

Athens, March 26, 2026

“TOGETHER for Wildlife!”

New Corporate Social Responsibility Initiative by Sarantis Group

Sarantis Group, in collaboration with AB Vassilopoulos, is launching a significant Corporate Social Responsibility initiative for 2026, titled **“TOGETHER for Wildlife!”**, actively supporting the protection of wildlife in Greece.

As part of the Group’s sustainability strategy and its ongoing commitment to environmental protection, this year’s initiative focuses on the care and reintroduction of newborn and juvenile wild animals into their natural habitat, supporting the work of ANIMA – Association for the Protection and Care of Wildlife.

The primary objective of the 2026 initiative is to inform and raise public awareness about the care and protection of wildlife, while also enhancing citizens’ understanding of the appropriate ways to respond when encountering wild animals in their natural environment.

The first phase of the campaign will take place from March 19 to April 1, 2026. As part of this phase, on Saturday, March 21, and Saturday, March 28, ANIMA volunteers will be present at the AB Vassilopoulos store in Elliniko, providing information to the public about the organization’s work, as well as Sarantis Group’s active support of the initiative.

Maria Ganoti, President of ANIMA, stated: “Wildlife conservation cannot remain the responsibility of only a few—it must reach every home and every family. Through collaborations with major organizations such as Sarantis Group and AB Vassilopoulos, we have the opportunity to bring this knowledge and awareness much closer to people’s everyday lives. This support is invaluable, as it enables us not only to continue our work in caring for and reintroducing wild animals, but also to effectively educate the public on how they can contribute to their protection. We sincerely thank you for your cooperation and trust—together, we can make wildlife conservation part of our everyday mindset.”

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, Selected International Markets, Poland, Romania, Bulgaria, West Balkans, Czech Republic & Slovakia and Hungary, Ukraine – the Group maintains a dynamic international profile, enhancing its expansion footprint through its presence in selected international markets.



A spokesperson for Sarantis Group commented: “At Sarantis Group, sustainability and the protection of the natural environment are integral to our philosophy. Through the ‘TOGETHER for Wildlife!’ initiative, we aim

to make a meaningful contribution to wildlife protection, while also empowering citizens with the knowledge they need to act responsibly toward nature. Our collaboration with ANIMA and AB Vassilopoulos demonstrates that, through partnerships, we can create a real and lasting impact.”

Through initiatives such as “**TOGETHER for Wildlife!**”, Sarantis Group continues to invest in actions that deliver meaningful social and environmental impact, actively contributing to the creation of a more sustainable future for all.

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