

Athens, 31 October 2022

STOP BULLYING. HUMAN-UP, CHOOSE RESPECT: Sarantis Group and STR8 together with selected Greek Super Market chains support the Corporate Social Responsibility initiative against bullying in collaboration with the non-profit organization **KMOP**

Sarantis Group and the famous men's care brand **STR8**, join forces with selected Greek Super Market chains in order to strengthen the social work of the NGO **KMOP** through the initiative **"Live Without bullying"**. The campaign stands behind the motto **"STOP BULLYING"**, which is part of brand's actions entitled **"HUMAN UP – CHOOSE RESPECT"** and is **fully in line with the Group's culture and values** while aims to **raise awareness on social issues**, like the phenomenon of bullying.

STR8 is actively contributing to prevent bullying, by supporting **KMOP's** social action, through the initiative **"Live Without bullying"**. More specifically, from 27.10.2022 until 15.12.2022, part of STR8, men's care product sales, exclusively made from selected Greek supermarket chains, will be donated to enhance the work of **KMOP**.

"Live Without bullying" is an initiative of **KMOP** and was generated to assist children that are victims of bullying and find it difficult to ask for help and consult experts directly. But children should not feel they have to go through this difficult ordeal alone. Children need understanding, support and experienced guidance. Thus, LWB, created a modern way of counselling by trained and experienced psychologists in a technological environment where children feel more comfortable to seek for help.

Sarantis Group, through its responsible business operation and its purposeful brands, will continue its work behind corporate social responsibility, aiming to have a positive impact on the society and contribute to the elimination of child bullying.

Sarantis Group

Headquartered in Athens and boasting a history of over 50 years, Sarantis Group is a multinational consumer products company having leading presence in Eastern Europe and an expanding geographical footprint through own subsidiaries and strong export activity worldwide. Our mission is to uplift the mood of consumers, with beautiful simplicity that makes everyday life better, by being always nearby, working closely with our stakeholders to create value sustainably. From Personal Care, Home Care and Health Care Products as well as Luxury Cosmetics, we offer well recognized brands that have a positive impact on people's everyday lives. With strong activity in 13 countries, and in particular in Greece, Poland, Romania, Bulgaria, Serbia, Czech Republic, Slovakia, Hungary, Northern Macedonia, Bosnia, Portugal, Slovenia and Ukraine, we maintain a dynamic international presence and a powerful distribution network of more than 50 countries around the world.