

Athens, May 08 2017

SARANTIS GROUP ANNOUNCES ITS PARTNERSHIP WITH GIANNIS ANTETOKOUNMPO

Within the context of its strategic growth plan, both in its existing territory as well as new markets, Sarantis Group announces its partnership with Giannis Antetokounmpo, a renowned Greek professional basketball player of the National Basketball Association (NBA).

The partnership, directly in effect, involves the advertising and support of STR8 brand on a global scale for the next 5 years.

STR8 is a popular men's fragrance line presenting high brand awareness and strong market shares across the Group's region. STR8 addresses and supports young men who follow their passion, exceed their limits and want to become better every day. The young men who choose to live life their way.

Starting his journey as an amateur player within Greece, Giannis Antetokounmpo dared to go after his dream working his way up, marking continuous successes in the US, and blossomed into an all-round basketball superstar of the NBA, breaking one record after another. His passion, commitment, hard work and integrity are the virtues that helped him grow into one of the best players of the NBA.

STR8 and Giannis are a perfect match as they stand for the same values. Giannis is the best brand ambassador for STR8 to grow worldwide, which is totally aligned with Sarantis Group Vision for further expansion internationally.

