

Press release

Athens, 30 November 2012

Despite the gradual deterioration of financial circumstances and the decrease in demand in both domestic and international markets throughout the current year, **SIDMA** registered an improved third quarter in terms of operating profits (EBITDA) both in relation to the previous quarters of the year and the respective last-year period. Amid a challenging economic environment, the Company focused on increasing its operating effectiveness by improving its gross profit and reducing its costs in all its activities.

In detail, during Q1-Q3 2012 the consolidated turnover of **SIDMA** stood at € 73 million compared to € 86 million in the respective period of 2011 and, together with agency sales, stood at € 96 million from € 110 million in the previous year, thus registering a 13% decrease.

At Group level, in relation to the respective last-year period, pre-tax results registered losses equal to € 9.7 million compared to losses of € 7.0 million whereas earnings before interest, taxes, depreciation and amortization (EBITDA) were negative by € 1.0 million. This year's results include extraordinary, non-recurring expenses equal to € 0.9 million, a part of which concerned compensation paid in the context of the company's reorganization that took place in the first quarter of the year. The third quarter saw a clear improvement of results compared to the previous quarters and the corresponding last-year period. The Group registered marginal earnings before interest, taxes, depreciation and amortization equal to € 43,000 compared to losses of € 1 million in the first half of the year and losses of € 267,000 in the third quarter of 2011. It also incurred pre-tax losses of € 2.7 million in the third quarter of the year compared to € 3.2 million in the respective last-year period.

At Company level, during Q1-Q3 the turnover of **SIDMA** stood at € 41 million, compared to € 48 million in the respective period of 2011 and, together with agency sales, stood at € 63 million from € 72 million in the previous year, thus registering a 12% decrease. Pre-tax results were equal to losses of € 7.0 million compared to losses of € 4.5 million whereas earnings before interest, taxes, depreciation and amortization (EBITDA) were negative by € 380,000. In addition to the extraordinary, non-recurring expenses of € 0.9 million cited above, the results were charged with a provision for impairment of international holdings equal to € 1.4 million.

In the third quarter of the year, the turnover fell by 4% only compared to the respective last-year period. Pre-tax results were equal to losses of € 1.4 million compared to losses of € 2.0

million in the respective last-year period, whereas earnings before interest, taxes, depreciation and amortization (EBITDA) were positive by € 179,000 compared to the negative result by € 339,000 last year.

As regards borrowing of both Company and Group, it marginally fell by 1% in relation to the end of 2011 and stood at € 117 million and € 80 million respectively, while at the end of September cash stood at € 17 million and € 13 million at Group and Company level respectively. The Company continues to reduce gradually the credit days granted to its clientele with a view to maintaining its liquidity and diminishing, as much as possible, credit risk.

The Company estimates that the trends registered by the markets in which it operates during these nine months will not substantially alter by the end of the year. The deep economic recession, the uncertainty and the lack of liquidity prevailing in Greece do not currently enable any stimulation of the economic activity while the industrial production index remains at particularly low levels. The European Commission report published recently anticipates that the crisis of the Greek economy will persist in 2013 with a marginal recovery taking place in 2014 while foreseeing stagnation for the Eurozone during 2012-2013 and a weak growth in 2014. Amid this challenging economic environment, SIDMA continues to focus on three aspects: boosting operating margins, further reducing overheads and maintaining its liquidity.