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### **SARANTIS GROUP EXTENDS ITS PARTNERSHIP WITH SPOTLESS GROUP**

Within the context of its strategic development and aiming to further reinforce its mass market brand portfolio, Sarantis Group extends its strategic partnership with SPOTLESS GROUP to the exclusive representation and distribution of its brands in all the countries of the Group's operation.

SARANTIS GROUP already distributes in Greece the SPOTLESS GROUP brands VAPONA (category of insecticides) and COLOUR CATCHER and KEEP IT WHITE (category of laundry care). In Greece the VAPONA products are in top position in the category of anti-moth products, while the brand DYLON/COLOR CATCHER is the leader in its segment on a pan European level. During the first year of this collaboration (2012), SARANTIS GROUP net sales in Greece amounted to €4.1 mil.

Based on the new agreement with SPOTLESS GROUP, SARANTIS undertakes the distribution and representation of the laundry care product DYLON (alternative brand name for COLOR CATCHER in Eastern Europe) from 2013 and of the insecticide product GLOBOL (alternative brand name for VAPONA in Eastern Europe) from 2014 in the countries Poland, Romania, Bulgaria, Serbia, Czech Republic, FYROM and Bosnia.

SPOTLESS GROUP ([www.spotlessgroup.eu](http://www.spotlessgroup.eu)) is a leading company in Europe in the categories of laundry care and insect control that aims to penetrate the markets where SARANTIS GROUP is present. The company's 2011 annual turnover was €265 mil.

Taking advantage of SARANTIS GROUP strong distribution network that fully covers the aforementioned countries, the strategic cooperation of the two companies is expected to generate additional sales of c. €2 mil. in 2013 and, given the appropriate support behind the brands, to achieve annual sales of over €12 mil. in the fifth year of the cooperation.

The cooperation with SPOTLESS GROUP proves once again that SARANTIS GROUP leading position and strong distribution network in the 9 countries of its operation makes the Group an ideal partner for international companies that wish to expand and develop their activities in the Eastern European region.

SARANTIS GROUP is present through subsidiaries in Greece, Poland, Czech Republic, Hungary, Romania, Serbia, Bosnia, Bulgaria and FYROM, distributing to over 48,000 points of sales through its strong sales network (650 employees) making 2,900 sales visits per day.

It is noted that no cost was assumed by SARANTIS GROUP for this agreement.

Through this deal, SARANTIS GROUP strengthens its product portfolio in the whole region of its operation, while at the same time it further supports its turnover and profitability in the mass market distribution channel.