

PRESENTATION TO THE HELLENIC FUND & ASSET MANAGEMENT ASSOCIATION

PLAISIO COMPUTERS S.A.

Today PLAISIO Group presented the financial results of 2020, during the annual presentation to the Hellenic Fund & Asset Management Association. Group sales came up to **€ 355 m.** from **€ 317 m.** in 2019, improved by **11,8%**. Earnings before taxes came up to **€ 3,6 m..**

Konstantinos Gerardos, Vice President and CEO of Plaisio highlighted the milestones of 2020:

- Despite the fact that the stores, the main sales channel that represented 70% of the turnover remained closed for one hundred days, sales increased by 11,8%
- This success also reflected to increased market shares
- Plaisio's customer base expanded, as 350,000 new customers started cooperating with Plaisio

Taking all the above into account, the credibility of the Plaisio brand was strengthened, as it was consistent with the delivery schedules and served the customers' needs by delivering very quickly compared to market conditions, in this difficult situation.

The new reality showcased the strengths of Plaisio: The logistics infrastructure of € 38 m. in combination with the optimal number of stores, the investments of € 1,8 m. in the new e-commerce platform and the in house call center that came to occupy 360 people made this success possible. Plaisio has been investing steadily in the omni-channel model for the last 25 years, and in combination with the culture of training and adaptability, allowed us to employ and train people in the other sales channels instead of suspending and to best serve the increased demand.

George Gerardos, President and CEO, noted that with the consumers being now familiar with e-commerce, the legacy of credibility and confidence gained under conditions of great significance and with an omni-channel business model that exists for 25 years, Plaisio is "Future Ready".