

The brief biographies of the Board of Directors members are as follows:

Evangelos-Apostolos Vakakis - Chairman of the BoD and CEO

Mr. Vakakis has been exercising the general management of the company since 1994 and is in charge of the company strategic development. He is a second-generation entrepreneur with extensive experience in the field. He studied business administration and financial management at the University of Warwick (United Kingdom).

Ioannis Economou, Vice Chairman of the BoD

Graduate of Law School of Athens, a lawyer with extensive experience in the field of commercial law and especially in business. He has been the Company legal consultant since 1995 as well as a member of the Board of Directors of Tanosirian S.A. which happens to be the main shareholder of the Company.

Evangelos Papaevangelou, Deputy Vice Chairman of the BoD

Mr. Papaevangelou extensive experience in the industry and is president of the Hellenic Toys Manufacturers and Traders Association. He holds a degree in Business Administration of the University of Piraeus. Mr. Papaevangelou has been the president of the Hellenic Toys Manufacturers and Traders Association since 1992. Since 2000, he has been a member of Tax Management Dispute Solution in the Tax Office of Moschato. Since 2006, he has been a Member of the Board of Directors of Commercial and Industrial Chamber of Athens. Since 2006, he has been a Member of the Board of Directors of Retail Business Association of Greece. Since 2008, he has been a non-executive member of Proton Bank.

Calliopi Vernadaki - Member of BoD and Appointed Consultant

Mrs. Vernadaki is a graduate of Athens University of Economics and has been employed with the Company since its establishment in 1986. She is a member of the Board of Directors of Tanosirian S.A. which happens to be the main shareholder of the Company.

Paraskevi Kavoura, Non-executive member of the BoD

Mrs. Kavoura is a graduate of the Law School of Athens. She is a lawyer in the Athens Lawyers Association and specializes in Civil and Commercial Law.

Georgios Katsaros - Member of the BoD (Independent - Non-Executive Member)

Mr. Katsaros is a graduate of the Department of Economics of the Law School of Athens. He also holds Masters degree in Industrial Economics from the University of Sussex (United Kingdom) and an MBA from INSEAD (France). His professional career is associated with the banking sector in Greece and abroad. Since 2003, he has been employed as a Management Consultant at EFG Eurobank Ergasias. He is independent -non executive member of the listed company "Sidma S.A." and is a member of the Board of Directors of Tanosirian S.A., which happens to be the main shareholder of the Company.

Victor Asser - Member of the BoD (Independent - Non-Executive Member)

Victor Asser holds a BSc degree in Industrial Engineering from Israel Institute of Technology and an MBA from the Recanati Business School, Tel Aviv University. He was a co-founder of Telesis Securities. After the merger of Telesis Investment Bank with Eurobank EFG in 2001, he was appointed CEO of Eurobank EFG Securities. In 2009 he founded VAL Advisors Investment Services S.A.