Press release

During the first nine months of the year, SIDMA Group registered the following in relation to the respective last-year period:

- 2.5% decrease in turnover
- 30% increase in sales beyond Greece
- 5% decrease in operating expenses
- 6% increase in EBITDA

and pre-tax losses of € 7 million compared to losses of € 6 million last year.

During Q1-Q3 2011, despite the strong pessimism penetrating all economic sectors and the persistent drop in consumer confidence, the Company improved its operating results (EBITDA) in relation to the respective last-year period by focusing its efforts on maintaining its market share, reducing continuously its operating expenses and managing carefully its receivables and liquidity. At the same time, the Company laid greater emphasis on its international growth by increasing its sales beyond Greece.

In detail, during Q1-Q3 2011 the consolidated turnover of SIDMA stood at € 86 million compared to € 89 million over the respective period of 2010, registering a 2.5% decrease and, together with agency sales, stood at € 110 million, from € 116 million last year.

At Group level, in relation to the respective last-year period, pre-tax results registered losses equal to € 7 million compared to losses of € 6 million whereas earnings before interest, taxes, depreciation and amortization (EBITDA) rose by 6% at € 1.2 million in relation to the first nine months of 2010. Such increase in losses compared to last year, notwithstanding the improvement in operating results, is due to the increased borrowing costs which entailed an increase in the company's financial expenses. Specifically, the financial expenses during Q1-Q3 rose approximately by € 1.8 million or 41% compared to last year.

At Company level, during Q1-Q3 the turnover of SIDMA stood at € 48 million, compared to € 52 million in the respective period of 2010, registering a 9% decrease and, together with agency sales, stood at € 72 million from € 80 million last year. In relation to the respective last-year period, pre-tax results registered losses equal to € 4.5 million compared to losses of € 4 million whereas earnings before interest, taxes, depreciation and amortization (EBITDA) doubled from € 200,000 in September 2010 to € 400,000 in September 2011. As it also occurred at Group level, such increase in losses,

notwithstanding the improvement in operating results, is due to the increase in borrowing costs and, by extension, in the company's financial expenses approximately by € 1.3 million or 54% compared to last year.

The most important actions of the Group during Q1-Q3 2011 are the following:

1. SIDMA strengthened its operations abroad. In Q1-Q3 2011, the Group's sales percentage in international markets rose to 35% of the total compared to 27% in Q1-Q3 2010, thus registering a 30% increase.

2. Further decrease in the operating expenses of both Group and Company in relation to the respective last-year period by 5% or € 510,000 and 7.5% or € 575,000 respectively.

3. In September, the Company renewed its long-term loans amounting to € 49 million and € 10.5 million for 5 and 2 years respectively.

4. The Company entered into electricity generation licenses of 3.5 MW power with the Hellenic Transmission System Operator S.A. (DESMIE) regarding the installation of photovoltaic systems in its facilities. Gradual implementation of this investment will start in the first quarter of 2012.

The persistent uncertainty in the settlement of the external debt of the Greek economy has generated major problems in the domestic market. The failure of Banks to provide enterprises with adequate financing causes economic crunch to many of them. In this environment, given that the Company has secured its long-term financing, it sets as main priorities to preserve its liquidity, to continue to adapt its operating cost to the shrinking domestic market and fill the gap generated by such dramatic drop by making use of the advantages offered by its operations in the developing Balkan countries, mainly through its subsidiaries.