

Athens, December 8th 2021

Important Distinctions for Sarantis Group in Shopper Marketing Awards 2022

GR Sarantis S.A. was distinguished for the campaign "Bio-Oil OnLine Shopper Marketing: Utilizing the future of Retail-Media Partnerships", implemented in collaboration with Project Agora's specialized e-retail media service, as well as for "SANITAS Claus Activation" and "SANITAS - A bucket, a unique bag!"

A few days ago, the **Shopper Marketing Awards 2022** took place at Radisson Blu Park. The awards were organized by Marketing Week and the self-service magazine of BOUSSIAS COMMUNICATIONS while the evaluation process of the candidacies was undertaken by 15 representatives from the business and academic field. **Sarantis Group**, with great pride and joy, was present at the awards ceremony and **won three important distinctions in three different categories.**

More specifically, GR Sarantis S.A. was distinguished for the campaign of "Bio-Oil OnLine Shopper Marketing: Utilizing the future Retail-Media Partnerships", which was implemented in collaboration with Project Agora's specialized e-retail media service in the category Special Practices 3.6 Programmatic Shopper Marketing Campaigns, detaching the **GOLD AWARD**. At the same time, the company was distinguished in the category of Consumer Goods Display and Promo with the campaign "SANITAS Claus activation", where the Group managed to win the **SILVER AWARD**. Finally, through the participation of the partner Allbright Advertising, we won the **SILVER AWARD** in the category Retail and Brand Collaborations as Special Practices for the project "SANITAS - A bucket, a unique bag!", which was implemented in My Market stores.

Honorable members of the committee: Leon Gavalas, Managing Partner, bespot. PhD candidate ELTRUN-OPA, Eleni Metaxa, Retail Experience Manager Intersport Athletics SA, Vivi Sarantidou, Assistant Professor of Marketing, The American College of Greece, Rodoula Trakada Sales & Shopper Marketing Manager (National Accounts Retail & E-commerce), Jacobs Douwe Egberts (JDE) greeted and congratulated all the candidates for the high level projects they presented, which are examples of business excellence, as well as highlighted the importance of shopper marketing and of the teams working in the field.

These distinctions are a confirmation of the Group's continuous development and its diversified product portfolio despite the difficulties of the time in full adaptation to the new market data. Sarantis Group main concern is to make a difference, through its creative collaborations but also to support the hard work of its people who give 100%, working for the best possible result in order to offer excellent quality products to consumers.

SARANTIS GROUP

Headquartered in Athens and boasting a history of over 50 years, Sarantis Group is a multinational consumer products company having dominant presence in Eastern Europe and an expanding geographical footprint through own subsidiaries and strong export activity worldwide. The Group's activity is focused on the fields of personal care, homecare products as well as health & care, professional and luxury cosmetics products offering in each category high quality brands that are top in the preferences of consumers. With strong activity in 13 countries: Greece, Poland, Romania, Bulgaria, Serbia, Czech Republic, Slovakia, Hungary, Northern Macedonia, Bosnia-Herzegovina, Portugal, Ukraine and Russia - the Group maintains its dynamic international presence and a remarkable distribution network. from 50 countries around the world.