

Athens, December 9th 2019.

Carroten was named Gold Top Branded Export Product at the 2019 Exports Greek Awards

Carroten, the no1 sun protection brand in the wide distribution Greek market, was awarded the Gold Top Branded Export Product award at the 2019 Greek Exports Awards. This award is the culmination of a very important team effort for the international development of the brand and is only one station in its path of success. According to Nielsen data, the Carroten suncare range has for the last 2 decades been the first choice of Greek consumers in the wide distribution market, while it holds leading shares in all the Balkan countries where it operates, as well as in Cyprus.

In addition to the Group's subsidiaries (Greece, Bulgaria, North Macedonia, Serbia, Czech Republic), Carroten has been showing significant export activity over the past 25 years, marking a 3-year 2017-19 presence in a total of 15 countries (Egypt, Albania, Australia, Georgia, UAE, Jordan, Iran, Kuwait, Cyprus, Lebanon) and impressive sales growth.

The long-running research and development behind the series has given it a high profile of innovation and excellence in quality. The basic USP is the integration of top 4-fold sun protection UVA, UVB, VL and IRA technology, while achieving an excellent sense of application and absorption when applied to the skin.

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In the 2018/19 season Carroten was extended to 5 additional markets (Egypt, Australia, Georgia, Jordan, Kuwait). In particular, local ATL/BTL communication material (TV, Print/Outdoor, Digital, Sampling) has been developed for the highly competitive Australian market and a full 360 support plan is already being implemented for the 2019/20 season.

The award was received by Mrs. Christina Maltezou, Head of Suncare Category and Mr. Anastasis Hadjiangelidis, Export Markets Director.

Carroten is a purely Greek brand. It is produced and distributed by the Sarantis Group.