

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

Today Plaisio Computers presented the financial results of 2014, during the annual presentation to the Hellenic Fund & Asset Management Association. With an increase of 14,5% to earnings before taxes and with increased sales of 5,2%, Plaisio managed not only to increase its profitability, but, also, to increase its sales for the first time in the last five years.

Konstantinos Gerardos, Vice President and CEO of the Company analysed Plaisio's strategy for 2014 which had the following keystones:

- Enhancing the position of Plaisio's brands,
- Improving Plaisio's position in Consumer Electronics and in Telephony segments,
- Investing in innovative technology for the improvement of productivity and of the level of the customer service.

Based on these keystones, Plaisio enhanced "Turbo-X" in the tablet category in which "Turbo-X" is in the first position in Greece and achieved a three digit increase in the TV category. Moreover, Plaisio achieved a three digit increase of "Turbo-X" smartphones and doubled the sales of goomby products in the last school period.