

**DIONIC**

*GROUP OF COMPANIES*

**COMPANY  
PROFILE**

December 2011



**DIONIC Group**

# ...at a glance

... DIONIC Group the last 15 years turns into a powerful group with European profile, operating in Trading & Distribution, in Software, Energy, Real Estate Development and Consultancy

- Group of 19 companies operates in 5 sectors of economy
- Significant number of goods and services, clients and suppliers, distribution channels
- Important experience in large products', suppliers', clients', coordinators' portfolio management
- Executives with experience and vision of new investments and new opportunities pursuit
- Know-how and economy of ladder development

**DIONIC**  
GROUP OF COMPANIES

**DIONIC** Bulgaria   **DIONIC** Trading   **DIONIC** Participation   **DIONIC** Aioliiki

Media Vis.   MARM LIGHTING®   skroutz Δίνει πάντα!

Shenzhen Top Lead Ltd   ΔΙΑΔΙΚΑΣΙΑ Α.Ε. Συμβούλιο Επιχειρήσεων   ΠΡΟΤΥΠΟ ΚΕΝΤΡΟ ΔΙΑΝΟΜΩΝ

ira MEDIA MEDIA SPECIALISTS   ATCOM INTERNET & MULTIMEDIA S.A.   NTIANA

ENALEN ΑΕΚΕ   IGE S.R. International Gaming and Entertainment SA

ANDROS VILLAGE LP   LEADERSHIP SA  
ATCOM INTERNET & MULTIMEDIA LTD (UK)   DI.PRO. SA

# ...at a glance

## ... activity and financial data continuous development

Capitalization: € 40,36 mil.

Turnover 2010: € 72 mil.

EAT 2010: € 0,549 mil.

P/E 2009: 46,17x

P/Book 2010: 0,86x

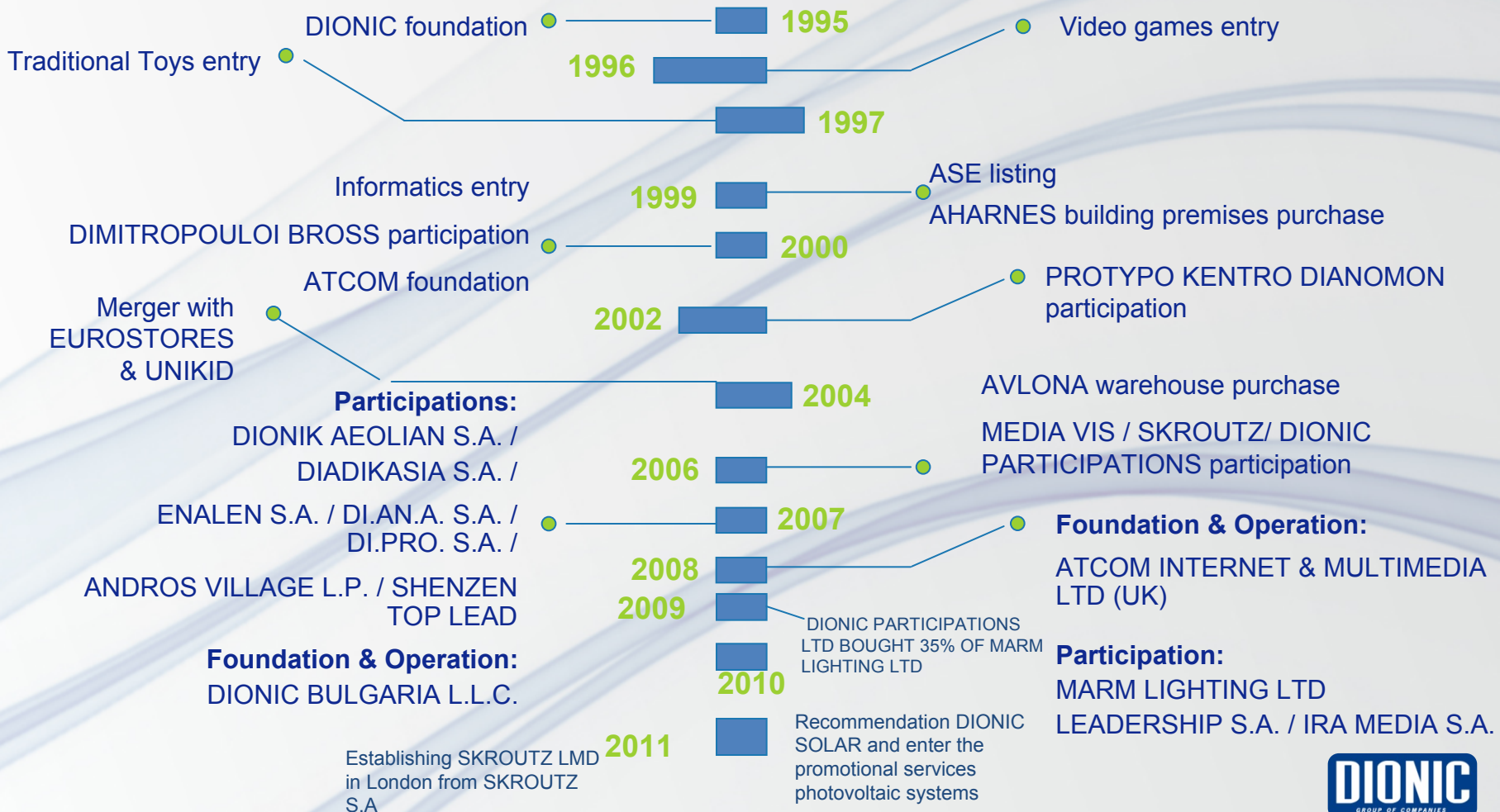
P/Sales 2010: 0,30x

Share price € 1,39 (02/12/2011) Shares: 29.039.986

		2008	2009	2010
SALES	(000. €)	80.929	73.129	72.066
EBITDA	(000. €)	7.192	5.561	3.180
EBIT	(000. €)	5.788	3.887	1.256
EAT&MIN	(000. €)	1.320	371	549

Source: Consolidated Financial Reports

# History



# Key dates for DIONIC

- **1996**, the Company, discerning the coming market boom of **electronic games, software and multimedia**, relocated, investing at the same time in equipment and human resources
- **1997**, constantly searching for new profitable activities, routed its entry in the field of **wide consuming products, traditional toys**
- **1999, relocation** in today's privately owned building, build up its working capital in order to be further established in the field in which operates, office automation modernization, in order to be able to successfully meet the expected increase in sales in the years coming. ASE entry.
- **2000, IT & stationary** entry aiming to achieve the maximum synergies, participation in **ATCOM** foundation
- **2002, PROTYPO KENTRO DIANOMON** participation, operating in distribution of widely consumable products and foods in Attica
- **2004, Infant growth & development products**, strategic business units structure

# Key dates for dionic

- **2006**, Avlona **logistics center** purchase. Skroutz participation, another company in software sector
- **2007**, entry in Energy participating in Dionic Aeolian & Enalen, in Real Estate through DIANA and in Services through Diadikasia. Foundation and operation of Dionic Bulgaria expanding the activities towards new markets of Eastern Europe.
- **2008**, new participations through DIANA for Real Estate reinforced this activity along with the participation in Ira Media for Service. Participation also in Marm Lighting, which operates in the field of lighting types.
- **2009**, DIONIC participation in increase of share capital of ATCOM AE.  
Also be licensed electricity from Enalen A.E.K.E and acquisition of 35% of the company Marm Lighting Ltd based in Cyprus from Dionic Participation LTD.
- **2010**, cooperation agreement with U.S.A investment fund through ATCOM SA.  
**Recommendation DIONIC SOLAR active in the field of integrated photovoltaic solutions**

# Activity

...with 15 years experience in trading and distribution, DIONIC Group is now developing 5 new sectors:

## TRADE – DISTRIBUTION

As the main activity with an extensive **distribution network of 35.000 products in 8 big categories** (home entertainment, information technology, telecoms & intelligent solutions, stationary, toys, infant growth and development items, clothing and footwear, foods and wide consumer products) and with **500 suppliers in 10.000 selling points**, develops in total **25 distribution channels**.

## SOFTWARE

Participation in companies operating in software, possessing dominant position in **Internet products and services development** and exploiting the driving advancements taking place in Technology & Communication Market

## SERVICES

Emphasis is laid on **strategic and business planning**, business process reengineering (**BPR**), **Human Resources development**, **new technologies** exploitation, **logistics** systems, **quality assurance** systems, **strategy and development consultancy services**, **investment appraisal-management**, **important projects study and management** and other. Design the optimal media strategy using the full budget of the advertiser.

## REAL ESTATE DEVELOPMENT

**Real estate development** undertaking high specifications strategically selected projects

## ENERGY

**Aeolian energy production and renewable energy sources exploitation**, offers integrated solutions for the installation of photovoltaic systems on roofs and terraces of houses and commercial buildings and in fields.

# Activities Axes

- **TRADING & DISTRIBUTION**

Direct access to suppliers and retailers

Distribution channels

Risk management dispersion

Suppliers-Clients represent max 3% of turnover

- **REAL ESTATE**

Long Term surplus value

- **ENERGY**

Secured income

High IRR

- **SOFTWARE**

New growing market

Important profit margins

- **SERVICES**

Null stock

Important profit margins

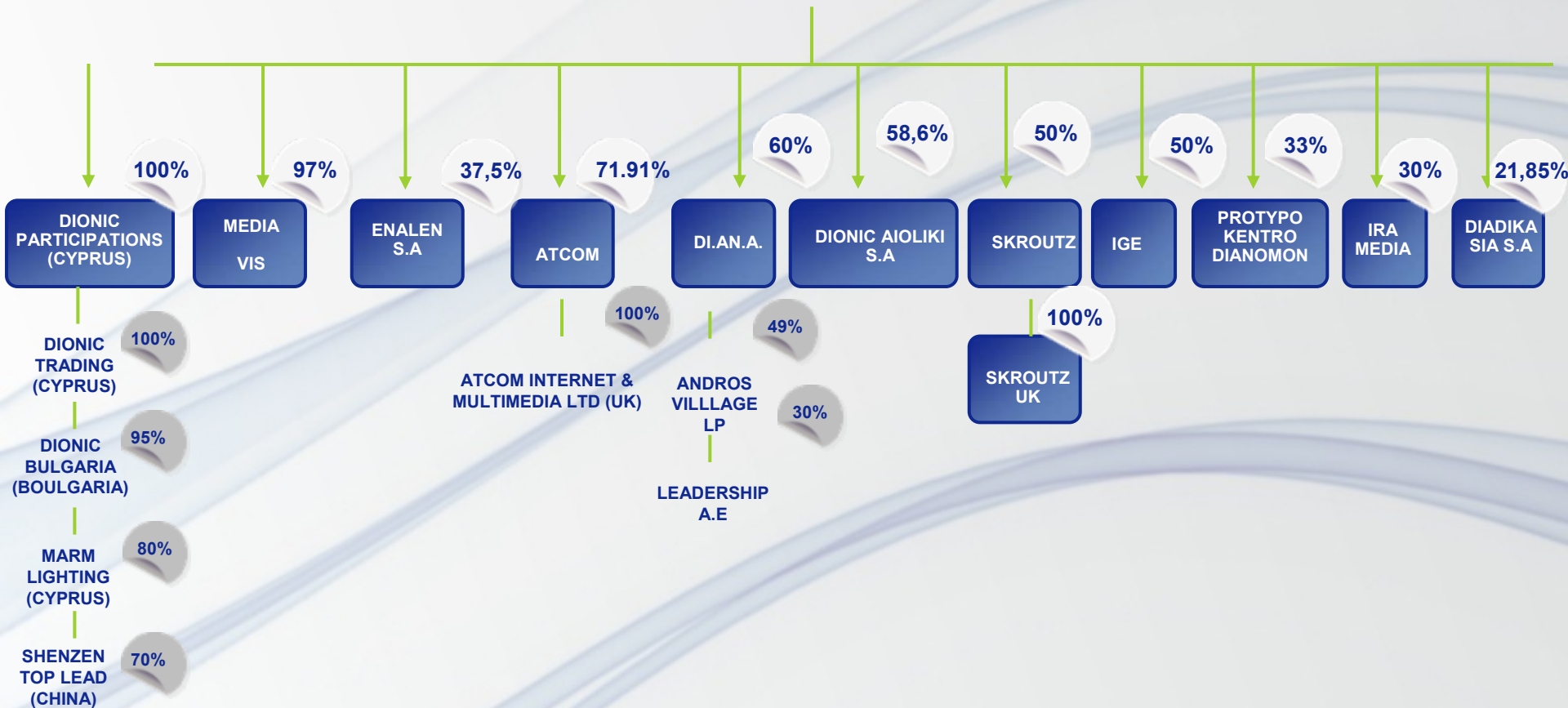
Synergies

# Premises



# Group Structure

**DIONIC**



# Competitive Advantages DIONIC Group

**High growth rate**, through **diversified activities**, irrespective of market's circumstances

**Considerable experience** and essential **specialization** in multiple brands' development, management and exploitation of different sectors.

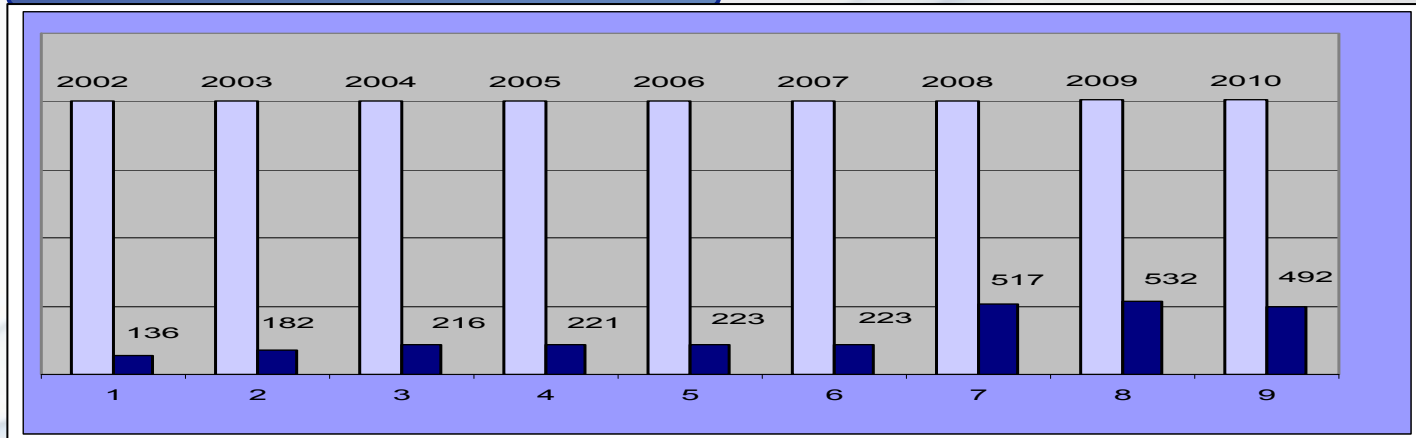
**Important synergies** in all levels.

Effective **business risk management**, **increasing** the productivity along with cost **decrease**

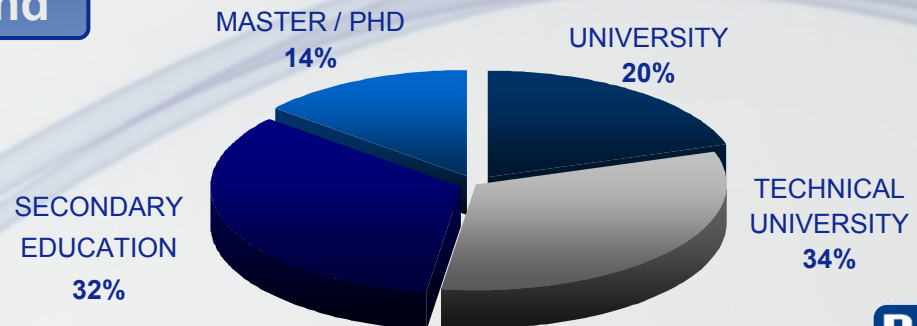
# Our people

... Our people is our company's the most valuable asset

## H.R. development



## H. R. Educational Background



# Our people

We offer each executive the **opportunity** and to **evolve** within the company

We ensure the personnel's **systematic upgrading knowledge**

We encourage **open communication, teamwork** and good **collaboration**

We support **initiatives** and enhance **creativity** and innovation

We aim for a **quality environment**, which **respects**, values and supports **the employee**, contributing to the balance of professional and personal life



Remunerations' & Benefits' policy

Group Program of Health Care

Specialized training courses

Executives – Management  
Monthly Meetings

Internal Network (Intranet)

Executives Annual Meeting

Employees' Events

# Corporate Philosophy

- We operate **focusing on** our company's **profit**
- We rely on our **customers' satisfaction**
- We meet the Market's demands with **credibility** and **flexibility**
- **We respect our competitors** and we aim to be better than them
- **We focus on our targets** and we reward their achievement
- We **develop** teamwork spirit, as it multiplies results
- We exploit **synergies** resulting among different activities of our Business Units
- We encourage **effective initiative**, which contributes to the development of the Group
- We reward **consistency**

# Competitive comparison

**Maintains a high growth rate, through diversified activities, regardless from the economic situation of the market.**

**Possesses considerable expertise in the development, management and utilization of multiple brands in different sectors.**

**Ensures important synergies on all levels.**

**Effectively manages the enterprise risk, increases productivity while at the same time decreases costs.**

# Internal Structure – Decision Centers



# Board of directors

The Board of Directors is constituted of seven members:

**2 Executive Members**

**3 Non-executive Members**

**2 Independent Members**

# Board of Directors members

Ioannis-Nikolaos Mesimeris  
President  
Non-executive member

Christos Bizoumis  
Vice-President  
Executive member

Thomas Roumbas  
Managing Director  
Executive member

Konstantinos Theotokas  
Non-executive member

Vasilios Pappas  
Non-executive member

Ioannis Venetis  
Non – executive member

Alexandros Lavranos  
Independent non-executive member

# Executive Team

- Consists the **link** between the BoD and the company
- Consists of the **Managing Director** and the **General Manager**
- **Recommends the BoD** the directions, the main objectives and the operational framework of the Group (Vision – Corporate philosophy – Activity fields – Objectives of the results)
- **Transmits the BoD decisions** to the Management Team
- **Evaluates** the objectives' achievement percentage and the performance of the Group's managers

# Executive team members

Thomas Roumbas  
C.E.O.

e-mail: [thomas.roumbas@dionic.gr](mailto:thomas.roumbas@dionic.gr)

Christos Bizoumis  
BoD Vice President

e-mail: [christos.bizoumis@dionic.gr](mailto:christos.bizoumis@dionic.gr)

# Executive team members

## Thomas Roumbas – Managing Director

1963, Corfu

1981, Athens

1989, Athens

1992-1996, Athens

1996-to date, Athens

Law School, University of Athens

IT and Home Entertainment entry

Personal Company operating in computing, peripherals, consumables and video games

Dionic S.A. Managing Director

## Christos Bizoumis – General Director

1963, Athens

1981, Athens

1983, Athens

1990, Athens

1996, Athens

Mathematics, University of Athens

Information Technology entry

Multimedia Applications Development & Very Large DataBase Management (VLDBMS) specialization

Dionic S.A. General Director

# Executive Team (Group)

- **Consists the team of the Group's companies top executives**
- **Consists of each company's Executive Team executives**
- Ανταλλάσσει απόψεις για νέες αγορές και επενδύσεις
- Decides about synergies' methods among the Group's companies

# Management Team (Dionic)

- Consists the **top executives' team** of DIONIC
- Consists of Company's **Executive Team** members, Business Unit Managers and the Group's Support Departments managers
- Decides on extensive objectives, on course and **business tactics and policy** of the Group
- Decides on the Group's **organization in a higher level**, aiming the coordination of Departments and Business Units for the optimization of synergies
- Decides the penetration of **new markets**, as well as the materialization of **investments**

# Management Team Members

Dionisis Katratzopoulos

IT Business Unit Manager

e-mail: [Dionisis.Katranzopoulos@dionic.gr](mailto:Dionisis.Katranzopoulos@dionic.gr)

Argiris Kiliadis

Financial Director

e-mail: [Kyliadis.Argiris@dionic.gr](mailto:Kyliadis.Argiris@dionic.gr)

Dimitris Makariou

Internal Audit Director

e-mail: [dimitris.makariou@dionic.gr](mailto:dimitris.makariou@dionic.gr)

Vasilis Pappas

Toys & Stationary Business Unit Manager

e-mail: [vasilis.pappas@dionic.gr](mailto:vasilis.pappas@dionic.gr)

# Management Team Members

## **Dionisis Katratzopoulos - IT Business Unit Manager**

1962, Athens

1980, Pisa

1986- 1989, Athens

1989-1992, Athens

1992-1996, Athens

1996-2001, Athens

Companies :

2001-to date, Athens

Mechanical Engineer, University of Pisa

Amstrad Hellas, Sales and Marketing Manager

Altec S.A, Sales and Marketing Manager

Olivetti Hellas, Sales and Marketing Manager

Altec AEBE, Managing Director in the Group of

Microland and Altcom

DIONIC SA, IT Business Unit Manager

## **Dimitris Makariou - Internal Audit Director**

1963, Athens

1981, Piraeus

1985-1998, Athens Airlines companies Operation Manager

1999-to date, Athens

National Merchant Marine Academy

Dionic S.A. Internal Audit Director

# Management Team Members

## **Argiris Kiliadis – Financial Director**

1967, ATHENS

1988, ATHENS UNIVERSITY OF ECONOMICS

2002, STRUCTURAL CONSULTING SUPPORT

## **Dr. Vasilis Pappas - Toys & Stationary Business Unit Manager**

1966, Athens

1984, Thessalonica Pharmaceuticals, University of Thessalonica

2000, Athens

Dionic S.A. Toys & Stationary Business Unit  
Manager

# Internal Structure DIONIC

## Horizontal Structures

Financial Department

Logistics  
Department

IT  
Department

Technical Support  
Department

Human Resources  
Department



## Business Units (SBUs)

Entertainment

Telecom & IS

Dionic Solar

Consumer Products

Stationary

Toys

Clothing-Footwear

Infant growth & development  
products

# Financial

## FINANCIAL DEPARTMENT – TREASURY – INTERNAL AUDIT

Credit insurance policy for all clients.

Tight rein on clients' credibility.

Credit limits redefinition 4 times a year.

Continuous clients' financial reports reading.

# HR

## HUMAN RESOURCES DEPARTMENT

Main objective is to attract, maintain and develop professionals offering to each executive the opportunity to develop his/her skills and to evolve within the company encouraging open communication, teamwork and good collaboration.

Important criteria are the commitment, creativity and teamwork spirit, in order to share Dionic's vision and mission participate effectively in the fulfillment of its high targets.

HR applies policies, programs and activities, intending to cultivate a climate of constant rewarding of the employees' efforts and the formation of a single working culture throughout company's entire spectrum.

This way we ensure the systematic upgrading of the personnel's knowledge, applying targeted educational programs (e.g. foreign languages, informatics, management skills, etc.)

## IT DEPARTMENT

- **ERP & CRM application for operations' monitoring and recording.**
- **Help Desk application for users' requests monitoring and recording**
- **State of the Art Data Center with graduated access**
- **PC run detailed monitoring applying in Users, Business Unit & Company level.**
- **Remote monitoring for all computer room functions and security systems control**

# Activities Axes

**DIONIC**  
GROUP OF COMPANIES

# Trading Activity

## Subsidiaries Companies Structure

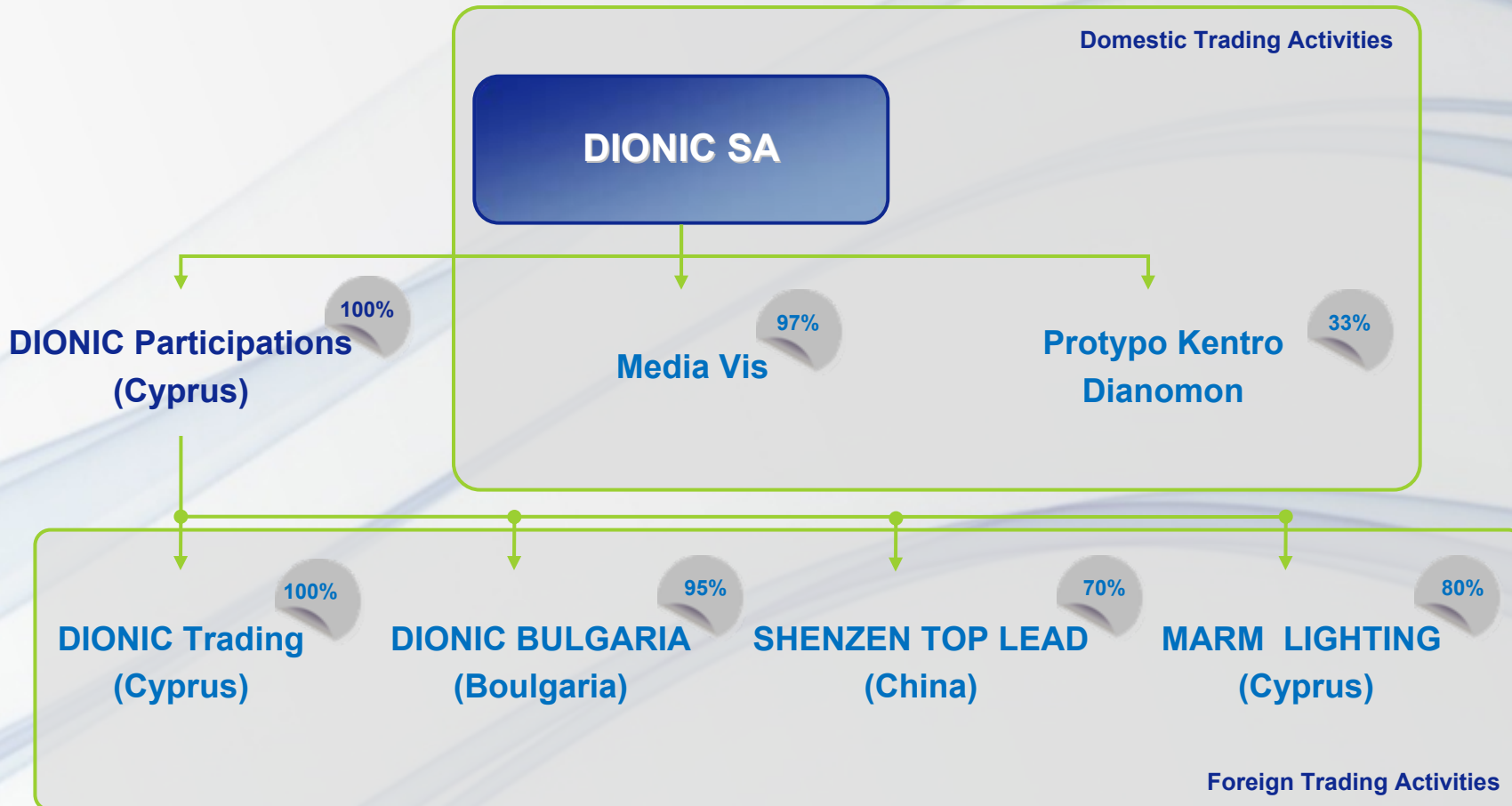
**Dionic Group imports, represents and distributes to dealers:**

- Entertainment
  - Home Entertainment
  - Coin Op Machines
- Dionic Solar
- Intelligent Solutions
- Toys
- Stationary
- Consumer Products
- Infant growth & development products
- Clothing



# Trading Activity

## Subsidiaries Companies Structure



# Trading Activity

DIONIC SA

## Clients:

1996: 118  
2010: > 10.000

## Distribution Channels:

1996: 3  
2010: > 25



## Products:

1996: 285  
2010: > 35.000

## Suppliers:

1996: 12  
2010: > 500

## Items:

25.000.000  
annually

# Trading Activity

DIONIC SA

## Trading and distribution of a diversified products' portfolio

### Suppliers

ACTIVISION	NINTENDO
ABC DESIGN	OK BABY
BABYPHAT	OSANN
CARRERA	QUINNY
CODEMASTERS	REVELL
DEREON	SEGA AMUSEMENTS
KALYPSO	SONY
KIDSLM SITZ	SOUTHPEAK
LUCASARTS	STEELSERIES
MAISTO	SWEET FACE
MAXI COSI	TOMY
MECCANO	VERBATIM
MEGABRANDS	VIDENDI
MICROSOFT	505 GAMES
NEC	
NIKKO	

**DIONIC**  
GROUP OF COMPANIES

SBU's

HYPERMARKETS  
SUPERMARKETS  
COMPUTER STORES  
VIDEO STORES  
TOY STORES  
INTEGRATORS  
MINIMARKETS  
FASHION STORES  
ELECTRIC STORES  
BOOKSTORES  
BABY STORES

Clients

# Organization Objectives

- Each BU operates as an independent unit
- Each BU Manager functions as a company's General Director, being fully responsible for the BU's financial results.
- Trading BUs concentrate to their Commercial Activity using outsourced services, which are mainly provided today by the Support BU
- For non-critical services (ex Financial), where the Support BU does not provide a competitive ratio quality-cost, BUs are entitled to seek alternative solutions

**Thus, on one side each BU avoid expenses that increase their cost of support (as this figures on their results) and on the other side the Support BUs works in order to offer better and cheaper services**

# Organization Objectives

## Implementation control

- Each BU (including Support BU's) presents fully detailed P&L
- Each Business Line (trading unit of a BU) is monitored through P&L
- Performance Management tactics' implementation defining and monitoring KPI's in all levels

**Everything is based on an avant-garde information system, which monitors, in nearly real time (where this practically matters), the total of measurable figures, first of all the KPI's and of course the financial figures**

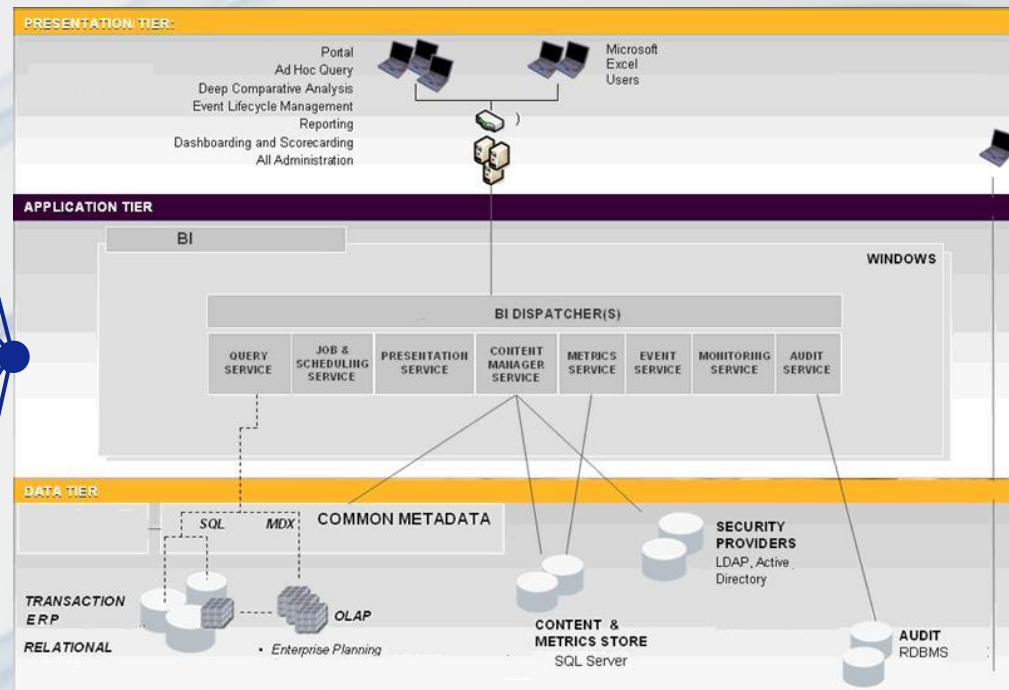
# Business Monitoring

Cost's detailed monitoring  
per  
Business Unit & Company

Detailed P&L per  
Business Unit & Company

Cash Flow per  
Business Unit & Company

Continuous monitoring  
through scorecards of Key  
Performance Indicators



# Strategic Business Units

## Entertainment

- **Most important independent distributor** for home entertainment products
- **Distribution** of selected software to meet the computer needs of businesses by industry market
- **Official representative** of companies providing educational and entertaining software for the Greek market

*ACTIVISION, LUCASARTS, CODEMASTERS, 505 GAMES, KALYPSO MEDIA, SOUTHPEAK INTERACTIVE, STEELSERIES, VIVENDI*

- **Distributes** home entertainment products of MICROSOFT, SONY, NINTENDO.



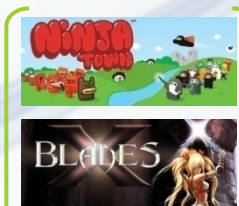
ACTIVISION®



505 GAMES

kalypsos

SOUTHPEAK GAMES



# Strategic Business Units

## Coin Op Machines

- **This activity started on 2009 after the co operation agreement with Sega Amusements**, pioneer and world leading company in amusement, concerning the official representation and distribution of its products in the Greek market
- **Coin operators are widely popular** and center of attraction for all ages
- **DIONIC aims not only at these machines trading and distribution but also at pre-sale και after-sale service**, offering complete service support



**SEGA** Amusements Europe



# Strategic Business Units

## Energy

- The DIONIC SOLAR offers a complete solution for installing photovoltaic systems on roofs and terraces of houses and commercial buildings and in fields. It gives customers a comprehensive solution that starts from the initial design and ends with the delivery of a sound, reliable operating algae project will work and perform smoothly for the next 20-30 years.



# Strategic Business Units

## Security & Surveillance Systems

TELECOMS  
Intelligent Solutions

- **Accurate solutions** for Security and Surveillance.
- **Case Studies (RnD) and official distribution** of telecommunications and closed circuit monitoring systems (analog – digital) from popular manufacturers (Hikvision – Brickcom – Hunt Electronics – Grandsec) High Resolution (**720P - Megapixel**).
- **Communication Solutions** customized for any requirement (VoIP - Asterisk, xDSL, VPN etc.).
- **Manufacturer** of Lexus Guard (PC Based Digital Video Recorder with Hybrid Technology for IP and analogue Camera integration) and similar products in cameras and DVR (Seccam, Solidsec, Sectra).

[ **SECCAM** ] [ **solid sec** ] [ **HEART** ] [ **sectra** ]

[ **CP**<sub>CAM</sub> ] [ **Longhorn** ] [ **GrandSec** ]

[ **HIKVISION** ] [ **HUNT** ] [ **Brickcom** ]

Products & Solutions

PRODUCTS & SOLUTIONS



**DIONIC**  
GROUP OF COMPANIES

# Strategic Business Units

## Toys

- DIONIC is the **exclusive representative** for six of the largest toys manufacturers worldwide (MAISTO, NIKKO, TOMY, CARRERA, MECCANO, HOBBY)
- DIONIC **represents and distributes** worldwide branded products THOMAS & FRIENDS
- DIONIC also proceed to its own O.E.M R/C TOYS creation under the name RCD.
- DIONIC represents also the products of renowned MEGABRANDS (with the familiar Revell), Battle Strikers, Dragon Universe, Magnext), and familiar license (Dora, Thomas, Iron Man, Smurfs)



# Strategic Business Units

## Stationary

- **Distribution through dealers** of stationary, computer consumables, filing products and school equipment.
- **Official distribution** of REVELL, VERBATIM and TRAXDATA products (CD, DVD, Memory Cards, USB Sticks, toner, ink cartridges and special photos papers) in the Greek market.



# Strategic Business Units

## Consumer Products

- **Distribution through dealers** of DVD players & portable DVD players, mp3 players, gadgets and Home Cinema (PLUG'N'PLAY - SENSEI)



# Strategic Business Units

## Infant growth & development products

- **Exclusive representative & distribution** of infant products' major manufacturers (DOREL GROUP –MAXI-COSI, QUINNY-, ZIBOS, OK BABY, KIDSLM SITZ, OSANN, ABC DESIGN). Launching as well its own brand “UNIKID” in various infant products.



# Strategic Business Units

## Clothing

*DIONIC through FASHION  
Business Unit represents and  
distributes clothing  
products, footwear and accessories  
of known brands:  
Dereon by Beyonce  
Baby Phat*



# Subsidiaries Companies

## Protipo Kentro Dianomon



Dionic, having exclusive co operations for specific regions with industrial companies (VIVARTIA, BIC, CRETA FARM etc), distributes, through subsidiary company PROTIPO KENTRO DIANOMON S.A., consumer products to supermarkets, mini markets, restaurants, hotels and kiosks.



# Subsidiaries Companies

**MEDIA VIS S.A.**



The company is involved in new integrated Technological solutions in the Medical and within the digital transition, especially in rapidly growing sectors such as telemedicine.



# Subsidiaries Companies

## DIONIC PARTICIPATIONS



**DIONIC SA, parent company of DIONIC Group, is the sole shareholder of DIONIC PARTICIPATIONS LIMITED**

**DIONIC PARTICIPATIONS LIMITED is the sole shareholder of DIONIC TRADING LIMITED**

**Main activity is the exporting expansion of DIONIC SA**

# Subsidiaries Companies

DIONIC BULGARIA LLC



The company operates in DIONIC SA products' distribution in Bulgaria.

# Subsidiaries Companies

**SHENZHEN TOP LEAD LTD (Hong Kong - China)**



The Company cooperates with major Chinese manufacturers of consumer products and devices (electronic – digital), chosen by a series of quality assurance standards and global distributions' conformities (certified by CE/ROHS, TUV). DIONIC, through TOP LEAD, will operate in production and distribution of consumer products (computers' accessories, consoles, computer consumables etc) with our brand name ("plug n play", "sensei") worldwide.

# Subsidiaries Companies

**MARM LIGHTING LTD (Cyprus)**



**MARM LIGHTING operates in production of lighting fixtures T8,T5 and PL, which offer electric energy important economy against magnetic of the market.**

**MARM LIGHTING LIMITED will also operate in distribution of lighting fixtures and energy efficient lamps under its own brand name Ecoenergy.**

# Software

Activation via the subsidiary companies:



71,91%  
participation



50%  
participation

Important growth of internet in the past few years:

- Decision on strategic placement of Group in this sector
- ◉ Extension of presence of Group

Temporally

Growth of activities next 5 years

Geographical

Extension in the International Market

# Software

ATCOM S.A.



ATCOM is the **leading** Greek web solution company with the largest market share in the private sector

ATCOM has an extensive **know-how** in building added value web, mobile and multimedia applications

**Founded in:** 2000

**EN ISO 9001:2000:** for design, development and selling of software products, analysis, planning & implementation of total information solutions, analysis & development of web & multimedia applications, marketing & distribution of hardware & software products, after sales support

## Services

- websites Development, Hosting & Technical support
- e-commerce application development
- on line games
- e-Learning application development & administration of mobile content
- trainings
- marketing Promotion

# Software

ATCOM S.A.



## Competitive Advantages

- Extensive **know-how** in building added value web, mobile and multimedia applications
- Netvolution was developed and is **owned by Atcom** not a black box solution
- **M-Volution**, the sister product of Netvolution, enhances user's mobile experiences by providing an absolute mobile content management and delivery solution, allowing you to develop once and run in all operators and handsets
- Delivers cost-effective, **price competitive** and innovative real-world solutions, ensuring **ROI** for our customers
- Optimally **leverages** customer's existing resources and infrastructure
- Extensive and diverse expertise through projects in a **wide range of business sectors** such as, Telecommunications, Media & Publishing, E-Commerce, Travel & Tourism, FMCG's, Government and Non-Profit Organizations

# Software

ATCOM S.A.

ATCOM  INTERNET & MULTIMEDIA S.A.

## Products

# Netvolution WCM

»»netvolution

Netvolution has more than  
1300 installations in Greece and worldwide

A platform with a set of advanced characteristics that supports various aspects of an organizational infrastructure.

A broad range of Add-Ons and Modules are available, and can be added at anytime, helping you avoid paying for future functional needs.

# Software

ATCOM S.A.

ATCOM  INTERNET & MULTIMEDIA S.A.

## Products

### m-Volution

  
mobile content management platform >>>

M-Volution is a mobile services & marketing platform emphasizing simplicity while providing a variety of mobile development technologies to build upon

Based on Service Oriented Architectures (SOA), it is available via web interface so as to accelerate design, development and management of numerous applications.

Dynamic presence on major platforms (iOS , Android, Ovi, J2ME) and operators (Vodafone, Wind, Cosmote).

# Software

ATCOM S.A.

ATCOM  INTERNET & MULTIMEDIA S.A.

## Products

**corporate**ready  
by ATCOM

Ready solution for small enterprises and free professionals

**e-hotel**ready  
by ATCOM

Ready solution for hotels and private individuals with lodgings, with incorporated system On-line booking

**e-shop**ready  
by ATCOM

Integrated solution for E-Shop

# Software

ATCOM S.A.

ATCOM  INTERNET & MULTIMEDIA S.A.

## Key Customers



# Software

SKROUTZ S.A.



Skrouz S.A. is the company behind the price comparison engine skrouz.gr. Based in Athens, Greece, we enjoy creating software services, involving a multitude of environments and platforms.

## PROJECTS :



**Foundation:** 2006

**Raise** approximately 10% in monthly basis

# Software

SKROUTZ S.A.



## Skrouz.gr The price aggregator

Our homegrown price comparison engine, is what keeps us busy during the day and awake during the night. Developed from ground up by us, it was and is the most challenging of our works.

Today Skrouz has indexed products, from shops, serving registered users.

552 eshops – 3.000.000 products – 1.200.000 unique users / month

# Software

SKROUTZ S.A.



Skrouztstore.gr – Build your e-shop in 10 minutes



Gameover.gr – The Greek gaming portal



Skroutdeals.gr – Daily city Deals!



Soby.gr – All Deals every morning in your email.

# Λογισμικό

SKROUTZ A.E.



## Our Customers



Google AdSense



YOOX.COM



intersys



# Services

Operating through subsidiaries:



21,85%  
participation



30%  
participation

Operation in service sectors, where important development perspectives are seen:

- Strategic and corporate planning
- Evaluation and project management
- Communication Strategy, AtL & BtL Creative, Media Strategy, Media Planning & Buying, 3D Virtual Reality Systems

# Services

**DIADIKASIA S.A.**



**Specialized consultancy for companies and organizations of  
Private and Public Sector**

**Foundation: 1995**

**Certified EN ISO 9001:2000**

## **Competitive Advantages**

- Specialization in consultancy services
- Integrally proficient scientific personnel
- Perfect knowledge of Private Sector's and Public Administration's distinctiveness and needs
- Know-how transmission to clients
- Powerful and integrated frame of business consultancy
- Total quality control in respect of services provided applying a businesslike and functional System of Quality Assurance, EN ISO 9001:2000 certified

# Services

DIADIKASIA S.A.



## Business activities' Sector



# Services

DIADIKASIA S.A.



## Clients



# Our Services

## IRA MEDIA COMMUNICATION GROUP



Ira Media provides competitive integrated communication services (Media, Advertising, New Media) maximizing the promotional influence and minimizing the expenses. With deep knowledge and experience, IMCG's highly specialized teams merge Consumer Research, Strategic Planning, Media Evaluation, Creative Concept, PR and Interactive 3D Systems into one **powerful campaign**.

### Founded in 2007, IMCG delivers

- Scientific research and analysis of the customer's needs
- A total communication plan
- Use of contemporary communication tools
- Attractive, countable results
- Strategic planning and effective media
- Financial benefits



# Our Teams

IRA MEDIA COMMUNICATION GROUP



## Media Planning & Buying Experts

- Analyze the target audience
- Define the potential of GRPs
- Apply Strategic Integrated Planning
- Generate competitive media buying and value for money CPT



# Our Teams

IRA MEDIA COMMUNICATION GROUP



## Communication Strategy & Creative Concepts

A talented, creative team will

- Analyse the message
- Recognize the need
- Apply creative ideas
- Generate effective concepts



# Our Teams

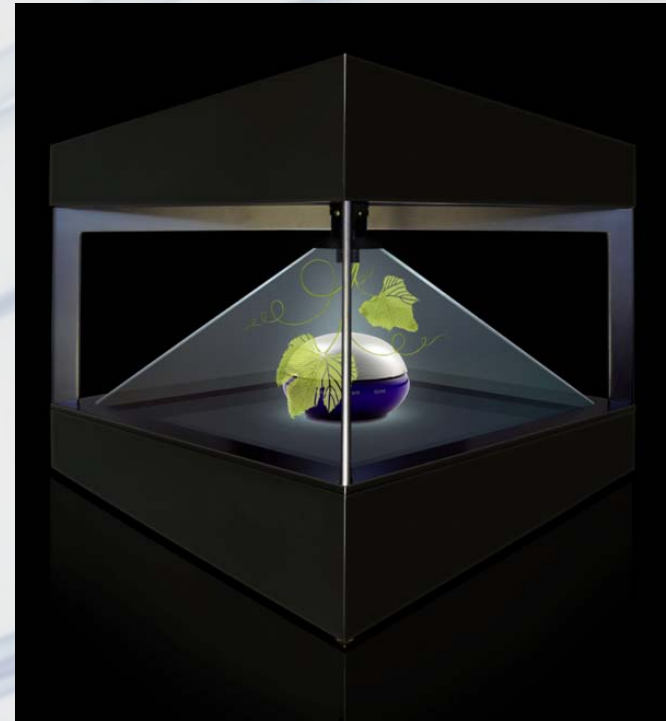
## IRA MEDIA COMMUNICATION GROUP



### 3D Holograms & Virtual Reality Systems

A team of 3D systems specialists will

- Analyse the consumer
- Recognize the potential
- Apply 3D interactive systems
- Generate wow impact at P.O.P.



# Our Customers

IRA MEDIA COMMUNICATION GROUP



## Our Customers – International Brands



# Our Customers

IRA MEDIA COMMUNICATION GROUP



## Our Customers – Greek Brands



# Real Estate Development

Operation through its subsidiary:



60%  
participation

and its participations:

ANDROS VILLAGE L.P.

49%  
participation

LEADERSHIP S.A.

30%  
participation

Entry in a quickly deploying sector, Real Estate Development and Management, with important perspectives, undertaking strategically chosen high standards projects.

The aim is real estate development with professionalism, offering integrated services through a network of experienced associates.

# Real Estate Development

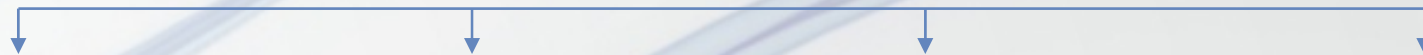
DIONIC REAL ESTATE DEVELOPMENT SA

The main activities axis is land purchase and residential & professional properties construction

Aim: participation in real estate development companies and the undertaking of strategically selected projects management, that comply with Group's requirements.

Innovative model of business development application and exploitation of know-how & experience possessed for online marketing  
αξιοποίηση της τεχνογνωσίας και της εμπειρίας που διαθέτει για online marketing constituting relevant networks in Greece and abroad.

## Services' vertical offer



Management and superintendence of project development and construction

Update and Tracking Procedure

Project Promotion

Project Commercial Exploitation

# Real Estate development

**ANDROS VILLAGE L.P.**

**Main objective, at first, is the development of residential complexes in the insular Greek area and particularly on the island of Andros**

**At the moment the construction of a complex of luxurious residences in Andros is in progress**

**The project combines traditional Cycladic architecture with the company's high level know-how**



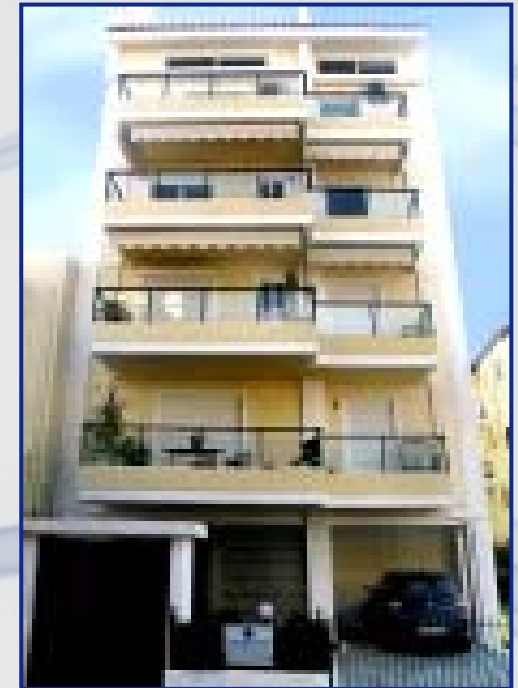
# Real Estate Development

LEADERSHIP S.A.

Construction company which has teams of specialized technical personnel, who know how to handle modern equipment and quality hardware

Development in North and East Attica

The company's activity is to find land plots for purchasing or valuable consideration and to construct and sell urban residences and office space of high specifications



# Energy

Operates through the subsidiaries:



58,6 %  
participation



37,5%  
participation

Cooperation with AEOLIAN DEVELOPMENT SA, specializing in renewable energy sources sector

- Sensitization in environment protection issues
- Important development perspectives in energy production sector using renewable energy sources, like the wind and the sun

Entry in energy market

# Energy

ΝΤΙΟΝΙΚ ΑΙΟΛΙΚΗ ΑΝΑΠΤΥΞΗ ΕΝΕΡΓΕΙΑΚΗ Α.Ε.



## Aeolian Energy production



- The company has filed an application for the licensing of construction and operation of an aeolian park with power of 42 MW in the positions Lofos, Profitis Elias, Politis, Megalokoryfi of the Municipality of Solygia, in the Region of Corinthos
- The project includes 14 wind power generators, of 3,000 KW nominal power each (total capacity 42 MW) and minimum lifespan of 20 years.

# Energy

ΕΝΑΛΕΝ ΣΑ ΕΝΕΡΓΕΙΑΚΗ ΚΑΤΑΣΚΕΥΑΣΤΙΚΗ  
ΕΝΑΛΛΑΚΤΙΚΩΝ ΜΟΡΦΩΝ ΕΝΕΡΓΕΙΑΣ



## Construction and exploitation of alternative energy forms projects (photovoltaic energy)

- An application for license has been filed for the construction and management of photovoltaic park producing 1,999 MW in the Municipality of Elos, in the Region of Lakonia
- The photovoltaic park includes 11,424 photovoltaic panels with nominal power 175 Wp per panel, of a total surface of 14,584.30 sq.m, the installation of which necessitates an area equal to 46 acres, while the lifespan of the installation is 25 years.



**DIONIC**

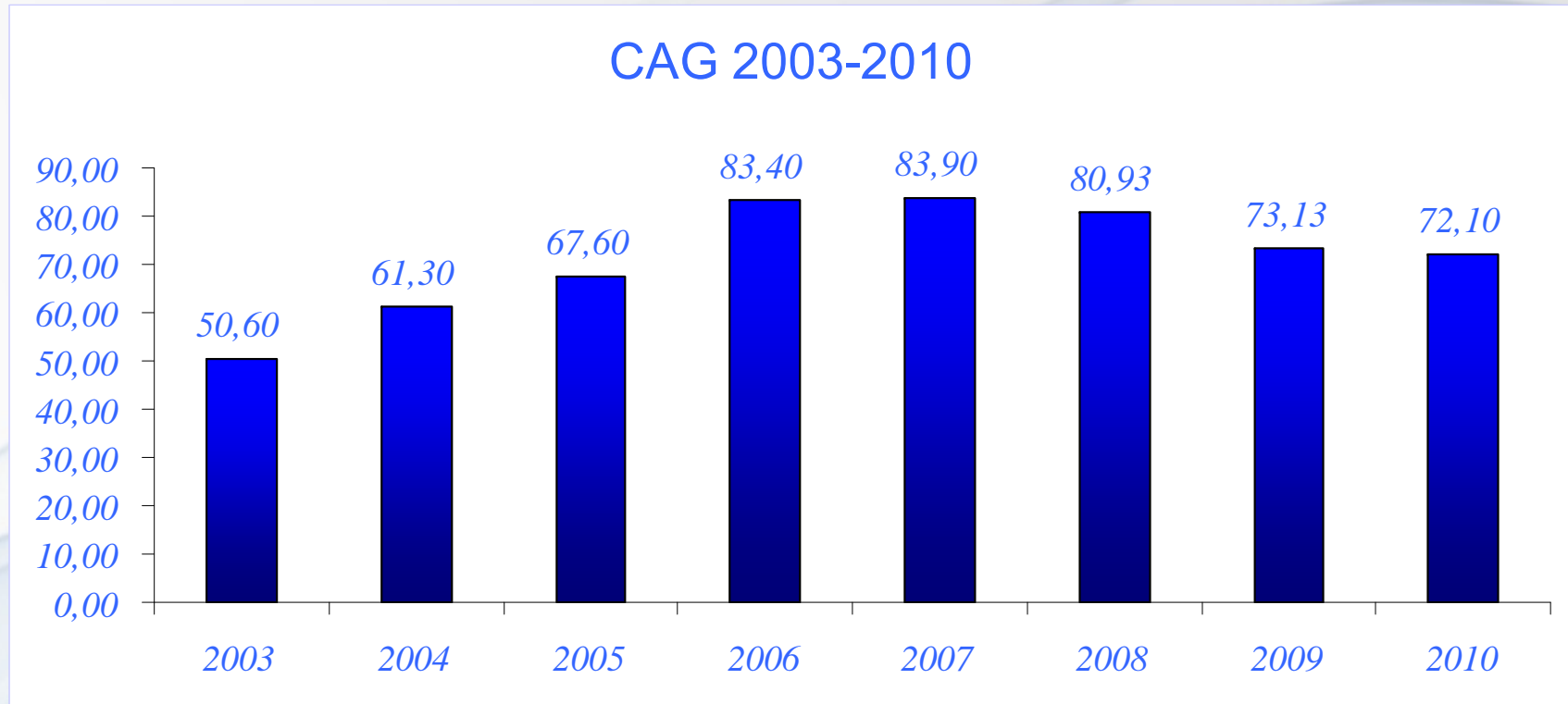
*GROUP OF COMPANIES*

# Financial Data Strategy

# Financial Results

Results Figures

(Mil. €)



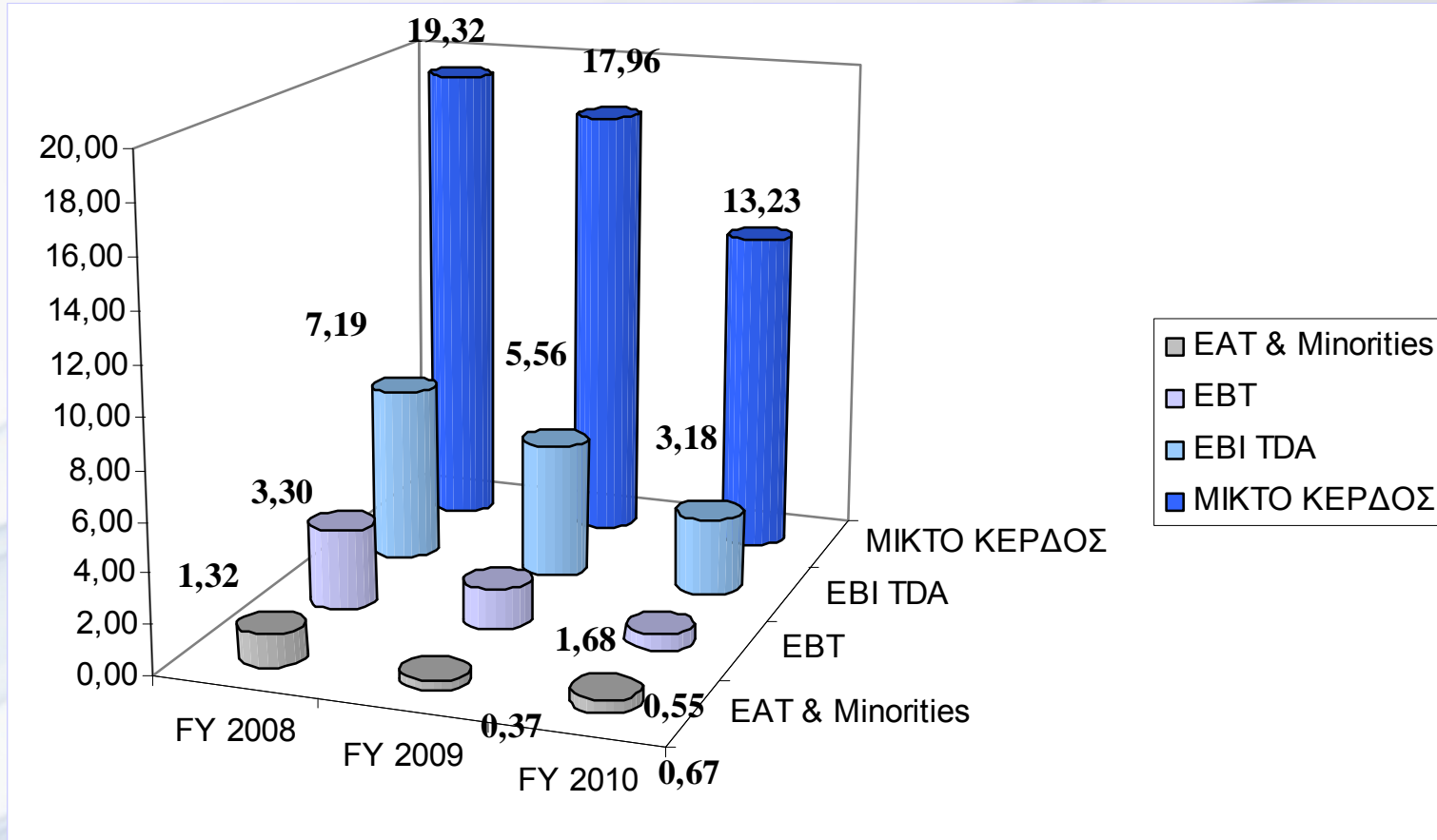
Figures up to 2003 based on Greek Accounting Standards  
Figures 2004 – 2010 based on IFRS

Source: Aggregate Financial Reports

# Financial Reports

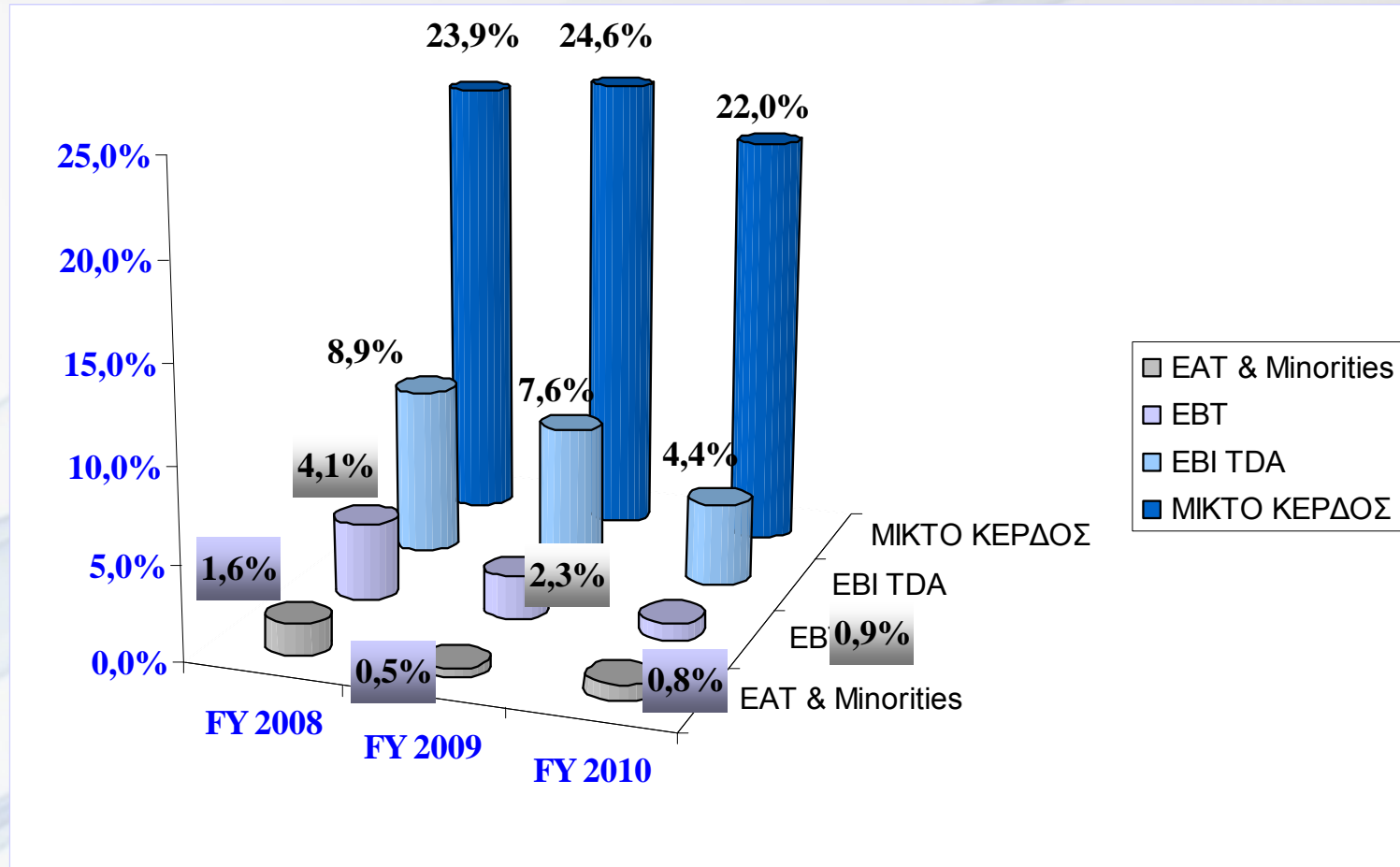
## Aggregate Turnover

(Mil. €)



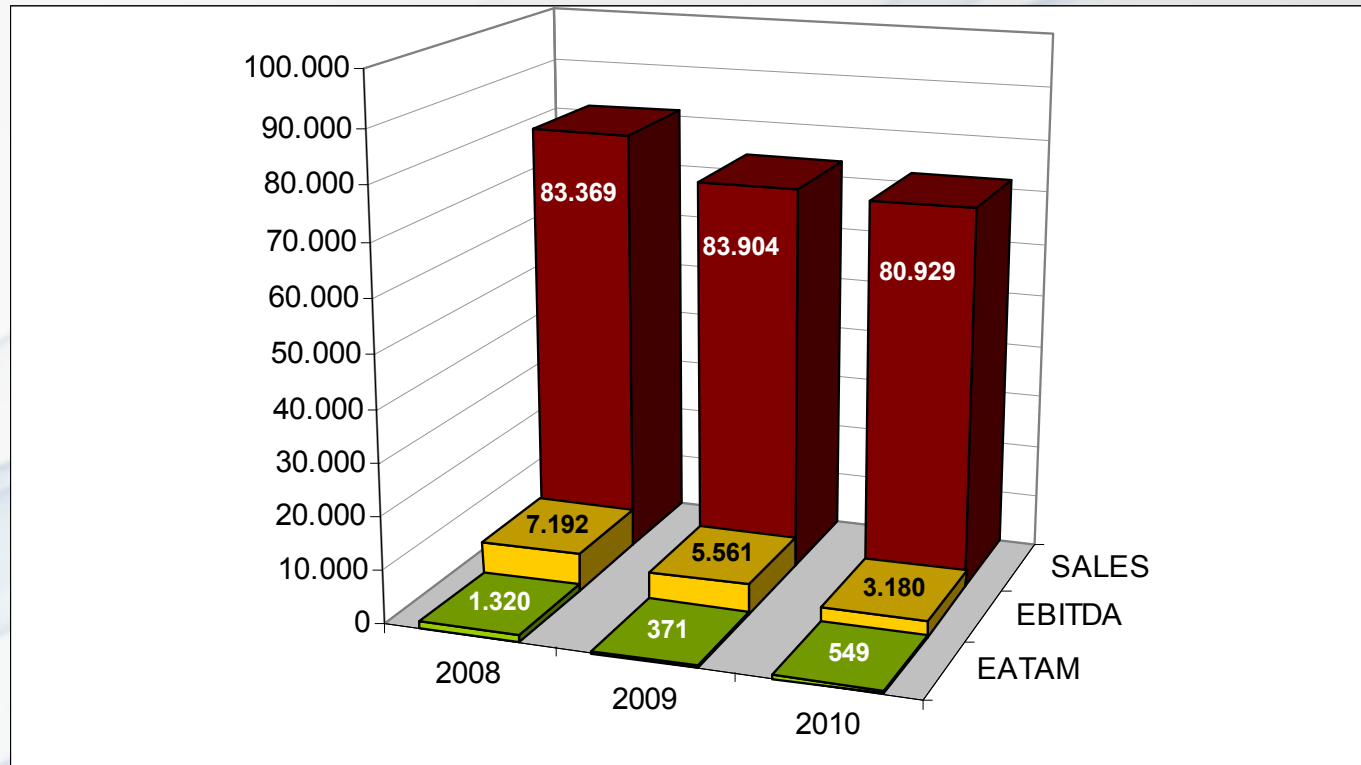
# Financial Reports

## Profit Margins



# FINANCIAL DATA

## Main Index Results



# Strategy

- **Expansion in Greece and abroad towards new markets**, aiming the raise of lucrativeness
- **Boost in activities with small or null stocks** and small or null exposure to credit risk.
- **Own and third parties capitals safeguard**, which are necessary for aims' materialization
- **Recognition increase**
- **Human Resources** continuous development - progress
- **Dividends' policy** continuous increase
- Integral **exploitation of all synergies** occurred

# Targets for the next 5 years

- To work as an **organized and homogeneous model**
- To constitute a **European group, operating in American Continent**, in Commercial and Technological level
- To have **affluence** and to be **financially self-contained**, with more than 300 mil. € turnover and earnings after tax 4%
- To incorporate the **Market's best executives**, in all levels
- To constitute **an ideal operation environment**, that conduces to the executives' personal abilities exploitation and advancement, as an element of the group's internal surplus development



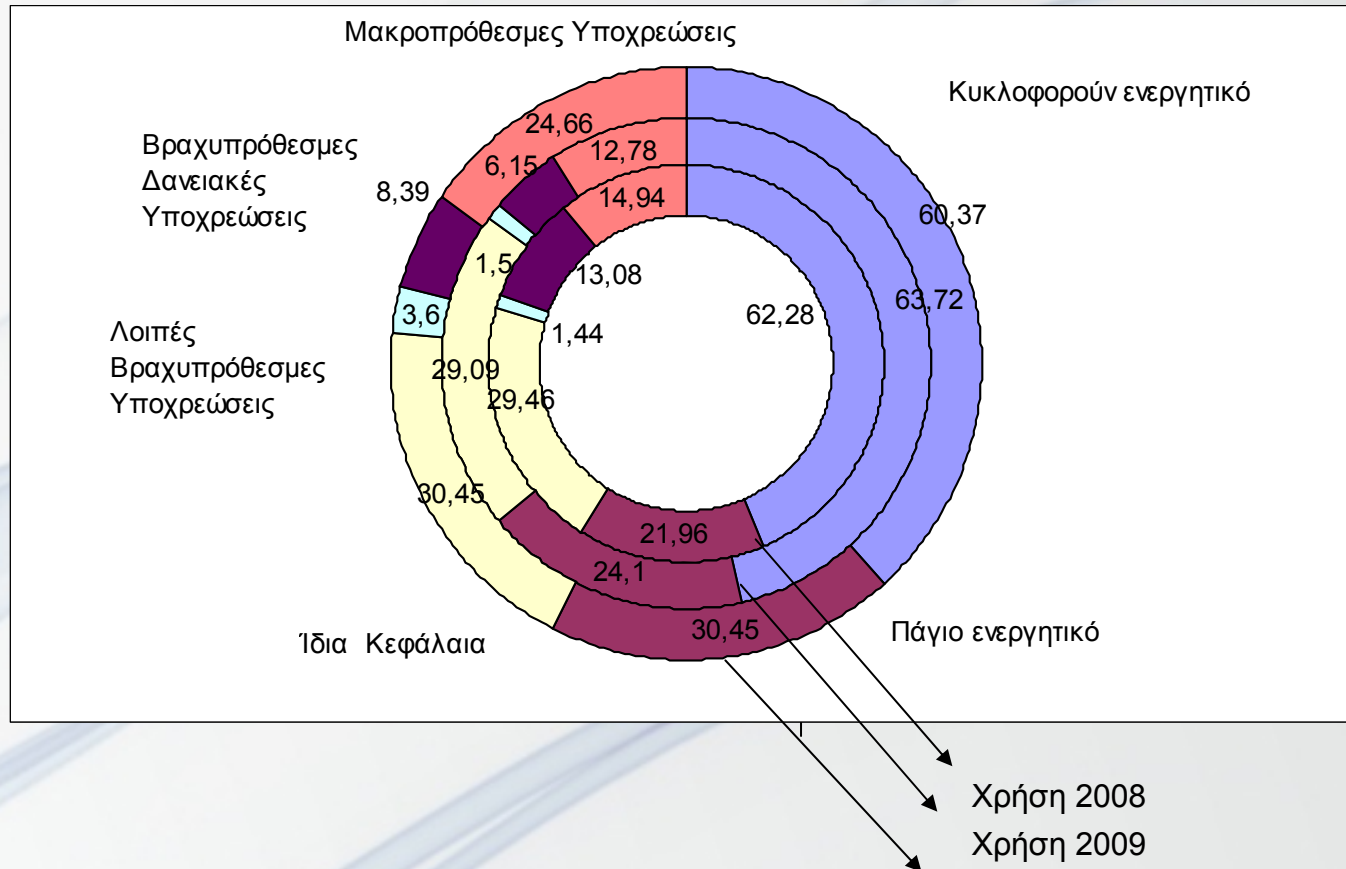
# Appendix

**DIONIC**  
GROUP OF COMPANIES

# Financial Results

## Balance-sheet Basic Elements

(Mil. €)



# Financial Results

## Cash Flow Elements

(Mil. €)

	31/12/2008	31/12/2009	31/12/2010
Cash Flow			
Operational activities	-0,22	-0,475	-3,21
Investment activities	-5,76	-1,87	-2,46
Financing activities	11,35	4,63	-1,79
Total Cash Flow	5,36	2,29	7,65

# Financial Results

## Basic Financial Elements & Investment Index Numbers

		2008	2009	2010
SALES	(000. €)	80.929	73.129	72.066
EBITDA	(000. €)	7.192	5.561	3.180
EBIT	(000. €)	5.788	3.887	1.256
EAT&MIN	(000. €)	1.320	371	541
EPS	¢	4,6	1,4	2,1
P/E	x	16,28	57,92	39,14
P/BV	x	0,46	0,65	0,86
P/SALES	x	0,20	0,20	0,30
BANKS/EQUITY	x	1,23	1,52	1,36
ROE	%	5,26	1,51	2,19

# Share Key Features

<b>ATHEX</b>	DION	<b>CATEGORY</b>	MEDIUM AND SMALL CAPITALISATION
<b>REUTERS</b>	DIOr.AT	<b>SECTOR - SUBSECTOR</b>	Industrial Goods & Services - Industrial Suppliers
<b>BLOOMBERG</b>	DION GA	<b>LISTING DATE</b>	11/10/1999
<b>SHARES VOLUME</b>	29.039.986	<b>CAPITALISATION</b>	€ 40,36 mil.

## SHAREHOLDERS' COMPOSITION

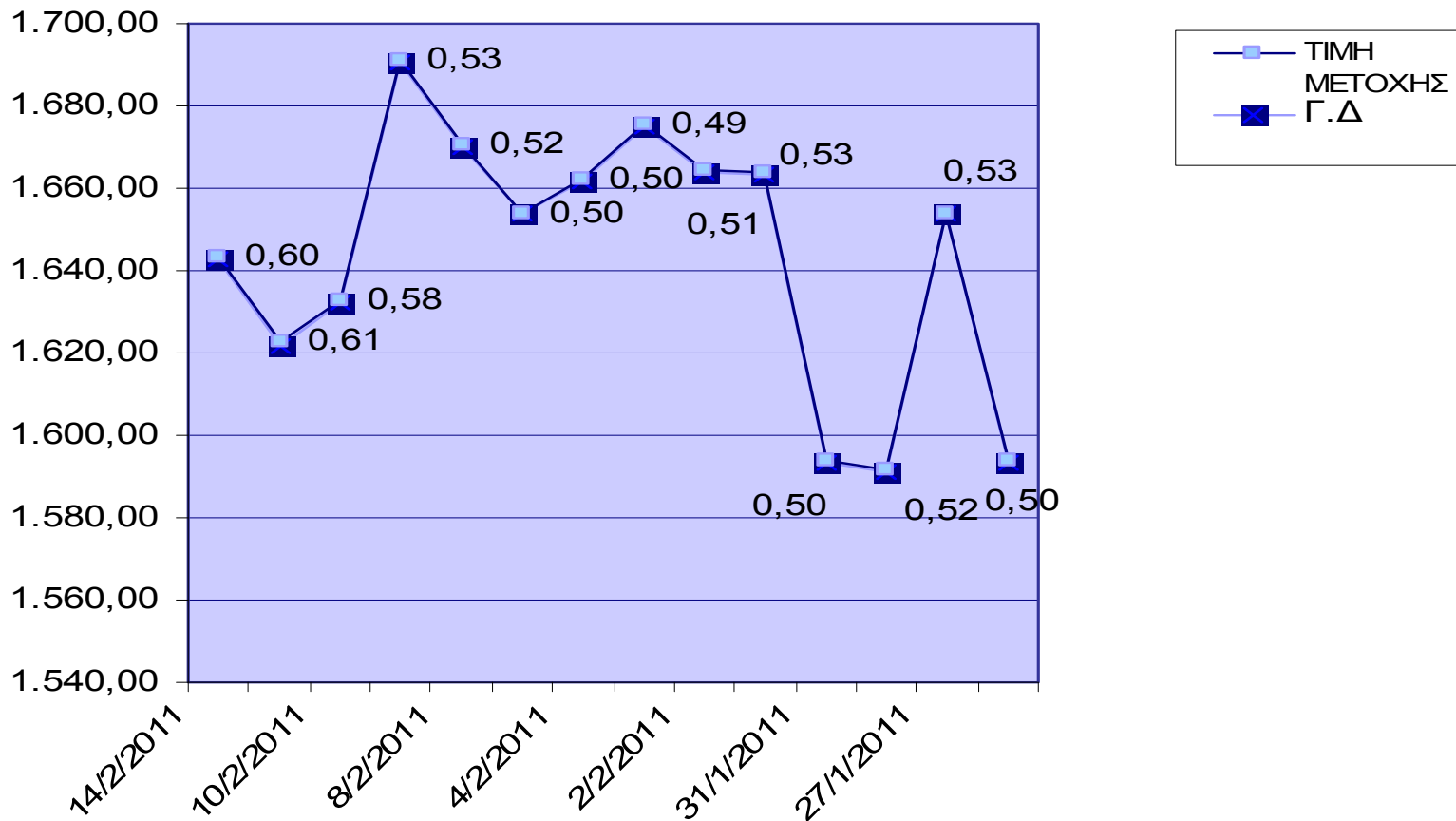
Free float  
32,80%



Main  
shareholders  
59%

Share Price: € 1,39 (02/12/2011)

# Share Grapg



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**Thank you**