

Athens, July 26th 2021

Sarantis Group was awarded at the Lenovo Retail Business Awards 2021 for its dynamic and constant growth

Sarantis Group was awarded at the Lenovo Retail Business Awards 2021, the largest institution regarding the Greek Retail Trade and Industry in the Hellenic market, aiming to distinguish exceptional Greek businesses. The Group's dynamic and constant course of growth, as well as its strong presence in the categories of its operation, led to this honorary award.

Specifically, within the period 2018-2020, in accordance with the data recorded by Nielsen^[1] in the Greek FMCG market, the Group has managed to increase its market shares, recording an impressive sales growth amounting to 29%, while increasing its profitability and enhancing its brands' footprint in the Greek market.

The awards' ceremony was held by the company Direction Business for the 19th consecutive year, in collaboration with the Association of Retail Companies of Greece and the Hellenic Confederation of Commerce & Entrepreneurship and it took place on July 20th at the BLE AZURE hotel in Alimos.

The award was nominated to the General Manager of Greece Mr. Christoforos Stamoulakatos by the Minister for Development and Investment Mr. Adonis Georgiadis. Mr. Stamoulakatos warmly expressed his gratitude to the Group's people for the team spirit, passion and responsibility they have all demonstrated during this adverse period, while among other things he stated: "This distinction reflects the consumers' trust in Sarantis Group brands, as well as retail market's confidence in its tactics and strategic choices. This award came as a result of the Group's organic and profitable growth achieved in a period of its strategic transition. "

This year's distinction at the Lenovo Retail Business Awards 2021 is particularly important and honorable for Group and reflects the Group's growth in the upcoming years.

Sarantis Group

Headquartered in Athens and boasting a history of over 50 years, Sarantis Group is a multinational consumer products company having leading presence in Eastern Europe and an expanding geographical footprint through own subsidiaries and strong export activity worldwide. Our mission is to uplift the mood of consumers, with beautiful simplicity that makes everyday life better, by being always nearby, working closely with our stakeholders to create value sustainably. From Personal Care, Home Care and Health Care Products as well as Luxury Cosmetics, we offer well recognized brands that have a positive impact on people's everyday lives. With strong activity in 13 countries, and in particular in Greece, Poland, Romania, Bulgaria, Serbia, Czech Republic, Slovakia, Hungary, Northern Macedonia, Bosnia-Herzegovina, Portugal, Ukraine and Russia, we maintain a dynamic international presence and a powerful distribution network of more than 50 countries around the world.

[1] Nielsen FMCG Market Overview 2018 & 2020, ttl Greece & Islands (incl. discounters)