fragrances and cosmetics BU, C-THRU, STR8 and BIOTEN. SARANTIS PORTUGAL has started operating on January 1st 2014 and invoices directly the Portuguese market. The creation of a subsidiary in Portugal will on the one hand strengthen the presence of fragrances and cosmetics in the Portuguese market, and, on the other hand, enable the Group's entrance into the Portuguese household products market through the brand FINO. Additionally, the establishment of this subsidiary will free up the working capital required to penetrate the Portuguese market, thus substantially affecting sales which are estimated to boost from 0.8 million euros currently to 4 million euros, on an annual basis.

- On 13/01/2014 Sarantis Group announced the new exclusive representation and distribution agreement 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.

- Following the Board of Directors resolution dated December 19th 2013, the company GR. SARANTIS S.A. announced the distribution of interim dividend payment for the fiscal year 2013 amounting to 0.30 euro per share. The aforementioned dividend amount is subject to a 10% withholding tax and therefore shareholders received a net amount of 0.27 euro per share. The interim dividend payment took place on Friday, January 24th 2014 via the National Bank of Greece.

- Sarantis Group annual corporate presentation for analysts was realized on April 3rd 2014 describing the management's strategy and estimates for 2014. Specifically, according to the Management's estimates, turnover will reach €250.00 mil. by the end of 2014 vs €236.59 mil in 2013. EBITDA is expected to increase to €25.15 mil. in 2014 from €23.07 mil. in 2013. EBIT is estimated to reach €21.35 mil. in 2014 from €19.38 mil. in 2013, while EBT is expected to reach €21.55 mil. in 2014. from €19.73 mil in 2013. Finally, Net Profit is expected to settle at €17.02 mil. in 2014, from €15.53 mil. in 2013.

- On 30/06/2014 Sarantis Group announced the completion of the acquisition of the Czech cosmetic trademarks company ASTRID T.M. More specifically, in the context of further strengthening its geographical footprint within the region of its operation and further enriching its own brand portfolio Sarantis Group signed an agreement for the acquisition of the 100% of the share capital of the company ASTRID T.M.

  ASTRID has a long history in the cosmetics market (founded in 1847) demonstrating high brand awareness levels and strong market shares, particularly in the lip care, sun care and foot care subcategories.

  ASTRID's products are currently distributed by Henkel in the Czech and Slovakian market.

  ASTRID's 2013 sales, in Czech Republic and Slovakia, amounted to c.7 mil. EUR.

  In terms of the profitability, ASTRID's 2013 EBIT reached c. 0.6 mil. EUR, while c. 1.5 mil. EUR was the income allocated to the distributor, the largest part of which will benefit the Group at the EBIT line after the Group undertakes the distribution. The acquisition price amounted to 6.5 mil. Euro and represents the value of the trademarks whilst no assets or liabilities have been acquired.

Sarantis Group's management initial focus will be targeted on the optimization and support of ASTRID's product line as well as investments behind the Czech Republic operation, given that this acquisition will almost double the existing business in Czech Republic. What is more, by adding products homogeneous to the Group's brand portfolio, the Group will be able to utilize synergies across the Group's region and improve further the production cost.

Finally, the Group will penetrate into new subcategories within the Czech cosmetics market, allowing for further future growth within the Group's territory.

- Following its announcement dated 15/10/2013 regarding the production transfer of face and body cream products ELMIPLANT, BIOTEN and KOLASTYNA from Romania to the Group's production plant at Oinofoita, Greece, Sarantis Group announced on 02/07/2014 that the production transfer was successfully completed within the first half of 2014. The total investment, which was mainly utilized for the preparation of the plant and the accommodation of the equipment, amounted to 1 million euro. Through this move, production capacity becomes further consolidated, while economies of scale are achieved, since approximately 5 million units are added in the production. The resulting project benefits the Group by greatly reducing costs, to the tune of 0.5 million euros on an annual basis, and improving efficiency on a Group level. At the same time, driven by the Group's need for strengthening further its Research & Development department in order to adapt to new product trends and developments and increase further product quality, SARANTIS ROMANIA will become the central base for the Research & Development of the Group. The new Group R&D function will design and invent new products that will cover the needs of the Group worldwide.

- On 18/07/2014, the company GR. SARANTIS S.A., in accordance with article 4.1.3.1. of the Athens Stock Exchange Regulation and article 10, par. 1 of L. 3340/2005, informed that the special tax audit for GR. SARANTIS S.A. for the fiscal year 2013 was completed by the certified auditors, in accordance with Article 82, par. 5 of L. 2238/1994, resulting to the issuance of a Tax Compliance Report with an unqualified opinion.

OBJECTIVES AND PROSPECTS

Sarantis Group First Half 2014 results indicate the successful execution of the management's strategy.

Top line growth was fueled through continuous support initiatives behind the Group's brand portfolio leading to total Group sales growth of 4.34% compared to last year's first half.
The foreign markets, representing 60% of the Group's turnover, remain the main driver of the sales growth having posted a 6.25% increase which corresponds to a 7.55% average growth in local currency.
Moreover, of significant importance is the fact that the Greek market, reversing the negative turnover trend and despite the weak start of the year, posted a 1.58% sales growth.

In terms of the Gross Profit, better sourcing and continuous projects aiming to lower production cost, resulted in improving further the Group's Gross Profit margin to 49.92% during H1 2014 from 49.58% during last year's first half.

The marketing programs initiated in the beginning of 2014 continue, according the Group's annual plan, through the second quarter of the year with the ultimate aim to increase market shares and drive sustainable future growth. Though these initiatives may temporarily weigh on profitability margins, the expected positive results are already evident at the top line of the group, a fact which justifies the group's investment. Furthermore the intensity of the marketing programs is planned to slowdown moving into the second half of the year.
At the same time, the management is focused on operating leverage and controlling non-value added costs in order to further improve operating margins and profitability.

Specifically:

- EBITDA settled at € 8.68 mil. from €9.02 mil, with an EBITDA margin of 7.19% from 7.79% in H1 2013.
- Earnings Before Interest and Tax (EBIT) reached € 6.94 mil. from €7.15 mil. and EBIT margin settled at 5.75% from 6.18% in H1 2013.
- Earnings Before Tax (EBT) stood at €7.14 mil. from €8.29 mil. with the EBT margin reaching 5.91% from 7.16% in last year's first half.
- Net Profit* settled at €5.05 mil. from €6.32 mil. same period last year, while Net Profit margin reached 4.18% from 5.46% in H1 2013.
- Earnings Per Share (EPS) stood at €0.1452 from €0.1818 in H1 2013.

*It is noted that the Group's Net Profit is affected by an additional deferred tax of 0.75 mil. eur due to the recent acquisition of the Czech cosmetics trademarks company ASTRID TM.

On the balance sheet front, exhibiting its healthy financial position, Sarantis Group is able to invest behind initiatives to accelerate growth and return value to its shareholders.
Having paid an interim dividend for FY 2013 in January 2014 of approximately €9.7 mil. and following the acquisition of the Czech cosmetics trademarks company ASTRID TM. of c. €6.5 mil., the Group maintains a net debt position of €3.39 mil. (0,15x EBITDA).

Furthermore, the increase observed in the Group's operating working capital during the first half of 2014 is attributed to increased inventory as well as increased receivables.
On the one hand, the increased inventory is related to stock building due to the transfer of the production plant from Romania to Greece and the new subsidiary in Portugal as well as new product launches and on the other hand the increase in receivable is, as usual, temporary and due to seasonality, while a normalization is expected by the end of 2014.
Specifically, the Group's working capital settled at €85.54 mil. in H1 2014 compared to €68.19 mil. in FY 2013 and €82.31 mil in H1 2013, while operating working capital requirements over sales settled at 35.41% in H1 2014 versus 28.82% in FY 2013 and 35.02% in H1 2013.

Going forward the management will stay focused on maintaining a cost structure that best fits the expected revenues

and continuously adjusting the brand portfolio according to the consumer trends.
At the same time, as always, emphasis will be given to the efficient management of working capital needs, the containment of operating cost, the generation of free cashflows and the maintenance of a net cash position.
Finally, the support and expansion of our brand portfolio, through either organic growth or acquisitions, will remain one of the management’s top priorities.