

SARANTIS

Consolidated Financial Results Q1 2009

MAJOR HIGHLIGHTS: Q1 2009

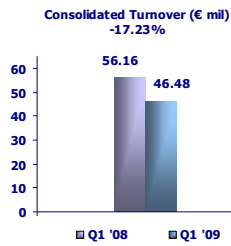
- Sarantis Group's turnover decreased by 17.23% to €46.48 mil. in Q1 2009 from €56.16 mil. in Q1 2008.
- Excluding the impact of foreign currency translation, Group sales increased by c. € 5 mil.
- Gross profit declined by 20.95% to €22.96 mil. in Q1 2009 from €29.04 mil. in the comparable prior-year period.
- Earnings before interest and taxes reached €2.68 mil. in Q1 2009, reduced by 62.92%.
- EATAM dropped to €1.05 mil. from €5.53 mil.
- The Group's own brands' turnover declined, increasing nevertheless their participation to total Group turnover.
- The Group's old countries presented a 10.57% sales decline, however, excluding the foreign exchange translation impact, the old countries recorded sales growth of c. 6%.

P&L (€ mil.)	Q1 '09	%	Q1 '08
Turnover	46.48	-17.23%	56.16
Gross Profit	22.96	-20.95%	29.04
Gross Profit Margin	49.39%		51.71%
EBITDA	3.57	-56.48%	8.21
EBITDA Margin	7.69%		14.61%
EBIT	2.68	-62.92%	7.24
EBIT Margin	5.78%		12.89%
EBT	1.50	-78.66%	7.03
EBT Margin	3.23%		12.52%
Tax	0.45	-69.91%	1.50
Profit After Tax	1.05	-81.03%	5.53
Profit After Tax Margin	2.26%		9.85%
Minority Interests	0.00		0.00
EATAM	1.05	-81.05%	5.53
EATAM Margin	2.25%		9.84%
EPS	0.03	-81.05%	0.14

For more information please refer to <http://ir.sarantis.gr/>

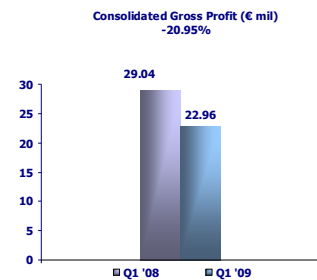
Financial results for Q1 2009 can be discussed during the **conference call** which will take place on the 28th of May at **17.00 Athens time**. Please check our IR Site under IR Events for dial details.

Q1 '09 Consolidated Financial Results



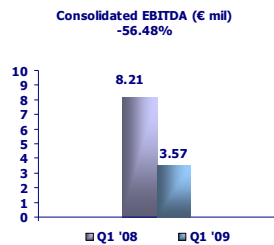
Turnover

In Q1 2009 consolidated turnover declined by 17.23% reaching €46.48 mil. from €56.16 mil. the comparable prior-year period. The drop in the Group's consolidated turnover reflects the lower consumer spending and the continuing adverse macroeconomic environment. At the same time, the inventory destocking implemented by key accounts influenced further the Group's sales. Moreover, it is important to note that the foreign exchange fluctuations had a negative effect on the consolidated Group sales, as the impact of the FX translation amounts to c. €5 mil., therefore, excluding the fx translation effect, group sales reduced by c.9%.



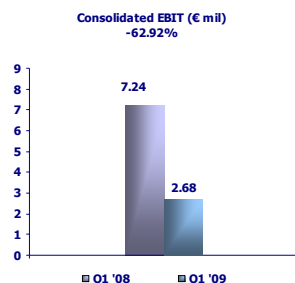
Gross Profit

Gross profit reduced by 20.95% to €22.96 mil. in Q1 2009 from €29.04 mil. Gross profit margin settled at 49.39% versus 51.71%, largely affected by the adverse currency movements. Nevertheless, the negative impact was partly offset by the high participation of the own brands portfolio as well as more competitive raw material prices.



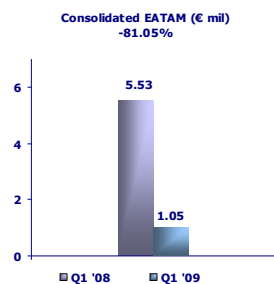
EBITDA

EBITDA posted a decrease of 56.48% to €3.57 mil. in Q1 2009 from €8.21 mil. in Q1 2008, while the EBITDA margin stood at 7.69% from 14.61% in the respective prior-year period.



EBIT

As a result, Earnings before interest and taxes reached €2.68 mil. from €7.24 mil., reduced by 62.92% decrease and EBIT margin was reduced from 12.89% in Q1 2008 to 5.78% in Q1 2009.



EBT

The Group presented financial expenses amounting to €1.18 mil. mainly on the back of adverse fx rates volatility. Earnings before taxes settled at €1.50 mil. from €7.03 mil. in Q1 2008, a reduction of 78.66% compared to the respective period of last year.

EATAM

Earnings after taxes and minorities reached €1.05, reduced by 81.05% compared to the comparable prior-year period and the EATAM margin settled at 2.25% from 9.84%. The Group's high tax rate is mainly due to the losses recorded by some of the Group's countries.

Q1 '09 Consolidated Balance Sheet / Cash Flow

Major Highlights

During Q1 2009, total Group's bank debt reached €63.43 mil. from €64.92 mil. in FY 2008, reduced by 2.29%.

Furthermore, the operating working capital settled at €71.74 mil. in Q1 2009 from €71.17 mil. in 2008, while operating working capital requirements over sales stood at 28.73% from 27.44%.

(€ mil.)	Q1 '09	%	FY '08
ASSETS			
Property Plant & Equipment	43.13	-1.39%	43.73
Intangible Assets	1.68	-6.25%	1.80
Goodwill	5.95	-2.22%	6.08
Investments	19.65	0.83%	19.49
Other Long Term Assets	0.82	-45.69%	1.51
Deffered Tax	2.18	-1.79%	2.22
Total Non Current Assets	73.42	-1.90%	74.84
Inventories	45.58	1.38%	44.95
Trade Receivables	62.35	-14.95%	73.31
Other Receivables	5.89	-2.67%	6.05
Marketable Securities	4.10	-31.37%	5.97
Cash & Banks	17.39	-24.93%	23.16
Other Short Term Receivables	0.47	-37.23%	0.74
Total Current Assets	135.77	-11.95%	154.20
Total Assets	209.19	-8.67%	229.04
SHAREHOLDER'S EQUITY & LIABILITIES			
L-T Bank Loans	18.25	0.00%	18.25
Deferred Tax Liabilities	0.04	-11.98%	0.05
Retirement Benefit Obligations & Other Provisions	3.34	-29.95%	4.77
Total Non Current Liabilities	21.63	-6.21%	23.07
Trade Creditors & Other Liabilities	36.19	-23.16%	47.10
Income Taxes and other Taxes Payable	3.42	-17.31%	4.14
S-T Bank Loans	45.18	-3.19%	46.67
Other Short Term Liabilities	4.39	33.48%	3.29
Total Current Liabilities	89.18	-11.87%	101.19
Share Capital	59.06	0.00%	59.06
Share Premium	39.25	0.00%	39.25
Other Reserves	-16.55	35.21%	-12.24
Minority Interest	0.00	60.47%	0.00
Retained Earnings	16.61	-11.19%	18.71
Shareholders Equity	98.38	-6.11%	104.78
Total Liabilities & Equity	209.19	-8.67%	229.04
(€ mil.)	Q1 '09		Q1 '08
Operating Activities	1.05		4.76
Investment Activities	0.53		-0.21
Financial Activities	-4.52		-20.81
Cash generated	-2.94		-16.26
Cash & Cash equivalents, beginning	23.16		43.17
Effect of foreign exchange differences on Cash	-2.83		-0.64
Cash & Cash equivalents, end	17.39		26.26

1 CONSOLIDATED SBU ANALYSIS

1.1. Q1 '09 Turnover Breakdown

Q1 '09 Consolidated Turnover Breakdown per Business Activity			
SBU Turnover (€ mil)	Q1 '09	%	Q1 '08
Fragrances & Cosmetics	19.90	-16.25%	23.76
% of Total	42.81%		42.30%
Own	13.48	-14.74%	15.82
% of SBU	67.77%		66.57%
Distributed	6.41	-19.25%	7.94
% of SBU	32.23%		33.43%
Household Products	20.03	-16.18%	23.90
% of Total	43.10%		42.56%
Own	19.86	-12.61%	22.73
% of SBU	99.13%		95.08%
Distributed	0.18	-85.12%	1.18
% of SBU	0.87%		4.92%
Other Sales	6.55	-22.93%	8.50
% of Total	14.09%		15.13%
Health Care Products	2.91	-25.38%	3.90
% of SBU	44.46%		45.92%
Selective	2.63	-10.81%	2.95
% of SBU	40.12%		34.67%
Oto Top	1.01	-38.79%	1.65
% of SBU	15.42%		19.41%
Total Turnover	46.48	-17.23%	56.16

It should be mentioned that the adverse conditions in the consumer sector as well as the further devaluation of the currencies in the Group's foreign markets during the first quarter of 2009, had a negative effect on all the business categories of the Group.

More specifically, **the Household Products** demonstrated a 16.18% drop during Q1 2009, with revenues reaching €20.03 mil. from €23.90 mil. in the respective period last year. The participation of **own brands** within this SBU remains at a high level and is equal to 99.13%.

Similarly, **Fragrances and Cosmetics** (F&C) recorded a sales decline of 16.25% during Q1 2009, amounting to €19.90 mil. from €23.76 mil. in the comparable prior-year period. In this SBU, **own brands** demonstrate a decline of 14.74%, increasing though their contribution to 67.77% from 66.57%.

The contraction in the category of **Other Sales** is also due to the exit from non profitable contacts in the subcategories of Health & Care Products and Selective Products.

Own vs Distributed Activity Turnover Breakdown Update



During Q1 2009, consolidated revenues from **own brands** (fragrances & cosmetics and household products) amounted to €33.34 from €38.54 in Q1 2008, reduced by 13.49%. However, the own brands participation to total group turnover increased to 71.73% in Q1 2009 from 68.63% in Q1 2008, underlying the successful execution of the Group's strategy to further expand its **own brand** portfolio.

Similarly, revenues from **distributed brands** during Q1 2009 reached €13.14 mil. from €17.62 mil. in Q1 2008, reduced by 25.43%. Their participation to total group sales was down from 31.37% in Q1 2008 to 28.27% in Q1 2009.

1.2. Q1 '09 EBIT SBU Breakdown

Q1'09 Consolidated EBIT Breakdown per Business Activity			
SBU EBIT (€ mil)	Q1 '09	%	Q1 '08
Fragrances & Cosmetics	1.52	-63.16%	4.12
Margin	7.63%		17.34%
% of EBIT	56.55%		56.91%
Own	1.26	-62.16%	3.32
Margin	9.32%		21.00%
% of EBIT	46.81%		45.87%
Distributed	0.26	-67.29%	0.80
Margin	4.08%		10.06%
% of EBIT	9.74%		11.04%
Household Products	1.04	-51.96%	2.16
Margin	5.19%		9.05%
% of EBIT	38.71%		29.87%
Own	1.04	-52.02%	2.16
Margin	5.21%		9.49%
% of EBIT	38.56%		29.80%
Distributed	0.00	-27.99%	0.01
Margin	2.22%		0.46%
% of EBIT	0.15%		0.07%
Other Sales	-0.08	-118.31%	0.43
Margin	-1.21%		5.09%
% of EBIT	-2.95%		5.97%
Health Care Products	0.23	-57.06%	0.54
Margin	8.01%		13.93%
% of EBIT	8.69%		7.51%
Selective	-0.13	-8.24%	-0.14
Margin	-5.04%		-4.90%
% of EBIT	-4.94%		-1.99%
Oto Top	-0.18	-638.69%	0.03
Margin	-17.83%		2.03%
% of EBIT	-6.71%		0.46%
Income from Affiliated Companies	0.21	-60.61%	0.52
% of EBIT	7.70%		7.24%
Income From Estee Lauder JV	0.21	-60.61%	0.52
% of EBIT	7.70%		7.24%
Total EBIT	2.68	-62.92%	7.24
Margin	5.78%		12.89%

Fragrances & Cosmetics EBIT decreased in Q1 2009 by 63.16%, compared to Q1 2008, while the fragrances & cosmetics EBIT contribution to total EBIT settled at 56.55%. The operating profits of own brands within this category stood at €1.26 mil. from €3.32 mil., reduced by 62.16% compared to the respective period last year.

Similarly, **Household products** EBIT was reduced by 51.96% to €1.04 mil. in Q1 2009 from €2.16 mil., with their contribution to total EBIT reaching 38.71% in Q1 2009 from 29.87% in Q1 2008. Own brands of this category posted an EBIT reduction of 52.02% reaching €1.04 mil. compared to €2.16mil. in Q1 2008.

Own vs Distributed EBIT Breakdown Update



Own brand portfolio generated income of €2.29 mil. in Q1 2009 versus €5.48 mil. in Q1 2008, reduced by 58.17%. However, the contribution of **own brands** (fragrances & cosmetics and household products) to the total EBIT during Q1 2009 increased to 85.37% in comparison to 75.67% in Q1 2008.

The **distributed brands** EBIT during Q1 2009 reached €0.39 mil. from €1.76 mil. in Q1 2008, reduced by 77.71%. Their contribution to total EBIT declined to 14.63% in Q1 2009 from 24.33% in Q1 2008.

2. CONSOLIDATED REGIONAL ANALYSIS

2.1. Q1 '09 Turnover Breakdown

Q1 '09 Consolidated Turnover Breakdown per Geographic Market			
Country Turnover (€ mil)	Q1 '09	%	Q1 '08
Greece	20.44	-24.20%	26.96
% of Total Turnover	43.97%		48.01%
Poland	9.96	-19.53%	12.37
Romania	8.30	-13.06%	9.54
Bulgaria	2.83	-2.53%	2.91
Serbia	2.31	-3.27%	2.38
Czech Republic	0.93	-14.23%	1.09
Hungary	1.14	254.94%	0.32
FYROM	0.48	19.57%	0.40
Old Countries Subtotal	25.95	-10.57%	29.02
% of Total Turnover	55.82%		51.67%
Ukraine	0.00		0.04
Turkey	0.09		0.03
Russia	0.00		0.11
New Countries Subtotal	0.10		0.18
% of Total Turnover	0.21%		0.32%
Total Turnover	46.48	-17.23%	56.16

The weakening in the Group's sales across all regions reflects the adverse impact of lower consumer spending and the deteriorating macroeconomic environment as well as the devaluation of the currencies in the Group's foreign markets.

It is important to note that excluding the foreign exchange translation impact, the Old Countries turnover during Q1 2009 increases by c. €5 mil., thus posting a c. 6% growth versus the comparable prior-year period. However, taking into consideration the foreign exchange impact, the Old Countries posted a sales decline of 10.57% reaching €25.95 mil. in Q1 2009 from €29.02 mil. in Q1 2008, while their contribution to total Group sales increased to 55.82% from 51.67%.

Similarly, the **Greek** market turnover presented a decline of 24.20% at €20.44 mil. from €26.96 mil., driven not only by the consumption slowdown but also by the Key Accounts destocking process.

Greece and Eastern European Market Turnover breakdown Analysis



Turnover contribution from the foreign markets increased to 56.03% of total sales in Q1 2009 from 51.99% in Q1 2008.

2.2. Q1 '09 EBIT Breakdown

Q1 '09 Consolidated EBIT Breakdown per Geographic Market			
Country EBIT (€ mil)	Q1 '09	%	Q1 '08
Greece	1.68	-65.65%	4.88
% of Total Ebit	62.50%		67.46%
Poland	0.28	-45.41%	0.51
Romania	0.61	-39.02%	1.00
Bulgaria	-0.13	-142.46%	0.30
Serbia	0.39	-46.19%	0.72
Czech Republic	-0.07	-37.07%	-0.11
Hungary	-0.20	-15.13%	-0.18
FYROM	0.13	16.38%	0.11
Old Countries Subtotal	1.01	-57.24%	2.36
Greece & Old Countries	2.68	-62.92%	7.24
Ukraine	0.00		0.00
Turkey	0.00		0.00
Russia	0.00		0.00
New Countries Restructuring Cost	0.00		0.00
Total EBIT	2.68	-62.92%	7.24

The old counties of operation recorded an EBIT reduction of 57.24% to €1.01 mil. in Q1 2009 from €2.36 mil in Q1 2008, while the old countries EBIT margin settled at 3.88% in Q1 2009 from 8.12% in the respective period last year.

The Greek EBIT declined by 65.65% to €1.68 mil. from €4.88 mil. in Q1 2008.

3. Objectives and Prospects

Sarantis Group Q1 2009 financial results reflect the weakening in the consumer sector, which is expressed through sales reduction and inventory destocking by key retailers, as well as the devaluation in the Group's foreign countries.

Already, since 2008 the management of Sarantis Group has taken initiatives and implements strategies in order to mitigate the negative effects of the global economic crisis on its financial results. Basic commitment for the Group is the maintenance of a strong cash flow and debt position as well as the efficient working capital management.

The Group's strategic pillars of growth that support its profitable course are:

1. Organic growth of the core business activities and emphasis on Sarantis own brands portfolio.
2. Increase of the existing market shares of own brands in the EE region.
3. Continuous examination of the situation in the economies of the Group's foreign countries and modification of the business where deemed necessary according to the new market conditions.
4. Focus on the successful implementation of SAP and "go live" on 01/01/2010 in Poland and Romania.