



## **Sarantis Group contributes through volunteering to the mission of Orama Elpidas Association**

*An educational webinar was held for the Group's employees in Greece encouraging them to volunteer through a donation of Hematopoietic Cells / Bone Marrow*

Sarantis Group in the occasion of the World Cancer Day on February 4th and the World Day against Childhood Cancer on February 15th, organized a webinar for its employees in Greece. The aim of the educational webinar was to raise awareness, provide adequate information regarding the process of Hematopoietic Cells / Bone Marrow donation powered by the valuable help and the knowledge of the scientific team of the organization Orama Elpidas.

This webinar was organized aiming at highlighting the importance of voluntary bone marrow donation. Various aspects, steps, and the whole process of participation in the Bone Marrow Donor Bank became known at Sarantis Group employees, showcasing the path for the most simple and generous act that could save peoples' lives suffering from various hematological diseases.

Following the online webinar, a kit will be sent to all the employees who were interested in participating with their sample in the Association's Bone Marrow Bank.

The Bone Marrow Donor Volunteer Bank was founded in 2012 by the Association "Orama Elpidas" and came to cover the large shortage of compatible transplants that our country was facing, due to the very small number of volunteer bone marrow donors. The establishment of the Bone Marrow Donor Volunteer Bank, in the 6 years of its operation, has succeeded in registering in the National and Global Archive more than 123,000 new volunteer donors, of which 184 have been found compatible and have given transplants to an equal number of patients.

The Group's goal through this initiative is to actively participate in further strengthening the donor chain and to make the process widely known to its employees, opening the way of hope to the people who need it the most. This action comes to enhance the Group's strategy that consistently powers social initiatives. Considering corporate responsibility but also the personal responsibility of all, the Group intensifies its efforts for a better tomorrow of the society.

**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.*

**Orama Elpidas Association**

*The Orama Elpidas Association is a non-profit organization. It was founded in 2012 and is another link in the supply chain of medical, mental and social care of the Association of Friends of Children with Cancer "ELPIDA", chaired by the Goodwill Ambassador of UNESCO, Mrs. Marianna V. Vardinogianni. What differentiates the two associations, however, is that "Orama Elpidas" extends its action to adults and especially to those who need a bone marrow transplant and are looking for the right implant to regain their lives and on the other hand includes cancer research for its purposes.*