Kyprou Securities S.A.
MEMBER OF THE BANK OF CYPRUS GROUP

Greece: I.T. Solutions

July 31, 2009

H1 2009 Results Update

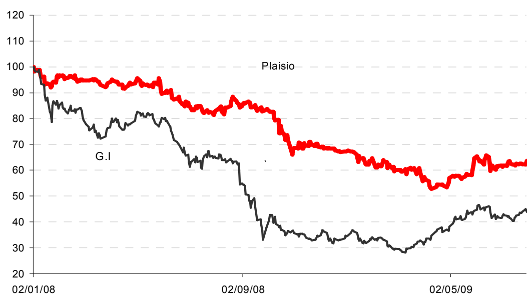
Investment Rating			Marketperform
From Previously			*Marketperform*
Price			**€5.44**
Target Price			**€6.08**
From Previously			€5.80
Div yield ('09)			1%
Upside/Downside			13%
Stock Data			
Bloomberg / Reuters			PLAIS GA / PLAr.AT
Market Cap (€m)			120
No of shares outstanding (m)			22.1
Free Float			20%
Avg. Daily Vol. (52wk)			6,403

Valuation Data	2008a	2009e	2010f
P/E	28.22	62.42	38.68
P/BV	2.43	2.35	2.16
EV/EBITDA	10.86	13.82	12.39
EPS	0.19	0.09	0.14
DPS	0.12	0.05	0.08
Div yield (%)	2.2%	1.0%	1.6%

Estimates	2008a	2009e	2010f
Revenues	412	356	369
EBITDA	13	10	12
EBIT	9	5	7
Net Income	4	2	3

Performance	**1m**	**6m**	**12m**
Plaisio S.A	1%	-2%	-7%
General Index	8%	34%	31%

Share VS G.I



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"New distribution centre against weak consumption…"

■ Overview

The Company announced H1 2009 results that were broadly in line with our expectations both on the top and bottom line results. Total expenses decreased in Q2 by 9.5% qoq positively affected by the operation of the new distribution centre at Magoula. Administrative expenses fell 2.5% qoq. Despite the decrease of profit margins, the company's outlook seems to stabilize at current levels in the middle of the economic crisis. EBITDA and EAT margins slid to 2.8% and 0.5%, respectively. On a yoy basis the same margins fell by 130 bps and 140 bps, respectively. Inventories declined (€ 12.5 m) in combination with parallel debtors decrease (€ 2.6m) had a positive € 2.7m impact in operating cash flow.

We maintain our Investment rating recommendation to "Market Perform". Challenging consumer behavioral characteristics, operating cycle management and control of its cost base will continue to be the catalysts for current year performance.

■ Corporate Developments – Strategy Update

The recent unrest in Athens during December 2008 and the complete destruction of the central shop at Stournari on Dec. 7th continued to negatively affect turnover during Q2 of 2009. According to the management, **the reconstruction of the central shop in Stournari** is estimated to be fully completed at the end of the current fiscal year. **However, we do not include in our projections the reopening of Stournari shop in the current year, due to low visibility for the specific date that it will operate.**

The new logistics centre at Magoula starts affecting trimming costs. On a quarterly basis total expenses fell by 9.5% representing 17.5% of turnover vs. 17.8% yoy in H1 2008. Lower costs did not enhance profit margins due to lower sales. We have to note that co operations in after sales service with ACER, H.P. and Toshiba affected sales positively, decelerating the pace of falling turnover.

Management expects to follow a conservative investment strategy in the coming year. **We should notice that the aggressive pricing policy negatively affected bottom line results. Customer number increases, however with lower consumption per customer.**

A conservative inventories management reduced inventories by c€12.5m, enhancing group cash flow. Better inventories management led to increase of gross profit margin. Depreciation increased by 81.6% yoy due to the completion of the new distribution centre. Short-term bank debt remained stable at € 16.77m

Management has proven resistant to any competitive pressures seen in the market in the recent quarters, successfully delivering results. Leverage capabilities are also on the table, should competition intensify and/or consumer behavioral characteristics worsen.
Investment opportunities may emerge under these adverse market conditions and we believe Plaisio has proven the ability to overcome the recent pressure in the local market.

■ Valuation

Our DCF valuation exercise returns a target price of €6.08, with a total upside potential of 13% from current price levels. **We maintain our projections, and we put our faith in Q4 results.** Traditionally Q4 consist the stronger quarter for the company. Furthermore, weak consumption ahead and increasing competition resulting to profit margin pressure, could both become catalysts that need to be taken into considerations in the coming year. Low market visibility has resulted to prudently adopt a turnover **CAGR (09e-013f)** of 6.4%. **We reduce our risk and market premium in order to adopt the new market environment.**

■ Risks

Market conditions, disposable income, consumer behavioural characteristics, interest rates, political and economic environment in the Balkans, low stock marketability, area among the factors that need to be considered and may affect future cash flows and performance.

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Financial Performance

H1 2009 Performance

After sales co-operations with ACER, H.P and Toshiba positively affect total turnover…

Plaisio reported a weak set of H1 2009 results, overall in line with our expectations. Group turnover fell 13.5% yoy reaching €175m. EBITDA reached €4.8m, sliding 41.8% yoy while EBT reached €1.47m, (-72.3% yoy). **The recent unrest in Athens (central shop destroyed) continues having a negative impact in company's turnover. Bulgaria sales fell 10.4% yoy in H1 2009. Sales from Bulgaria contributed the 2% of total group sales.** Turnover was hurt by a weakening retail sector that continued through January sales. **In spite of weak demand turnover fell in lowest pace from previous quarters through new synergies with ACER, H.P and Toshiba in after sales service.**
Cost of sales fell 13.3% yoy, not affecting bottom line results due to aggressive pricing policy. Administrative expenses landed to €3.9m (+2.2% yoy). Net income reached €835ths vs. €3.76m a year earlier. EATam margin landed at 0.47% from previously 1.85%. EBITDA and EBIT margins fell to 2.77% and 1.3%, respectively (from previous 4.12% and 3.4%). Depreciation increased by 78.3% yoy at €2.63m due to the new distribution centre at Magoula.
A conservative Inventories management reduced inventories by €8.6m, offering a positive cash flow for the group.

H1 2009 Results by segment

2009 H1 (in € ths)	Office equipment	Hardware & Software	Mobile Sales	Others	Total
Gross Sales	53,746	104,245	18,521	878	**177,390**
Intra Company Sales	632	1,091	14	0	**1,737**
Net Sales	53,114	103,154	18,507	878	**175,652**
EBITDA	2,112	2,180	457	117	**4,866**
EBIT	970	1,001	210	54	**2,235**
Financial Expenses					**757**
Tax					**643**
EAT					**835**

H1 2009 Results by country

2009 H1 (in € ths)	Sales H1 2009	Sales H1 2008
Greece	173,850	201,398
Bulgaria	3,540	3,951
Bulgaria to total Sales	2.0%	1.9%
Total	177,390	205,349

Q on Q Performance

Total expenses fell 9.5% qoq...

Group turnover amounted to €84m, experiencing a 12.3% qoq decrease compared to €96m a quarter ago. Group EBITDA reached € 2.1m compared to € 3.5m, reporting a 40.7% qoq decrease. EATam, reached €241ths from €593ths (-80.9%) The Q2, traditionally, contributes c25% of total group turnover. Sales decrease was mainly driven by computer business unit (-7.6% qoq). Telephony sector fell marginally (3.8% qoq). EBITDA margin landed to 2.46% from 3.64%, qoq. EAT margin settled at 0.3%. Administrative Expenses, as a percent of total turnover, landed at 2.3% from 2.2%, qoq. On the other hand, total expenses in Q2, decreased by 9.5% qoq mainly due to distribution expenses drop (8.8% qoq).

€m	H1 09 A	H1 08 A	Dif %
Turnover	175.7	203.0	-13.5%
CoGs	142.5	164.3	-13.3%
Gross Profit	33.2	38.7	-14.2%
EBITDA	4.9	8.4	-41.8%
EBIT	2.2	6.9	-67.6%
EBT	1.5	5.3	-72.3%
EATam	0.8	3.8	-77.8%
EPS	0.038	0.17	-77.8%
Margin			
CoGs	81.1%	80.9%	0.2%
Gross Profit	18.9%	19.1%	-0.2%
EBITDA	2.8%	4.1%	-1.4%
EBIT	1.3%	3.4%	-2.1%
EBT	0.8%	2.6%	-1.8%
EATam	0.48%	1.85%	-1.4%

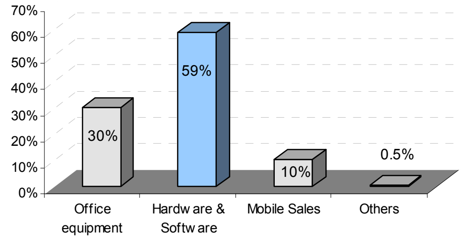
€m	Q2 09 A	Q2 09 A	Dif %
Turnover	84.1	95.8	-12.3%
CoGs	68.6	77.4	-11.3%
Gross Profit	15.4	18.4	-16.4%
EBITDA	2.1	3.5	-40.7%
EBIT	0.7	2.7	-73.6%
EBT	0.5	1.9	-75.6%
EATam	0.2	1.3	-80.9%
EPS	0.011	0.06	-80.9%
Margin			
CoGs	81.67%	80.76%	0.9%
Gross Profit	18.33%	19.24%	-0.9%
EBITDA	2.46%	3.64%	-1.2%
EBIT	0.85%	2.84%	-2.0%
EBT	0.54%	1.95%	-1.4%
EATam	0.29%	1.33%	-1.0%

Source: The Company, Kyprou Sec. R&A Dpt.

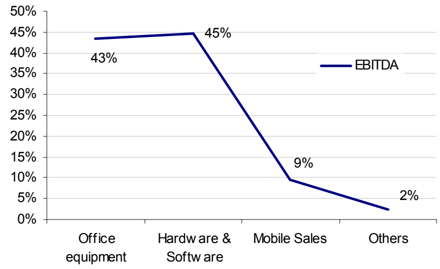
Turnover Breakdown (H1 2009)

To split turnover by product category, Hardware & Software products turnover contributed the 59% of total posting 20% yoy drop, whereas office equipment contribution in total turnover accounted for 30% of total. Office equipment sector fell 6.8% yoy. Mobile telephony reached 10%, of total turnover. The decrease in turnover of computer division negatively affected total turnover. Telephony division sector rose 11% yoy continuing its upward trend. **Hardware & Software division operation still remains the key driver in turnover.**

Product Turnover to Total turnover (%)



EBITDA per Division to Total EBITDA (%)



Source: The Company, Kyprou Sec. R&A Dpt.

Management Business Forecasts

According to the latest company's presentation to Greek institutional investors, hosted by Kyprou Sec. (07.15.09), management presented the key drivers that could lead the company incorporate the current tough economic facts. **More specifically the strategic planning for each business segment includes the following:**

- The introduction of new completive products, aiming in turnover increase.
- Aggressive pricing policy
- Emphasis on internet and B2B sales
- Direct order from producers rather than wholesalers.
- Emphasis in consumers
- Cost control
- Inventories trimming through aggressive pricing offers
- Receivables collections insurance

The main targets are:

- Market share increase
- Opportunities in Real Estate sector
- Potential Merger & Acquisitions

Forecast Changes

Management Forecasts

The scope for the forward years is the reduction of cost, inventories and short term bank debt. No further investments in network expansion are planned for the current fiscal year. For 2009 CapEX estimations is set at c €2-3m. **CapEx includes IT infrastructures and reconstruction of central shop in Athens (Stournari).** The company considers adverse local market conditions searching for opportunities to increase its market share, as was outlined by the Management. Cost containment efforts will also prove crucial.

Estimate Changes

We marginally revised our projections, incorporating profit margin pressure continuing. We take also into account that the new distribution centre full operation starts reducing company's cost. Optimistic scenario mentions that the reconstruction of the central shop in Stournari will be at full operation at the end of the current fiscal year. **The recent unrest in Athens (7th of December 2008) continues affecting company's turnover.**

Due to economy slowdown we estimate that group turnover will move lower in 2009 (-13.61% yoy) at €356m. We project that total expenses will decrease by 6.1% yoy. More specific Administrative expenses are expected to move lower by 6.7% yoy in 2009.

Group operating expenses over turnover estimate is set at 2.15% in 2009. We also fine-tune estimated depreciation charges. All in all, we end up with Group turnover decreasing by 13.61% yoy in 2009 and EBITDA of €10.46m, 19.8% yoy lower. EAT margin now settles at 0.54%. Our revised projections vs. our previous estimates (published after the release of H1 09 results) are depicted in the table below:

P&L	2008A	2009E			2010F		
		New	Old	Dif %	New	Old	Dif %
Turnover	411.9	355.8	352.5	0.9%	369.0	365.8	0.9%
CoGs	337.0	288.6	285.9	0.9%	298.9	296.3	0.9%
Gross Profit	74.9	67.3	66.6	1.0%	70.1	69.5	0.9%
EBITDA	13.1	10.5	10.4	0.6%	11.6	11.5	0.8%
EBIT	9.4	5.5	5.4	1.6%	6.8	6.7	1.4%
EBT	6.0	2.6	2.6	-1.3%	4.1	4.1	-0.3%
EATam	4.3	1.9	1.9	1.3%	3.1	3.1	0.2%
EPS	0.19	0.09	0.09	-3.2%	0.14	0.14	0.5%
DPS	0.12	0.05	0.05	4.6%	0.08	0.10	-15.6%
Margin							
CoGs	81.8%	81.1%	81.1%	-0.0	81.0%	81.0%	-0.0
Gross Margin	18.2%	18.9%	18.9%	0.0	19.0%	19.0%	0.0
EBITDA	3.2%	2.9%	3.0%	-0.0	3.1%	3.1%	-0.0
EBIT	2.3%	1.5%	1.5%	0.0	1.8%	1.8%	0.0
EBT	1.5%	0.7%	0.7%	-0.0	1.1%	1.1%	-0.0
EATam	1.0%	0.5%	0.5%	0.0	0.8%	0.8%	-0.0

Source: The Company, Kyprou Sec. R&A Dpt.

For the following years, we have assumed a conservative turnover growth, with weak consumer spending affecting retail sales contribution. According to National Statistic Service, macro projections will remain weak. Short-Term Bank debt is expected to move marginally lower from 2008 levels.

CapEx requirements are estimated to remain at an average 0.35% of turnover.

Valuation

Discounted Cash Flow Model

Discounted Cash flow Model

Based on our DCF model, we discount the consolidated free cash flow to the firm for an explicit 5 year period (2009-2013), using a WACC of 5.8% for the residual value. In our scenario we adopt an average cost of debt 4.8%, and 6.7% cost of equity. Risk free rate is set at 4% and a market risk premium at 5.5%. Beta factor is set at 0.49. **As we have already discussed we have not meaningfully altered company projections. Any change in valuation output is attributed to market parameters included in our DCF model such as beta and cost of debt. For example we have reduced our risk free rate and market premium in order to adopt the new market environment.**

Main DCF Valuation Assumptions	H1 09 Update Valuation	Q1 09 Update Valuation
Risk Free Rate	4.00%	5.00%
Beta Factor	0.49	0.26
Market risk Premium	5.50%	6.00%
Cost of Equity	6.70%	6.56%
Debt / Debt+Equity	30.00%	34.00%
Cost of Debt	4.80%	4.80%
Weighted Average Cost of Capital (WACC)	5.77%	5.55%

Source: The Company, Kyprou Sec. R&A Dpt.

Our DCF valuation exercise returns a target price of €6.08, with a total upside potential of c13% from current price levels (including D.Y '09). We are conservative in our projections as economy slowdown continues.

(€m)		2009e	2010f	2011f	2012f	2013f	Terminal Year
Revenues		355.8	369.0	389.4	418.4	455.9	460.5
EBIT		5.5	6.8	7.7	8.5	11.0	9.8
Depreciation		5.0	4.8	5.1	5.2	5.7	3.7
CapEx		44.7	53.0	56.5	65.8	63.8	52.8
Change in NCWC		(14.0)	1.2	(1.8)	4.1	6.4	1.8
Operating Cashflow		9.1	10.0	11.0	11.9	14.5	11.5
Tax		1.37	1.63	1.78	1.88	2.20	2.0
Cash Flow to the Firm (FCFF)		12.8	4.2	7.0	5.4	5.3	8.1
Discounted FCFF		12.1	3.8	5.9	4.3	4.0	
Cash Flow to the Firm (FCFF)	30.2						
Terminal Value	**169.3**						
PV (Terminal Value)	**127.9**						
Enterprise Value	**158.1**						
Net Debt 09'	24.5						
Investments							
Equity Value	134.3						
No. of Shares #	22.1						
Intrinsic Value per share (€)	6.08						
Current price (€)	5.44						
Upside/Downside	+11.85%						
Dividend Yield 09e	1.0%						
Total Upside/Downside	+12.81%						

Source: Kyprou Sec. R&A Dpt

Peer Group Comparison

Peer Group Comparison

For a peer group comparison for Plaisio we used a number of Greek and International firms with similar operations as Elektoniki from Greece, Komputronik from Poland, MobileZone from Czech Republic and Medion AG from Germany.

Company	Country	Local Currency	Price (€)	Mcap (€m)	Y-t-d (%)	P/E 08 (e)	P/E 09 (f)	P/BV 08 (e)	P/BV 09 (f)	Div. Yield (%) 08 (e)	Div. Yield (%) 09 (f)	EV/EBITDA 08 (e)	EV/EBITDA 09 (f)	EV/Sales 08 (e)	EV/Sales 09 (f)
Plaisio S.A	GR	EUR	5.44	120	-14.0%	28.22	62.42	2.43	2.35	2.2%	1.0%	10.86	13.82	0.34	0.41
Elektoniki (GR)	UK	GR	3.16	48	-120.4%	67.00	56.00	1.52	1.48	1.0%	1.0%	4.43	3.55	0.21	0.19
Komputronik (PL)	PL	EUR	2.464	8	-69.1%	12.82	14.79	0.81	0.77	0.0%	0.0%	6.29	7.26	0.16	0.15
MobileZone AG (CH)	CH	CHF	4.4823	36	-8.2%	10.45	10.53	3.32	3.35	6.4%	4.9%	5.14	5.26	0.67	0.68
Medion AG (DE)	DE	EUR	6.69	324	-54.4%	11.74	11.05	0.91	0.86	2.2%	2.4%	4.10	3.62	0.10	0.09
Weighted Average						20.3	26.6	1.5	1.4	2.4%	2.1%	5.7	6.1	0.2	0.2
Premium/Discount (vs Peer Group)						39%	134%	66%	66%	-7%	-54%	89%	128%	69%	93%

Source: Bloomberg: Consensus estimates were applicable, MCap weighted averages:GBP/Eur=0.938, PLN/Eur=0.22,DKK/Eur=0.13

Source: The Company, Kyprou Sec. R&A Dpt.

Sensitivity Analysis

Sensitivity Analysis

We performed a sensitivity analysis on the key drivers of our estimates and valuation for Plaisio. These include: a) WACC and b) Terminal growth in perpetuity.

Terminal Growth \ WACC	**4.77%**	**5.27%**	**5.77%**	**6.27%**	**6.77%**
0.50%	6.73	6.06	5.51	5.06	**4.68**
0.75%	7.15	6.39	5.78	5.28	4.87
1.00%	7.62	6.76	**6.08**	5.53	5.08
1.25%	8.16	7.18	6.42	5.81	5.31
1.50%	**8.79**	7.66	6.79	6.11	5.56

Source: The Company, Kyprou Sec. R&A Dpt.

Risks Involved

Competition Increasing: Increased competition in the future through further introduction of international or local players. This development should trim profit margins further and therefore Plaisio's valuation. We believe that the future pressure will come mainly from local competition. We should note that the company has proven resistant in current fierce competition from large international players.

Geopolitical Risk: Political or economic instability in the Balkans

Weak consumer's power: Economic weakness has a negative effect on group's turnover.

Macroeconomic Environment: Political, economical and social uncertainties in Southeastern Europe which consist expansion target for the group. Slow down of GDP growth and consumer spending weakness could have a negative effect on the company.

Credit Risk: The Company increased its unsecured credit provisions from 2.6% to 5.3% qoq.

Low Share marketability: Company's low free float consist a skid for institutional investor's entry.

New stores roll out plan: Current difficult economic conditions may force management to have a change of its new stores rollout ahead

Kyprou Securities S.A.
MEMBER OF THE BANK OF CYPRUS GROUP

Summary Financial Statements (consolidated data)

Plaisio S.A

Profit & Loss (€m)	2008a	2009e	2010f	2011f	2012f
Revenues	411.9	355.8	369.0	389.4	418.4
CoGS	337.0	288.6	298.9	315.4	338.9
Gross Profit	**74.9**	**67.3**	**70.1**	**74.0**	**79.5**
Other income	0.3	0.1	0.1	0.1	0.1
Total Operating Expenses	9.2	8.1	8.0	7.9	8.3
Administrative Exp.	8.2	7.7	7.6	7.4	7.7
Transportation Exp.	0.0	0.0	0.0	0.0	0.0
R&D Exp.	56.6	53.7	55.4	58.4	62.8
Other operating Exp.	1.03	0.46	0.48	0.51	0.54
EBITDA	**13.1**	**10.5**	**11.6**	**12.8**	**13.8**
Depreciation	3.7	5.0	4.8	5.1	5.2
EBIT	**9.4**	**5.5**	**6.8**	**7.7**	**8.5**
Financial income	0.7	0.1	0.1	0.2	0.2
Financial expense	4.2	6.9	7.7	7.9	8.1
EBT	**6.0**	**2.6**	**4.1**	**5.3**	**6.2**
Tax	1.7	0.6	1.0	1.2	1.4
EAT	**4.3**	**1.9**	**3.1**	**4.1**	**4.8**
Minorities	0.0	0.0	0.0	0.0	0.0
EATAM	**4.3**	**1.9**	**3.1**	**4.1**	**4.8**

Growth (yoy)					
Revenues	-	-13.6%	3.7%	5.5%	7.5%
Gross Profit	-	-14.4%	3.6%	5.5%	7.5%
Total Operating Expenses	-	-12.1%	-0.8%	-1.7%	4.8%
EBITDA	-	-19.8%	10.7%	10.5%	7.4%
EBIT	-	-41.5%	23.8%	14.1%	10.1%
EBT	-	-57.1%	59.3%	28.8%	17.8%
EAT	-	-54.8%	61.4%	30.5%	19.3%

Margins (%)					
Gross Profit	18.2%	18.9%	19.0%	19.0%	19.0%
Total Operating Expenses	2.2%	2.3%	2.2%	2.0%	2.0%
EBITDA	3.2%	2.9%	3.1%	3.3%	3.3%
EBIT	2.3%	1.5%	1.8%	2.0%	2.0%
EBT	1.5%	0.7%	1.1%	1.4%	1.5%
EAT	1.0%	0.5%	0.8%	1.0%	1.2%
EATAM	1.0%	0.5%	0.8%	1.0%	1.2%

Per Share Data (€)					
EPS	0.19	0.09	0.14	0.18	0.22
DPS	0.12	0.05	0.08	0.11	0.13
BVPS	2.24	2.31	2.52	2.74	3.00

Valuation Multiples					
P/E (x)	28.22	62.42	38.68	29.63	24.83
P/BV (x)	2.43	2.35	2.16	1.98	1.82
Div. yield (%)	2%	1%	2%	2%	2%
EV/Sales	0.34	0.41	0.39	0.36	0.33
EV/EBITDA	10.86	13.82	12.39	10.97	10.14

General Information					
Market Cap (€m)	120.1	120.1	120.1	120.1	120.1
E.V. (€m)	141.8	144.6	143.6	140.4	139.4
Price (€)	5.44	5.44	5.44	5.44	5.44
Target Price	6.08	6.08	6.08	6.08	6.08
No of shares (year-end)	22.1	22.1	22.1	22.1	22.1
No of shares (adjusted)	-	-	-	-	-

Balance Sheet (€m)	2008a	2009e	2010f	2011f	2012f
Fixed Assets (net)	0.7	1.7	3.0	4.7	4.6
Goodwill	0.0	0.0	0.0	0.0	0.0
Non current Assets	3.8	4.1	4.4	4.8	5.3
Deferred tax assets	0.0	0.0	0.0	0.0	0.0
Total non-current Assets	**4.5**	**5.8**	**7.4**	**9.5**	**9.9**
Inventories	55.6	45.6	52.6	51.1	60.4
Debtors	40.7	35.4	43.5	41.8	45.3
Available for sale investments	0.0	0.0	0.0	0.0	0.0
Cash & Equivalents	8.6	4.3	4.3	6.5	6.5
Total current Assets	**111.0**	**95.0**	**109.9**	**110.1**	**122.3**
Total Assets	**157.1**	**147.5**	**165.6**	**170.2**	**183.3**
Short-tern Bank Debt	18.0	16.5	15.5	14.5	13.5
Suppliers	60.1	64.4	77.7	77.3	85.2
Tax liabilities (current)	2.64	0.64	0.98	1.21	1.36
Other current liabilities	13.3	1.2	1.9	2.4	2.9
Total current Liabilities	**94.5**	**83.2**	**96.6**	**95.9**	**103.5**
Long-term Bank Debt	11.8	11.8	11.8	11.8	11.8
Employee benefit plan	0.0	0.0	0.0	0.0	0.0
Provisions	0.0	0.0	0.0	0.0	0.0
Subsidies	0.0	0.0	0.0	0.0	0.0
Deferred tax liabilities	0.0	4.1	4.4	4.6	4.8
Other non-current liabilities	1.4	1.6	1.7	1.9	1.9
Total long-term Liabilities	**13.2**	**13.3**	**13.5**	**13.7**	**13.7**
Total Liabilities	**107.7**	**96.5**	**110.1**	**109.6**	**117.2**
Share Capital, premium	12.0	12.0	12.0	12.0	12.0
Own shares	0.0	0.0	0.0	0.0	0.0
Reserves & Retained Earnings	23.6	25.9	28.5	31.4	34.5
Total Equity	**49.4**	**51.0**	**55.6**	**60.6**	**66.1**

Ratios					
Debtors (days)	34.9	39.0	39.0	40.0	38.0
Inventory turnover (days)	64.5	64.0	60.0	60.0	60.0
Suppliers (days)	68.1	68.0	60.0	60.0	60.0
Operating cycle	31.3	35.0	39.0	40.0	38.0
Net Debt	21.7	24.5	23.5	20.3	19.3
Net Debt/EBITDA	1.7	2.3	2.0	1.6	1.4
Net Debt/Equity	0.44	0.48	0.42	0.34	0.29
Interest Coverage	2.24	1.74	2.31	2.78	3.24
Current ratio	1.2	1.1	1.1	1.1	1.2
Payout ratio (%)	62%	60%	60%	60%	60%
ROEavg (%)	8%	4%	5%	6%	7%
ROAavg (%)	3%	1%	2%	2%	3%

Cash Flow Statement (€m)					
EAT	4.3	1.9	3.1	4.1	4.8
Depreciation	3.7	5.0	4.8	5.1	5.2
Cash Earnings	7.9	6.9	7.9	9.1	10.1
Working Capital (Δ)	**(1.1)**	**14.0**	**(1.2)**	**1.8**	**(4.1)**
Operating cash flow	6.8	20.9	6.7	10.9	6.0
Investment cash flow	(21.6)	(11.0)	(3.6)	(5.1)	(2.0)
Dividends paid	2.7	1.2	1.9	2.4	2.9
Long-term Debt (Δ)	(0.3)	0.1	0.2	0.2	0.0
Short-term Debt (Δ)	17.5	(1.5)	(1.0)	(1.0)	(1.0)

Source: Kyprou Sec. R&A Dpt.

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Company	Valid Statements
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Outperform — The share is expected to perform better than the ATHEX General Index by more than 10%
Market Perform — The share is expected to perform in line with the ATHEX General Index (+/- 10%)
Underperform — The share is expected to perform worse than the ATHEX General Index by more than 10%
(Under Review: We currently review the Company and possibly change our previous investment rating)
All of the above (Overweight, Equal Weight and Underweight) denote investment ratings (i.e. our view) – not recommendations – and refer to our overall view of the Company based in valuation but also market conditions and qualitative factors. The investment period for the investment ratings is defined as the next 12 months from the day of issue.

BoC Research Current Universe & Views

View	BoC Research Universe	Investment Banking Clients
Outperform	60%	13%
Market Perform	40%	0%
Underperform	0%	0%
Under Review	0%	0%
Restricted	0%	0%
	100%	0%

BoC Company View History

Date of Issue	BoC Research View	Reason for Research	Market Price	Kyprou Res. Target Price
07/31/2009	**Market Perform**	**H1 2009 Results**	**€5.44**	**€6.08**
05/19/2009	Market Perform	Q1 2009 Results	€4.88	€5.80
02/19/2009	Market Perform	FY 2008 Results	€5.30	€6.61
10/29/2008	Outperform	9m 2008 Results	€5.82	€7.60
08/05/2008	Outperform	H1 2008 Results	€7.16	€9.15
04/18/2008	Outperform	Initiation Coverage	€7.86	€9.50

Analyst Certification

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