

SARANTIS GROUP
CONSOLIDATED FINANCIAL RESULTS 3M 2012

Highlights: 3M 2012

- Growth by 5.45% on the consolidated turnover.
- Consolidated gross profit amounted to € 24.50 million, increased by 5.04% vs last year's level. The gross profit margin settled at 46.83%.
- Reduction in the operating profit (EBIT), by 15.8% with a respective decrease of the Group's profitability margins.
- The Group's foreign countries maintain their high participation in the consolidated Group sales. Their participation stands at 58.62%.
- The participation of own brands to the Group's turnover stands at 73%.
- Sound capital structure, and solid net debt position.

<i>P&L (€ mil.)</i>	3M '12	%	3M' 11
Turnover	52.31	5.45%	49.61
Gross Profit	24.50	5.04%	23.33
Gross Profit Margin	46.83%		47.02%
EBITDA	2.69	-10.78%	3.02
EBITDA Margin	5.15%		6.09%
EBIT	1.73	-15.80%	2.06
EBIT Margin	3.31%		4.15%
EBT	1.61	-31.03%	2.34
EBT Margin	3.09%		4.72%
Tax	0.46	22.22%	0.38
Profit After Tax	1.15	-41.35%	1.96
Profit After Tax Margin	2.20%		3.95%
EATAM	1.15	-41.31%	1.96
EATAM Margin	2.20%		3.95%
EPS	0.030	-41.31%	0.051

Further information at: <http://ir.sarantis.gr/>

The financial results of 3M 2012 will be presented in a conference call on the 31st May 2012 at **17.00**, local time (GMT+2). Telephone number: 211 – 180 2000.

3M '12 CONSOLIDATED FINANCIAL RESULTS**Turnover**

The consolidated turnover increased by 5.45% versus last year's trimester and amounted to €52.31 million from €49.61 mil in 3M 2011.

It is noted that the turnover of 3M12, compared to the 3M11, does not include seasonal sales, particularly sunscreens, which were delayed due to planned promotions. In the 3M11 the seasonal sales amounted to € 4.7 cm, whereas in 3M12 amounted to only € 3.0 million. While the negative effect of exchange rates on sales of affiliates remained significant.

Gross Profit

The Gross profit during 3M 2012 has been increased by 5.04% to €24.50 mil., from €23.33 mil last year. The gross profit margin settled at 46.83% vs 47.02% in 3M 2011.

EBITDA

The EBITDA posted a decrease of 10.78% to €2.69 mil., in 3M12, from €3.02 mil., in 3M 2011.

EBIT

The earnings before interest and taxes reached €1.73 mil., from €2.06 mil., down by 15.8% and the EBIT margin settled from 4.15% in 3M11, at 3.31% in 3M11.

EBT

Profit before tax dropped by 31.03%, from €2.34 mil., in 3M11 to €1.61 mil, due, mainly, to increased financial expenses of €0.4 mil which were mostly attributed to increased interest payments.

EATAM

The earnings after taxes and minorities reached €1.15 mil., reduced by 41.31% compared to 3M11, while the EATAM margin stood at 2.20% from 3.95% in the respective period last year.

3M '12 CONSOLIDATED BALANCE SHEET / CASHFLOW

Despite the challenging economic conditions Sarantis Group presents robust financial position, efficient working capital management and low leverage.

The Group's working capital settled at €69.96 mil. in 3M 2012 from €66.25 mil. in 3M 2011 and €66.88 mil. in 3M 2010, while working capital requirements over sales settled at 31.23% vs 30.14% in 3M 2011.

At the same time the Group benefits from a healthy capital structure and low leverage. In 3M 2012, the Group's net debt settled at €2.01 mil.

BALANCE SHEET (€ mil.)	3M'12	%	12M'11
ASSETS			
Property Plant & Equipment	37.67	-0.51%	37.86
Intangible Assets	16.92	0.55%	16.82
Goodwill	6.11	-0.55%	6.14
Investments	16.53	-2.01%	16.87
Financial assets available for sale	8.81	39.39%	6.32
Other Long Term Assets	0.32	-1.59%	0.33
Deffered Tax	1.97	23.02%	1.60
Total Non Current Assets	88.34	2.77%	85.96
Inventories	42.42	13.34%	37.43
Trade Receivables	70.26	-1.99%	71.68
Other Receivables	4.57	-27.29%	6.28
Financial assets available at fair value through profit or loss	0.53	210.51%	0.17
Cash & Banks	33.84	-11.29%	38.15
Other Short Term Receivables	1.66	59.45%	1.04
Total Current Assets	153.26	-0.96%	154.75
Total Assets	241.60	0.37%	240.7
SHAREHOLDER'S EQUITY & LIABILITIES			
L-T Bank Loans	17.00	0.00%	17.00
Deferred Tax Liabilities	0.16	20.36%	0.14
Retirement Benefit Obligations & Other Provisions	3.70	-7.24%	3.99
Total Non Current Liabilities	20.86	-1.23%	21.12
Trade Creditors & Other Liabilities	42.71	-6.05%	45.46
Income Taxes and other Taxes Payable	2.99	92.39%	1.55
S-T Bank Loans	40.29	-5.39%	42.59
Other Short Term Liabilities	5.95	72.15%	3.46
Total Current Liabilities	91.94	-1.20%	93.06
Share Capital	59.06	0.00%	59.06
Share Premium	39.25	0.00%	39.25
Other Reserves	-22.87	-1.74%	-23.27
Minority Interest	0.00		0.00
Retained Earnings	53.36	3.63%	51.49
Shareholders Equity	128.80	1.80%	126.53
Total Liabilities & Equity	241.60	0.37%	240.70
CASH FLOWS (€ mil.)			
	3M '12		3M '11
Operating Activities	-0.05		2.30
Investment Activities	-1.55		-1.57
Financial Activities	-2.70		-1.69
Cash generated	-4.30		-0.95
Cash & Cash equivalents. beginning	38.15		47.16
Effect of foreign exchange differences on Cash	0.00		0.19
Cash & Cash equivalents. end	33.84	-27.06%	46.39

CONSOLIDATED SBU ANALYSIS

3M '12 Turnover Breakdown per Business Activity

SBU Turnover (€ mil)	3M '12	%	3M'11
Cosmetics	21.25	-10.00%	23.62
% of Total	40.63%		47.60%
Own	15.12	-8.79%	16.57
% of SBU	71.12%		70.17%
Distributed	6.14	-12.86%	7.05
% of SBU	28.88%		29.83%
Household Products	23.1	10.11%	20.98
% of Total	44.15%		42.29%
Own	22.66	8.37%	20.91
% of SBU	98.09%		99.67%
Distributed	0.44	530.35%	0.07
% of SBU	1.91%		0.33%
Other Sales	7.96	58.76%	5.01
% of Total	15.22%		10.11%
Health Care Products	2.99	17.26%	2.55
% of SBU	37.57%		50.87%
Selective	4.97	101.72%	2.46
% of SBU	62.43%		49.13%
Total Turnover	52.31	5.45%	49.61

During the first trimester of 2012, total group sales have been increased. All sectors showed improved activity other than the Cosmetics SBU. The shortfall in sales that occurs widely in cosmetics is due to late launch of seasonal, mostly sunscreens, because of planned promotional activities.

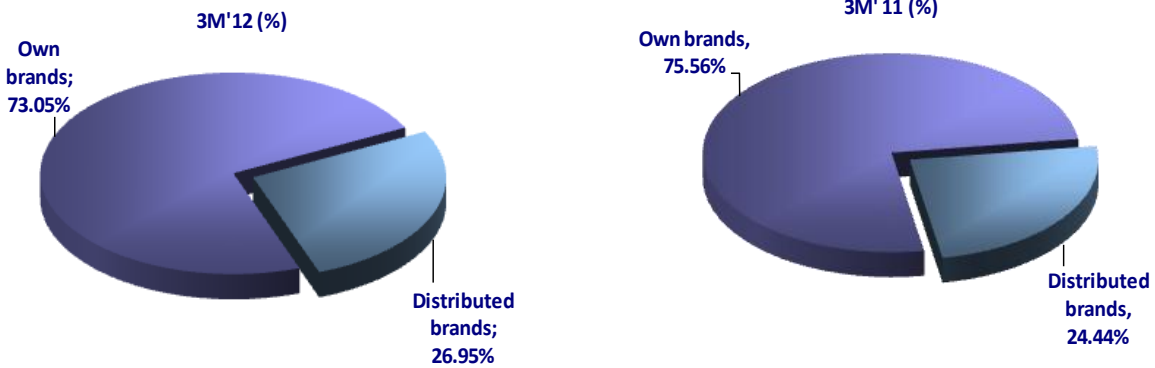
Cosmetics recorded a sales drop of 10.00% amounting to €21.25 mil., from €23.62 mil., in 3M 2011.

In this SBU, the **own brands** demonstrate a decrease of 8.79%, thus their contribution in this SBU's turnover was increased from 70.17% to 71.12%. The reduction presented in the quarter is not a real reduction in sales, while the image will be normalized in the semester.

Sales of **Household Products** increased 10.11% amounting to € 23.10 million from € 20.98 million in the corresponding period last year. Sales of **own brands** in this category rose by 8.37% while their contribution to this category's sales reached 98.09%. Considerable growth in the category has been posted by the distributed brands, due to the new brands that have been included in the product portfolio.

The category of **Other Sales** exhibited significant increase of 58.76% during 3M 2012, driven mainly by the subcategory of Selective products and less by the Health and Care. This growth is attributed to the new agreements and acquisitions.

Own versus Distributed Activity Turnover Breakdown



During 3M 2012, consolidated revenues of **own** brands (cosmetics and household products) amounted to €38.22 million from €37.49 million in 3M 2011, increased by 1.94%. Furthermore, their contribution to the total group turnover stood at 73.05%.

Consolidated revenues of **distributed** brands during 3M12 amounted to €14.10 million, from €12.12 million in 3M11, increasing by 16.30%. Their participation to the total group sales settled at 26.95%.

3M'12 EBIT SBU Breakdown per Business Activity

SBU EBIT (€ mil)		3M'12	%	3M'11
Cosmetics		0.55	-68.62%	1.76
	Margin	2.59%		7.43%
	% of EBIT	31.80%		85.34%
Own		0.56	-66.73%	1.70
	Margin	3.73%		10.24%
	% of EBIT	32.59%		82.49%
Distributed		-0.01	-123.47%	0.06
	Margin	-0.22%		0.83%
	% of EBIT	-0.79%		2.84%
Household Products		1.14	222.93%	0.35
	Margin	4.94%		1.68%
	% of EBIT	65.85%		17.17%
Own		1.10	210.27%	0.36
	Margin	4.87%		1.70%
	% of EBIT	63.68%		17.28%
Distributed		0.04	1748.29%	0.00
	Margin	8.54%		-3.27%
	% of EBIT	2.17%		-0.11%
Other Sales		0.38	108.01%	0.18
	Margin	4.77%		3.64%
	% of EBIT	21.93%		8.88%
Health Care Products		0.16	-57.29%	0.37
	Margin	5.28%		14.51%
	% of EBIT	9.12%		17.99%
Selective		0.22	218.37%	-0.19
	Margin	4.46%		-7.61%
	% of EBIT	12.81%		-9.11%
Income from Affiliated Companies		-0.34	-44.84%	-0.23
	% of EBIT	-19.58%		-11.38%
Income From Estee Lauder JV		-0.34	-44.84%	-0.23
	% of EBIT	-19.58%		-11.38%
Total EBIT		1.73	-15.80%	2.06
	Margin	3.31%		4.15%

The Group's operating earnings decreased during the 3M 2012 by 15.8%, due mainly to increased advertising and promotional expenses. It should also be noted the fact that in the quarter of 2012 are not included significant sales of seasonal products. The figures regarding the Cosmetics will be more complete in the semester's results.

Cosmetics EBIT decreased in 3M 2012 by 68.62% reaching € 0.55 million from €1.76 million in 3M 2011. The Cosmetics EBIT margin during 3M 2012 settled at 2.59% vs 7.43% in 3M 2011. This category's contribution to total EBIT fell to 31.80% from 85.34% same period last year.

The operating profits of **own brands** within this category decreased by 66.73% standing at €0.56 million from €1.70 million in 3M 2011.

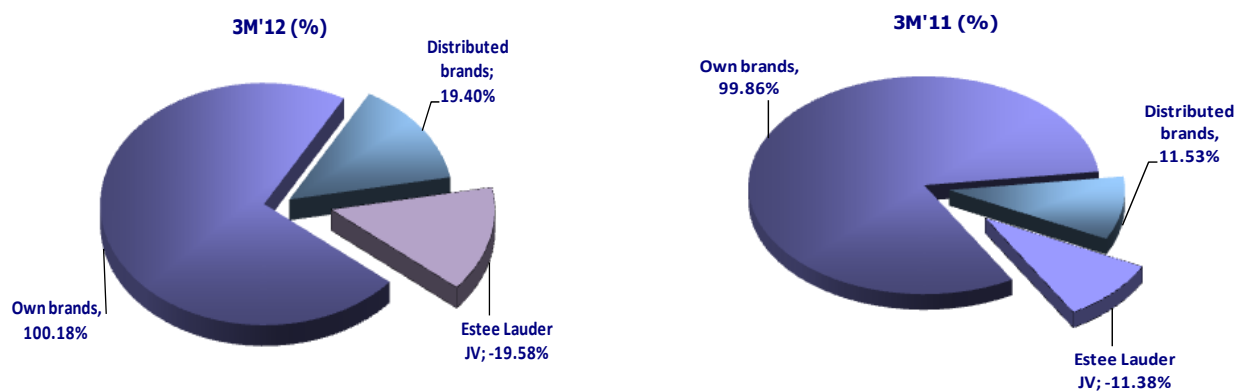
The EBIT of **Household Products** posted a considerable increase of 222.93% during the 3M 2012 to €1.14 million from €0.35 million in 3M 2011. The EBIT margin of the household products stood at 4.94% during 3M 2012 from 1.68% in 3M

2011. The increase is due both to the "Own Brands" which present an increased EBIT of around 210.27% which amounts to € 1.10 million, and also to the "Distributed brands". This growth is attributed both to recent acquisitions (Domet and Topstar) and also to the new business deals.

The "Other sales" are recovering, as shown in the figures for the quarter of 2012; EBIT increased by 108.01%, which is due to the selective distribution channel and is attributed into the recent business deals.

The loss from the Estee Lauder JV stood at €-0.34 mil., during 3M 2012, down by 44.84% versus the same period last year, and they are according to the budget.

Own vs Distributed EBIT Breakdown



The **Own brands** portfolio, generated income of €1.74 million in 3M 2012 versus €2.05 million in 3M 2011, decreased by 15.52%. The contribution of **own brands** (cosmetics and household products) to the total EBIT during 3M 2012 stood at 100.18%.

EBIT of **distributed brands** during 3M 2012 amounted to €0.34 million, from € 0.24 million in the corresponding period last year, posting a 41.70% increase. Their contribution to total EBIT corresponded to 19.40% from 11.53%. In addition, Estee Lauder JV presented increasing losses which amounted to € -0.34 million and are within the budgeted figures.

CONSOLIDATED REGIONAL ANALYSIS

3M '12 Turnover Breakdown per Geographic Market

Country Turnover (€ mil)-	3M '12	%	3M '11
Greece	21.65	8.73%	19.91
% of Total Turnover	41.38%		40.14%
Poland	14.64	5.10%	13.93
Romania	7.07	-11.24%	7.96
Bulgaria	1.67	-16.02%	1.99
Serbia	3.39	37.09%	2.47
Czech Republic	1.45	9.68%	1.33
Hungary	1.74	20.85%	1.44
FYROM	0.58	1.27%	0.58
Bosnia	0.12	100.00%	0.00
Foreign Countries Subtotal	30.67	3.25%	29.70
% of Total Turnover	58.62%		59.86%
Total Turnover	52.31	5.45%	49.61

The Group's consolidated turnover was supported by both the Greek and the Group's foreign markets. Despite the adverse economic environment in Greece and the drop in the Greek retail sector sales, Sarantis Group managed to increase the local sales 8.73%, at €21.65 millions, from €19.91 million last year. This amount does not include the late launch of seasonal products in the first quarter of 2012.

As far as the foreign markets of the Group are concerned, turnover was up by 3.25% to €30.67 mil from €29.70 mil in 3M 2011.

It is also worth to note that the currency movements still had considerable impact in the Foreign Countries turnover during the first quarter (increase by 8.25% in local currencies and circa 5.00% average currencies devaluation).

Greek and Eastern European Market Turnover breakdown Analysis



During 3M 2012, the foreign countries contribution to the Group's sales stood at 58.62%, marginally decreased in comparison to 3M 2011.

3M '12 EBIT Breakdown per Geographic Market

<i>Country EBIT (€ mil) – Cont. Activities</i>	3M '12	%	3M '11
Greece	1.43	-31.69%	2.10
% of Total Ebit	82.71%		101.98%
Poland	0.32	2696.27%	0.01
Romania	0.01	6.23%	0.01
Bulgaria	-0.09	-83.45%	-0.05
Serbia	0.36	31.33%	0.27
Czech Republic	-0.04	80.07%	-0.20
Hungary	-0.31	-56.98%	-0.20
FYROM	0.09	-25.69%	0.12
Bosnia	-0.03	-100.00%	0.00
Foreign Countries Subtotal	0.30	837.16%	-0.04
% of Total Ebit	17.29%		-1.98%
Total EBIT	1.73	-15.80%	2.06

The Group's operating profit has been decreased by 15.8% during the 3M 2012. The decrease in Group's EBIT was mainly from Greece, and is due both to increased expenditure on advertising and promotion, and also due to the fact that in the trimester 2012, are not included significant sales of seasonal products, which were introduced late in the market due to planned promotional activities.

The **Greek** EBIT in 3M 2012 was decreased by 31.69% to €1.43 mil., from €2.10 mil in 3M 2011.

Excluding the loss from the Estee Lauder JV, Greek EBIT during 3M 2012 amounted to €1.77 mil from €2.33 mil., down by 24.01%.

Greek EBIT margin, excluding Estee Lauder JV, stood at 8.19% from 11.71% in the respective period of 2011.

The **foreign countries** posted an increase in EBIT of 837.16% during 3M 2012, amounting to €0.30 mil., from €-0.04 mil. The increase is attributed entirely to Poland's performance. Foreign countries EBIT margin during 3M 2012 stood at 0.98% from -0.14% same period last year.

NEWS FLOW UP TO THE RELEASE DATE OF THE 3M 2012 CONSOLIDATED FINANCIAL RESULTS

- On 03/01/2012 Sarantis Group proceeded to the announcement of the exclusive distribution of La Prairie Switzerland in Greece. La Prairie has a history of 80 years, while its products are among the leading products for personal care and treatment. With this deal Sarantis Group anticipates an increase in turnover of about eight to ten million euro annually, as well as enhanced profitability in the channel of selective distribution.
- On 07/02/2012 Sarantis Group announces the establishment of the 100% subsidiary company in Bosnia-Herzegovina named SARANTIS BANJA LUKA and located in Banja Luka of Bosnia. The share capital of the newly established subsidiary amounts to 357,904 euro. SARANTIS BANJA LUKA was established with the aim to further strengthen the presence of the recently acquired Serbian household products brand TOPSTAR in the Bosnian market. It is reminded that TOPSTAR is present in the cleaning tools category and its product portfolio includes scourers, mops, wipes, gloves, garbage bags, etc. Apart from TOPSTAR, Sarantis newly established subsidiary in Bosnia will distribute the own cosmetics STR8, BU and C-THRU.
- Sarantis Group corporate presentation was realized on the April 18th, 2012 at the Association of Greek Institutional Investors, whereby the management's strategy and assessments regarding the Group's financials for 2012 were presented. In particular, according to the Management's estimates, turnover will reach €236.00 mil by the end of 2012, versus €221.29mil in the end of 2011. EBITDA is expected to increase into 2012 to €20.00 mil from €19.63 million in 2011. EBIT is estimated to reach €16.00 mil in 2012 from €15.77 mil in 2011, while the related EBT is expected to reach €13.00 mil into 2012, from €12.65 mil in 2011. Finally. EAT and EATAM are expected to settle at €10.40 mil in 2012, from €9.74 mil in 2011.
- Sarantis Group undertakes from Monday, May 14th, 2012 the distribution of the brands "Colour Catcher" and "Keep it White" in Greece. These brands belong to the Spotless Group with which Sarantis Group cooperates on the distribution and representation of Vapona. Colour Catcher is the leader in its segment in Europe. The net sales of both brands during 2011 in Greece, amounted to 2.5 million €, while market share rose to 72.4%. With this deal, Sarantis Group apart from an increase in turnover anticipates an enhanced profitability in the mass market distribution channel.

OBJECTIVES AND PROSPECTS

The Group's financial results for the first quarter of 2012 are in general in accordance to the budget.

The consolidated Group sales rose in the quarter of 2012. This increase is greater if we include the seasonal sales that have been delayed this year, due to planned promotional activities.

Increased A&P expenses, higher financial cost, in addition to the negative results from the EL JV pressed the earnings.

As expected, the adverse conditions in the economic environment remained during the first quarter of 2012, while the situation is not expected to improve in the foreseeable future. Therefore, the management focuses on aligning the cost structure with the expected revenues, and adjusts the product portfolio with the consumer trends.

The management remains dedicated to its policy, for sound capital structure, low net debt, containment of operating cost and in general for efficient management of working capital, with the objective to further enhance the Group's financial position.

At the same time, the management, as always, remains focused on its strategic pillars of growth that support and secure a profitable outlook for Sarantis Group and specifically on the following:

- Organic growth of the core business activities.
- Increase of the existing market shares.
- Continuous examination of the situation in the economies of the Group's countries and modification of the business where deemed necessary according to the new market conditions.
- Examine possible acquisition targets in the Group's foreign countries, as long as market share, profitability and cost structure allow for synergies. The Group's management considers that current conditions are in favor of exploring possible new acquisitions.