

PRESS RELEASE HALF YEAR 2011 RESULTS

PLAISIO COMPUTERS SA

Turnover Increase by 4,9% and Earnings Before Taxes 1,2 εκ. €

A 4,9% increase in sales was achieved by the Group, confirming its effectiveness in increasing market share. Aggressive price policy (decrease in Gross Profit Margin by 2,2 units) and the constantly improving products and services, increased the sales of the company even though the sector had decreasing sales.

At the same time, it succeeded in decreasing expenses by 6,5%, which balanced the decrease of Gross Profitability. Thus, the profitability before taxes decreased only by 18,3%, which is an important element of the effective operation of the Group.

Finally, all the profitability of the first half year is given for the payment of the extraordinary tax contribution of the law 3845/2010, which was levied on the profits of with which the Group PLAISIO contributes to facing the difficulty of the Greek economy.

(amounts in th. euro)	THE GROUP		THE COMPANY	
	HY 2010	Δ%	HY 2010	Δ%
Turnover	184.282	4,9%	182.648	5,1%
Expenses	29.665	-6,5%	29.008	-6,3%
EBITDA	4.256	-12,5%	4.250	-15,3%
EBT	1.207	-18,3%	1.234	-26,3%
EAT	39*	-95,4%	67*	-93,5%

* Profits after Tax, of the Group and of the Company, have been affected by extraordinary tax contribution of the law 3845/2010, which amounts to 0,8 m. Euro and affected in hole the results of the first half year of the current year.