

# SARANTIS ROMANIA GENERAL PRESENTATION

July 2008

The Sarantis logo is a stylized, abstract graphic composed of several overlapping, curved, light blue shapes that form a circular, leaf-like or flame-like structure. It is positioned to the right of the word 'SARANTIS' and partially overlaps it.

SARANTIS

Great brands for everyday

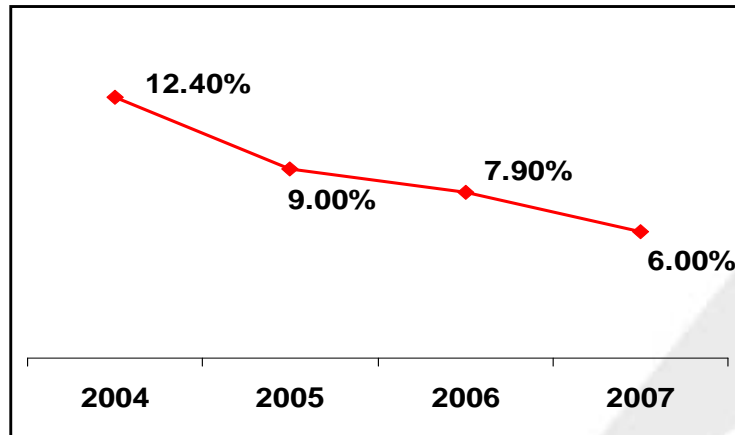
# Key country data Romania

	<u>2005</u>	<u>2006</u>	<u>2007</u>
• <b>GDP Growth</b>	+ 6% vs. '04	+ 7% vs. '05	+ 7.2% vs. '06
• <b>Monthly Salary (Avg.)</b>	200 Euro	236 Euro	290 Euro
• <b>Inflation Rate</b>	9%	7.9%	6%
• <b>Unemployment Rate</b>	6.5%	6.1%	5.9%
• <b>Population (Total/ Urban)</b>	21.7 mil./ 10.4 mil		

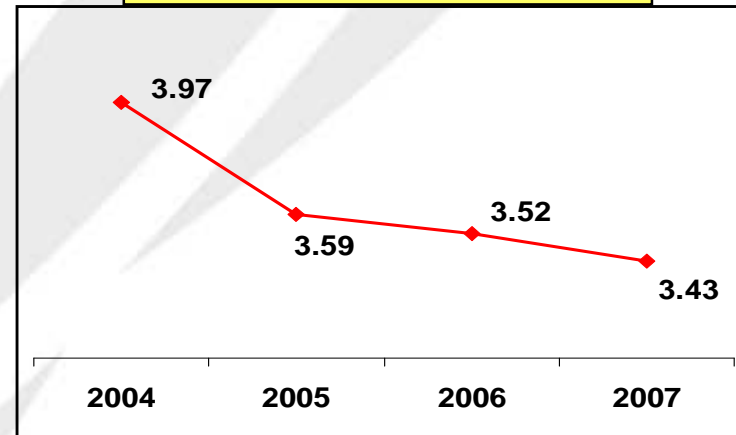


# Macro-Economic Environment

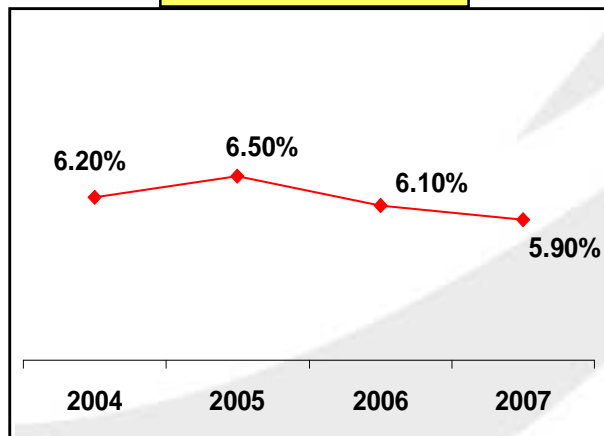
**Inflation (% vs. p.y.)**



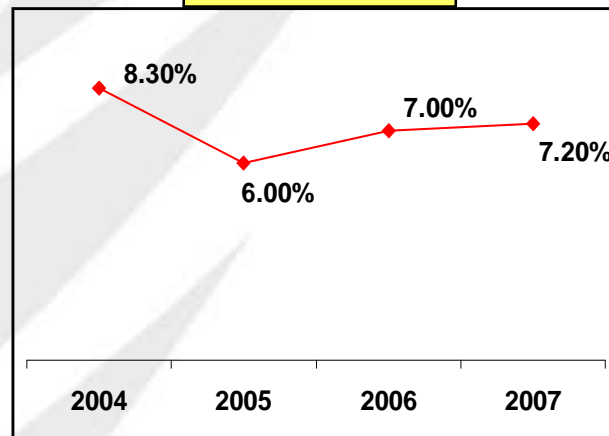
**Exchange (1EURO=local currency)**



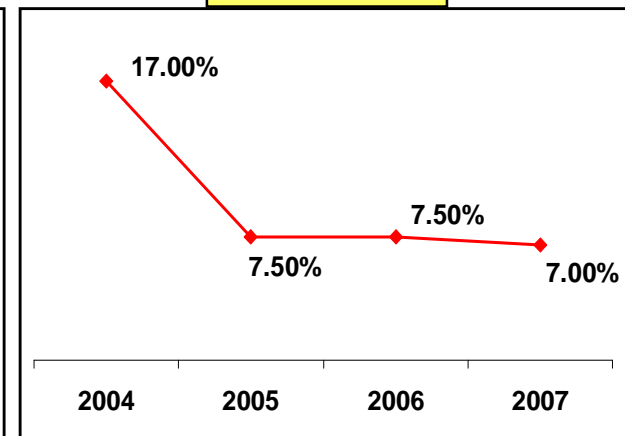
**Unemployment (%)**



**GDP Growth (%)**



**Interest Rates**



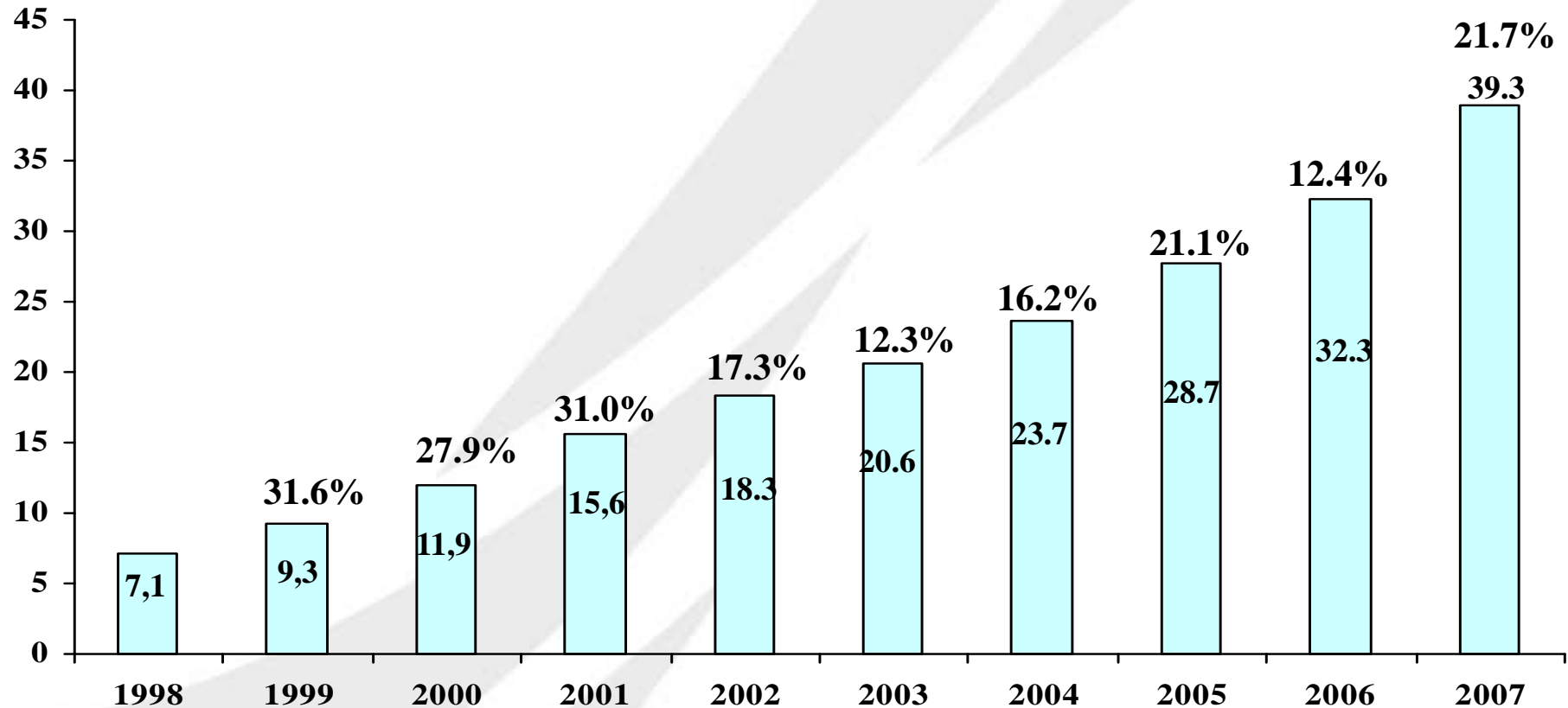
Source: National Statistical Office, ABN AMRO Bank, National Institute of Prognosis

**Sarantis Romania S.A.**  
was established as a subsidiary of  
**GR. SARANTIS S.A. Greece**  
on September 13<sup>th</sup>, 1996



# Sales Growth Evolution

## Mil. Euro



## 346 employees:

- Mass Sales & Merchandising Department** 147 people
- Selective Department** 22 people
- Marketing Department** 8 people
- Logistics Department** 133 people
- Accounting Department** 26 people
- Administration + IT Department + HR** 10 people

# Product Portfolio Mass Market Brands

**Sarantis**

## **Fragrances**

- ❑ B.U.
- ❑ C-THRU
- ❑ STR8

## **Household**

- ❑ FINO
- ❑ CAMEL
- ❑ AFROSO
- ❑ TUB.O.FLO
- ❑ OTHERS

# Product Portfolio

## Mass Market Brands

## Other Principals

- ❑ JOHNSON & JOHNSON (OB, J's Baby, J's Adult)
- ❑ ANTONIO PUIG SA (Antonio Banderas, Titto Bluni, Agatha Ruiz de la Prada, Vitesse)
- ❑ GEORGIA PACIFIC (Delica, Demak-Up)
- ❑ CHURCH&DWIGHT (Pearl Drops, Nair, Spinbrush)
- ❑ ELMIPLANT



## □ DIRECT DISTRIBUTION

JUVENA

LA PRAIRIE

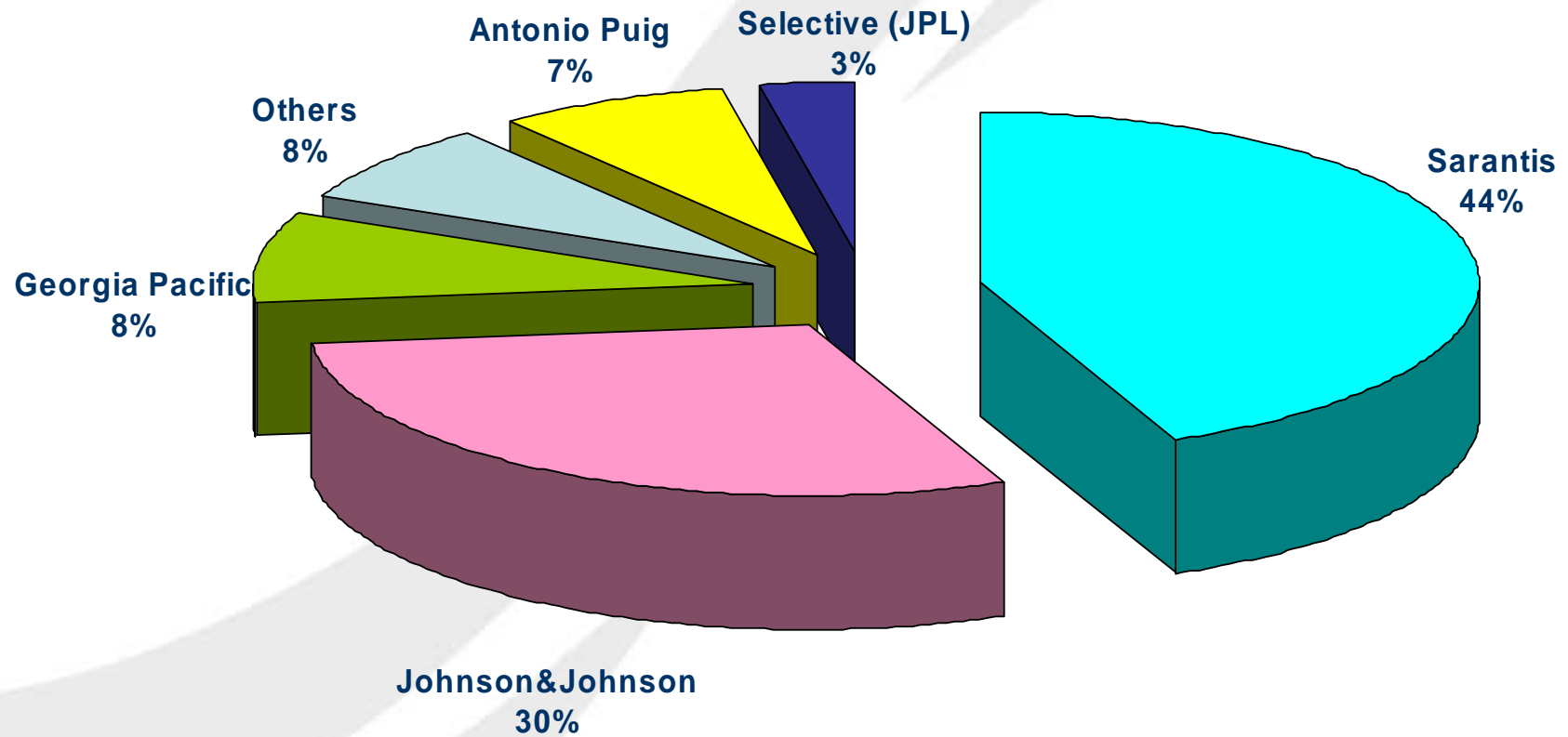
SILVER RAIN

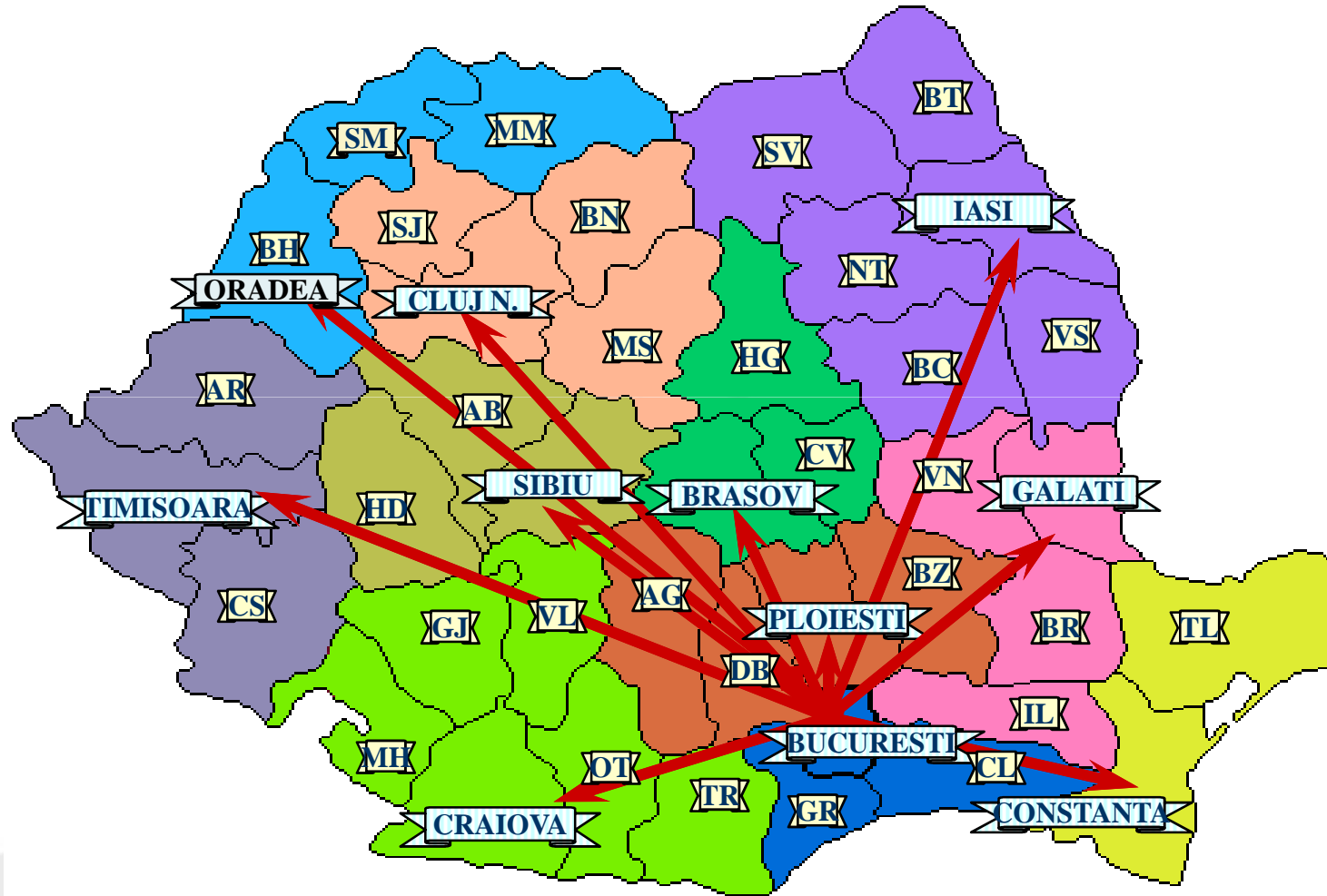
PUPA

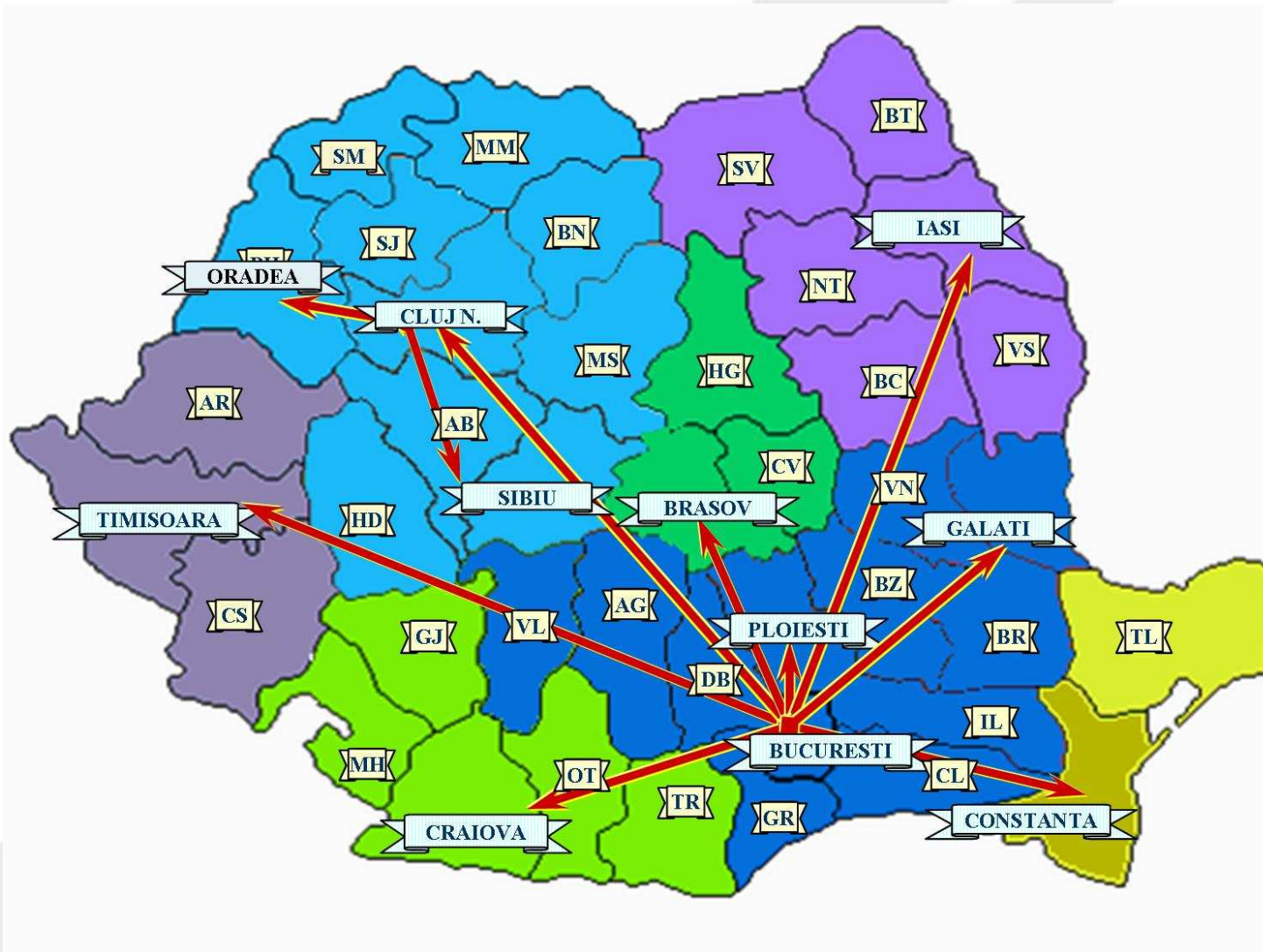
MANGO

ELITE

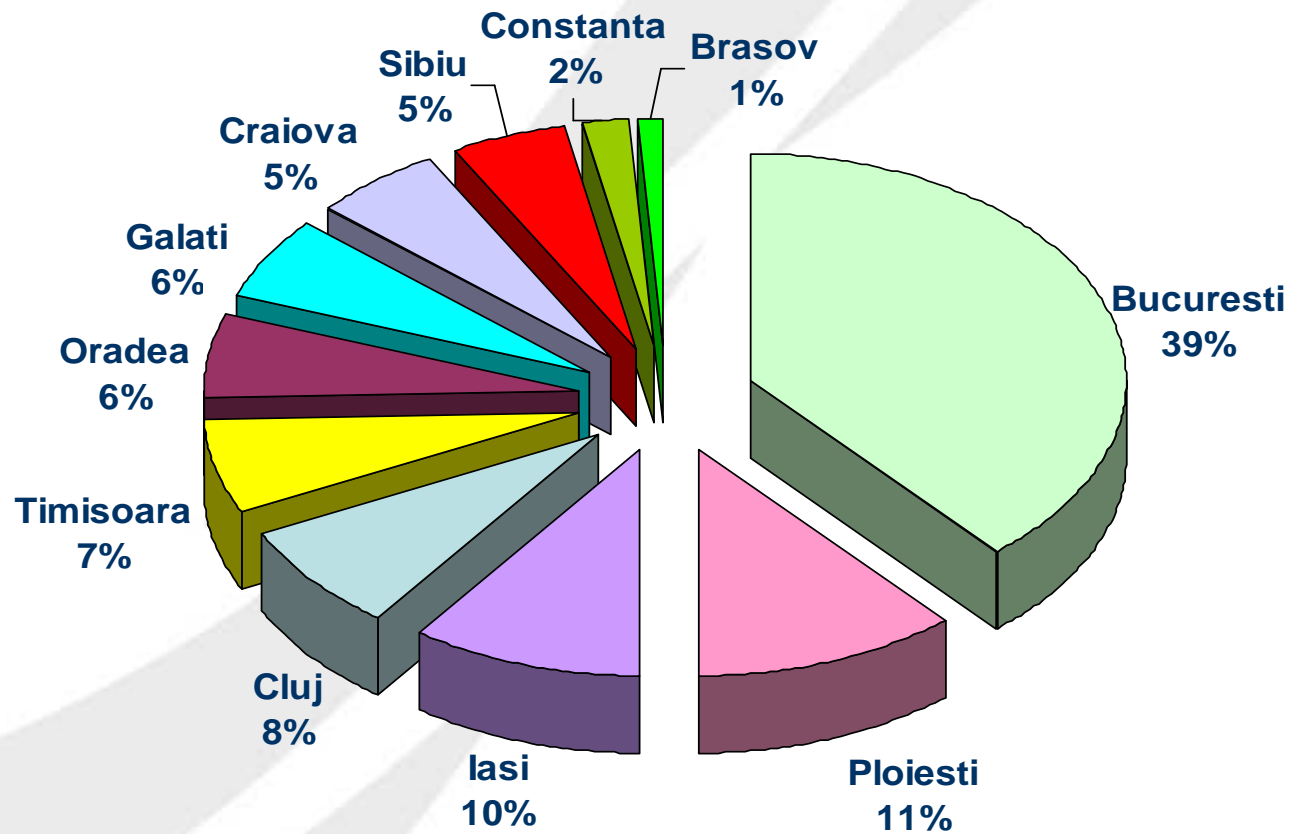
# Sales Contribution by Suppliers







# Sales Contribution by Subsidiaries



## Direct Clients by Channels (Jan. 2008)

Type of Channel	Clients
Cash&Carry	62
Cosmetic	529
Distributor	156
Food	569
Hypermarket	36
Kiosk	227
Minimarket	612
Petroleum	252
Pharmacy	2,051
Specialized	517
Supermarket	424

**Total no. of clients: 5,435**

Areas		Infrastructure		
		Offices (sqm)	Warehouses (sqm)	Delivery cars
BUCURESTI	CT, GR, CL, IF, PH, DB, AG, BZ, GL, BR, VN, IL	865	2,885	11
CHITILA		0	1,044	0
PLOIESTI		70	0	2
PITESTI		70	0	0
GALATI		86	0	2
CLUJ	SJ, BS, MS, BH, SM, MM, SB, HD, AB	154	750	3
ORADEA		49	0	2
SIBIU		100	0	2
IASI	BT, BC, NT, SV, VS	100	660	3
BACAU		70	0	0
CRAIOVA	OT, GJ, VL, MH, TR	70	267	2
TIMISOARA	CS, AR	60	485	2
<b>TOTAL</b>		<b>1,694</b>	<b>6,091</b>	<b>29</b>

\* WMS IMPLEMENTED IN 2006

- expand the numerical and weighted distribution and increase the market shares of our current portfolio
- long term strategic partnerships with our principals
- identify the potential to grow for Pharma and Selective Division
- profitable increased turnover
- implement Warehouse Management System
- development distribution in Moldova Republic