

**PRESENTATION TO THE HELLENIC FUND & ASSET MANAGEMENT ASSOCIATION**

**PLAISIO COMPUTERS S.A.**

Today Plaisio Computers presented the actions and the financial figures of the Group, during the annual presentation to the Hellenic Fund & Asset Management Association. With an increase of 39% to profits and with sales decreasing by 1,4% (in a market with a decrease between 4% and 10%), Plaisio managed to increase both its profitability and its market share.

Konstantinos Gerardos, Vice President and CEO of the Company attributed these results to 5 basic actions:

- The introduction of private label Turbo-X in two "heavy" categories: TV's and Mobile phones
- The important reinforcement of Turbo-X in tablet's category
- The expansion of its product range of School products
- The investment in television advertising for the first time in Plaisio's history

In combination with these actions in 2013, as in any previous year, all sales' channels of Plaisio were refreshed: all 21 stores and [www.plaisio.gr](http://www.plaisio.gr), as well as Business to Business department. The continuous refreshment and optimization of channels is part of the consistent strategy of Plaisio, which has as a main goal the reinforcement of the multi-channel model and the maximization of synergies and common experience among all three channels.

Finally, none of the above would have been accomplished if the three fundamentals of Plaisio did not exist: the exceptional team of its people, the commitment to high level of customer service and to timely and high- quality technical support.