



Athens, 3.1.12

PRESS RELEASE

**SARANTIS GROUP STRENGTHENS ITS PRODUCT PORTFOLIO THROUGH THE DISTRIBUTION OF
LA PRAIRIE**

Within the context of its strategic development and aiming to further reinforce its product portfolio Sarantis Group undertakes the exclusive distribution of La Prairie Switzerland in Greece, while the details of the agreement are expected to be completed in the following days.

La Prairie has a history of 80 years, while its products are among the leading products for personal care and treatment.

The ranges of the La Prairie products include facial care, eye and body as well as make up and perfume.

With this deal Sarantis Group anticipates an increase in turnover of about eight to ten million euro annually, as well as enhanced profitability in the channel of selective distribution.