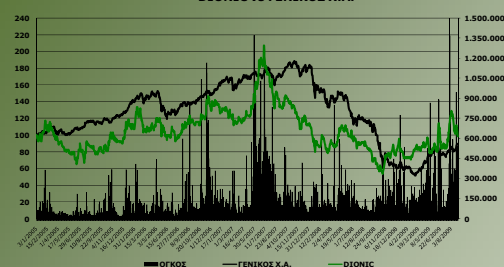


### DIONIC S.A.

Commercial & Industrial Company  
DIOr.AT DION GA

#### Summary financial data and information 6M 2009 According to International Financial Reporting Standards (IFRS)

DIONIC vs FENIKOZ X.A.



#### Share

Share Price (€): 0,68 (27/08/2009)  
# Number of Shares: 28.929.986 (KO)  
Capitalization (€ mil.): 19,7  
% D από 31/12/2008: +3.0%  
52 Weeks High €: 0, 91 (05/08/2009)  
52 Weeks Low €: 0,31 (24/10/2008)  
52 weeks Mid daily Marketability (#): 198.776

#### Company Profile

DIONIC consists a strong group with European profile based in its experience in the fields that operates (trading, distribution, software, energy, real estate development, consultancy). Today the company won recognition as one of the most creative and innovating groups with continuous upwards progress.

#### PRESS RELEASE

#### FINANCIAL DATA & INFORMATION FIRST SEMESTER 2009

#### Summary financial data and information

(FY: December) (000 €)	6M 2007	Q1 2008	Q2 2008	6M 2008	Q1 2009	Q2 2009	6M 2009
Turnover	42.253	19.010	19.881	38.891	18.802	18.122	3.692
Cost Sales	-35.297	-14.620	-14.429	-29.049	-14.586	-13.710	-28.296
Gross Profit	6.956	4.390	5.452	9.842	4.216	4.412	8.628
Other exploitation Income	256	109	44	153	59	55	114
Other exploitation Costs	-212	-81	-108	-188	-21	-80	-100
Total Gross Profit	7.000	4.419	5.388	9.807	4.254	4.387	8.641
Administration Expenses	-1.355	-1.041	-1.093	-2.134	-1.138	-924	-2.062
Distribution Expenses	-2.988	-1.695	-2.412	-4.107	-1.773	-1.857	-3.630
Research & Development Expenses	-52	-200	-176	-376	-163	-184	-347
Administration, Distribution, Research Expenses	-4.375	-2.936	-3.681	-6.617	-3.074	-2.966	-6.039
EBITDA	3.048	1.839	2.055	3.894	1.585	1.812	3.396
Depreciation, Ammortization	-408	-356	-348	-704	-404	-391	-795
EBIT	2.625	1.483	1.707	3.190	1.180	1.421	2.602
Financial Income	2	15	14	29	1	59	60
Financial Costs	-1.136	-371	-662	-1.033	-383	-620	-1.013
Income-(Costs) from interests	-1.134	-356	-648	-1.004	-391	-621	-952
Profit from sale of subsidiary's percentage	193	0	0	0	0	0	0
Participations' & Securities' Difference	0	0	0	0	0	212	212
EBT	1.685	1.127	1.059	2.186	789	1.072	1.861
Tax	-361	-238	-285	-523	-157	-385	-541
Minority Rights	223	281	282	562	228	383	611
EATAM	1.101	608	492	1.101	404	304	708
Margins' Analysis %							
Gross Profit	16,5%	23,1%	27,4%	25,3%	22,4%	24,3%	23,4%
Administration, Distribution, Research Expenses	10,4%	15,4%	18,5%	17,0%	16,3%	16,4%	16,4%
EBITDA	7,2%	9,7%	10,3%	10,0%	8,4%	10,0%	9,2%
EBIT	6,2%	7,8%	8,6%	8,2%	6,3%	7,8%	7,0%
EBT	4,0%	5,9%	5,3%	5,6%	4,2%	5,9%	5,0%
EATAM	2,6%	3,2%	2,5%	2,8%	2,1%	1,7%	1,9%
Period/Period %							
Sales	15,7%	-5,3%	-10,4%	-8,0%	-1,1%	-8,8%	-5,1%
Gross Profit	0,9%	25,2%	58,1%	41,5%	-4,0%	-19,1%	-12,3%
Administration, Distribution, Research Expenses	6,5%	31,6%	71,7%	51,3%	4,7%	-19,4%	-8,7%
EBITDA	0,7%	25,3%	30,0%	27,8%	-13,8%	-11,9%	-12,8%
EBIT	-2,0%	-16,6%	-26,2%	21,5%	-20,4%	-16,8%	-18,4%
EBT	-6,4%	42,5%	18,5%	29,7%	-30,0%	1,2%	-14,9%
EATAM	15,6%	32,2%	-23,2%	0,0%	-33,6%	-38,2%	-35,7%

Source: Group's Published Accounting Reports

#### Comment:

•During the first semester of the current year, the Management, **completed a series of actions and strategic cooperation** in almost all main axes of activities, (**Trading/Distribution, Software, Services and Real Estate Development and Energy**).

•In respect of **figures development for the first 6 months of 2009**, certainly **international financial crisis' impacts** and the resulting recession consisted a check on Company's development. For the encounter with recession, the company answered with **systematic audit and restraint of expenditure and investments**, **the best possible stock administration, while the adoption of new stricter clauses in credit policy** aiming the continuance of "healthy" sales had an expected consequence in the group's turnover.

#### Summary Financial data and information (in comparison with 6 months 2008):

Thus, the **aggregate turnover** for the first semester 2009 arrived at **€ 37 mil.** against € 39 mil. for the same period of 2008 recording a **decrease of 5%**.

The **Group's gross earnings** recorded a **decrease of 12,3%** against the first semester of 2008 and arrived at **€ 8,6 mil.** At the same time, the **gross profit margin** arrived at **25,3%** on aggregate turnover against 23,4%. The **Group's EBITDA** arrived at **€ 3,4 mil.** against € 3,9 mil. of the corresponding first semester of 2008, while the **margin EBITDA** arrived at **10,0%** of the turnover against 9,2% the same period last year. The Group's EBT arrived at € 1,9 mil. against € 2,2 mil. while the **EATAM** arrived at **€ 0,7 mil.** the first semester of 2009 against € 1,1 mil. on 2008.

#### Estimations – Review 6months 2009:

•In **Trading/Distribution & Representation sector, Business Unit Entertainment** began the cooperation with STEELSERIES, company producing PC gaming accessories and proceeded to agreement conclusion with worldwide renowned company, SEGA Amusements, for the exclusive import and distribution of its products in Greek market. **Business Unit Toys and Stationery** proceeded to relevant agreements with Crayola, the leading worldwide company in educating and amusing products for children (art and crafts), along with another leading company, HOBBY Engine. In respect of the upmost Radio Control toys, **DIONIC** proceeded to the creation of its own O.E.M R.C toys (own brand) under the name RCD.

•In **Software and Services Sector**, the Group's subsidiary **ATCOM SA** proceeded to the cooperation with the international consultancy company "imedia advisory services" aiming the promotion of WCM - Netvolution towards important Press houses abroad. Furthermore, ATCOM's αύξηση μετοχικού κεφαλαίου has been completed for € 998 thous., where DIONIC disbursed € 837 thous., so its participation comes to 71,29%.

•The sector's other **subsidiary Skroutz SA**, that consists today the most important internet search engine in Greece, continue the upward progress of Skroutz.gr, counting 100% raise of traffic per year having recorded on January 1,25 million visits and 12,3 millions of Pageviews, by 515.000 single users

#### Shareholders Composition

Free Float  
36%



Main Shareholders  
64%

	SALES (.000€)	EBITDA (.000€)	EBIT (.000€)	EATAM (.000€)	EPS €	DPS €	DIV YLD %	P/E x	P/BV x	P/SALES x	BANKS/ EQUITY x	ROE %
2006	83.369	5.419	4.694	1.515	0,081	0,025	3,68%	12,98	1,38	0,24	1,88	10,60%
2007	83.904	6.241	5.334	1.935	0,091	0,025	3,68%	10,17	0,79	0,23	0,70	7,77%
2008	80.929	7.192	5.788	1.320	0,046	0,0092	1,35%	14,90	0,78	0,24	1,23	5,26%

Investment index numbers calculated on 28.929.986 shares and 0,68 share price (27/08/2009)

BV= Own Capital Total – Minority Rights.

Detailed information regarding the compilation and analysis of Financial Reports based on International Financial Reporting Standards (IFRS) on company's webpage: [www.dionicgroup.com](http://www.dionicgroup.com)

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