

**PRESS RELEASE****PLAISIO COMPUTERS S.A. PRESENTATION TO THE A.S.E. MEMBERS ASSOCIATION**

The management of PLAISIO COMPUTERS presented the financial results of 2006, the actions that were taken during the year and the axes of the future development of the Group, in a conference to the A.S.E. Members Association.

The President and C.E.O. of PLAISIO COMPUTERS, Mr. George Gerardos, presented the remarkable growth of turnover and profitability of the Group for the year 2006. Remaining market leader, PLAISIO COMPUTERS with all types of competition present, increased its market share, achieving sales of over 311 m € (20,7% growth in comparison with 2005), while the growth rate of the market is between 4 – 5 % each year. Moreover, having improved working capital (inventories, liabilities and accounts receivable) profits after taxes increased by 21,5%, reaching 6,3 m. €.

Reviewing the actions of the Group during 2006, Mr. Gerardos pointed out the construction of the new logistics center in Magoula Attiki, as well as the twentieth PLAISIO store (1.300 m<sup>2</sup>) in Larissa. Furthermore, he emphasized the fact that the electronic store [www.plaisio.gr](http://www.plaisio.gr) is the first commercial site in number of visits in Greece, while pioneering once more, PLAISIO created a radio station which broadcasts 24h a day via the Internet. The eleven different product-catalogues of PLAISIO each year, as well as the development of private label products with lifestyle characteristics were also pointed out. An important axis of development were the sales to companies, which were based on the state of the art ERP system of the company, as well as the prompt and personalized service of the customer.

Taking as a given that PLAISIO has the most competitive prices in the market, it differentiates itself from the competition by offering products with high quality support services and a lifestyle approach.

Furthermore, Mr. Gerardos pointed out that an important factor of further growth is sales to companies. Concerning the future expansion of the Group, the potentials of the development of private label products and of new product hierarchies through digital technology and broadband internet were presented. Finally, it was emphasized that PLAISIO Bulgaria will be one of the main axes of the future development of the Group at Southeastern Europe.