

RIC: BABr.AT, BBG: BELA GA

**Changes** Rating - TP ↑ EPS ↑

Target price 21.0  
of which DPS 0.18  
Previous 18.00  
Total stock return 32.4%

| Valuation      | 2017a | 2018e | 2019e | 2020e |
|----------------|-------|-------|-------|-------|
| P/E            | 16.5x | 15.4x | 14.3x | 13.3x |
| P/BV           | 2.2x  | 2.0x  | 1.9x  | 1.7x  |
| EV/Sales       | 2.9x  | 2.6x  | 2.3x  | 2.1x  |
| EV/EBITDA      | 10.0x | 8.8x  | 8.0x  | 7.4x  |
| EV/EBIT        | 11.4x | 10.0x | 9.2x  | 8.4x  |
| Dividend yield | 2.3%  | 2.3%  | 2.4%  | 2.6%  |
| FCF yield      | 4.9%  | 5.1%  | 5.3%  | 6.7%  |

| Per share | 2017a | 2018e | 2019e | 2020e |
|-----------|-------|-------|-------|-------|
| EPS       | 0.96  | 1.03  | 1.11  | 1.19  |
| EPS old   | 0.96  | 0.96  | 1.02  | 1.14  |
| DPS       | 0.36  | 0.36  | 0.38  | 0.42  |

| BS data (€m) | 2017a | 2018e | 2019e | 2020e |
|--------------|-------|-------|-------|-------|
| Sh. Equity   | 962   | 1,053 | 1,151 | 1,256 |
| Net debt     | -207  | -252  | -302  | -359  |

| P&L data (€m) | 2017a | 2018e | 2019e | 2020e |
|---------------|-------|-------|-------|-------|
| Revenues      | 681   | 745   | 807   | 872   |
| EBITDA        | 195   | 216   | 231   | 245   |
| EBIT          | 172   | 191   | 203   | 214   |
| Net income    | 131   | 140   | 151   | 162   |

| Trading data                 | 1m      | 3m      | 6m   | 12m    |
|------------------------------|---------|---------|------|--------|
| Rel. Performance             | -3.5%   | -1.2%   | 3.8% | -22.8% |
| Abs. Performance             | 5.7%    | 17.5%   | 9.5% | 10.1%  |
| H   L 52w                    | 16.50   | 12.58   |      |        |
| Market cap. (mn)             | 2157.91 |         |      |        |
| Shares outstanding (m): 136  |         |         |      |        |
| Free float (%), mn           | 55%     | 1186.85 |      |        |
| Avg. vol. Traded (52w): 197k |         |         |      |        |
| Index constituent & weight:  |         |         |      |        |
| ASE (4,88%), FTSE LC (5,68%) |         |         |      |        |

## Resilient profitability and lower risk-free rate driving the target price higher

### Re-iterate with outperform - TP raised to €21 on valuation grounds

We raise the target price of Jumbo to €21/share (+32,4% upside) from €18 previously keeping the 'Outperform' rating unchanged. We take into account the improving macroeconomic situation in Greece and after the recent successful GGB issues we use significantly lower country weighted risk-free rate (3.4%) and WACC (7.2%) vs our earlier initiation report (4.15% and 7.8% respectively). Moreover, we are positively surprised by the company's revised guidance for 2017/18 pointing to resilient profitability with bottom line in tandem to top line performance. We are now very confident that Jumbo's 'profit generating model' still works properly and that gross profit margins will remain relatively stable in the coming years, allowing the company to capitalize on its next phase of growth that will be driven by further international expansion.

### H1 17/18 results above expectations

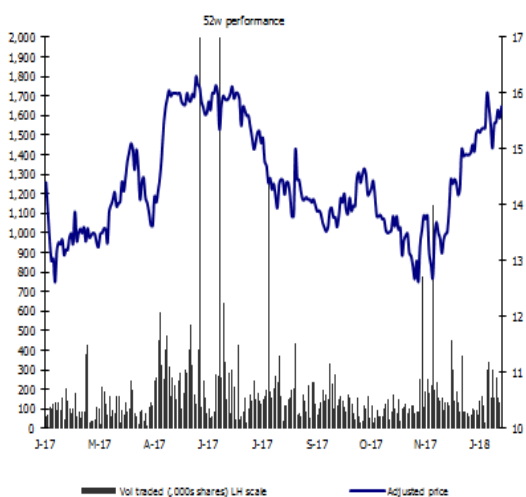
Jumbo announced strong H1 results with revenues increasing 10.22%, Greek sales up by 3%, Cyprus up by 5% and high double digit growth for its Bulgarian and Romanian sales. The trend on the company's international sales growth is still very positive while we see some signs of growth in its domestic sales as well.

### Convertible bond issuance is permanently off the table

Management had proposed to its last AGM of shareholders the issuance of a €250mn convertible bond that would refinance the existing common bond expiring in 2019. The reasoning was that a convertible bond would allow for lower cost of funding. However, that proposal faced skepticism from some shareholders and many members of the investing community, mainly on the back of potential dilution to the share price upon the conversion of the bond. We consider the management's decision to withdraw its proposal for the convertible bond issuance, issuing instead a normal bond, as very positive for Jumbo's share price because a significant uncertainty for its shareholders has been finally removed.

### New estimates

For 2017/18 we raise our Group revenue estimate to €744.6mn (+9.3% yoy) vs €735.9mn (+8% yoy) that was our old projection. Moreover, we raise 2017/18 net income estimate to €140mn from €131mn previously. We forecast 2016/17-2019/20 Group revenues and EBITDA CAGR to reach 8.6% and 7.8% respectively (vs AFe old 9% and 6.5%). Due to better product mix management and lower than expected sourcing cost (higher EUR/USD rate), we expect gross profit margin to be more resilient than our previous estimate with the equivalent ratios for 2017/18 and 2018/19 at 52.5% and 52.4% respectively vs (AFe old 51.4% and 50.4% respectively). We believe that gross margin will stabilize toward c.52% in 2020/22 vs c.50% that was our initial assumption. Furthermore, we raise our 2017/18 Greek sales estimate by 1.8% to 2.4% and Cyprus sales by 0.5% to 4.5%. On the other hand, due to the severe fiscal measures that are projected to be implemented in 2019 (pension cuts + lower tax deduction limit) we are more cautious on 2018/21 Greek sales reducing our previous estimate for 2018/19-2019/20-2020/21 growth by 1.3%, 2.9% and 0,4% respectively projecting 0-1% sales growth for these periods. Despite that fact we believe that Jumbo's international operations, the dynamic expansion in Romania and its solid business model point to higher future profits and valuation.


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Jumbo is the biggest toy, baby, home and seasonal products retailer in Greece with strong presence in Cyprus, Bulgaria and Romania. The company operates 74 stores, 51 of which in Greece, 5 in Cyprus, 9 in Romania and 9 in Bulgaria.

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**Please refer to important disclosures in the Disclosure Appendix**

| <b>Rating: Outperform - Medium risk</b> |              | <b>Share price performance</b> |              |              |              |              |              |              |              |              |              |              |              |              |
|---|--------------|--------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Target price:                           | 21.0         | (%)                            | <b>1m</b>    | <b>6m</b>    | <b>12m</b>   |              |              |              |              |              |              |              |              |              |
| of which DPS:                           | 0.18         | <b>Rel</b>                     | -3%          | 4%           | -23%         |              |              |              |              |              |              |              |              |              |
| Total stock return:                     | 32.4%        | <b>Abs</b>                     | 6%           | 10%          | 10%          |              |              |              |              |              |              |              |              |              |
| Mkt cap (mn):                           | 2,158        | Free Float:                    | 55.0%        |              |              |              |              |              |              |              |              |              |              |              |
| Enterprise value                        | 2,006        | H   L 52w                      | 16.50        | 12.58        |              |              |              |              |              |              |              |              |              |              |
| <b>Headline figures (*)</b>             | <b>2009a</b> | <b>2010a</b>                   | <b>2011a</b> | <b>2012a</b> | <b>2013a</b> | <b>2014a</b> | <b>2015a</b> | <b>2016a</b> | <b>2017a</b> | <b>2018e</b> | <b>2019e</b> | <b>2020e</b> | <b>2021e</b> | <b>2022e</b> |
| <b>P&amp;L items (€mn)</b>              |              |                                |              |              |              |              |              |              |              |              |              |              |              |              |
| Revenues                                | 468          | 487                            | 490          | 494          | 502          | 542          | 583          | 638          | 681          | 745          | 807          | 872          | 932          | 1,010        |
| Ebitda                                  | 140          | 145                            | 135          | 134          | 110          | 146          | 159          | 184          | 195          | 216          | 231          | 245          | 261          | 279          |
| Ebit                                    | 128          | 132                            | 120          | 117          | 92           | 127          | 138          | 161          | 172          | 191          | 203          | 214          | 227          | 243          |
| Pre tax income                          | 123          | 130                            | 121          | 119          | 96           | 130          | 137          | 165          | 174          | 191          | 204          | 216          | 231          | 248          |
| Minorities                              | 0            | 0                              | 0            | 0            | 0            | 0            | 0            | 0            | 0            | 0            | 0            | 0            | 0            | 0            |
| Net income                              | 96           | 79                             | 95           | 97           | 74           | 101          | 105          | 121          | 131          | 140          | 151          | 162          | 175          | 189          |
| EPS (€)                                 | 0.74         | 0.61                           | 0.73         | 0.75         | 0.54         | 0.74         | 0.77         | 0.89         | 0.96         | 1.03         | 1.11         | 1.19         | 1.28         | 1.39         |
| DPS (€)                                 | 0.19         | 0.21                           | 0.19         | 0.00         | 0.00         | 0.18         | 0.18         | 0.63         | 0.36         | 0.36         | 0.38         | 0.42         | 0.45         | 0.49         |
| No. of shares, weighted                 | 130          | 130                            | 130          | 130          | 130          | 136          | 136          | 136          | 136          | 136          | 136          | 136          | 136          | 136          |
| <b>Balance sheet items (€m)</b>         |              |                                |              |              |              |              |              |              |              |              |              |              |              |              |
| Fixed assets, net                       | 280          | 338                            | 378          | 415          | 431          | 446          | 498          | 499          | 514          | 548          | 580          | 609          | 634          | 657          |
| Cash & equivalents                      | 110          | 141                            | 158          | 185          | 170          | 288          | 299          | 395          | 366          | 411          | 461          | 518          | 595          | 663          |
| Current assets                          | 372          | 387                            | 396          | 412          | 421          | 552          | 557          | 679          | 715          | 773          | 841          | 919          | 1,008        | 1,110        |
| Total assets                            | 664          | 736                            | 795          | 857          | 894          | 1,034        | 1,090        | 1,209        | 1,260        | 1,352        | 1,452        | 1,558        | 1,672        | 1,797        |
| Equity                                  | 356          | 452                            | 523          | 593          | 639          | 745          | 797          | 916          | 962          | 1,053        | 1,151        | 1,256        | 1,370        | 1,493        |
| Minorities                              | 0            | 0                              | 0            | 0            | 0            | 0            | 0            | 0            | 0            | 0            | 0            | 0            | 0            | 0            |
| Long term debt                          | 181          | 156                            | 154          | 152          | 1            | 144          | 144          | 144          | 144          | 144          | 144          | 144          | 144          | 144          |
| Long term liab                          | 186          | 164                            | 163          | 162          | 13           | 156          | 170          | 165          | 164          | 164          | 164          | 164          | 164          | 164          |
| Short term debt                         | 3            | 2                              | 2            | 2            | 148          | 21           | 3            | 0            | 15           | 15           | 15           | 15           | 15           | 15           |
| Current liabilities                     | 122          | 120                            | 109          | 101          | 242          | 133          | 123          | 129          | 134          | 135          | 137          | 138          | 139          | 140          |
| Equity & liabilities                    | 664          | 736                            | 795          | 857          | 894          | 1,034        | 1,090        | 1,209        | 1,260        | 1,352        | 1,452        | 1,558        | 1,672        | 1,797        |
| <b>Cash flow items (€mn)</b>            |              |                                |              |              |              |              |              |              |              |              |              |              |              |              |
| Gross cash flow                         | 114          | 104                            | 96           | 105          | 94           | 138          | 127          | 135          | 195          | 166          | 179          | 193          | 208          | 225          |
| Δworking capital                        | 21           | -6                             | -1           | -3           | 30           | 10           | -12          | 23           | 93           | 11           | 17           | 19           | 13           | 32           |
| Operating cash flow                     | 93           | 110                            | 97           | 108          | 64           | 128          | 139          | 112          | 103          | 154          | 162          | 174          | 195          | 193          |
| Capex                                   | 53           | 69                             | 55           | 53           | 34           | 28           | 63           | 27           | 21           | 60           | 60           | 60           | 58           | 59           |
| Free cash flow                          | 40           | 41                             | 42           | 55           | 31           | 100          | 76           | 85           | 81           | 95           | 102          | 114          | 137          | 135          |
| Δdebt                                   | 65           | -26                            | -2           | -2           | -5           | 16           | -18          | -2           | 15           | 0            | 0            | 0            | 0            | 0            |
| Δequity                                 | 0            | 46                             | 0            | -27          | -27          | 1            | 0            | 0            | 0            | 0            | 0            | 0            | 0            | 0            |
| Dividends                               | 24           | 28                             | 25           | 0            | 0            | 0            | 45           | 86           | 46           | 49           | 53           | 57           | 61           | 66           |
| Dividends to mins                       | 0            | 0                              | 0            | 0            | 0            | 0            | 0            | 0            | 0            | 0            | 0            | 0            | 0            | 0            |
| Cash Position                           | 110          | 141                            | 158          | 185          | 170          | 288          | 299          | 395          | 366          | 411          | 461          | 518          | 595          | 663          |
| <b>Y-o-Y change (%)</b>                 |              |                                |              |              |              |              |              |              |              |              |              |              |              |              |
| Revenues                                | n.a.         | 4%                             | 1%           | 1%           | 2%           | 8%           | 8%           | 9%           | 7%           | 9%           | 8%           | 8%           | 7%           | 8%           |
| Ebitda                                  | n.a.         | 4%                             | -7%          | -1%          | -18%         | 33%          | 9%           | 15%          | 6%           | 11%          | 7%           | 6%           | 7%           | 7%           |
| Ebit                                    | n.a.         | 3%                             | -9%          | -2%          | -22%         | 39%          | 9%           | 17%          | 7%           | 11%          | 6%           | 5%           | 6%           | 7%           |
| Pre tax income                          | n.a.         | 36%                            | -7%          | -1%          | -20%         | 36%          | 5%           | 21%          | 5%           | 10%          | 7%           | 6%           | 7%           | 7%           |
| Net income                              | n.a.         | -17%                           | 19%          | 3%           | -24%         | 37%          | 4%           | 16%          | 8%           | 7%           | 8%           | 7%           | 8%           | 8%           |
| EPS                                     | n.a.         | -17%                           | 19%          | 3%           | -27%         | 37%          | 4%           | 16%          | 8%           | 7%           | 8%           | 7%           | 8%           | 8%           |
| <b>Margins (%)</b>                      |              |                                |              |              |              |              |              |              |              |              |              |              |              |              |
| Ebitda                                  | 30%          | 30%                            | 28%          | 27%          | 22%          | 27%          | 27%          | 29%          | 29%          | 29%          | 29%          | 28%          | 28%          | 28%          |
| Ebit                                    | 27%          | 27%                            | 24%          | 24%          | 18%          | 23%          | 24%          | 25%          | 25%          | 26%          | 25%          | 25%          | 24%          | 24%          |
| Pre tax income                          | 20%          | 27%                            | 25%          | 24%          | 19%          | 24%          | 24%          | 26%          | 25%          | 26%          | 25%          | 25%          | 25%          | 25%          |
| Net income                              | 20%          | 16%                            | 19%          | 20%          | 15%          | 19%          | 18%          | 19%          | 19%          | 19%          | 19%          | 19%          | 19%          | 19%          |
| <b>Ratios &amp; valuation</b>           |              |                                |              |              |              |              |              |              |              |              |              |              |              |              |
| P/E                                     | 21.6x        | 26.0x                          | 21.8x        | 21.2x        | 29.1x        | 21.3x        | 20.6x        | 17.8x        | 16.5x        | 15.4x        | 14.3x        | 13.3x        | 12.4x        | 11.4x        |
| P/BV                                    | 5.8x         | 4.6x                           | 3.9x         | 3.5x         | 3.4x         | 2.9x         | 2.7x         | 2.4x         | 2.2x         | 2.0x         | 1.9x         | 1.7x         | 1.6x         | 1.4x         |
| EV/Sales                                | 4.8x         | 4.5x                           | 4.4x         | 4.3x         | 4.3x         | 3.8x         | 3.4x         | 3.0x         | 2.9x         | 2.6x         | 2.3x         | 2.1x         | 1.8x         | 1.6x         |
| EV/EBITDA                               | 16.0x        | 15.0x                          | 15.9x        | 15.8x        | 19.3x        | 13.9x        | 12.6x        | 10.4x        | 10.0x        | 8.8x         | 8.0x         | 7.4x         | 6.6x         | 5.9x         |
| EV/EBIT                                 | 17.4x        | 16.5x                          | 18.0x        | 18.2x        | 23.3x        | 16.0x        | 14.5x        | 11.8x        | 11.4x        | 10.0x        | 9.2x         | 8.4x         | 7.6x         | 6.8x         |
| FCF Yield                               | 1.8%         | 1.9%                           | 2.2%         | 2.6%         | 1.6%         | 5.7%         | 4.4%         | 5.2%         | 4.9%         | 5.1%         | 5.3%         | 6.7%         | 8.2%         | 8.8%         |
| Dividend Yield                          | 1.2%         | 1.4%                           | 1.2%         | 0.0%         | 0.0%         | 1.1%         | 1.1%         | 4.0%         | 2.3%         | 2.3%         | 2.4%         | 2.6%         | 2.8%         | 3.1%         |
| Payout ratio                            | 25%          | 35%                            | 26%          | 0%           | 0%           | 24%          | 23%          | 71%          | 37%          | 35%          | 34%          | 35%          | 35%          | 35%          |
| Debt/equity                             | 0.5x         | 0.3x                           | 0.3x         | 0.3x         | 0.2x         | 0.2x         | 0.2x         | 0.2x         | 0.2x         | 0.2x         | 0.1x         | 0.1x         | 0.1x         | 0.1x         |
| Net debt/ebitda                         | 0.5x         | 0.1x                           | 0.0x         | -0.2x        | -0.2x        | -0.8x        | -1.0x        | -1.4x        | -1.1x        | -1.2x        | -1.3x        | -1.5x        | -1.7x        | -1.8x        |
| Interest covered                        | 16.6x        | 19.7x                          | 19.8x        | 19.4x        | 15.4x        | 20.3x        | 18.7x        | 24.9x        | 31.5x        | 26.8x        | 28.5x        | 30.1x        | 32.0x        | 34.2x        |
| RoE                                     | 27%          | 18%                            | 18%          | 16%          | 12%          | 14%          | 13%          | 13%          | 14%          | 13%          | 13%          | 13%          | 13%          | 13%          |
| RoIC                                    | 19%          | 13%                            | 14%          | 13%          | 9%           | 11%          | 11%          | 11%          | 12%          | 12%          | 11%          | 11%          | 11%          | 11%          |

(\*) Each year refers to the Fiscal year starting on July 1st of the previous year and ends June 31st of that year. For example 2017 refers to the Fiscal year 2016/17a.

Source: company data & Alpha Finance Research Estimates

| <b>Jumbo</b>   |       |
|----------------|-------|
| Current Price  | 15.86 |
| Sector: Retail |       |

Jumbo is the biggest toy, baby, home and seasonal products retailer in Greece with strong presence in Cyprus, Bulgaria and Romania. The company operates 74 stores, 51 of which in Greece, 5 in Cyprus, 9 in Bulgaria and 9 in Romania. The company also operates through franchise agreements in Serbia, Albania, Kosovo, FYROM and Bosnia.

website: [www.jumbo.gr](http://www.jumbo.gr)

all prices as of January 29, 2018

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## Valuation

We perform a DCF analysis for Jumbo which yields a June '18 target price of €21/share (32.4% upside from current levels). We have assumed a variable WACC of 7.2%, ERP and Risk Free rate of 5% and 3.4% (country weighted based on 19/20e EBITDA contribution - AFe old 4.15%) respectively and a terminal growth of 1.5% in order to grasp the long term upside potential due to further foreign expansion in high growth economies (e.g. Romania) and its unique business model. Our valuation uses what we believe are fair estimates for the business of the company, taking into account the environment it operates in, the multiyear economic adjustment program in Greece and the lower country risk after the agreement on the 3<sup>rd</sup> review and the recent GGB issuances.

| <b>Jumbo DCF Model</b>      |                   |                 |                 |                 |                 |                 |                 |                 |                 |
|-----------------------------|-------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| <b>(mn eu)</b>              | <b>2015 - 16a</b> | <b>2016-17e</b> | <b>2017-18e</b> | <b>2018-19e</b> | <b>2019-20e</b> | <b>2020-21e</b> | <b>2021-22e</b> | <b>2022-23e</b> | <b>2023-24e</b> |
| Revenues                    | 638               | 681             | 745             | 807             | 872             | 932             | 1010            | 1061            | 1079            |
| EBITDA                      | 184               | 195             | 216             | 231             | 245             | 261             | 279             | 294             | 303             |
| EBIT * (1 - tax rate) (€)   | 118               | 130             | 140             | 150             | 160             | 172             | 185             | 195             | 200             |
| CAPEX                       | 27                | 38              | 60              | 60              | 60              | 58              | 59              | 59              | 59              |
| Depreciation & Amortization | 23                | 23              | 26              | 28              | 31              | 33              | 36              | 39              | 42              |
| - (Capex - Depreciation)    | 5                 | 15              | 34              | 32              | 29              | 25              | 23              | 20              | 17              |
| - Change in Working Capital | 23                | 93              | 11              | 17              | 19              | 13              | 32              | 22              | 14              |
| Reinvestment (II+III+IV)    | 28                | 108             | 46              | 49              | 48              | 38              | 55              | 42              | 31              |
| Free Cash Flow (I-IV)       | 90                | 22              | 94              | 101             | 112             | 134             | 130             | 154             | 169             |
| WAAC                        | 7.3%              | 7.2%            | 7.2%            | 7.2%            | 7.2%            | 7.2%            | 7.2%            | 7.2%            | 7.2%            |
| Discounting Factor          | 100%              | 100%            | 100%            | 93%             | 87%             | 81%             | 76%             | 71%             | 66%             |
| <b>Discounted FCF</b>       |                   |                 |                 | <b>94</b>       | <b>98</b>       | <b>109</b>      | <b>99</b>       | <b>108</b>      | <b>111</b>      |
| PV of Cash Flows            | 619               |                 |                 |                 |                 |                 |                 |                 |                 |
| + Residual Value            | 1968              |                 |                 |                 |                 |                 |                 |                 |                 |
| Terminal Growth Rate        | 1.5%              |                 |                 |                 |                 |                 |                 |                 |                 |
| - Net Debt (17/18e)         | -252              |                 |                 |                 |                 |                 |                 |                 |                 |
| - Minorities                | 0                 |                 |                 |                 |                 |                 |                 |                 |                 |
| <b>Equity Value</b>         | <b>2839</b>       |                 |                 |                 |                 |                 |                 |                 |                 |
| Shares (mn)                 | 136               |                 |                 |                 |                 |                 |                 |                 |                 |
| Dividend per Share          | 0.18              |                 |                 |                 |                 |                 |                 |                 |                 |
| <b>DCF per share</b>        | <b>21.0</b>       |                 |                 |                 |                 |                 |                 |                 |                 |

|          | 10 yr yield | EBITDA as % of total | Rf rate participation |
|----------|-------------|----------------------|-----------------------|
| Romania  | 4.43%       | 20.99%               | 0.93%                 |
| Cyprus*  | 2.30%       | 12.51%               | 0.29%                 |
| Bulgaria | 1.15%       | 10.44%               | 0.12%                 |
| Greece   | 3.68%       | 56.06%               | 2.07%                 |
|          |             |                      | Total Risk-free rate  |
|          |             |                      | 3.40%                 |

| <b>Assumptions</b> |                    |  |  |
|--------------------|--------------------|--|--|
|                    | ERP: 5%, Beta 0,93 |  |  |
|                    | Rf: 3.40%          |  |  |

Source: Jumbo, Alpha Finance Research estimates, Bloomberg

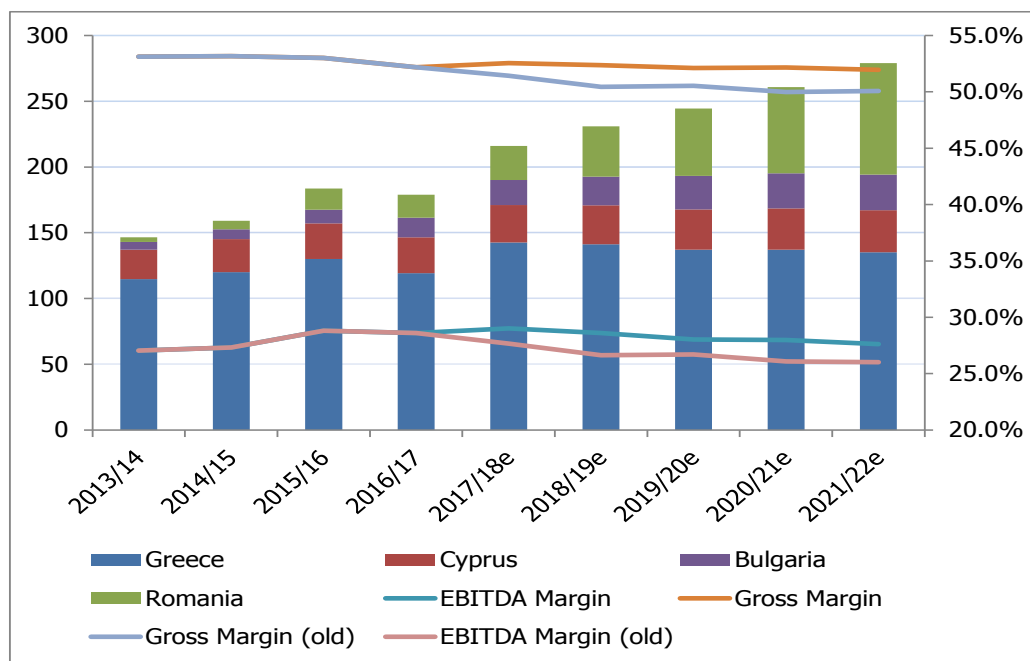
| <b>Jumbo WACC vs Terminal Growth sensitivity</b> |             |             |             |
|--|-------------|-------------|-------------|
| <b>WAAC/Tg</b>                                   | <b>0.0%</b> | <b>1.5%</b> | <b>3.0%</b> |
| <b>6.2%</b>                                      | 20.6        | 25.3        | 34.3        |
| <b>7.2%</b>                                      | 17.9        | <b>21.0</b> | 26.5        |
| <b>8.2%</b>                                      | 15.8        | 18.1        | 21.6        |

Source: Jumbo, AFe

| Forecast Changes      | 2016/17a     | 2017/18e     |              | 2018/19e     |              | 2019/20e     |              | 2020/21e     |              | 2021/22e       |                | CAGR 16/20e |       |
|-----------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|----------------|----------------|-------------|-------|
| Profit & Loss (mn eu) |              | old          | new          | old          | new          | old          | new          | old          | new          | old            | new            | old         | new   |
| Greece                | 470.6        | 473.7        | 481.9        | 484.5        | 486.5        | 498.4        | 486.6        | 500.4        | 486.6        | 502.9          | 488.1          | 1.9%        | 1.1%  |
| %change               | 2.6%         | 0.6%         | 2.4%         | 2.3%         | 1.0%         | 2.9%         | 0.0%         | 0.4%         | 0.0%         | 0.5%           | 0.3%           |             |       |
| % of sales            | 69.1%        | 64.4%        | 64.7%        | 60.3%        | 60.3%        | 56.5%        | 55.8%        | 53.1%        | 52.2%        | 49.2%          | 48.3%          |             |       |
| Bulgaria              | 64.7         | 80.6         | 80.6         | 89.4         | 89.4         | 102.4        | 102.4        | 106.5        | 106.5        | 109.3          | 109.3          | 16.5%       | 16.5% |
| %change               | 24.5%        | 24.6%        | 24.6%        | 10.9%        | 10.9%        | 14.5%        | 14.5%        | 4.0%         | 4.0%         | 2.6%           | 2.6%           |             |       |
| % of sales            | 9.5%         | 11.0%        | 10.8%        | 11.1%        | 11.1%        | 11.6%        | 11.7%        | 11.3%        | 11.4%        | 10.7%          | 10.8%          |             |       |
| Cyprus                | 80.8         | 84.0         | 84.4         | 86.1         | 87.8         | 87.8         | 90.4         | 89.3         | 92.7         | 90.7           | 94.0           | 2.8%        | 3.8%  |
| %change               | 2.4%         | 4.0%         | 4.5%         | 2.5%         | 4.0%         | 2.0%         | 3.0%         | 1.8%         | 2.5%         | 1.5%           | 1.5%           |             |       |
| % of sales            | 11.9%        | 11.4%        | 11.3%        | 10.7%        | 10.9%        | 10.0%        | 10.4%        | 9.5%         | 9.9%         | 8.9%           | 9.3%           |             |       |
| Romania               | 65.4         | 97.6         | 97.6         | 143.2        | 143.2        | 193.0        | 193.0        | 246.3        | 246.3        | 319.1          | 319.1          | 43.5%       | 43.5% |
| %change               | 36.6%        | 49.3%        | 49.3%        | 46.7%        | 46.7%        | 34.8%        | 34.8%        | 27.6%        | 27.6%        | 29.6%          | 29.6%          |             |       |
| % of sales            | 9.6%         | 13.3%        | 13.1%        | 17.8%        | 17.7%        | 21.9%        | 22.1%        | 26.1%        | 26.4%        | 31.2%          | 31.6%          |             |       |
| <b>Total Revenues</b> | <b>681.4</b> | <b>735.9</b> | <b>744.6</b> | <b>803.2</b> | <b>806.9</b> | <b>881.6</b> | <b>872.3</b> | <b>942.5</b> | <b>932.0</b> | <b>1,021.9</b> | <b>1,010.5</b> | 9.0%        | 8.6%  |
| % change              | 6.9%         | 8.0%         | 9.3%         | 9.1%         | 8.4%         | 9.8%         | 8.1%         | 6.9%         | 6.8%         | 8.4%           | 8.4%           |             |       |
| Gross Profit          | 355.5        | 378.4        | 391.2        | 405.1        | 422.5        | 445.5        | 454.7        | 471.1        | 486.1        | 511.7          | 524.9          | 7.8%        | 8.5%  |
| % margin              | 52.2%        | 51.4%        | 52.5%        | 50.4%        | 52.4%        | 50.5%        | 52.1%        | 50.0%        | 52.2%        | 50.1%          | 51.9%          |             |       |
| % change              | 5.2%         | 6.4%         | 10.0%        | 7.1%         | 8.0%         | 10.0%        | 7.6%         | 5.8%         | 6.9%         | 8.6%           | 8.0%           |             |       |
| <b>EBIT</b>           | <b>171.9</b> | <b>178.1</b> | <b>190.6</b> | <b>185.8</b> | <b>202.8</b> | <b>204.7</b> | <b>213.9</b> | <b>212.6</b> | <b>227.5</b> | <b>229.9</b>   | <b>243.0</b>   | 6.0%        | 7.6%  |
| % change              | 6.8%         | 3.6%         | 10.9%        | 4.3%         | 6.4%         | 10.2%        | 5.5%         | 3.9%         | 6.3%         | 8.1%           | 6.8%           |             |       |
| % margin              | 25.2%        | 24.2%        | 25.6%        | 23.1%        | 25.1%        | 23.2%        | 24.5%        | 22.6%        | 24.4%        | 22.5%          | 24.0%          |             |       |
| Greece                | 119.3        | 130.2        | 142.6        | 124.7        | 141.2        | 128.7        | 137.1        | 123.3        | 137.1        | 123.2          | 135.2          | 1.0%        | 5.0%  |
| %change               | -8.3%        | 2.6%         | 19.5%        | -4.3%        | -1.0%        | 3.2%         | -2.9%        | -4.2%        | 0.0%         | -0.1%          | -1.4%          |             |       |
| % margin              | 25.3%        | 27.5%        | 29.6%        | 25.7%        | 29.0%        | 25.8%        | 28.2%        | 24.6%        | 28.2%        | 24.5%          | 27.7%          |             |       |
| % of EBITDA           | 61.2%        | 64.0%        | 66.0%        | 58.3%        | 61.2%        | 54.7%        | 56.1%        | 50.2%        | 52.6%        | 46.3%          | 48.5%          |             |       |
| Bulgaria              | 15.1         | 19.1         | 19.1         | 22.0         | 21.9         | 25.6         | 25.5         | 26.8         | 26.7         | 27.1           | 27.0           | 25.0%       | 25.0% |
| %change               | 45.6%        | 26.8%        | 26.7%        | 15.0%        | 14.9%        | 16.5%        | 16.5%        | 4.7%         | 4.6%         | 1.2%           | 1.2%           |             |       |
| % margin              | 23.3%        | 23.7%        | 23.7%        | 24.6%        | 24.5%        | 25.0%        | 24.9%        | 25.2%        | 25.1%        | 24.8%          | 24.7%          |             |       |
| % of EBITDA           | 7.7%         | 9.4%         | 8.8%         | 10.3%        | 9.5%         | 10.9%        | 10.4%        | 10.9%        | 10.2%        | 10.2%          | 9.7%           |             |       |
| Cyprus                | 27.2         | 28.3         | 28.5         | 29.1         | 29.7         | 29.7         | 30.6         | 30.3         | 31.4         | 30.8           | 31.9           | 3.0%        | 4.0%  |
| %change               | 0.5%         | 4.1%         | 4.6%         | 2.6%         | 4.1%         | 2.1%         | 3.1%         | 1.9%         | 2.6%         | 1.6%           | 1.6%           |             |       |
| % margin              | 33.7%        | 33.7%        | 33.7%        | 33.8%        | 33.8%        | 33.8%        | 33.8%        | 33.9%        | 33.9%        | 33.9%          | 33.9%          |             |       |
| % of EBITDA           | 14.0%        | 13.9%        | 13.2%        | 13.6%        | 12.8%        | 12.6%        | 12.5%        | 12.3%        | 12.0%        | 11.6%          | 11.4%          |             |       |
| Romania               | 17.4         | 26.0         | 26.0         | 38.1         | 38.1         | 51.3         | 51.3         | 65.5         | 65.5         | 84.9           | 84.9           | 43.0%       | 43.0% |
| %change               | 7.3%         | 49.3%        | 49.3%        | 46.7%        | 46.7%        | 34.8%        | 34.8%        | 27.6%        | 27.6%        | 29.6%          | 29.6%          |             |       |
| % margin              | 26.6%        | 26.6%        | 26.6%        | 26.6%        | 26.6%        | 26.6%        | 26.6%        | 26.6%        | 26.6%        | 26.6%          | 26.6%          |             |       |
| % of EBITDA           | 8.9%         | 12.7%        | 12.0%        | 17.8%        | 16.5%        | 21.8%        | 21.0%        | 26.6%        | 25.1%        | 31.9%          | 30.4%          |             |       |
| <b>Total EBITDA</b>   | <b>195.0</b> | <b>203.6</b> | <b>216.1</b> | <b>213.8</b> | <b>230.8</b> | <b>235.3</b> | <b>244.5</b> | <b>245.9</b> | <b>260.7</b> | <b>265.9</b>   | <b>279.0</b>   | 6.5%        | 7.8%  |
| % change              | 6.2%         | 4.4%         | 10.8%        | 5.0%         | 6.8%         | 10.1%        | 5.9%         | 4.5%         | 6.6%         | 8.2%           | 7.0%           |             |       |
| % margin              | 28.6%        | 27.7%        | 29.0%        | 26.6%        | 28.6%        | 26.7%        | 28.0%        | 26.1%        | 28.0%        | 26.0%          | 27.6%          |             |       |
| Financials            | 1.7          | 0.2          | 0.3          | 0.9          | 1.2          | 1.8          | 2.3          | 2.9          | 3.7          | 4.1            | 4.9            |             |       |
| % change              | -12.7%       | -87.5%       | -79.2%       | 317.6%       | 261.5%       | 104.3%       | 83.9%        | 66.8%        | 60.5%        | 38.3%          | 33.9%          |             |       |
| <b>Pre Tax Income</b> | <b>173.5</b> | <b>178.3</b> | <b>190.9</b> | <b>186.6</b> | <b>204.0</b> | <b>206.5</b> | <b>216.2</b> | <b>215.5</b> | <b>231.1</b> | <b>234.0</b>   | <b>247.9</b>   | 6.0%        | 7.6%  |
| % change              | 5.1%         | 2.8%         | 10.0%        | 4.7%         | 6.9%         | 10.6%        | 6.0%         | 4.4%         | 6.9%         | 8.5%           | 7.3%           |             |       |
| % margin              | 25.5%        | 24.2%        | 25.6%        | 23.2%        | 25.3%        | 23.4%        | 24.8%        | 22.9%        | 24.8%        | 22.9%          | 24.5%          |             |       |
| Total Tax             | 42.5         | 47.3         | 50.9         | 47.8         | 52.8         | 51.4         | 54.1         | 52.2         | 56.5         | 55.2           | 59.0           |             |       |
| % Effective tax rate  | 24.5%        | 26.5%        | 26.7%        | 25.6%        | 25.9%        | 24.9%        | 25.0%        | 24.2%        | 24.4%        | 23.6%          | 23.8%          |             |       |
| <b>Net Income</b>     | <b>131.1</b> | <b>131.0</b> | <b>140.0</b> | <b>138.8</b> | <b>151.3</b> | <b>155.1</b> | <b>162.1</b> | <b>163.3</b> | <b>174.6</b> | <b>178.8</b>   | <b>188.9</b>   | 5.8%        | 7.3%  |
| % change              | 8.1%         | 0.0%         | 6.8%         | 6.0%         | 8.1%         | 11.7%        | 7.2%         | 5.3%         | 7.7%         | 9.5%           | 8.2%           |             |       |
| % margin              | 19.2%        | 17.8%        | 18.8%        | 17.3%        | 18.7%        | 17.6%        | 18.6%        | 17.3%        | 18.7%        | 17.5%          | 18.7%          |             |       |
| <b>EPS</b>            | <b>0.96</b>  | <b>0.96</b>  | <b>1.03</b>  | <b>1.02</b>  | <b>1.11</b>  | <b>1.14</b>  | <b>1.19</b>  | <b>1.20</b>  | <b>1.28</b>  | <b>1.31</b>    | <b>1.39</b>    | 5.8%        | 7.3%  |
| % change              | 8.1%         | 0.0%         | 6.8%         | 6.0%         | 8.1%         | 11.7%        | 7.2%         | 5.3%         | 7.7%         | 9.5%           | 8.2%           |             |       |

|                          | 2016/17 | 2017/18e |       | 2018/19e |       | 2019/20e |       | 2020/21e |      | 2021/22e |      |
|--------------------------|---------|----------|-------|----------|-------|----------|-------|----------|------|----------|------|
|                          | actual  | old      | new   | old      | new   | old      | new   | old      | new  | old      | new  |
| Jumbo-Greece I-f-I       | 2.5%    | 0.3%     | 2.0%  | 0.5%     | -0.8% | 0.5%     | -2.4% | 0.5%     | 0.1% | 0.5%     | 0.3% |
| Jumbo-Cyprus I-f-I       | 2.4%    | 4.0%     | 4.5%  | 2.5%     | 4.0%  | 2.0%     | 3.0%  | 1.8%     | 2.5% | 1.5%     | 1.5% |
| Jumbo-Bulgaria I-f-I     | 18.8%   | 20.8%    | 20.8% | 9.2%     | 9.2%  | 7.5%     | 7.5%  | 4.0%     | 4.0% | 2.6%     | 2.6% |
| Jumbo-Romania I-f-I      | 23.1%   | 25.9%    | 25.9% | 15.7%    | 15.7% | 11.1%    | 11.1% | 7.2%     | 7.2% | 4.1%     | 4.1% |
| Jumbo-Group sales growth | 6.9%    | 8.0%     | 9.3%  | 9.1%     | 8.4%  | 9.8%     | 8.1%  | 6.9%     | 6.8% | 8.4%     | 8.4% |
| Jumbo-Group I-f-I        | 4.3%    | 4.0%     | 5.3%  | 3.0%     | 2.3%  | 2.7%     | 1.1%  | 2.5%     | 2.4% | 2.0%     | 2.0% |

Source: Jumbo, AFe



Source: Jumbo, AFe LHS: EBITDA (mn eu) RHS: Gross margin / EBITDA margin

| <b>Profit &amp; Loss (mm eu)</b> | <b>2014/15a</b> | <b>2015/16a</b> | <b>2016/17a</b> | <b>2017/18e</b> | <b>2018/19e</b> | <b>2019/20e</b> | <b>2020/21e</b> | <b>2021/22e</b> |
|----------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Greece                           | 437.9           | 458.9           | 470.6           | 481.9           | 486.5           | 486.6           | 486.6           | 488.1           |
| %change                          | 2.9%            | 4.8%            | 2.6%            | 2.4%            | 1.0%            | 0.0%            | 0.0%            | 0.3%            |
| % of sales                       | 75.2%           | 72.0%           | 69.1%           | 64.7%           | 60.3%           | 55.8%           | 52.2%           | 48.3%           |
| Bulgaria                         | 45.3            | 51.9            | 64.7            | 80.6            | 89.4            | 102.4           | 106.5           | 109.3           |
| %change                          | 12.0%           | 14.6%           | 24.5%           | 24.6%           | 10.9%           | 14.5%           | 4.0%            | 2.6%            |
| % of sales                       | 7.8%            | 8.1%            | 9.5%            | 10.8%           | 11.1%           | 11.7%           | 11.4%           | 10.8%           |
| Cyprus                           | 75.0            | 78.9            | 80.8            | 84.4            | 87.8            | 90.4            | 92.7            | 94.0            |
| %change                          | 12.2%           | 5.1%            | 2.4%            | 4.5%            | 4.0%            | 3.0%            | 2.5%            | 1.5%            |
| % of sales                       | 12.9%           | 12.4%           | 11.9%           | 11.3%           | 10.9%           | 10.4%           | 9.9%            | 9.3%            |
| Romania                          | 24.3            | 47.9            | 65.4            | 97.6            | 143.2           | 193.0           | 246.3           | 319.1           |
| %change                          | 175.1%          | 97.1%           | 36.6%           | 49.3%           | 46.7%           | 34.8%           | 27.6%           | 29.6%           |
| % of sales                       | 4.2%            | 7.5%            | 9.6%            | 13.1%           | 17.7%           | 22.1%           | 26.4%           | 31.6%           |
| <b>Total Revenues</b>            | <b>582.5</b>    | <b>637.6</b>    | <b>681.4</b>    | <b>744.6</b>    | <b>806.9</b>    | <b>872.3</b>    | <b>932.0</b>    | <b>1,010.5</b>  |
| % change                         | 7.5%            | 9.4%            | 6.9%            | 9.3%            | 8.4%            | 8.1%            | 6.8%            | 8.4%            |
| Gross Profit                     | 309.7           | 337.9           | 355.5           | 391.2           | 422.5           | 454.7           | 486.1           | 524.9           |
| % margin                         | 53.2%           | 53.0%           | 52.2%           | 52.5%           | 52.4%           | 52.1%           | 52.2%           | 51.9%           |
| % change                         | 7.6%            | 9.1%            | 5.2%            | 10.0%           | 8.0%            | 7.6%            | 6.9%            | 8.0%            |
| <b>EBIT</b>                      | <b>137.9</b>    | <b>161.0</b>    | <b>171.9</b>    | <b>190.6</b>    | <b>202.8</b>    | <b>213.9</b>    | <b>227.5</b>    | <b>243.0</b>    |
| % change                         | 8.5%            | 16.7%           | 6.8%            | 10.9%           | 6.4%            | 5.5%            | 6.3%            | 6.8%            |
| % margin                         | 23.7%           | 25.3%           | 25.2%           | 25.6%           | 25.1%           | 24.5%           | 24.4%           | 24.0%           |
| Greece                           | 120.0           | 130.0           | 119.3           | 142.6           | 141.2           | 137.1           | 137.1           | 135.2           |
| %change                          | 4.6%            | 8.4%            | -8.3%           | 19.5%           | -1.0%           | -2.9%           | 0.0%            | -1.4%           |
| % margin                         | 27.4%           | 28.3%           | 25.3%           | 29.6%           | 29.0%           | 28.2%           | 28.2%           | 27.7%           |
| % of EBITDA                      | 75.4%           | 70.8%           | 61.2%           | 66.0%           | 61.2%           | 56.1%           | 52.6%           | 48.5%           |
| Bulgaria                         | 7.3             | 10.3            | 15.1            | 19.1            | 21.9            | 25.5            | 26.7            | 27.0            |
| %change                          | 27.9%           | 41.0%           | 45.6%           | 26.7%           | 14.9%           | 16.5%           | 4.6%            | 1.2%            |
| % margin                         | 16.2%           | 19.9%           | 23.3%           | 23.7%           | 24.5%           | 24.9%           | 25.1%           | 24.7%           |
| % of EBITDA                      | 4.6%            | 5.6%            | 7.7%            | 8.8%            | 9.5%            | 10.4%           | 10.2%           | 9.7%            |
| Cyprus                           | 25.2            | 27.1            | 27.2            | 28.5            | 29.7            | 30.6            | 31.4            | 31.9            |
| %change                          | 11.9%           | 7.3%            | 0.5%            | 4.6%            | 4.1%            | 3.1%            | 2.6%            | 1.6%            |
| % margin                         | 33.6%           | 34.3%           | 33.7%           | 33.7%           | 33.8%           | 33.8%           | 33.9%           | 33.9%           |
| % of EBITDA                      | 15.9%           | 14.7%           | 14.0%           | 13.2%           | 12.8%           | 12.5%           | 12.0%           | 11.4%           |
| Romania                          | 6.7             | 16.2            | 17.4            | 26.0            | 38.1            | 51.3            | 65.5            | 84.9            |
| %change                          | 87.0%           | 143.7%          | 7.3%            | 49.3%           | 46.7%           | 34.8%           | 27.6%           | 29.6%           |
| % margin                         | 27.4%           | 33.9%           | 26.6%           | 26.6%           | 26.6%           | 26.6%           | 26.6%           | 26.6%           |
| % of EBITDA                      | 4.2%            | 8.8%            | 8.9%            | 12.0%           | 16.5%           | 21.0%           | 25.1%           | 30.4%           |
| <b>Total EBITDA</b>              | <b>159.2</b>    | <b>183.7</b>    | <b>195.0</b>    | <b>216.1</b>    | <b>230.8</b>    | <b>244.5</b>    | <b>260.7</b>    | <b>279.0</b>    |
| % change                         | 8.7%            | 15.4%           | 6.2%            | 10.8%           | 6.8%            | 5.9%            | 6.6%            | 7.0%            |
| % margin                         | 27.3%           | 28.8%           | 28.6%           | 29.0%           | 28.6%           | 28.0%           | 28.0%           | 27.6%           |
| Financials                       | 1.7             | 1.9             | 1.7             | 0.3             | 1.2             | 2.3             | 3.7             | 4.9             |
| % change                         | -38.0%          | 13.2%           | -12.7%          | -79.2%          | 261.5%          | 83.9%           | 60.5%           | 33.9%           |
| <b>Pre Tax Income</b>            | <b>137.0</b>    | <b>165.1</b>    | <b>173.5</b>    | <b>190.9</b>    | <b>204.0</b>    | <b>216.2</b>    | <b>231.1</b>    | <b>247.9</b>    |
| % change                         | 5.4%            | 20.6%           | 5.1%            | 10.0%           | 6.9%            | 6.0%            | 6.9%            | 7.3%            |
| % margin                         | 23.5%           | 25.9%           | 25.5%           | 25.6%           | 25.3%           | 24.8%           | 24.8%           | 24.5%           |
| Total Tax                        | 32.1            | 43.9            | 42.5            | 50.9            | 52.8            | 54.1            | 56.5            | 59.0            |
| % Effective tax rate             | 23.4%           | 26.6%           | 24.5%           | 26.7%           | 25.9%           | 25.0%           | 24.4%           | 23.8%           |
| <b>Net Income</b>                | <b>104.8</b>    | <b>121.3</b>    | <b>131.1</b>    | <b>140.0</b>    | <b>151.3</b>    | <b>162.1</b>    | <b>174.6</b>    | <b>188.9</b>    |
| % change                         | 3.5%            | 15.7%           | 8.1%            | 6.8%            | 8.1%            | 7.2%            | 7.7%            | 8.2%            |
| % margin                         | 18.0%           | 19.0%           | 19.2%           | 18.8%           | 18.7%           | 18.6%           | 18.7%           | 18.7%           |
| <b>EPS</b>                       | <b>0.77</b>     | <b>0.89</b>     | <b>0.96</b>     | <b>1.03</b>     | <b>1.11</b>     | <b>1.19</b>     | <b>1.28</b>     | <b>1.39</b>     |
| % change                         | 3.5%            | 15.7%           | 8.1%            | 6.8%            | 8.1%            | 7.2%            | 7.7%            | 8.2%            |

| <b>Balance Sheet (mn eu)</b>                | <b>2014/15a</b> | <b>2015/16a</b> | <b>2016/17a</b> | <b>2017/18e</b> | <b>2018/19e</b> | <b>2019/20e</b> | <b>2020/21e</b> | <b>2021/22e</b> |
|---|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Cash  | 298.9           | 394.7           | 366.0           | 411.4           | 460.9           | 518.3           | 594.5           | 663.0           |
| Inventories                                 | 197.8           | 196.8           | 239.2           | 247.2           | 262.2           | 278.6           | 288.4           | 316.6           |
| Trade debtors and other Trading Receivables | 15.5            | 32.6            | 34.6            | 39.2            | 42.9            | 46.8            | 50.5            | 55.3            |
| Other Receivables                           | 33.3            | 44.5            | 71.5            | 71.5            | 71.5            | 71.5            | 71.5            | 71.5            |
| Other Current Assets                        | 11.7            | 10.4            | 3.2             | 3.2             | 3.2             | 3.2             | 3.2             | 3.2             |
| <b>Current Assets</b>                       | <b>557.2</b>    | <b>678.9</b>    | <b>714.6</b>    | <b>772.5</b>    | <b>840.7</b>    | <b>918.5</b>    | <b>1008.2</b>   | <b>1109.7</b>   |
| Tangible Assets                             | 497.9           | 498.8           | 513.6           | 548.1           | 580.1           | 609.4           | 634.1           | 657.1           |
| Investment Property                         | 6.1             | 5.7             | 5.4             | 5.1             | 4.8             | 4.5             | 4.1             | 3.8             |
| Investments in Subsidiaries                 | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             |
| Other I/t Receivables                       | 29.1            | 26.0            | 26.0            | 26.0            | 26.0            | 26.0            | 26.0            | 26.0            |
| <b>L/T Assets</b>                           | <b>533.1</b>    | <b>530.5</b>    | <b>545.0</b>    | <b>579.3</b>    | <b>610.9</b>    | <b>639.9</b>    | <b>664.3</b>    | <b>686.9</b>    |
| <b>Total Assets</b>                         | <b>1090.3</b>   | <b>1209.4</b>   | <b>1259.6</b>   | <b>1351.8</b>   | <b>1451.6</b>   | <b>1558.4</b>   | <b>1672.5</b>   | <b>1796.6</b>   |
| S/T debt                                    | 2.9             | 0.2             | 14.8            | 14.8            | 14.8            | 14.8            | 14.8            | 14.8            |
| L/T debt payable in the subsequent year     | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             |
| Account Payables                            | 51.4            | 39.1            | 39.8            | 41.3            | 42.8            | 44.2            | 44.7            | 46.1            |
| Provisions                                  | 0.2             | 0.2             | 0.2             | 0.2             | 0.2             | 0.2             | 0.2             | 0.2             |
| Current tax liabilities                     | 40.0            | 51.4            | 49.4            | 49.4            | 49.4            | 49.4            | 49.4            | 49.4            |
| Other Current liabilities                   | 29.0            | 37.7            | 29.5            | 29.5            | 29.5            | 29.5            | 29.5            | 29.5            |
| <b>S/T liabilities</b>                      | <b>123.5</b>    | <b>128.6</b>    | <b>133.9</b>    | <b>135.3</b>    | <b>136.8</b>    | <b>138.2</b>    | <b>138.8</b>    | <b>140.1</b>    |
| L/T Debt                                    | 143.9           | 144.2           | 144.4           | 144.2           | 144.2           | 144.2           | 144.2           | 144.2           |
| Other long Term liabilities                 | 13.0            | 5.8             | 4.7             | 4.7             | 4.7             | 4.7             | 4.7             | 4.7             |
| Deferred tax liabilities                    | 7.0             | 7.8             | 8.0             | 8.0             | 8.0             | 8.0             | 8.0             | 8.0             |
| Liabilities for pension plans               | 5.8             | 7.4             | 6.9             | 6.9             | 6.9             | 6.9             | 6.9             | 6.9             |
| <b>L/T Liabilities</b>                      | <b>169.6</b>    | <b>165.3</b>    | <b>164.0</b>    | <b>163.8</b>    | <b>163.8</b>    | <b>163.8</b>    | <b>163.8</b>    | <b>163.8</b>    |
| Share Capital                               | 161.9           | 119.7           | 119.7           | 119.7           | 119.7           | 119.7           | 119.7           | 119.7           |
| Share Premium                               | 7.7             | 50.0            | 50.0            | 50.0            | 50.0            | 50.0            | 50.0            | 50.0            |
| Currency translation adjustments            | -0.9            | -1.8            | -2.5            | -2.5            | -2.5            | -2.5            | -2.5            | -2.5            |
| other reserves                              | 361.6           | 436.8           | 432.7           | 432.7           | 432.7           | 432.7           | 432.7           | 432.7           |
| Retained earnings                           | 266.9           | 310.9           | 361.8           | 452.8           | 551.1           | 656.5           | 770.0           | 892.8           |
| <b>Equity</b>                               | <b>797.2</b>    | <b>915.6</b>    | <b>961.7</b>    | <b>1052.7</b>   | <b>1151.0</b>   | <b>1256.4</b>   | <b>1369.9</b>   | <b>1492.7</b>   |
| Minorities                                  | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             |
| <b>Equity &amp; Minorities</b>              | <b>797.2</b>    | <b>915.6</b>    | <b>961.7</b>    | <b>1052.7</b>   | <b>1151.0</b>   | <b>1256.4</b>   | <b>1369.9</b>   | <b>1492.7</b>   |
| <b>Total Liabilities</b>                    | <b>1090.3</b>   | <b>1209.4</b>   | <b>1259.6</b>   | <b>1351.8</b>   | <b>1451.6</b>   | <b>1558.4</b>   | <b>1672.5</b>   | <b>1796.6</b>   |

| <b>Cash Flow(mn eu)</b>                 | <b>2014/15a</b> | <b>2015/16a</b> | <b>2016/17a</b> | <b>2017/18e</b> | <b>2018/19e</b> | <b>2019/20e</b> | <b>2020/21e</b> | <b>2021/22e</b> |
|---|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| <b>Net income</b>                       | <b>104.8</b>    | <b>121.3</b>    | <b>131.1</b>    | <b>140.0</b>    | <b>151.3</b>    | <b>162.1</b>    | <b>174.6</b>    | <b>188.9</b>    |
| Plus: Depreciation & Amortization       | 21.2            | 22.7            | 23.1            | 25.5            | 28.0            | 30.6            | 33.3            | 36.0            |
| Plus: Chng in Provisions                | (0.1)           | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             |
| Plus: Chng in Taxes Payable             | 1.4             | (9.8)           | (2.0)           | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             |
| Plus: Minorities                        | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             |
| Plus: non cash taxes                    | (0.7)           | 0.8             | 43.2            | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             |
| <b>Gross Cash Flow</b>                  | <b>126.8</b>    | <b>135.0</b>    | <b>195.4</b>    | <b>165.5</b>    | <b>179.3</b>    | <b>192.8</b>    | <b>207.9</b>    | <b>224.9</b>    |
| Plus: Chng in Acc Payable               | (0.8)           | (7.8)           | 0.8             | 1.4             | 1.5             | 1.4             | 0.6             | 1.3             |
| Plus: Chng in other current Liabilities | 8.2             | 8.7             | 11.9            | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             |
| Less: Chng in Acc. Receivable           | (15.2)          | 17.0            | 2.0             | 4.6             | 3.7             | 3.9             | 3.7             | 4.8             |
| Less: Other Receivable                  | (1.0)           | 8.1             | 61.0            | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             |
| Less: Chng in Inventories               | 11.6            | (1.0)           | 42.5            | 8.0             | 15.0            | 16.4            | 9.8             | 28.3            |
| Working Capital Chng                    | (11.9)          | 23.2            | 92.8            | 11.1            | 17.2            | 18.9            | 12.9            | 31.8            |
| <b>Operating Cash Flow</b>              | <b>138.7</b>    | <b>111.7</b>    | <b>102.6</b>    | <b>154.4</b>    | <b>162.1</b>    | <b>173.9</b>    | <b>195.0</b>    | <b>193.2</b>    |
| Less: Purchases of Fixed Assets         | 63.4            | 27.5            | 38.0            | 60.0            | 60.0            | 60.0            | 58.0            | 59.0            |
| Less: Chng in Investments               | (0.4)           | (0.4)           | (16.8)          | (0.2)           | (0.3)           | (0.3)           | (0.4)           | (0.4)           |
| <b>Free Cash Flow</b>                   | <b>75.7</b>     | <b>84.6</b>     | <b>81.4</b>     | <b>94.6</b>     | <b>102.5</b>    | <b>114.2</b>    | <b>137.3</b>    | <b>134.5</b>    |
| Less: Dividends Paid                    | 45.0            | 0.0             | 130.6           | 49.0            | 52.9            | 56.7            | 61.1            | 66.1            |
| Plus: Equity Chng                       | 0.0             | 0.1             | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             |
| Plus: Debt Chng                         | -18.3           | -2.4            | 14.8            | -0.2            | 0.0             | 0.0             | 0.0             | 0.0             |
| Plus: Grants Chng                       | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             |
| Less: Dividends to Minorities           | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             |
| Plus: Consolidation adjustments         | 0               | 0               | 0               | 0               | 0               | 0               | 0               | 0               |
| Plus: Other                             | -1.0            | 13.6            | 5.6             | 0.0             | 0.0             | 0.0             | 0.0             | 0.0             |
| Chng in Cash Position                   | 11.4            | 95.8            | (28.7)          | 45.4            | 49.5            | 57.4            | 76.2            | 68.4            |
| <b>Cash Position</b>                    | <b>298.9</b>    | <b>394.7</b>    | <b>366.0</b>    | <b>411.4</b>    | <b>460.9</b>    | <b>518.3</b>    | <b>594.5</b>    | <b>663.0</b>    |



## DISCLOSURE APPENDIX

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### Company specific regulatory disclosures

Disclosure checklist for companies mentioned & other price data information

|                  | Reuters | Rating     | Price  | Price date/time              | Disclosure |
|------------------|---------|------------|--------|------------------------------|------------|
| Jumbo (Babyland) | BABr.AT | Outperform | €15.86 | Official close @ 26 Jan 2018 | 3          |

Source: Alpha Finance

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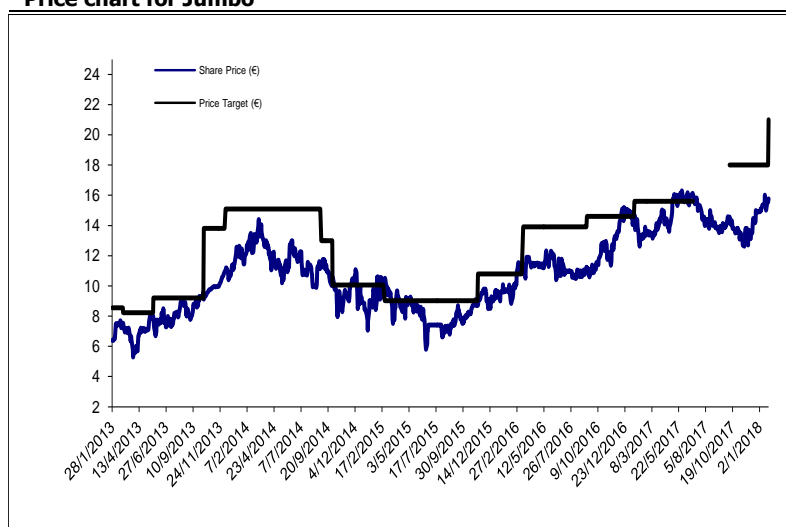
Major changes vs. previous research reports

| Date of report | Price on report date (€) | TP (€) | Rating     | Forward <sup>1</sup> EPS (€) |
|----------------|--------------------------|--------|------------|------------------------------|
| 6/11/2017      | 13.56                    | 18     | Outperform | 0.96                         |

Source: Alpha Finance | 1: next year's EPS used from July onwards

### Ratings and target price history

#### Price chart for Jumbo



#### Rating history for Jumbo

| DATE       | Rating       | Share Price (€) | Price Target (€) |
|------------|--------------|-----------------|------------------|
| 09/04/2012 | neutral      | 3.82            | 3.53             |
| 23/11/2012 | neutral      | 5.11            | 5.00             |
| 27/2/2013  | neutral      | 7.23            | 8.55             |
| 20/5/2013  | neutral      | 7.95            | 8.20             |
| 09/10/2013 | neutral      | 9.60            | 9.20             |
| 09/12/2013 | outperform   | 11.20           | 13.80            |
| 07/03/2014 | outperform   | 13.05           | 15.10            |
| 01/10/2014 | outperform   | 10.35           | 13.00            |
| 08/12/2014 | neutral      | 11.07           | 10.06            |
| 14/10/2015 | neutral      | 8.19            | 9.30             |
| 08/12/2014 | neutral      | 9.75            | 10.80            |
| 29/03/2016 | outperform   | 11.89           | 13.90            |
| 17/10/2016 | outperform   | 11.94           | 14.60            |
| 10/03/2017 | outperform   | 13.25           | 15.60            |
| 1/7/2017   | Under review | 16.00           | -                |
| 6/11/2017  | outperform   | 13.56           | 18.00            |
| 29/1/18    | outperform   | 15.86           | 21.00            |

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### Valuation method

Our valuation for Jumbo is based on a DCF model. We use a WACC of 7.2% with terminal growth rate at 1.5%. We use a country weighted risk free rate of 3.40%, a beta of 0.93 and equity risk premium of 5%.

### Risk rating

We rate Jumbo as medium risk based on the qualitative/ quantitative assessment of risk we apply on the company (see definitions of risk below). We consider the following the biggest investment risks for the shares: a) over-reliance to CEO b) timely execution of store rollout plan, c) relatively weak Greek Consumer environment, d) increased transportation cost, e) adverse currency changes, f) macroeconomic environment.

### Definitions of Fundamental and Risk Ratings and Allocations

|                       |                               | RISK RATING  |                          |                         |             |                      |                       |                          |      |
|-----------------------|-------------------------------|--|--------------------------|-------------------------|-------------|----------------------|-----------------------|--------------------------|------|
|                       |                               | Low (L)  | Medium (M)               | High (H)                | Relative to | Horizon <sup>2</sup> | Coverage <sup>3</sup> | IB services <sup>4</sup> |      |
| FUNDAMENTAL<br>RATING | Outperform O/P                | TRP <sup>1</sup> > +5%   |                          | TRP <sup>1</sup> > +15% | ASE Index   | Dec.'11              | 10/50                 | 10.0%                    |      |
|                       | Neutral N                     | (5%) < TRP <sup>1</sup> < +5%                                    |                          |                         |             |                      | 16/50                 | 0.0%                     |      |
|                       | Underperform U/P              | TRP <sup>1</sup> < (5%)  | TRP <sup>1</sup> < (15%) |                         |             |                      | 4/50                  | 0.0%                     |      |
|                       | Restricted (G) R(G)           | Alpha Finance belongs to the same group of companies             |                          |                         |             |                      |                       | 1/50                     | 0.0% |
|                       | Restricted (IB) R (IB)        | Alpha Finance is currently rendering investment banking services |                          |                         |             |                      |                       | 0/50                     | 0.0% |
|                       | Under review UR/ Not rated NR | No rating currently available                                    |                          |                         |             |                      |                       | 19/50                    | 0.0% |

Source: Alpha Finance | Data as of 31.12.10 | 1: Total Return Potential (=capital return + dividend yield) | 2: except otherwise stated | 3: Percentage of companies under coverage within this category as of 31.12.10 | 4: Percentage of companies within this rating category for which investment banking services were provided over the past 12 months, as of 31.12.10. In several occasions, subject to the analyst's view and/or due to volatility of the shares, the ratings applied may fall out of the brackets described in the table above.

The Alpha Finance universe consists of 50 companies accounting as of 31.12.10 for 79.9% of total market value

### Risk ratings explained

We derive the overall risk rating for a stock by applying a 60% weight on quantitative and a 40% weight on qualitative factors. We use a scale from 1 to 3 to describe 'low', 'medium' and 'high' risk respectively. We compute two different quantitative risks namely liquidity and volatility. We assign equal weights to liquidity and volatility risks to arrive at a so-called trading or quantitative risk for the specific stock researched. Using a scale of 1-to-3 scale, each analyst also assigns a qualitative risk that is entirely up to his/her discretion to determine. Following this, we calculated the combined risk of the specific stock applying the weights mentioned earlier. All IPOs are classified 'high risk' for 12 months after their listing date.

### Definitions of Risk Ratings

| Quant factor | Definition   | Brackets   | Risk rating           |
|--------------|--|--|-----------------------|
| Liquidity    | Number of shares traded over the last 12 months as % of total shares outstanding   | If less than or equal to 33%<br>If greater than 33% but less than or equal to 66%<br>If greater than 66%   | High<br>Medium<br>Low |
| Volatility   | The standard deviation of daily changes during the last 12 months. Volatility is used as a statistical measure of dispersion and indicates the propensity of a specific equity to suffer large swings in price. The stock's volatility is measured against the volatility of the ASE index | If equity volatility against the market's is greater than 2<br>If equity volatility against the market's is greater than 1.5 but less than or equal to 2<br>If equity volatility against the market's is less than or equal to 1.5 | High<br>Medium<br>Low |

Source: Alpha Finance | Data as of 31.12.10 | The quant factors are updated at the end of each calendar quarter

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