

Athens, September 19, 2025

**Sarantis Greece and AB Vassilopoulos Continue to Protect Biodiversity with the
“Welcome Back” Initiative**

“We say goodbye to the swallows and keep their nests safe”

As part of its broader sustainability and social responsibility strategy, **Sarantis Greece** is once again joining forces with the **AB Vassilopoulos** supermarket chain to support the **Hellenic Ornithological Society** through the CSR initiative *“Welcome Back.”*

Building on the success of the first campaign wave, this renewed effort places greater emphasis on protecting swallows **throughout the year**, not only during their migration. Swallows’ nests—often removed or destroyed—are vital to their survival. These migratory birds instinctively return to the same nest each year, repairing and reusing it, conserving precious energy in the process.

Aligned with the **Sarantis Group’s values** and guided by the **UN Sustainable Development Goals**, the campaign highlights the importance of **biodiversity conservation** and the protection of swallows, a beloved symbol of spring and an essential part of the natural ecosystem.

Our longstanding partner in this endeavor, the **Hellenic Ornithological Society**, continues to bring its expertise as one of Greece’s most active environmental organizations. Through research, habitat protection, awareness campaigns, and educational activities, this collaboration has achieved national visibility and generated tangible social impact.

With this new phase, we aim to **educate and inspire thousands of citizens, families and educational groups**, fostering collective responsibility for protecting swallows and the ecosystems they depend on.

The **second wave of the initiative** ran from **September 4 to 17, 2025**, reaffirming our shared commitment to environmental stewardship and sustainable development.

About Sarantis Group

Based in Athens and having a history of over 60 years in the industry, Sarantis Group is a multinational consumer products company with an ever-expanding geographical footprint and leading brands. The Group's business is focused on the categories of Beauty, Skin & Sun Care, Personal Care, Home Care Solutions and Strategic Partnerships, offering in each category high quality brands that are top in consumers’ preferences. With a strong activity in thirteen countries organized in 8 business units - Greece (including Portugal and selected international markets), Poland, Romania, Bulgaria, West Balkans, Czech Republic & Slovakia, Ukraine, Hungary – the Group maintains a dynamic international profile, enhancing its expansion footprint through its presence in selected international markets.