

JUMBO



February 2006



Overview

- ❖ The leading Toy Retailer in Greece
- ❖ A strong store network especially in the country outside of Athens
- ❖ Consolidating a market comprising mostly of Mom and Pop shops
- ❖ Continuous increases in market share, margins, returns and cash flow
- ❖ “Jumbo” a very strong brand name
- ❖ Further Growth opportunity in Greece & then in the Balkans



Store Network

- ❖ **Hyper market stores with Parking Space**

Total selling area 261.350m²

Average selling area 6.375m²

- ❖ **41 stores in Greece and Cyprus**

18 in and around Athens

20 in the rest of Greece

3 in Cyprus

- ❖ **3-4 new stores per year**

- ❖ **Greece & Cyprus could reach 50 stores**

- ❖ **1st store in Bulgaria by '07 and then Romania**



Purchasing – Merchandising -Advertising

- ❖ **4 main product categories**

| | |
|--|-----|
| Children Toys | 40% |
| Baby Apparel & Products | 22% |
| Books & Stationery | 10% |
| Seasonal, House and Mother Opportunities | 28% |

- ❖ **Rich Offering at Low Prices**

15.000 codes

average selling price of €4,99

- ❖ **45 / 55 Branded /Non Branded**

- ❖ **More than 80% of Purchases imports from Asia**

- ❖ **Advertising 2% of Sales**



Logistics

- ❖ **3 large modern warehouses**
63.878 m²
80 employees
- ❖ **Employees: 1.646 permanent / 1485 seasonal (30-45 days)**
- ❖ **Store network and Warehouses connected On Line/ Real Time**
- ❖ **Outsourced Distribution**
- ❖ **New warehouse 35.000 m² under construction. It will be ready by the end of 2006**



Market Size & Growth

| | Total Market | Market Growth | Jumbo Sales* | Market Share |
|-------------------------------------|---------------|---------------|------------------|--------------|
| Children Toys | €340 m | Stable | €103,19 | 30,3% |
| Baby products | €180 m | Slow Growth | €55,03 | 30,6% |
| Stationary | €75 m | High Growth | €22,93 | 30,6% |
| Seasonal, Home & Mother Opportunity | €155 m | High Growth | €48,15 | 31,6% |
| TOTAL | €750 m | | €229,3 εκ | |

*30.06.2005

❖ Market Share JUMBO (31.12.2005) 33%

❖ Seasonal Business:

(28%) December –Christmas

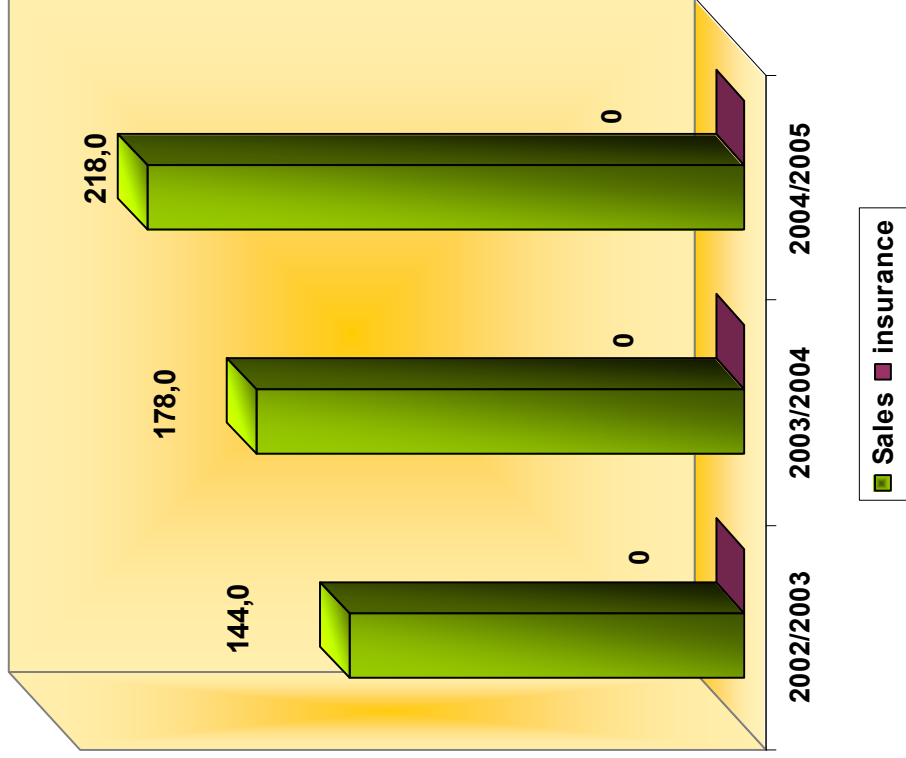
(10%) April – Greek Orthodox Easter

(10%) September – School Opening

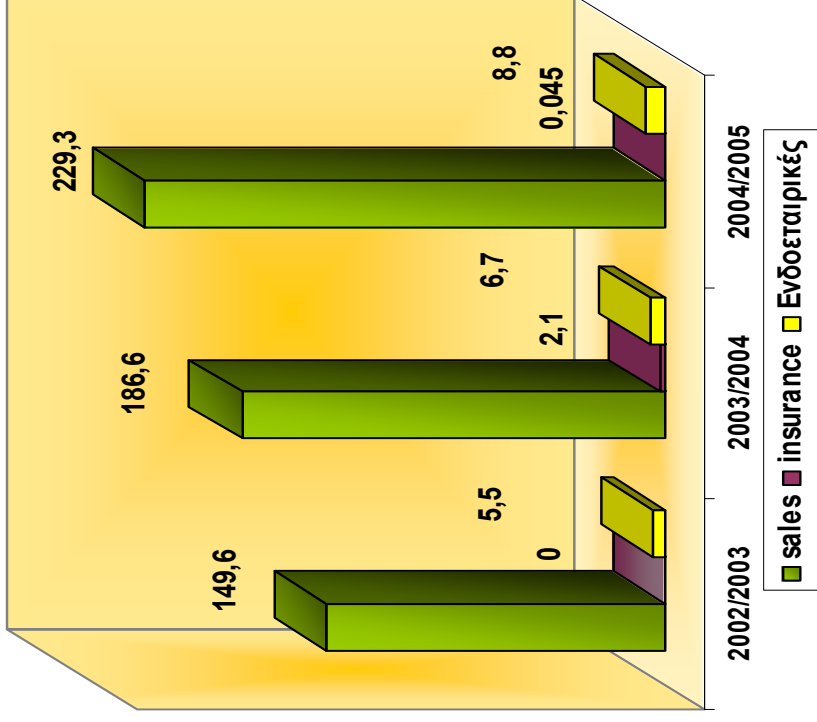


Sales 2002/2003 - 2004/2005

The Company

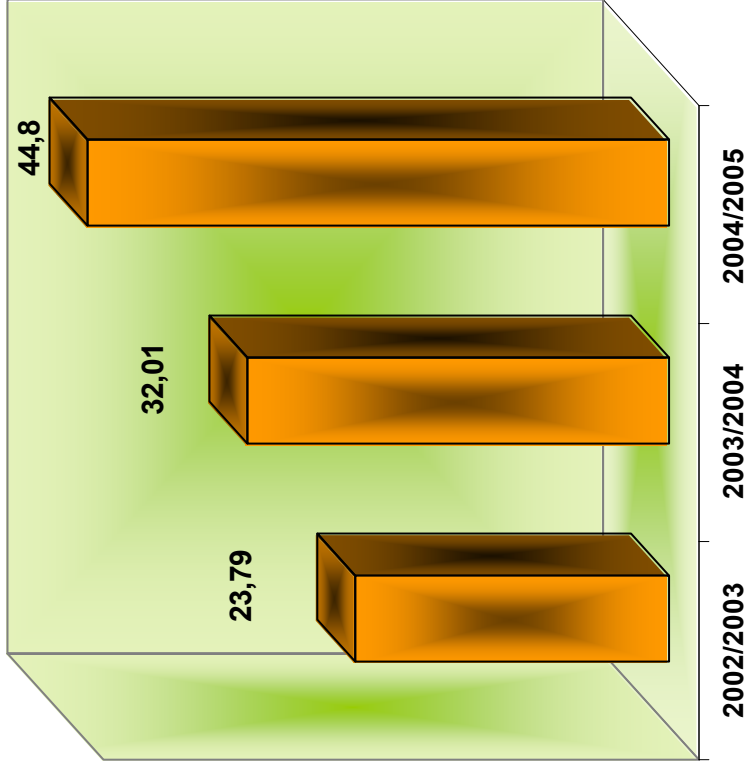


The Group

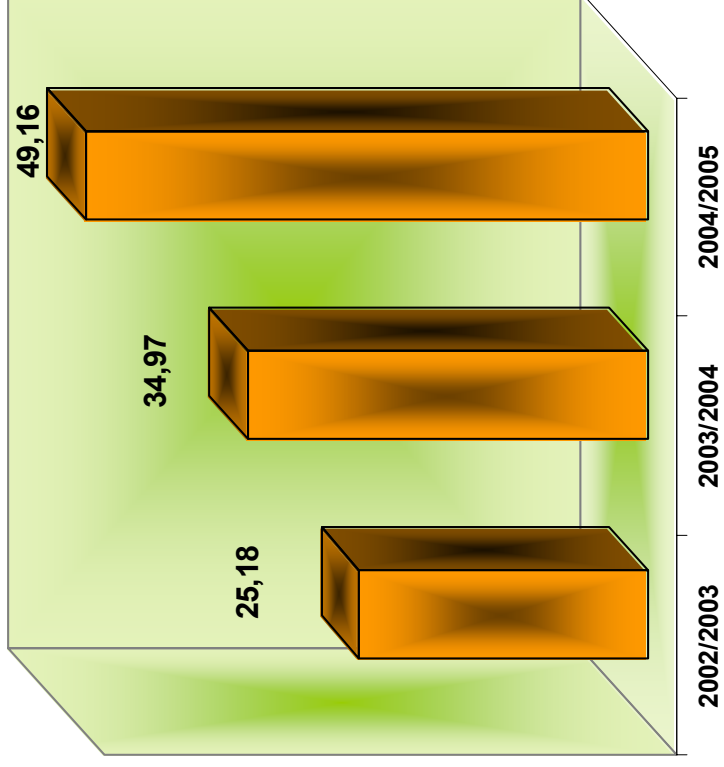


Profit before taxes 2002/2003 - 2004/2005

The Company



The Group



P&L for the period ended 31 December 2005 and 2004

The Group

The Company

| Amounts expressed in euro | 1/7/2005-31/12/2005 | 1/7/2004-31/12/2004 | % change | 1/7/2005-31/12/2005 | 1/7/2004-31/12/2004 | % change |
|---|---------------------|---------------------|---------------|---------------------|---------------------|---------------|
| Turnover | 166.826.424 | 139.469.462 | 19,62% | 156.681.276 | 131.916.838 | 18,77% |
| Cost of Sales | (84.802.643) | (73.871.489) | | (83.645.553) | (72.326.005) | |
| Gross Profit | 82.023.781 | 65.597.973 | 25,04% | 73.035.723 | 59.590.833 | 22,56% |
| Other income | 1.416.462 | 905.251 | | 1.415.152 | 899.082 | |
| Distribution costs | (34.384.061) | (24.917.564) | | (32.565.809) | (23.161.836) | |
| Administrative expenses | (5.694.282) | (7.411.711) | | (4.455.154) | (6.174.019) | |
| Other expenses | (1.210.818) | (924.523) | | (1.210.818) | (924.523) | |
| Profit before tax, interest and investment results | 42.151.082 | 33.249.426 | 26,77% | 36.216.094 | 30.229.537 | 19,80% |
| Finance costs | (3.134.826) | (3.451.860) | | (2.747.682) | (3.063.328) | |
| Finance income | 344.031 | 186.964 | | 228.301 | 167.009 | |
| | (2.790.795) | (3.284.851) | | (2.519.381) | (2.896.319) | |
| Profit before taxes | 39.360.287 | 29.964.575 | 31,36% | 33.699.713 | 27.333.218 | 23,29% |
| Income tax | (11.305.465) | (9.222.422) | | (10.568.905) | (8.880.346) | |
| Profits after tax | 28.054.822 | 20.742.153 | 35,26% | 23.130.808 | 18.452.872 | 25,35% |



Balance sheets for the period ended 31 December 2005 and 30 June 2005

The Group The Company

| All amounts are expressed in euros | 31/12/2005 | 30/06/2005 | 31/12/2005 | 30/06/2005 |
|---|--------------------|--------------------|--------------------|--------------------|
| <u>Assets</u> | | | | |
| Non current | 155.708.192 | 147.021.980 | 146.310.868 | 138.654.188 |
| Current | 186.875.368 | 150.253.962 | 172.448.617 | 139.810.637 |
| Total Assets | 342.583.560 | 297.275.942 | 318.759.485 | 278.464.755 |
| <u>Παθητικό</u> | | | | |
| Equity and Liabilities | | | | |
| Equity attributable to Company's Shareholders | 146.914.140 | 114.968.232 | 134.848.208 | 107.824.832 |
| Long term liabilities | 82.418.377 | 110.888.891 | 76826.411 | 101.975.005 |
| Short term liabilities | 113.251.093 | 71.418.819 | 107.087.866 | 68.664.918 |
| Total liabilities | 195.669.420 | 182.307.710 | 183.911.277 | 170.639.923 |
| Total equity and liabilities | 342.583.560 | 297.275.942 | 318.759.485 | 278.464.755 |

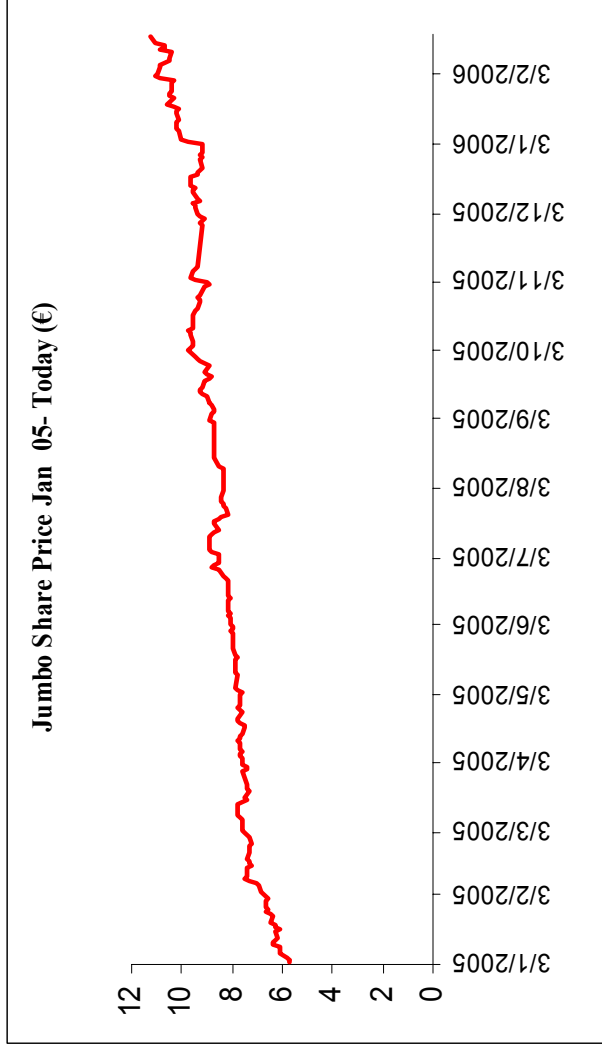
6m 2005-2006 results highlights

During the first six month period of the new financial year:

- ❖ The network of Jumbo stores obtained 4 more new modern stores, in Corfu (in a building owned by the company), in Patra (2nd store), in Alexandroupoli and in N. Ionia (Attica). Today the Group has a strong network of 41 retail sale stores of a total area of 261.350 m²
- ❖ The investments of the Group in the Balkans are steadily progressing in view of the upcoming accession of Bulgaria in the Eurozone, where the first store will operate in Sofia. In the initially planned construction of 12.500 m², 2500 m² more were added .
- ❖ The Group has already purchased another piece of land in Sofia of Bulgaria, confirming
- ❖ The share capital of the Group increased by €3.916.212 through the insurance 4.895.265 new registered shares due to conversion on 11.10.2005 of a bonded loan, the trading of which in the stock exchange had absolutely no impact whatsoever on the upward trend of the share. At the same time long term loans of the Group were reduced by €12million
- ❖ Increase in turnover at the rate of 19,62%, and increase –after taxes– by 35,26% in profitability



Share Info & Company Contacts



| Shareholders | |
|---------------------------------|-----------------|
| Management | 39,09% |
| Foreign Institutional Investors | 37,66% |
| Greek Institutional Investors | 15,79% |
| Retail | 7.46% |
| TOTAL | 100,00 % |

*20.02.2006

| Index Participation | |
|---------------------|--------|
| ASE GENERAL INDEX | 0.52% |
| FTSE/ ASE MID 40 | 2.39% |
| FTSE Household | 18.92% |

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