

Jumbo

Robust growth in a highly fragmented market

| Year to | Revenue (EURm) | EBITDA (EURm) | Reported PBT (EURm) | HSBC PBT (EURm) | HSBC Net profit (EURm) | HSBC EPS (EUR) | HSBC EPS growth (%) | PE (HSBC) | Yield (%) | EV/Sales (x) | EV/EBITDA (x) | EV/IC (x) | ROIC (%) | REP (x) |
|---------|----------------|---------------|---------------------|-----------------|------------------------|----------------|---------------------|-----------|-----------|--------------|---------------|-----------|----------|---------|
| 6/2000a | 83.23 | 15.68 | 7.39 | 7.35 | 4.72 | 0.12 | 51.4 | 29.5 | 1.2 | 2.1 | 10.9 | 3.2 | 18.0 | 1.6 |
| 6/2001a | 107.24 | 20.98 | 19.19 | 14.50 | 6.81 | 0.15 | 27.7 | 13.6 | 2.0 | 1.8 | 8.7 | 2.3 | 12.9 | 1.6 |
| 6/2002e | 122.05 | 26.85 | 19.38 | 19.38 | 12.64 | 0.28 | 85.8 | 12.4 | 2.2 | 1.5 | 7.0 | 1.9 | 14.8 | 1.2 |
| 6/2003e | 147.68 | 32.71 | 23.66 | 23.66 | 15.45 | 0.34 | 22.2 | 10.2 | 2.7 | 1.3 | 5.8 | 1.6 | 15.2 | 1.0 |

- ▶ Q1 2002 bottom-line performance better than expected; EBITDA and EBT after minorities rose 61.7% and 196.8% y-o-y respectively
- ▶ Stock has outperformed the ASE General Index by 92.6% in 2001
- ▶ Target price of EUR4.34 presents 26.3% upside – Buy

Company and industry fundamentals

Jumbo's strategy is focused on the expansion of its stores network and the enrichment of its product range. It envisages the opening of three company-owned outlets pa up to 2004, and its market share is expected to grow from 24% currently to 32% within the next three years. Jumbo is pilot-testing a new concept of bookstores and stationers under the name Jumbo Bookie. The company's roll-out plan is targeting five stores by end-2002.

Economic performance and growth

Despite Jumbo's better than expected Q1 2002 bottom-line performance, we have only slightly upgraded our 2002 net earnings forecasts to EUR12.64m from EUR12.57m, taking into consideration its market's intense seasonality. Historically, Jumbo's Q1 EBT after minorities has accounted on average for only 3.1% of the year's total (FY 1998-01).

Valuation, catalyst and recommendation

Jumbo has gained 45.8% in absolute terms in 2001, outperforming the ASE General index by 92.6%. The company trades at 12.4x 2002e EPS, a 24.8% discount to the ASE market's PE of 16.5x, and 40.7% lower than HSBC's Eurotop 300 General Retailers' PE of 20.9x. Jumbo's HSBC REP of 1.2x is well below that of Eurotop 300 General Retailers sector's of 1.6x. Its attractive valuation is confirmed by our DCF model, which yields a fair value of EUR4.34 per share, a premium of 26.3% on current levels. Buy.

HSBC Pantelakis Securities SA

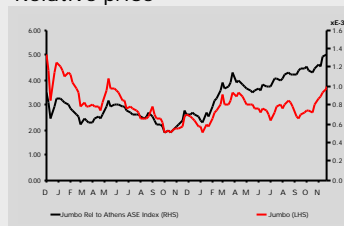
Stock rel to market

Buy

Changed from

N/A

Relative price



Source: Thomson Financial Datastream

Company note

| | |
|----------------|-------------------|
| Country | Greece |
| Sector | General Retailers |
| Bloomberg | BABY GA |
| Reuters | BABR.AT |
| Mkt cap (EURm) | 156.9 |
| Mkt cap (USDm) | 140.8 |
| Free float (%) | 48.5 |

Price

| | 1M | 3M | 12M |
|--------------|------|------|------|
| Absolute | 3.24 | 2.71 | 2.40 |
| Absolute (%) | 6.2 | 27.0 | 43.3 |
| Relative (%) | 8.9 | 17.6 | 95.4 |

| | |
|-------------------------|-------------------|
| Relative to Index level | ASE General Index |
| | 2,565.29 |

| Current (EUR) | Target (EUR) |
|---------------|--------------|
| 3.44 | 4.34 |

Disclaimer & disclosures

This report must be read with the disclaimer & disclosures on p7 that form part of it.

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Q1 2002 update

Q1 2002 group results

Jumbo's Q1 2002 group results (1 July 2001–30 September 2001) were ahead of our expectations at the profit level. EBT after minorities advanced 196.8% to GRD1.04bn (EUR3.06m) compared with the previous year's GRD351m (EUR1.03m), largely on margin enhancement. Sales were in line with expectations, posting an increase of 25.2% y-o-y to GRD7.61bn (EUR22.32m) from GRD6.08bn (EUR17.83m) in 2001, reflecting the company's successful outlet expansion strategy. Note that we have restated Q1 2001 sales and COGS to exclude insurance benefits of GRD2.37bn (EUR 6.95m) relating to damages from last year's fire. The gross margin rose to 48.1% from 46.9%, on better purchasing terms. SG&A expenses grew 21.2% y-o-y, lower than sales, on the back of reduced administrative expenses as a percentage of sales. EBITDA posted an increase of 61.7%, reaching GRD1.54bn (EUR4.53m) vs GRD954m (EUR2.80m) in the same period a year earlier. Lower financial expenses and FX losses resulted in a stronger rise in net earnings.

Q1 2002 group results (30 September, GRDm)

| Profit & Loss account | 2001 | 2002 | % change |
|-----------------------------|--------------|--------------|--------------|
| Turnover | 8,446 | 7,606 | -9.9 |
| Insurance benefits | 2,369 | 0 | |
| Sales | 6,077 | 7,606 | 25.2 |
| COGS | (3,227) | (3,947) | 22.3 |
| Gross profit | 2,851 | 3,659 | 28.4 |
| Gross margin | 46.9% | 48.1% | |
| Other operating income | 20 | 206 | 907.8 |
| Administrative expenses | (464) | (493) | 6.2 |
| % of sales | 7.6% | 6.5% | |
| Selling expenses | (1,453) | (1,830) | 25.9 |
| % of sales | 23.9% | 24.1% | |
| Total SG&A expenses | (1,917) | (2,323) | 21.2 |
| % of sales | 31.5% | 30.5% | |
| EBITDA | 954 | 1,543 | 61.7 |
| EBITDA margin | 15.7% | 20.3% | |
| Depreciation | (335) | (447) | 33.4 |
| EBIT | 619 | 1,096 | 77.1 |
| EBIT margin | 10.2% | 14.4% | |
| Net financials | (121) | (83) | -31.8 |
| Net extraordinary | (137) | 34 | |
| EBT | 360 | 1,047 | 190.7 |
| EBT margin | 5.9% | 13.8% | |
| Minorities | (9) | (4) | |
| EBT after minorities | 351 | 1,043 | 196.8 |
| EBT after minorities margin | 5.8% | 13.7% | |

Source: Jumbo

Q1 2002 update

Balance sheet (30 September, GRDm)

| Assets | 2001 | 2002 | % chg | Equity & liability | 2001 | 2002 | % chg |
|-----------------------|---------------|---------------|-------------|--|---------------|---------------|-------------|
| Tangible assets | 13,672 | 25,126 | 83.8 | Share capital | 8,294 | 8,294 | 0.0 |
| Acc: depreciation | (3,264) | (4,874) | 49.3 | Share premium account | 1,294 | 1,294 | 0.0 |
| Net fixed assets | 10,408 | 20,252 | 94.6 | Grants & revaluation reserves | 0 | 139 | |
| Participations/Other | | | | Reserves & retained earnings | 1,516 | 5,094 | 236.1 |
| Long-term receivables | 107 | 97 | -9.1 | Consolidation differences | (21) | (25) | 14.4 |
| Total fixed assets | 10,515 | 20,349 | 93.5 | Shareholders' funds | 11,083 | 14,797 | 33.5 |
| | | | | Minorities | 471 | 536 | 13.8 |
| | | | | Provisions | 0 | 102 | |
| | | | | Long-term liabilities | 6,649 | 8,824 | 32.7 |
| Current assets | | | | Current liabilities | | | |
| - inventories | 13,926 | 20,034 | 43.9 | - bank loans & LT loans payable in the next FY | 1,589 | 3,115 | 96.0 |
| - trade debtors | 760 | 950 | 25.0 | - trade creditors | 9,872 | 13,678 | 38.5 |
| - cash & equivalents | 5,669 | 2,539 | -55.2 | - taxes & social sec. contrb'ns | 1,113 | 3,334 | 199.6 |
| - other | 2,170 | 2,739 | 26.2 | - dividends | 627 | 1,050 | 67.6 |
| Total current assets | 22,525 | 26,263 | 16.6 | - other | 512 | 495 | -3.3 |
| | | | | Total current liabilities | 13,712 | 21,672 | 58.0 |
| Transitory accounts | 80 | 229 | 187.3 | Transitory accounts | 1,204 | 909 | -24.5 |
| TOTAL ASSETS | 33,120 | 46,841 | 41.4 | TOTAL EQUITY & LIABILITIES | 33,120 | 46,841 | 41.4 |

Source: HSBC Pantelakis Securities

Q1 2002 update

Profit & loss account quarterly

| (GRDm) | 1Q97 | 2Q97 | 3Q97 | 4Q97 | 1Q98 | 2Q98 | 3Q98 | 4Q98 | 1Q99 | 2Q99 | 3Q99 | 4Q99 | 1Q00 | 2Q00 | 3Q00 | 4Q00 | 1Q01 | 2Q01 | 3Q01 | 4Q01 | 1Q02 |
|-------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Turnover | 1,921 | 5,225 | 1,794 | 2,921 | 2,817 | 6,752 | 2,351 | 3,414 | 3,394 | 9,774 | 3,504 | 4,638 | 4,844 | 12,261 | 4,538 | 6,716 | 6,077 | 14,873 | 5,687 | 7,536 | 7,606 |
| Cost of goods sold | -1,163 | -3,098 | -1,034 | -1,682 | -1,711 | -3,961 | -1,386 | -1,903 | -1,918 | -6,029 | -1,523 | -2,354 | -2,665 | -7,100 | -2,243 | -3,561 | -3,227 | -7,614 | -3,318 | -3,737 | -3,947 |
| Gross profit | 758 | 2,127 | 760 | 1,239 | 1,105 | 2,791 | 965 | 1,511 | 1,476 | 3,744 | 1,982 | 2,284 | 2,180 | 5,161 | 2,295 | 3,156 | 2,851 | 7,259 | 2,370 | 3,799 | 3,659 |
| Gross margin | 39.5% | 40.7% | 42.4% | 42.4% | 39.2% | 41.3% | 41.0% | 44.3% | 43.5% | 38.3% | 56.6% | 49.3% | 45.0% | 42.1% | 50.6% | 47.0% | 46.9% | 48.8% | 41.7% | 50.4% | 48.1% |
| Other operating income | 9 | 41 | 16 | 13 | 11 | 60 | 9 | 59 | 15 | 55 | 17 | 98 | 18 | 41 | 17 | 29 | 20 | 74 | 32 | 69 | 206 |
| Total S&A expenses | -652 | -1,323 | -668 | -967 | -940 | -1,650 | -828 | -1,198 | -1,159 | -2,286 | -1,251 | -1,467 | -1,548 | -2,360 | -1,695 | -1,950 | -1,917 | -3,044 | -2,062 | -2,300 | -2,323 |
| % of sales | 33.9% | 25.3% | 37.2% | 33.1% | 33.4% | 24.4% | 35.2% | 35.1% | 34.1% | 23.4% | 35.7% | 31.6% | 32.0% | 19.2% | 37.3% | 29.0% | 31.5% | 20.5% | 36.3% | 30.5% | 30.5% |
| EBITDA | 115 | 845 | 108 | 286 | 177 | 1,201 | 146 | 371 | 332 | 1,513 | 747 | 915 | 649 | 2,842 | 617 | 1,236 | 954 | 4,289 | 339 | 1,568 | 1,543 |
| EBITDA margin | 6.0% | 16.2% | 6.0% | 9.8% | 6.3% | 17.8% | 6.2% | 10.9% | 9.8% | 15.5% | 21.3% | 19.7% | 13.4% | 23.2% | 13.6% | 18.4% | 15.7% | 28.8% | 6.0% | 20.8% | 20.3% |
| Depreciation | 0 | -71 | -36 | -139 | -22 | -319 | -82 | -152 | -182 | -308 | -242 | -397 | -268 | -303 | -325 | -290 | -335 | -357 | -378 | -429 | -447 |
| EBIT | 115 | 774 | 72 | 146 | 154 | 882 | 63 | 219 | 150 | 1,205 | 506 | 518 | 381 | 2,539 | 292 | 946 | 619 | 3,931 | (39) | 1,139 | 1,096 |
| EBIT margin | 6.0% | 14.8% | 4.0% | 5.0% | 5.5% | 13.1% | 2.7% | 6.4% | 4.4% | 12.3% | 14.4% | 11.2% | 7.9% | 20.7% | 6.4% | 14.1% | 10.2% | 26.4% | -0.7% | 15.1% | 14.4% |
| Financial income/expenses | -110 | -129 | -101 | -51 | -121 | -136 | -85 | -145 | -127 | -221 | -131 | -115 | -207 | -226 | -194 | -12 | -121 | -41 | -45 | -72 | -83 |
| Extraordinary income/costs | -3 | -20 | -29 | -32 | -22 | -6 | -45 | 41 | 15 | 58 | -336 | -16 | -100 | -822 | 4 | -83 | -137 | 98 | 1,270 | -62 | 34 |
| EBT pre minorities | 2 | 625 | -58 | 63 | 11 | 740 | -66 | 116 | 38 | 1,043 | 38 | 387 | 73 | 1,491 | 102 | 851 | 360 | 3,988 | 1,185 | 1,005 | 1,047 |
| EBT margin | 0.1% | 12.0% | -3.2% | 2.2% | 0.4% | 11.0% | -2.8% | 3.4% | 1.1% | 10.7% | 1.1% | 8.3% | 1.5% | 12.2% | 2.2% | 12.7% | 5.9% | 26.8% | 20.8% | 13.3% | 13.8% |
| Minorities | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | -0 | 0 | 0 | 0 | -0 | 0 | -9 | -66 | -6 | 12 | -4 |
| EBT after minorities | 2 | 625 | -58 | 63 | 11 | 740 | -66 | 116 | 38 | 1,043 | 38 | 387 | 73 | 1,491 | 102 | 851 | 351 | 3,922 | 1,180 | 1,017 | 1,043 |
| EBT margin (after minorities) | 0.1% | 12.0% | -3.2% | 2.2% | 0.4% | 11.0% | -2.8% | 3.4% | 1.1% | 10.7% | 1.1% | 8.3% | 1.5% | 12.2% | 2.2% | 12.7% | 5.8% | 26.4% | 20.7% | 13.5% | 13.7% |

Source: HSBC Pantelakis Securities

Latest developments

- ▶ In a statement last week Jumbo said that it raised its syndicated loan facility to EUR60m (GRD20.4bn) from EUR55m previously. Out of these funds, Jumbo will immediately refinance its existing EUR15m long-term debt, while additional drawings will fund the company's capex plans for the following years. The interest rate charge was set at Euribor + 125bps, while the unused facility bears a 50bps commitment fee.
- ▶ Jumbo has been trading ex-bonus since 15 November (1-for-10 bonus issue through capitalisation of reserves and share par value increase), and went ex-dividend on 15 October (DPS of GRD25/EUR0.07 for FY 2001).
- ▶ The company added two new stores in the first quarter of its fiscal year (Thessaloniki and Anixi) with a total selling space of 13,442 sq m, bringing the total number of Jumbo outlets to 22 and the total selling space to c83,191 sq m. Note that the company will open a 5,000 sq m superstore in Limassol (the second in Cyprus) on December 22. Finally, another Jumbo store will launch operations in February in Agrinio, Central Greece.

Q1 2002 update

- ▶ In August 2000, Jumbo issued a four-year convertible bond, raising GRD4,009m (EUR11.77m). The exchange ratio was set at 1 bond for 1 share and the exercise price at GRD1,450 (EUR4.26). Bondholders can convert their bonds into shares at the end of each calendar quarter, starting from 31 March 2001. Assuming full conversion of the 2,764,800 bonds, FY 2002 EPS would be diluted by 5.7%.

Valuation

Jumbo has gained 45.8% in absolute terms in 2001, outperforming the ASE General Index by 92.6%. Jumbo trades at 12.4x 2002e EPS – a 24.8% discount to the ASE market's PE of 16.5x, and 40.7% lower than the FTSE Eurotop 300 General Retailers sector's PE of 20.9x. Jumbo seems fairly priced in terms of 2002e EV/Sales (1.5x). However, the 2002e EV/EBITDA multiple of 7.0x suggests a significant discount to both the market and the sector. Furthermore, Jumbo's HSBC REP of 1.2x in 2002 is far below the FTSE Eurotop 300 General Retailers sector's REP of 1.6x. The view that Jumbo appears undervalued is confirmed by our DCF model, which derives a target price of EUR4.34 (GRD1,480) per share, or an upside potential of 26.3% from current levels. Given Jumbo's dominant position in the local toy market, its sound growth strategy, and its superlative management, we firmly recommend the stock as a Buy.

Valuation multiples

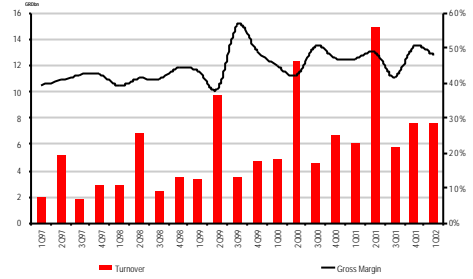
| | PER | | EV/Sales | | EV/EBITDA | |
|---|--------|--------|----------|--------|-----------|--------|
| | 2001e | 2002e | 2001e | 2002e | 2001e | 2002e |
| Jumbo | 13.6 | 12.4 | 1.7 | 1.5 | 8.7 | 7.0 |
| ASE General Retailers sector | 23.7 | 22.4 | 1.7 | 1.4 | 12.5 | 10.4 |
| <i>Jumbo's premium/(discount)</i> | -42.6% | -44.6% | 0.0% | 7.1% | -30.4% | -32.7% |
| ASE General | 19.0 | 16.5 | 2.3 | 2.0 | 9.0 | 8.0 |
| <i>Jumbo's premium/(discount)</i> | -28.5% | -24.8% | -26.1% | -25.0% | -3.3% | -12.5% |
| FTSE Eurotop 300 General Retailers sector | 23.3 | 20.9 | 0.9 | 0.9 | 11.6 | 10.6 |
| <i>Jumbo's premium/(discount)</i> | -41.6% | -40.7% | 88.9% | 66.7% | -25.0% | -34.0% |

Source: HSBC Pantelakis Securities, HSBC

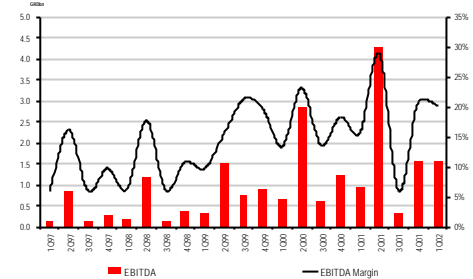
Q1 2002 update

Financials

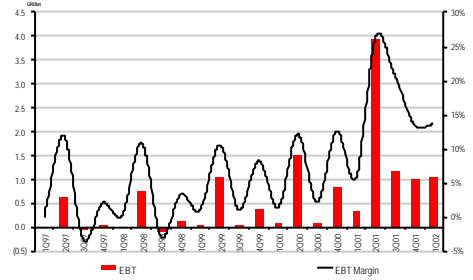
Turnover - gross margin



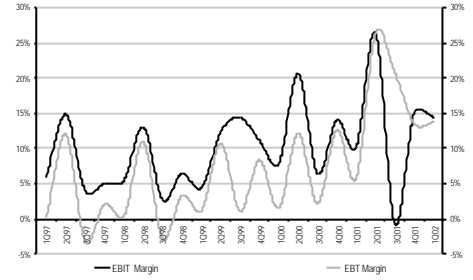
EBITDA & margin



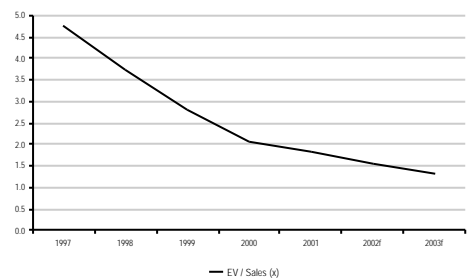
EBT & margin



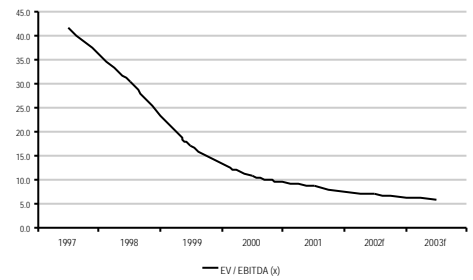
EBIT & EBT margins



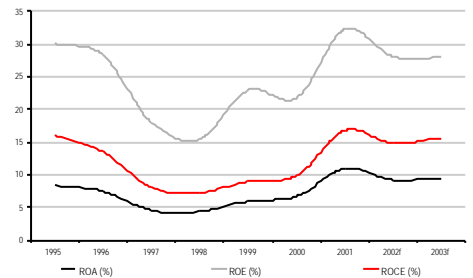
EV/Sales



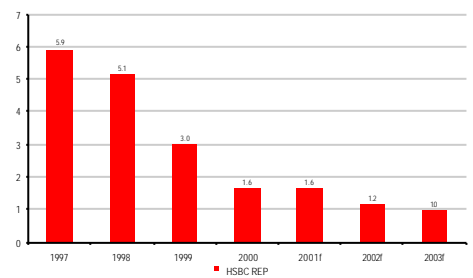
EV/EBITDA



ROA, ROE & ROCE



HSBC REP



Source: HSBC Pantelakis Securities

Source: HSBC Pantelakis Securities

Recommendation structure

| Stock (vs sector) | Sector (vs market) | | |
|----------------------------|--------------------|---------|-------------|
| | Overweight | Neutral | Underweight |
| Buy (outperform >20%) | Key Buy | Buy | Add |
| Add (outperform <20%) | Buy | Add | Hold |
| Hold (Sector neutral) | Add | Hold | Reduce |
| Reduce (underperform <20%) | Hold | Reduce | Sell |
| Sell (underperform >20%) | Reduce | Sell | Key Sell |

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Summary financials

| Current price (EUR) | 3.44 | Target price (EUR) | 4.34 | Market cap (EURm) | 156.9 | Bloomberg code | BABY GA | | |
|-------------------------------------|---------|--------------------|---------|-------------------------|------------------------|----------------|---------|---------|---------|
| Recommendation | Buy | | | Enterprise value (EURm) | 186.8 | Reuter RIC | BABr.AT | | |
| Year to | 6/2000a | 6/2001a | 6/2002e | 6/2003e | Year to | 6/2000a | 6/2001a | 6/2002e | 6/2003e |
| Per share data (EUR) | | | | | Ratios (%) | | | | |
| Reported EPS | 0.12 | 0.25 | 0.28 | 0.34 | Revenue/IC (x) | 1.6 | 1.4 | 1.2 | 1.3 |
| HSBC EPS | 0.12 | 0.15 | 0.28 | 0.34 | NOPLAT margin | 11.5 | 9.4 | 12.0 | 12.1 |
| CEPS | 0.20 | 0.31 | 0.40 | 0.49 | ROIC | 18.0 | 12.9 | 14.8 | 15.2 |
| DPS | 0.04 | 0.07 | 0.07 | 0.09 | ROE | 21.8 | 32.3 | 28.1 | 28.0 |
| NAV | 0.68 | 0.88 | 1.09 | 1.33 | ROA | 6.7 | 11.0 | 9.2 | 9.5 |
| P&L summary (EURm) | | | | | ROCE | | | | |
| Revenue | 83.2 | 107.2 | 122.1 | 147.7 | ROIC/Cost of capital | 2.0 | 1.4 | 1.6 | 1.7 |
| EBITDA | 15.7 | 21.0 | 26.9 | 32.7 | Cost of capital | 9.1 | 9.1 | 9.1 | 9.1 |
| EBIT | 12.2 | 16.6 | 21.2 | 25.8 | EBITDA margin | 18.8 | 19.6 | 22.0 | 22.2 |
| Net interest | (1.9) | (0.8) | (1.9) | (2.1) | EBIT margin | 14.7 | 15.5 | 17.4 | 17.5 |
| PBT | 7.4 | 19.2 | 19.4 | 23.7 | PAT margin | 5.7 | 10.7 | 10.4 | 10.5 |
| HSBC PBT | 7.4 | 14.5 | 19.4 | 23.7 | HSBC net profit margin | 5.7 | 6.3 | 10.4 | 10.5 |
| Taxation | 2.7 | 6.5 | 6.5 | 8.0 | Net debt/equity | 47.9 | 61.2 | 60.4 | 56.4 |
| Reported net profit | 4.7 | 11.5 | 12.6 | 15.5 | Net debt/EBITDA | 91.7 | 117.5 | 111.4 | 104.9 |
| HSBC Net profit | 4.7 | 6.8 | 12.6 | 15.5 | Growth (%) | | | | |
| NOPLAT | 9.5 | 10.1 | 14.7 | 17.8 | Revenue | 33.1 | 28.9 | 13.8 | 21.0 |
| Cash flow summary (EURm) | | | | | EBITDA | 52.3 | 33.8 | 28.0 | 21.8 |
| Op free cash flow | (7.9) | (7.2) | (1.9) | (0.2) | EBIT | 74.8 | 35.9 | 27.8 | 21.7 |
| HSBC cash flow | (7.9) | (7.2) | (1.9) | (0.2) | PBT | 67.1 | 159.8 | 1.0 | 22.1 |
| Capital expenditure | (9.1) | (27.5) | (18.3) | (16.9) | HSBC Net profit | 68.1 | 44.2 | 85.8 | 22.2 |
| Cash earnings | 8.2 | 14.3 | 18.3 | 22.4 | HSBC NOPLAT | 77.6 | 5.8 | 45.4 | 21.5 |
| Change in net debt | (5.5) | 10.3 | 5.3 | 4.4 | HSBC EPS | 51.4 | 27.7 | 85.8 | 22.2 |
| Balance sheet summary (EURm) | | | | | Valuation (x) | | | | |
| Tangible fixed assets | 36.7 | 64.2 | 82.6 | 99.5 | PE | 29.5 | 23.1 | 12.4 | 10.2 |
| Cash | 11.1 | 10.3 | 8.3 | 6.2 | PNAV | 5.1 | 3.9 | 3.2 | 2.6 |
| Current assets | 58.9 | 73.0 | 85.7 | 100.6 | PCE | 16.9 | 11.0 | 8.6 | 7.0 |
| Operating liabilities | 28.1 | 46.3 | 58.9 | 69.7 | Yield (%) | 1.2 | 2.0 | 2.2 | 2.7 |
| Gross debt | 25.5 | 35.0 | 38.2 | 40.5 | EV/Revenue | 2.1 | 1.8 | 1.5 | 1.3 |
| Net debt | 14.4 | 24.7 | 29.9 | 34.3 | EV/EBITDA | 10.9 | 8.7 | 7.0 | 5.8 |
| Shareholders funds | 30.8 | 40.4 | 49.6 | 60.9 | EV/IC | 3.2 | 2.3 | 1.9 | 1.6 |
| Invested capital | 53.1 | 78.2 | 99.1 | 117.3 | ROIC/Cost of capital | 2.0 | 1.4 | 1.6 | 1.7 |
| | | | | | HSBC REP | 1.63 | 1.64 | 1.16 | 0.98 |

Business description

Jumbo, established in 1986, is the largest toys & babies apparel retailer in the Greek market, commanding a market share of 24%. Jumbo's sales network consists of 21 stores throughout Greece and 1 in Cyprus. Approximately 96% of Jumbo's revenues derive from its retail network, while wholesales activities represent the remaining 4%. The Greek toy market has been estimated at EUR250m in retail prices per year. The overall retail sector is undergoing consolidation, with large players growing at the expense of small stores, which are gradually being forced out of the market. The toys market is intensely seasonal, with 50% of sales generated during Christmas and Easter.

Sales breakdown (2000-01)

