

PRESENTATION TO THE HELLENIC FUND & ASSET MANAGEMENT ASSOCIATION**PLAISIO COMPUTERS S.A.**

With the subject «2010 – Another crash test», the President and CEO of PLAISIO COMPUTERS presented the priorities of the Group in the midst of the crisis. Mr. G. Gerardos set as a first priority the robust cash-flow, the loss of which represents an immediate danger to the business, as second the existence of profitability, the loss of which represents a long term danger to the business and as third the increase of market share which however is not a capable condition for the success of the company.

More specifically, the decrease of inventories by 24,7 m. €, liabilities by 21,6 m. € and receivables by 11,1 m. € led the Group to have cash of 24,8 m. € at the end of the year, while the Bond Loans were 23,1 m. € and the loans for working capital were zero.

Then, Mr Gerardos referred to the profitable course of the Group (EBT came up to 5,1 m. €, decreased by 33,4%), the preservation of Gross Profit margin and the decrease of expenses which was achieved in 2010.

In relation to market share, the Vice- President, Mr. Costas Gerardos referred to commercial data and analyzed the sales of the Group that came up to 358,2 m. €, having decreased by 8,1%. Emphasis was put on the successful course of Turbo-X and the increase of market share in the retail market of digital technology, IT and telephony.

Finally, Mr. C. Gerardos presented the perspectives of the Group concerning sales to businesses and the productivity of the warehouse in Magoula. The new technologies and synergies that the new technological era creates were emphasized. The presentation concluded with the announcement of the re-opening of the store in Stournari soon.