



Athens, November 30<sup>th</sup> 2021

**SARANTIS GROUP REACHED AN AGREEMENT WITH UNILEVER ASIA  
FOR THE DISTRIBUTION OF FISSAN IN GREECE**

Sarantis Group, one of the largest multinational consumer products companies with a significant international presence, leading brands and partnerships, announces that it has reached an agreement with UNILEVER ASIA for the representation and distribution of Fissan baby care products in Greece. The representation starts from 1st January 2022 and covers all of the brand's distribution networks in Greece.

Boasting an 85-year old history in the Greek market, Fissan is a baby care brand of high recognition. It is recommended by paediatricians and trusted by mothers for the care of babies between the ages of 0-3 years, as it is free of colorants and parabens, while it is distinguished for its mild compositions, neutral PH and characteristic soft perfume.

Estimated sales from Fissan's distribution amount to c. 1 million euros, while it is worth to note that no cost was assumed by Sarantis Group for this agreement.

The cooperation with UNILEVER reflects the leading position of Sarantis Group as a supplier of the consumer market and proves once again that its strong distribution network and effective commercial execution make the Group an ideal partner for international companies that wish to expand and develop their activities.

Through this deal, which is fully aligned with its growth strategy, Sarantis Group strengthens its product portfolio in the Greek market, supporting further at the same time its turnover and profitability in both the mass market and the pharmacy distribution channel.

***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-Herzegovina, Portugal, Ukraine and Russia, we maintain a dynamic international presence and a powerful distribution network of more than 50 countries around the world.*