

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

During the annual presentation of Plaisio Computers in the Hellenic Fund & Asset Management Association, the activities and the financial figures of the Group were presented today March 14<sup>th</sup>. Konstantinos Gerardos, Vice President and CEO of the company, gave a presentation under the motto "Mind the Gap", stating the factors differentiating Plaisio Computers from its competition. These factors are the basis for the increase of the profitability before taxes by 47,2%, amounting to 13.097 th. € and the enhancement of the cash equivalents which came up to 45.362 th. €.

More specifically, he mentioned the following:

- The unorthodox management through the integration of processes and the integration between the various departments
- The complementary operation of the corporation both as a manufacturer and as a retailer
- The constant change and improvement of each sector of the company
- The emphasis on service above usual standards

Plaisio Computers for ensuring its future, invests to the development of brands Turbo X, Q Connect, @work, Sentio και doop, the improvement of the experience in its stores, the investment in research and technology concerning e commerce and EDP infrastructure and social media.