

PRESENTATION TO THE HELLENIC FUND & ASSET MANAGEMENT ASSOCIATION

PLAISIO COMPUTERS S.A.

The management of PLAISIO COMPUTERS presented the financial results of 2007, 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 main point of the presentation was the reasons of success of the model of PLAISIO, as it was represented by the title of the presentation "**Next-Gen MULTICHANNEL**". The presentation of the multichannel model was done by Mr. Costas Gerardos, who pointed out that the advantages of the model were the following:

1. It offers safety valves and thus steady growth in competitive environments
2. It offers ways of exploiting different parts of the market and thus takes advantage of opportunity
3. It creates synergies between the channels and thus the possibility of rapid growth

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 2007. Remaining market leader, achieving sales of over 385 m € (23,8% growth in comparison with 2006). Moreover, profits after taxes increased by 55,6%, reaching 9,9 m. €.

Reviewing the actions of the Group during 2007, Mr. Gerardos pointed that the construction of the new logistics center in Magoula Attiki is completed by 73%, as well as the twenty-first PLAISIO store (1.800 m²) in West Salonica. Furthermore, he emphasized the fact that the electronic store www.plaisio.gr is the first commercial site in number of visits in Greece, while pioneering once more, as it is shown in the Focus-Bari research. The after sales service of PLAISIO 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.

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 development because of the technological convergence under the Internet. Finally, it was emphasized that PLAISIO Bulgaria will be one of the main axes of the future development of the Group at Southeastern Europe.

The electronic form of the presentation can be found on the Company's web site (www.plaisio.gr).