



PLAISIO COMPUTERS S.A.



A. Business Model

- Multi-channel
- Multi-product
- Multi-customer

B. Historical performance

C. Financial Data

D. Future



a. Stores

- a. **21** stores in Greece - **1** store in Bulgaria
- b. Total selling space **22.500** sq. m.
- c. Trained and knowledgeable sales persons offer a unique shopping experience



40.000 visitors

b. Catalogues

a. **6** different product catalogues every month (1.100 pages)

b. More than **9.300.000** copies every year



20.000 readers

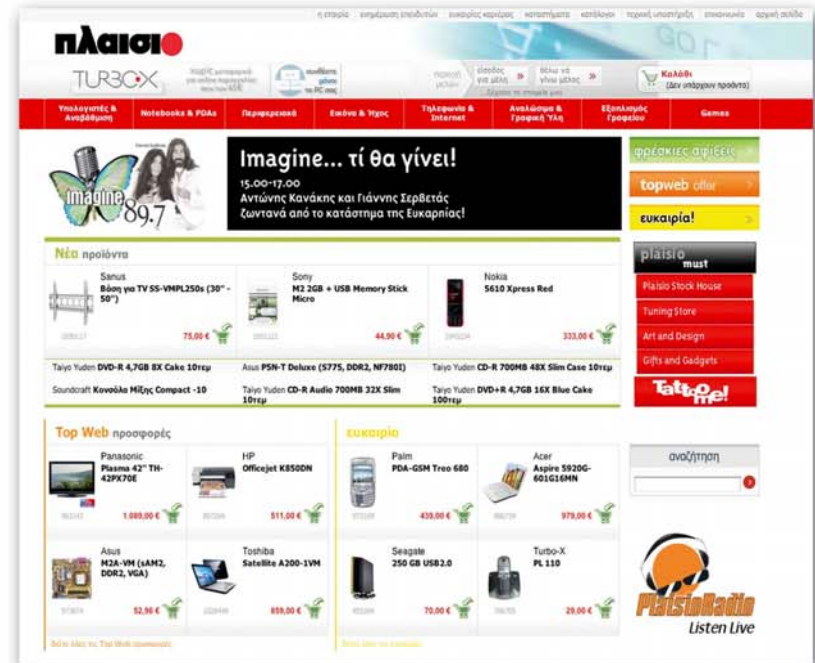
c. Internet store

www.plaisio.gr

a. **75.000** maximum numbers of visitors

b. **112.000** members

c. Impressive growth rates of internet sales (>**120%**)



60.000 visitors

c. Internet store

www.plaisio.gr

The most successfull Greek internet store according to FOCUS-BARI WebID Research



Η Ελλάδα ανακαλύπτει το e-shopping

Αυξημένη η κίνηση στις γενομενές του κυβερνοκόσμου - Περίπου 1 εκατομμύριο Έλληνες καταναλωτές επισκέφθηκαν το ηλεκτρονικό μαγαζάκι κατά το 2007 - Ποιο είναι το top-10 στις ελληνικές προτιμήσεις

12/1/2008 Μόνο: TO BMA

Top 10 e-shopping

πλαίσιο	535
e-Shop	426
ebY	247
multimedia	189
easyJet.com	187
amazon.com	166
shop21	113
germanos	108
SHOP	100
Vodafone	62
Άλλο	91

Η αγορά στην Ελλάδα

Hardware/software	80
Books/products	75
Travel/Hotels	70
Hotels/Travel	65
Electronics	60
Flights	55
Books	50
Travel	45
Electronics	40
Flights	35
Books	30
Travel	25
Electronics	20
Flights	15
Books	10
Travel	5

Ποια επικείμενη δεν θα ήθελες να αγοράσεις οπότε...

Τηλεόραση / DVD	90,0
Μουσική / Τηλεόραση / DVD	56,8
Συσκευές / Συσκευές	48,6
Αεροπορικά / Αεροπορικά	40,7
Κατασκευή / Κατασκευή	33,5
Computer software / Computer software	31,4
Κινητά / Κινητά	28,6
Αυτοκίνητα / Αυτοκίνητα	26,6
Αεροπορικά / Αεροπορικά	24,4
Γραμμοφώνες / Γραμμοφώνες	21,6
Κατασκευή / Κατασκευή	19,9
Τηλεόραση / Τηλεόραση	15,6
Κατασκευή / Κατασκευή	15,2
Είδος οπτικού / Είδος οπτικού	13,7
Μηχανήματα / Μηχανήματα	8,4
Προϊόντα και Υπηρεσίες / Προϊόντα και Υπηρεσίες	8,4
Ακίνητα / Ακίνητα	7,0
Επιχειρηματική στήλη / Επιχειρηματική στήλη	6,8
Επιχειρηματική στήλη / Επιχειρηματική στήλη	6,4
Μουσική / Μουσική	5,6
Κατασκευή / Κατασκευή	4,3
Προϊόντα / Προϊόντα	3,2

Η Ελλάδα ανακαλύπτει το e-shopping. Αυξημένη η κίνηση στις γενομενές του κυβερνοκόσμου - Περίπου 1 εκατομμύριο Έλληνες καταναλωτές επισκέφθηκαν το ηλεκτρονικό μαγαζάκι κατά το 2007 - Ποιο είναι το top-10 στις ελληνικές προτιμήσεις

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d. Interaction centre

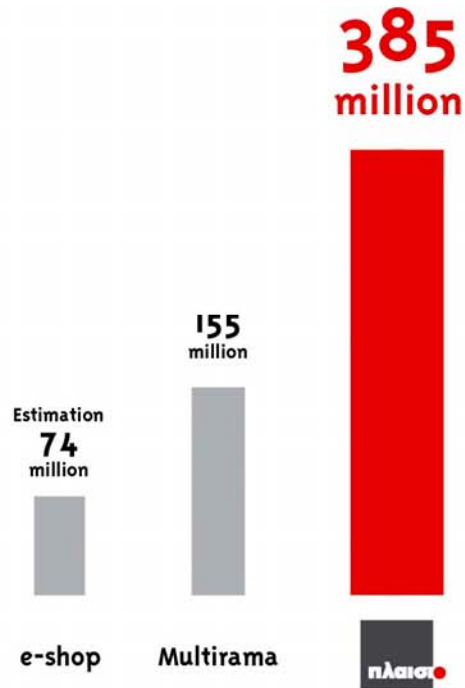
- a. Personal service through phone, fax or e-mail
- b. State of the art infrastructure-CRM/VIP service



12.000 calls

a. Computers

a. Market leader



Data 2007



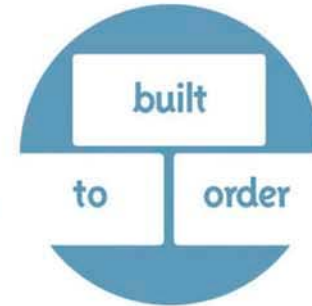
a. Computers

b. Private brand Turbo-X (desktops & laptops)

- 3rd brand in the Greek Market
- Value-add services
- First prize for products and services HAY GROUP

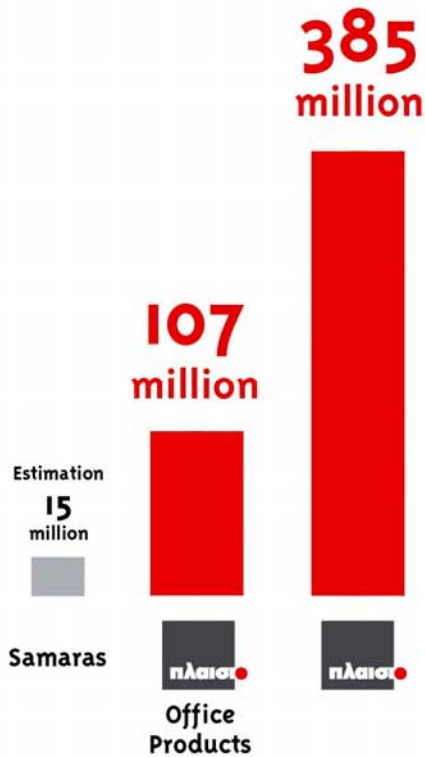
Hewlett-Packard	171,731	18.73%
Altec	94,197	10.27%
TurboX	87,241	9.51%
Quest	80,333	8.76%
Toshiba	73,277	7.99%
Acer	69,099	7.54%
Fujitsu/Fujitsu Siemens	50,863	5.55%
Dell Inc.	45,869	5.00%
Lenovo	37,281	4.07%
Sony	30,605	3.34%

GARTNER GROUP 2007 MARKET SHARE



B. Office Products

Market Leader



Data 2007



c. Consumer Electronics

- a. High growth business area
- b. Growth through specialized knowledge

- Media center
- Blue-ray

c. Private brand Turbo-X

- LCD TV
- Cameras
- MP3-MP4 players
- LCD Projectors



d. Telecom Products

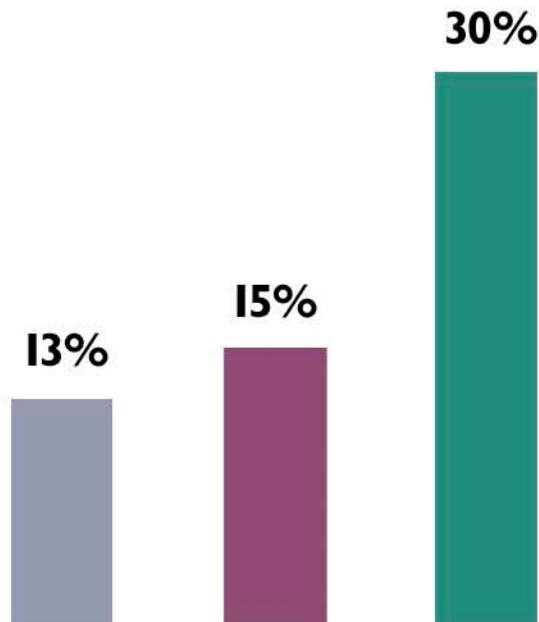
a. Leader in broadband internet

b. Mobile telephony

(partnership with Cosmote and Vodafone)



Product Hierarchies

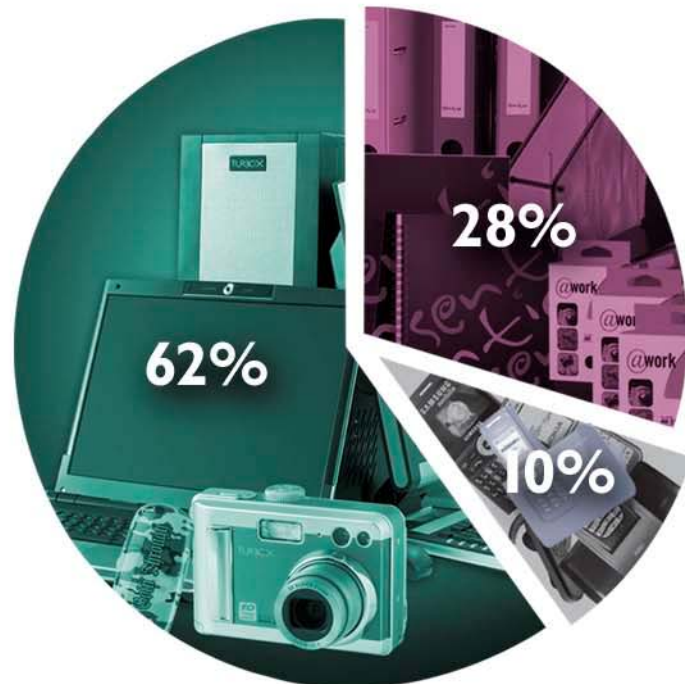


■ Telecom products

■ Office products

■ Computers & CE

Product Mix



Business Customers

- a. S.O.H.O.**
- b. S.M.E.**
- c. Corporate clients**
- d. Government**



Consumers

- a. Experienced users**
- b. General public**











b. B2B Sales department

- a. More than **160.000** enterprises active customers.
- b. A team of **210** employees offering the most personalized services
- Inbound
 - Outbound
 - Customer service
 - Technical support
 - Credit control
- c. **7** years' statistical data of purchasing and customer's habits
- d. State of the art M.I.S. infrastructure (SAP)

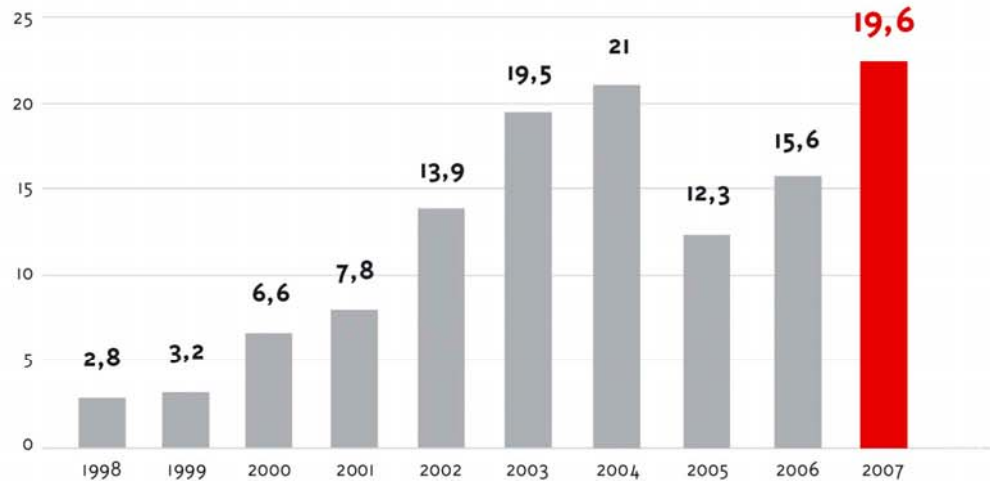


Plaisio is the **NEW** Business Model

CHANNEL	 CUSTOMES PER DAY	 TRANSACTIONS/ORDERS PER DAY	 REVENUE	 AFTER SALES SERVICE	
 STORES	40.000	14.000	250 million		1.000 VISITS FOR TECHNICAL SUPPORT PER DAY
 TELEPHONE CALLS	12.000	2.500	135 million		1.500 CALLS PER DAY FOR TECHNICAL SUPPORT
 INTERNET	60.000				
 CATALOGS	20.000				
TOTAL	132.000	16.500	385 million	2.555 CONTACTS	

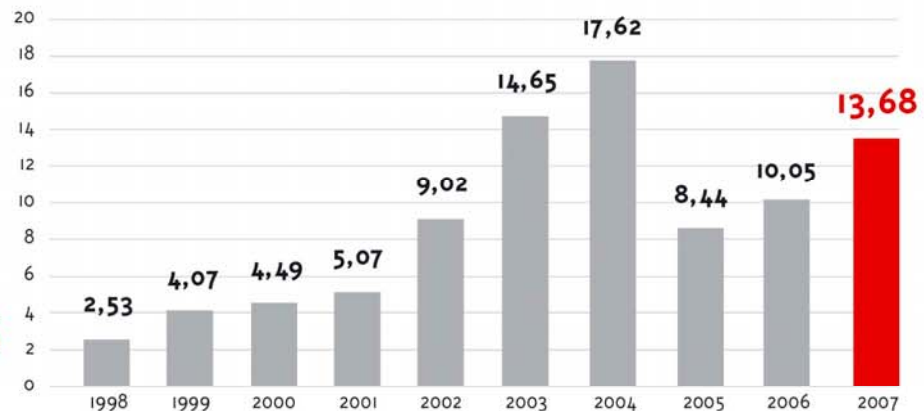
- **EBITDA (in m. €)**

Compound Annual Growth Rate (CAGR) **21,6%**



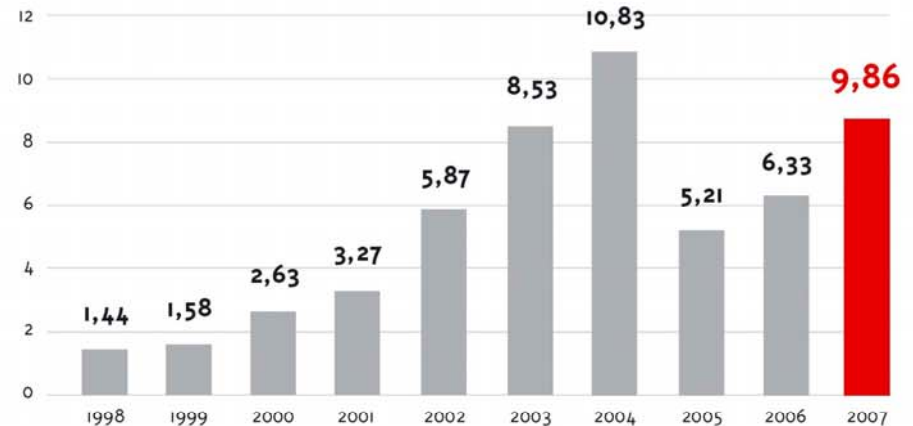
- **Earnings before taxes (in m. €)**

Compound Annual Growth Rate (CAGR) **20,6%**

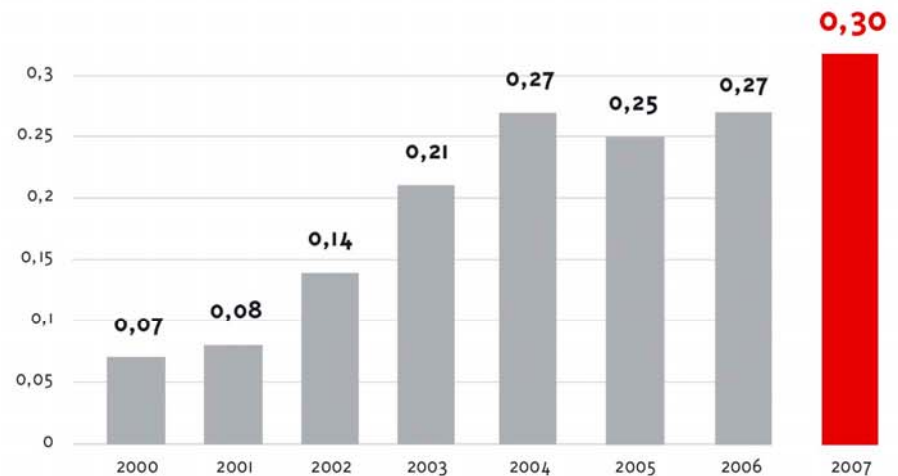


- **Earnings after taxes (in m. €)**

Compound Annual Growth Rate (CAGR) **23,8%**



- **Dividend per share (in €)**

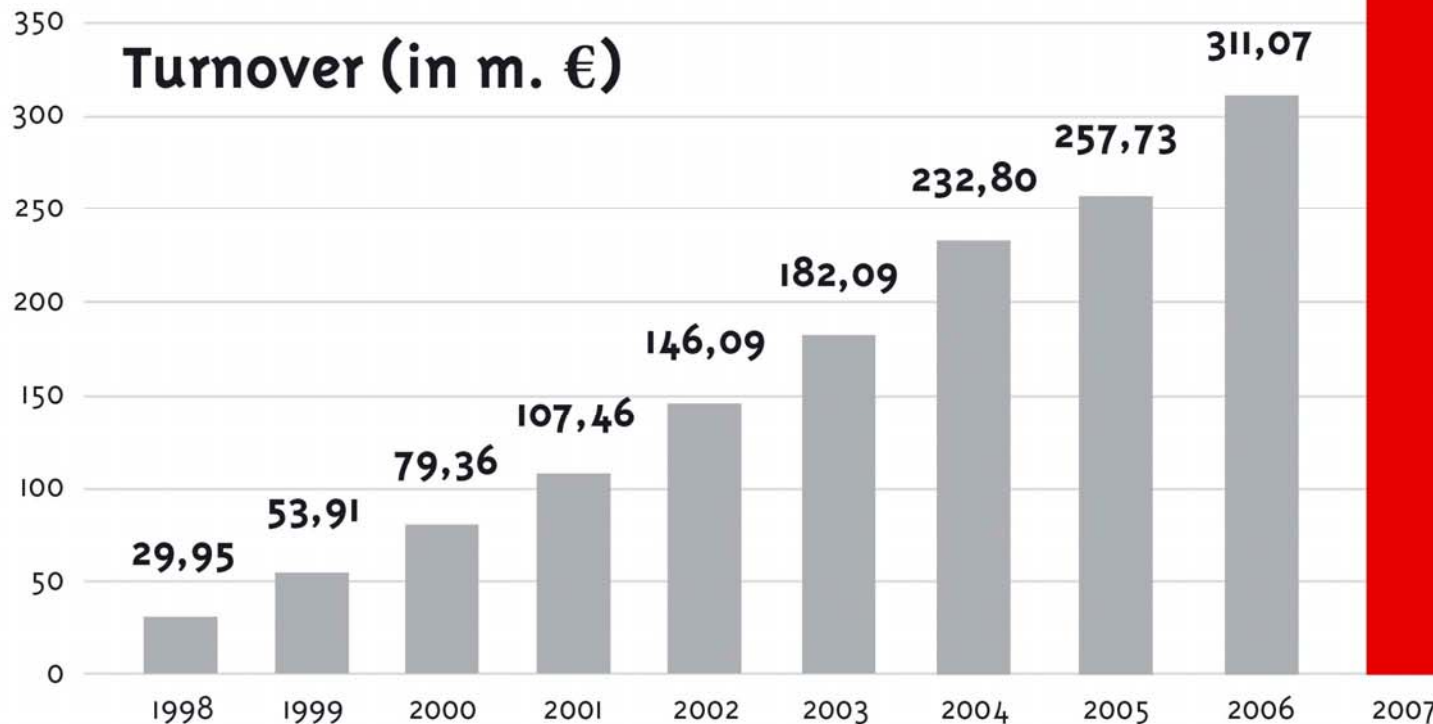


→ **The company has paid dividend every year since its listing in the ASE (1999)**

- In 9 years Plaisio is 12,8 times bigger

Compound Annual Growth Rate (CAGR) **32,8%**

385,1



→ **Plaisio grows double every 2,5 years**

- For **8** consecutive years listed in the Europe's 500 Fastest Growing Companies

GrowthPlus
Europe's
Top 500 Job Creating Entrepreneurs



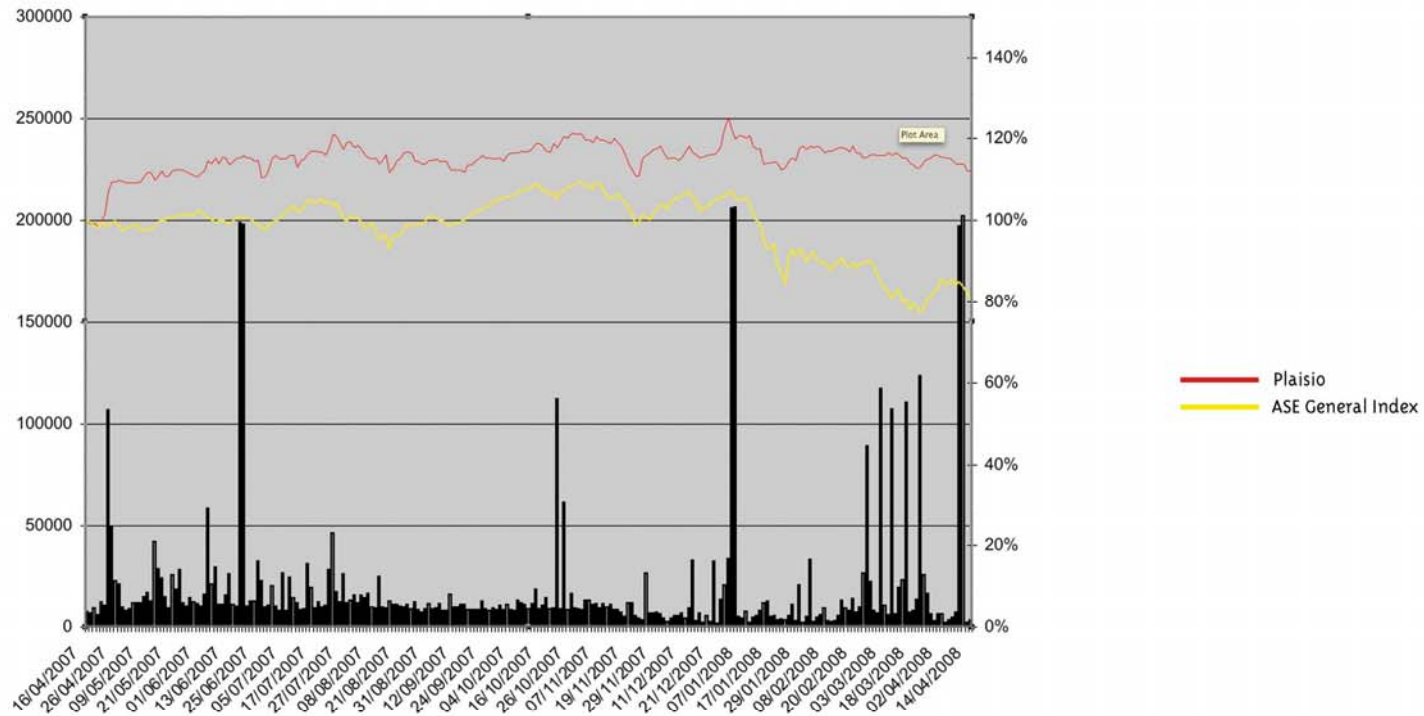
a. Balance Sheet Statement

(in thousand €)	2005	2006	2007	CAGR
Net Non Current Assets	19.568	22.111	30.222	24,28%
Inventories	39.887	42.803	63.524	26,20%
Accounts Receivables	32.789	34.290	45.705	18,06%
Cash and cash equivalents	4.371	7.625	8.495	39,41%
Current Liabilities	47.693	57.923	81.940	51,66%
Short term banking liabilities	12.070	9.217	509	-79,46%
Working Capital	29.354	26.803	35.275	9,62%
Long term liabilities	1.671	850	13.540	184,66%
Capital	47.250	48.064	51.957	4,86%

b. Profit and Loss Statement

(in thousand €)	2005	2006	2007	CAGR
Turnover	257.736	311.075	385.023	24,7%
Gross Profit	47.998	58.450	71.581	24,6%
Operating Expenses	39.771	47.012	56.001	20,4%
Operating Expenses % of Sales	15,43%	15,11%	14,54%	
EBITDA	12.269	15.641	19.627	30,0%
EBITDA Margin %	4,76%	5,03%	5,10%	
Earnings Before Tax (EBT)	8.442	10.051	13.684	31,0%
EBT Margin %	3,28%	3,23%	3,55%	
Earnings after Tax and Minorities (EAT)	5.213	6.334	9.855	44,5%
EAT Margin %	2,02%	2,04%	2,56%	
Basic Earnings per share (in €)	0,24	0,29	0,45	41,7%
Dividend per share	0,25	0,27	0,30	10,0%

Comparison Chart



Shareholders' Structure	
Gerardos family	70.4%
Greek Insitut. Investors	12.3%
International Insitut. Investors	0.4%
Retail Investors	17.0%

a. International expansion

- a. **6.33 million euros** revenue from PLAISIO Bulgaria 2007
- b. Top-of-the-mind choice for technology-aware consumers
- c. Experience and knowledge in international business that can support further expansion



b. New Distribution Centre

- a. State of the art logistics centre in Magoula Attica
- b. Total investment
15 m. euro
- c. **22.000** sq. metres
- d. Completion in 2008



c. Expansion of private label products

TURBOXX



sentio

Based on disintermediation:

- Best customer service
- Best value for money

@work

d. Growth in New Technologies

- a. Convergence of Entertainment and Telecommunications under IT
- b. Smart Home



The volatility of the market conditions:

- Remarkable internet sales growth
- Fast change in customers habits mainly towards experience shopping
- Fast change in technology products

Creates many unknown opportunities, which we can take advantage of thanks to our flexible structure



**For PLAISIO change
is an opportunity
not a threat!**



Thank you!