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Strategic investments and international expansion propel Sarantis Group forward

Giannis Bouras, CEO of Sarantis Group, featured in TIME Magazine

Sarantis Group is capturing international attention following an interview with its CEO, Giannis Bouras, in TIME Magazine, which highlights the steady transformation of a Greek company into a regional leader with global ambitions. The feature emphasizes the Group's growth strategy, grounded in targeted investments, operational excellence and sustainable development.

With over 60 years of history and operations across 13 countries, Sarantis Group has built a diversified business model that combines deep local market expertise, flexibility and effective execution of strategic initiatives.

In the interview, Mr. Bouras discusses the strategic acquisition of the Polish company Stella Pack, which expanded the Group's presence in Central and Eastern Europe and contributed \$88 million to its turnover. As he explains: *"The acquisition of Stella Pack was a strategic move with a significant impact. Its successful integration confirms that every new investment strengthens the overall value and growth potential of the Group."*

TIME Magazine also highlights the Group's impressive financial performance, with revenues rising from \$445 million in 2020 to over \$700 million in 2024, while profitability has nearly doubled. Organic growth remains a key pillar of the Group's strategy, driven by investments in innovation, the strengthening of core brands and the continuous enhancement of its commercial and production capabilities. Investments in infrastructure, the application of the HERO philosophy to products, and organizational restructuring have all been crucial to this progress. At the same time, entry into the U.S. market marks an important milestone in the Group's international expansion.

The feature also emphasizes the Group's ESG strategy, with clear targets such as reducing CO₂ emissions by 42% by 2030, promoting the circular economy, and enhancing transparency and accountability practices.

Sarantis Group's presence in TIME Magazine represents international recognition of its strategic direction and long-term vision. With its 2028 strategic plan, the Group aims to achieve \$870 million in net sales and \$140 million in EBITDA - doubling its 2023 levels - while continuing to create value for society, consumers and shareholders.

To read the full interview, click [here](#).



About Sarantis Group

Based in Athens and having a history of over 60 years in the industry, Sarantis Group is a multinational consumer products company with an ever-expanding geographical footprint and leading brands. The Group's business is focused on the categories of Beauty, Skin & Sun Care, Personal Care, Home Care Solutions and Strategic Partnerships, offering in each category high quality brands that are top in consumers' preferences. With a strong activity in thirteen countries organized in 8 business units - Greece (including Portugal and selected international markets), Poland, Romania, Czech Republic & Slovakia, West Balkans, Ukraine, Bulgaria, Hungary - the Group maintains a dynamic international profile, enhancing its expansion footprint through its presence in selected international markets.