Wednesday, 27th August 2008

SARANTIS

Consolidated Financial Results H1 2008

MAJOR HIGHLIGHTS: H1 2008

- Sarantis Group's **turnover** increased by **6.42%** to **€125.74** mil. from € 118.15 mil. in H1 2007.
- **Gross Profit** increased by **9.20%** to €65.23 mil. in H1 2008 from €59.74 mil. in H1 2007
- **Gross profit margin** increased to 51.88% in H1 2008 from 50.56% in H1 2007.
- **EATAM** increased by **21.52%** to €15.32 mil. in H1 2007 from €12.61 mil. in H1 2007.
- Among the Group's major activities, **household products** posted the largest increase on an annual basis, by **11.79%** to **€52.48** mil., followed by **fragrances & cosmetics** that increased by **8.49%** to **€55.65** mil.
- All old countries continue to present significant growth rates increasing at the same time their contribution to total Group turnover.

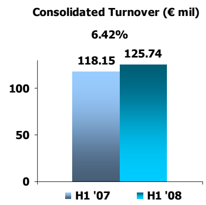
Financial Highlights (€ mil.)	**H1 '08**	**%**	**H1 '07**	**%**	**H1 '07**
				L2L w/o income from K.P.Marinopoulos S.A.	
Turnover	**125.74**	6.42%	**118.15**		
Gross Profit	**65.23**	9.20%	**59.74**		
Gross Profit Margin	51.88%		50.56%		
EBITDA	**20.56**	11.09%	**18.51**	16.76%	**17.61**
EBITDA Margin	16.35%		15.66%		14.90%
EBIT	**18.64**	11.24%	**16.75**	17.55%	**15.86**
EBIT Margin	14.82%		14.18%		13.42%
EBT	**19.62**	19.26%	**16.45**	26.16%	**15.55**
EBT Margin	15.60%		13.92%		13.16%
Tax	**4.29**	-4.04%	**4.47**	1.04%	**4.25**
Profit After Tax	**15.32**	27.97%	**11.97**	35.60%	**11.30**
Profit After Tax Margin	12.19%		10.13%		9.56%
Minority Interests	**0.001**		**-0.63**		
EATAM	**15.32**	21.52%	**12.61**	28.38%	**11.93**
EATAM Margin	12.19%		10.67%		10.10%
EPS	**0.40**	20.87%	**0.33**	27.70%	**0.31**

For more information please refer to **http://ir.sarantis.gr/**

Financial results for 6M 2008 can be discussed during the **conference call** which will take place on the 28th of August at **17.00 Athens time**.

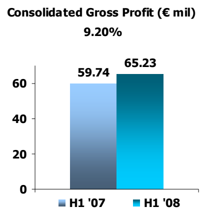
Please check our IR Site under IR Events for dial details.

H1 ’08 Consolidated Financial Results



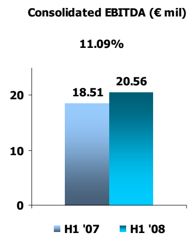
Turnover

In H1 2008 consolidated turnover increased by **6.42%** reaching €125.74 mil. During the period under consideration, we note strong growth rates in **fragrances & cosmetics** and **household products.** In geographical terms, we underlie a **strong growth pattern** across all Eastern European regions.



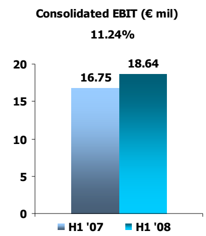
Gross Profit

Gross profit advanced by **9.20%** to €65.23 mil. in H1 2008. Gross profit margin increased to 51.88% versus 50.56% in H1 2007, underlying the strategic decision to rebalance the Group’s product portfolio by increasing the participation of own products.



EBITDA

We note EBITDA growth rate of **11.09%** to €20.56 mil. in H1 2008, which led to an increase of EBITDA margin to 16.35% from 15.66% in H1 2007. This is a remarkable fact taking into consideration the absence of income from the affiliated company K. P. Marinopoulos SA.



EBIT

Earnings before interest and taxes posted a **11.24%** increase to €18.64 mil. from €16.75 mil. in H1 2007.

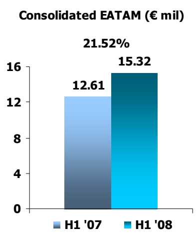
EAT

Earnings after taxes settled at €15.32 mil. from €11.97 mil. in H1 2007, an increase of **27.97%** mainly due to the decrease of the effective tax rate.

EATAM

Earnings after taxes and minorities reached €15.32 mil. (+21.52%) and the EATAM margin increased to 12.19% from 10.67% in H1 2007.

However, it is worth to note that excluding revenues from K.P. Marinopoulos SA, the Group illustrates significant growth rates and improved profit margins. Specifically, on a like to like basis, EBITDA, EBIT, and EATAM increased by 16.76%, 17.55% and 28.38% respectively.



H1 '08 Consolidated Balance Sheet / Cash Flow

Major Highlights

During H1 2008, total Group's debt decreased by 15.33% compared to FY2007. The increase in the Group's net debt in H1 2008 compared to FY2007 is explained by the time lag between dividends received and dividends paid and it will not affect the FY 2008 financial results. As far as the capital structure is concerned, by the end of H1 2008, total Group's equity increased by 45.15% of the total liabilities.

It is worth to note that the trade debtors increase during H1 2008 compared to FY2007 can be accounted as temporary and is mainly explained by the aggressive sales increase in the foreign countries of operation as well as the seasonal products sales increase in Greece during the recent months.

(€ mil.)	**H1 '08**	**%**	**FY '07**
ASSETS			
Property Plant & Equipment	42.74	0.11%	42.69
Intangible Assets	0.25	-0.85%	0.25
Goodwill	6.80	44.46%	4.71
Investments	23.65	16.93%	20.22
Other Long Term Assets	1.50	-22.18%	1.93
Deffered Tax	1.86	-34.59%	2.84
Total Non Current Assets	**76.79**	**5.71%**	**72.64**
Inventories	43.40	10.38%	39.32
Clients	89.02	20.81%	73.69
Other Receivables	8.35	17.63%	7.10
Marketable Securities	9.75	16.95%	8.34
Cash & Banks	18.27	-57.66%	43.17
Other Short Term Receivables	0.62	-18.61%	0.76
Total Current Assets	169.42	-1.71%	172.37
Total Assets	**246.21**	**0.49%**	**245.01**
SHAREHOLDER'S EQUITY & LIABILITIES			
L-T Bank Loans	58.75	-25.46%	78.81
Deferred Tax Liabilities	0.00	-100.00%	0.14
Retirement Benefit Obligations & Other Provisions	5.24	-41.46%	8.96
Total Non Current Liabilities	**63.99**	**-27.21%**	**87.91**
Trade Creditors & Other Liabilities	48.59	12.17%	43.32
Income Taxes and other Taxes Payable	5.26	-22.45%	6.78
S-T Bank Loans	10.01	316.91%	2.40
Other Short Term Liabilities	7.20	127.05%	3.17
Total Current Liabilities	**71.06**	**27.65%**	**55.67**
Share Capital	59.06		59.06
Share Premium	39.25		39.25
Other Reserves	-3.01		-3.04
Minority Interest	0.01		-0.14
Retained Earnings	15.84	151.75%	6.29
Shareholders Equity	111.16	9.59%	101.43
Total Liabilities & Equity	**246.21**	**0.49%**	**245.01**

	6M '08	**%**	**6M '07**
(€ mil.)	**H1 '08**	**%**	**H1 '07**
Operating Activities	**-4.40**		**8.03**
Investment Activities	**-1.58**		**6.30**
Financial Activities	**-18.91**		**-6.89**
Cash generated	**-24.89**		**7.44**
Cash and cash equivalents, beginning	**43.17**		**-3.77**
Cash and cash equivalents, end	**18.27**	398.59%	**3.67**

1 CONSOLIDATED SBU ANALYSIS

1.1. H1 '08 Turnover Breakdown

H1 '08 Consolidated Turnover Breakdown per Business Activity			
SBU Turnover (€ mil.)	**H1 2008**	**%**	**H1 2007**
Fragrances & Cosmetics	**55.65**	**8.49%**	**51.29**
% of Total	**44.26%**		**43.42%**
Own	39.30	13.93%	34.49
% of SBU	70.62%		67.24%
Distributed	16.35	-2.69%	16.80
% of SBU	29.38%		32.76%
Household Products	**52.48**	**11.79%**	**46.95**
% of Total	**41.74%**		**39.74%**
Own	49.74	12.07%	44.39
% of SBU	94.78%		94.55%
Distributed	2.74	6.99%	2.56
% of SBU	5.22%		5.45%
Health & Care Products	**7.70**	**-21.32%**	**9.78**
% of Total	6.12%		8.28%
Selective	**6.73**	**-3.12%**	**6.95**
% of Total	5.35%		5.88%
Oto Top	**3.18**	**0.19%**	**3.17**
% of Total	2.53%		2.68%
Total Turnover	**125.74**	**6.42%**	**118.15**

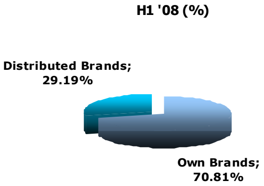
Household products demonstrated a 11.79% growth during the period under consideration, with revenues reaching €52.48 mil. The **own brands** turnover within this SBU increased by 12.07%, whereas **distributed brands** posted a 6.99% increase.

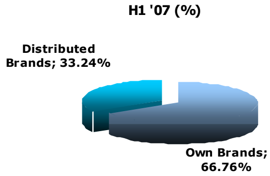
Fragrances and cosmetics (F&C) recorded a satisfactory growth rate of 8.49% during H1 2008, amounting to €55.65 mil. In this SBU, **own brands** demonstrate a growth rate of 13.93%, increasing their contribution to 70.62% from 67.24% during H1 2007. It is noted that own brands sales of this SBU are affected by the weak Q1 2008 figures due to STR8 re launch.

Health & care products as well as **Selective** products demonstrated a decrease of 21.32% and 3.12%

respectively as some non profitable contacts were not renewed.

Own vs Distributed Activity Turnover Breakdown Update





In H1 2008, consolidated revenues from **own brands** (fragrances & cosmetics and household products) increased by 12.88% to €89.04 mil. from €78.88 mil. in H1 2007, amounting to 70.81% of total sales. The latter, underlies the successful execution of the Group's strategy to further expand its **own brand** portfolio.

On the other hand, revenues from **distributed brands** during H1 2008 reached €36.70 mil. from €39.27 mil. in H1 2007, and accounted for 29.19% of total sales down from 33.24% in H1 2007.

1.2. H1 '08 EBIT SBU Breakdown

H1 '08 Consolidated EBIT Breakdown per Business Activity			
SBU EBIT (€ mil.)	**H1 2008**	**%**	**H1 2007**
Fragrances & Cosmetics	**8.12**	0.77%	**8.06**
% of EBIT	43.57%		41.61%
Margin	14.59%		15.71%
Own	6.55	-0.87%	6.61
% of EBIT	35.15%		34.12%
Margin	16.67%		19.16%
distributed	1.57	8.27%	1.45
% of EBIT	8.43%		7.49%
Margin	9.60%		8.63%
Household Products	**4.82**	17.95%	**4.09**
% of EBIT	25.88%		21.11%
Margin	9.19%		8.71%
Own	4.76	20.22%	3.96
% of EBIT	25.56%		20.46%
Margin	9.58%		8.93%
distributed	0.06	-52.65%	0.13
% of EBIT	0.32%		0.66%
Margin	2.20%		4.98%
Health & Care Products	**1.03**	-32.99%	**1.53**
% of EBIT	5.51%		7.91%
Margin	13.33%		15.65%
Selective	**0.02**	4.40%	**0.01**
% of EBIT	0.08%		0.08%
Margin	0.23%		0.21%
Oto Top	**0.03**	-85.22%	**0.184**
% of EBIT	0.15%		0.95%
Margin	0.86%		5.81%
Income from EL JV	**4.62**	0.65%	**4.59**
% of EBIT	24.81%		23.72%
Income from K.P.Marinopoulos SA	**0.00**		**0.90**
% of EBIT	0.00%		4.64%
Sub total EBIT	**18.64**	-3.77%	**19.37**
New Countries Restructuring Cost			**-2.61**
Total EBIT	**18.64**	11.24%	**16.75**
Margin	**14.82%**		**14.18%**

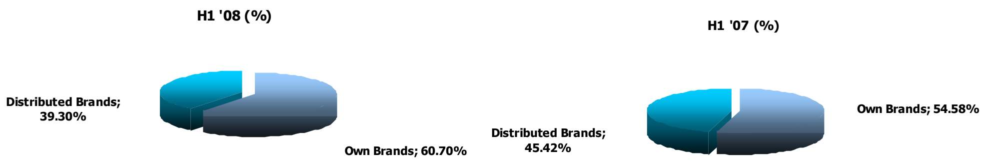
It is worth to note that the new countries restructuring cost which was completed in 2007 amounts to €2.61 mil. in H1 2007 and is not related to SBU costs. Therefore, the new countries EBIT is not affected. On a like to like basis, without taking into consideration income from K.P.Marinopoulos SA., **EBIT increased by 17.55%**.

Fragrances & Cosmetics, posted an EBIT growth rate of 0.77%, compared to H1 2007, contributing by 43.57% versus 41.61% in H1 2007. Own brands EBIT squeeze is driven by higher expenses due to the promotional activities of the new STR8.

Household products, posted an EBIT increase by 17.95%. Their contribution to total EBIT reached 25.88% in H1 2008 from 21.11% in H1 2007. Own brands posted EBIT increase by 20.22% reaching €4.76 mil. compared to €3.96mil. in H1 2007.

Finally, looking at the **Health & Care** SBU we note an EBIT decrease due to non renewal of non profitable contracts.

Own vs Distributed EBIT Breakdown Update



Own brand portfolio generated income of €11.31 mil. in H1 2008 versus €10.57 mil. in H1 2007, increased by 7.04%. Consequently, the contribution of **own brands** (fragrances & cosmetics and household products) to the total EBIT during H1 2008 accounted for 60.70% in comparison to 54.58% in H1 2007.

The **distributed brands** EBIT during H1 2008 reached €7.32 mil. from €8.80 mil. in H1 2007, reduced by 16.75%. Their contribution to total EBIT decreased to 39.30% in H1 2008 from 45.42% in H1 2007.

2. CONSOLIDATED REGIONAL ANALYSIS

2.1. H1 '08 Turnover Breakdown

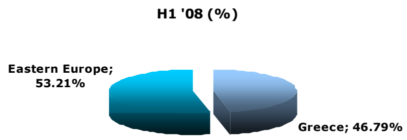
During H1 2008, Greece and the old countries of operation remained the major geographic contributor in the Group's consolidated turnover.

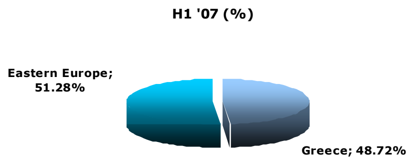
H1 '08 Consolidated Turnover Breakdown per Geographic Market			
Country Turnover (€ mil.)	**H1 '08**	**%**	**H1 '07**
Greece	**58.83**	2.21%	**57.56**
% of Total Sales	**46.79%**		**48.72%**
Poland	**28.99**	11.10%	**26.09**
Romania	**20.46**	14.04%	**17.94**
Bulgaria	**7.27**	17.68%	**6.18**
Serbia	**5.12**	17.84%	**4.34**
Czech Republic	**2.67**	20.32%	**2.22**
FYROM	**0.95**	12.19%	**0.85**
Hungary	**0.93**	29.52%	**0.72**
Old Counties Subtotal	**66.39**	13.80%	**58.34**
% of Total Sales	**52.80%**		**49.38%**
Ukraine	**0.05**		**0.27**
Turkey	**0.35**		**1.31**
Russia	**0.11**		**0.67**
New Countries Subtotal	**0.51**		**2.24**
% of Total Sales	**0.41%**		**1.90%**
Total Sales	**125.74**	6.42%	**118.15**

The **Greek** market succeeded a turnover increase of 2.21% at €58.83 mil. The **Old Countries** recorded growth of 13.80%, increasing their contribution to total sales up to 52.80% in H1 2008 from 49.38% in H1 2007.

With respect to the new Countries of operation, it is worth to note that revenues are affected by the destocking process of the old STR8 during Q1 2008.

Greece and Eastern European Market Turnover breakdown Analysis





Turnover contribution of the foreign markets increased to 53.21% of total sales in H1 2008 from 51.28% in H1 2007, a fact underlining the management's strategic choice for further penetration in the foreign markets.

2.2. H1 '08 EBIT Breakdown

Proceeding with the geographical EBIT breakdown, we differentiate between old countries EBIT and new countries EBIT of operation.

H1 '08 Consolidated EBIT Breakdown per Geographic Market			
Country EBIT (€ mil.)	**H1 '08**	**%**	**H1 '07**
Greece	**13.05**	-9.34%	**14.39**
% of Total EBIT	**70.00%**		**85.89%**
Poland	**1.01**	-5.31%	**1.07**
Romania	**2.59**	28.79%	**2.01**
Bulgaria	**0.86**	48.90%	**0.58**
Serbia	**1.29**	7.98%	**1.20**
Czech Republic	**-0.09**		**0.09**
FYROM	**0.24**	42.87%	**0.17**
Hungary	**-0.32**		**-0.14**
Old Countries Subtotal	**5.59**	12.36%	**4.98**
Greece & Old Countries	**18.64**	-3.77%	**19.37**
Ukraine	**0.00**		**-0.33**
Turkey	**0.00**		**-1.06**
Russia	**0.00**		**-1.23**
New Countries Restructuring Cost	**0.00**		**-2.61**
Total EBIT	**18.64**	11.24%	**16.75**

All restructuring costs related to the New Countries business model change, were absorbed by 9M 2007. Consequently, according to the management's guidance, all new countries of operation are free of costs in H1 2008.

It is worth to note that the old counties of operation reversed the negative results of Q1 2008, noting an EBIT increase of 12.36% to €5.59 mil. in H1 2008 from €4.98 mil in H1 2007.

Additionally, Greek EBIT is substantially affected by the increased promotional expenses due to the STR8 relaunch as well as the exit from non profitable contracts within the Health & Care SBU that were not renewed.

3. Growth News Flow year to date

Since the beginning of the year the following corporate activities have been completed:

- SARANTIS Group, proceeds with the relaunch of its male fragrance, STR8, in accordance with its growth strategy, reinforcing the potential of the Fragrances & Cosmetics sector. (Press Release, March the 26th)

- Sarantis Group, taking into consideration the general climate against price increases and in the context of active and responsible corporate social responsibility, announces the freeze of its product prices until the end of the current year. (Press Release, June the 23rd)

- The GR. SARANTIS S.A. Management announces the acquisition of the Hungarian household products company TRADE 90. (Press Release, July the 1st)

4. Objectives and Prospects for 2008

Financial results achieved in **H1 2008** underlie the Group's strategic axes which are:

1. Organic growth of the **core business activities** and emphasis on Sarantis **own brands portfolio.**
2. Gradual turnover contribution increase from the **Eastern European** markets and **sustained growth margins** in the old countries of operation.
3. Examine **possible acquisition targets** in the old countries of operation.
4. Focus on the successful absorption of TRADE 90 and the utilization of its strong network in order to reinforce the existing distribution network of the Group's Hungarian subsidiary ultimately transforming it into a profitable business.
5. Gradual transition towards the final implementation and operation of SAP.

5. Guidance

In light of the current economic outlook and consumer market conditions, Sarantis Group proceeds to the revision of its estimates for the years 2008 and 2009 according to the following table:

Sarantis Group IFRS	2006 (A)	2007 (A)	PREVIOUS GUIDANCE		NEW GUIDANCE	
			2008 (E)	2009 (E)	2008 (E)	2009 (E)
Net Sales	215.34	241.59	271.50	306.00	266.00	300.00
%		12.2%	12.4%	12.7%	10.1%	12.8%
EBITDA	32.84	37.46	45.20	52.00	45.20	52.00
Margin	15.2%	15.5%	16.6%	17.0%	17.0%	17.3%
%		14.1%	20.7%	15.0%	20.7%	15.0%
EBIT	29.29	33.94	41.50	48.00	41.50	48.00
Margin	13.6%	14.0%	15.3%	15.7%	15.6%	16.0%
%		15.9%	22.3%	15.7%	22.3%	15.7%
EBT	29.29	31.56	40.50	49.00	40.50	49.00
Margin	13.6%	13.1%	14.9%	16.0%	15.2%	16.3%
%		7.8%	28.3%	21.0%	28.3%	21.0%
TAXES	7.28	7.06	8.10	9.31	8.10	9.31
% on EBT	24.9%	22.4%	20.0%	19.0%	20.0%	19.0%
%		-3.0%	14.7%	14.9%	14.7%	14.9%
EAT	22.01	24.50	32.40	39.69	32.40	39.69
Margin	10.2%	10.1%	11.9%	13.0%	12.2%	13.2%
%		11.3%	32.2%	22.5%	32.2%	22.5%
MINORITIES	-0.66	-1.05	0.00	0.00	0.00	0.00
Margin	-0.3%	-0.4%				
%		58.5%				
EATAM	22.67	25.54	32.40	39.69	32.40	39.69
Margin	10.5%	10.6%	11.9%	13.0%	12.2%	13.2%
%		12.7%	26.9%	22.5%	26.9%	22.5%

More specifically, according to the revised guidance, Group sales in 2008 are expected to reach 266 mil euros, increased by 10.1% compared to 2007, while in 2009 Group sales are seen at 300 mil. euros, posting an increase of 12.8% with respect to 2008.

The reduction in the Group's estimates is driven by the revision in the New Countries turnover, the adoption of a more conservative stance against the proceeds coming from the US and finally the slowdown expected in the business units of Selective, Health & Care products and OTOTOP.

It is worth to note that none of the aforementioned revisions have an impact on the Group's profitability and hence, based on the new guidance, the Group shows improved profitability margins.

With respect to the parent company, it is noted that the Company's sales in 2008 will settle between 115 and 120 mil. euros. The net profit before tax in 2008 is expected to stand between 20 and 23 mil. euros, while the net profit after tax will settle between 16 and 18,5 mil. euros. In 2009, the company expects sales between 120.75 and 126 mil. euros, profit before tax between 21 and 24.15 mil. euros and profit after tax between 16.8 and 19.43 mil. euros.