

# AS Company S.A.

Corporate Presentation

May 5<sup>th</sup> 2025



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## Today's panel



**Theodora Koufou**  
General Director



**Panagiotis Papaspyrou**  
Group CFO

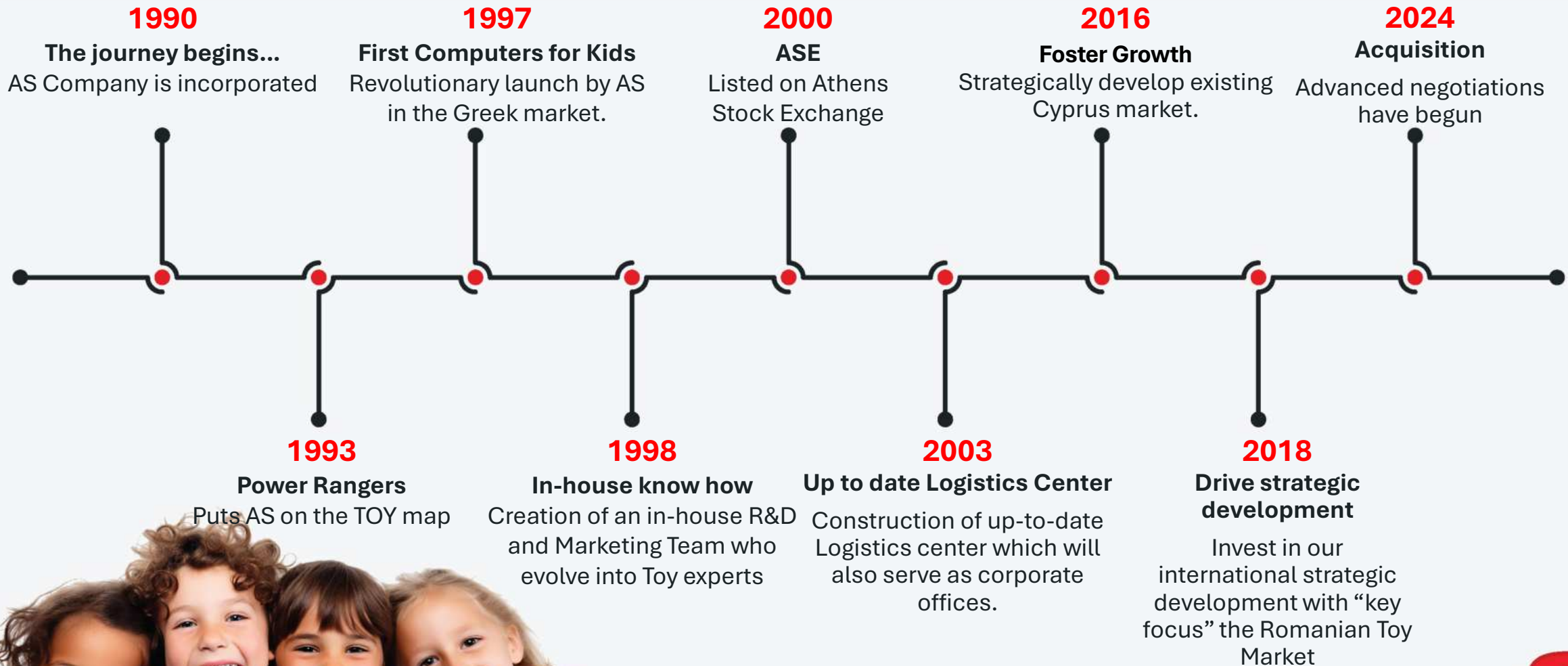


**Efstratios Andreadis**  
President & CEO



**Apostolos Petalas**  
Vice-President

# A Journey of over 30 Years TOGETHER



## Our Mission

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Create  
**JOY & KNOWLEDGE**  
for small and big kids!

Efstratios Andreadis

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### **Speed**

To cater to our  
customer needs  
& react to  
competitive  
environment

### **Simplicity**

Our proposals  
are clear & simple  
Simple solutions to  
everyday issues

### **Trust**

We deliver on what  
we promise  
Best price/quality  
products  
Reliable &  
transparent



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How do we do this?  
With TOYS!

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**Meaning of Toys:**

In simple words we would say that a toy is a **natural behavior** for the children to learn about themselves and the world around them.





# Our Competitive Advantage

## **Exclusive**

Distribution  
Agreement with  
World Wide  
Brand Names

## **Dedicated**

Marketing,  
Design and  
R & D Teams

## **Our people**

Dedication  
Value  
Expertise

## **Long-term**

Relationships  
with all  
Channels of  
Distribution

## **Healthy**

Balance sheet which  
supports financing  
requirements of  
working capital and  
investments

## **Agile**

Ability to react  
quickly to  
changes in all the  
markets we have  
presence in



# Strong Mega Brands



Εξυπνομάης™



Silverlit®

EXOST™



CRY Babies





# Solid Partnerships & Licenses



Consumers can find us everywhere...

JUMBO

ΣΚΛΑΒΕΝΙΤΗΣ

diverta



MAX  
S T O R E S

μασούτης

Hondos Center  
Υπέροχο ταξίδι ομορφιάς

TOY Shop

COMFUZIO  
Κάνει τη ζωή παιχνίδι!

SYNKA  
super markets

Public

eMAG

My market   
Μαζί, για όσα αγαπάς

elefant.ro  
MALLUL ONLINE AL FAMILIEI TALE

Γαληαξίας  
Το Ελληνικό Σούπερ Μάρκετ

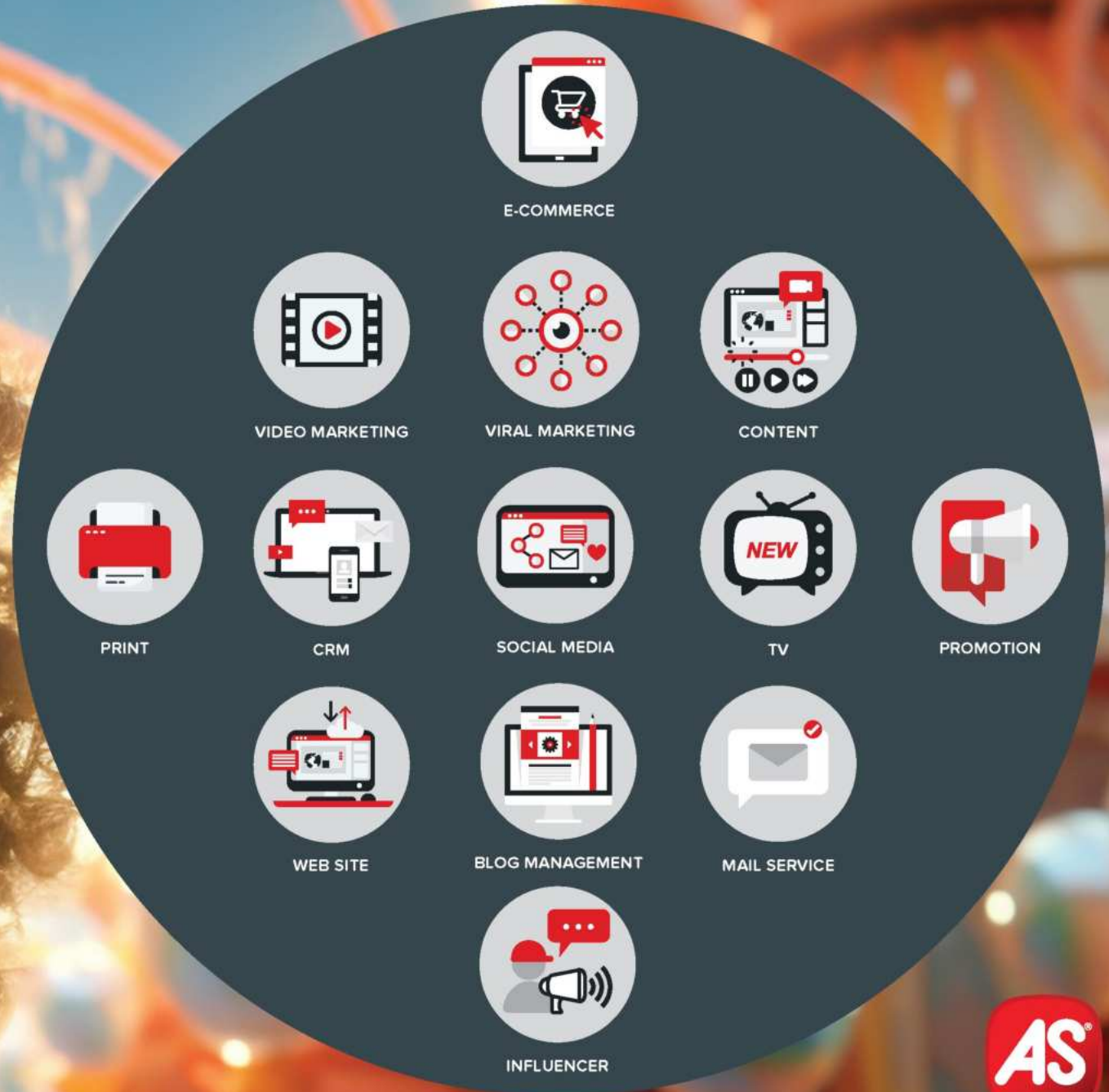
πλαισιο

Perfectoys  
ΠΑΝΤΑΖΟΠΟΥΛΟΣ

Toys24.GR



**With cross media plans  
covering TV, Digital, Social..**





# Consistent Growth & Profitability

**2020**

**Net Sales**  
€19.607mill.  
**EBITDA**  
€3.115mill.  
**PBT**  
€2.405mill.

**2021**

**Net Sales**  
€22.696mill.  
**EBITDA**  
€3.882mill.  
**PBT**  
€3.977mill.

**2022**

**Net Sales**  
€28.658mill.  
**EBITDA**  
€4.659mill.  
**PBT**  
€3.284mill.

**2023**

**Net Sales**  
€28.697mill.  
**EBITDA**  
€5.500mill.  
**PBT**  
€5.954mill.

**2024**

**Net Sales**  
€31.007mill.  
**EBITDA**  
€5.166mill.  
**PBT**  
€5.568mill.



# 2023 our record year for Sales & Profits

amounts € 000	2024	2023	%
<b>Net Sales Turnover</b>	31.007	28.697	+8,05%
<b>Gross Profit</b> 48,57 %	15.060	13.861	+8,65%
<b>EBITDA</b> 16,66 %	5.166	5.500	+6,07%
<b>PBT</b> 18 %	5.568	5.954	-6,48%
<b>Profit after Tax</b> 13,6 %	4.210	4.533	-7,14%
<b>Earnings Per Share (in €)</b>	0,3226	0,3470	-7,03

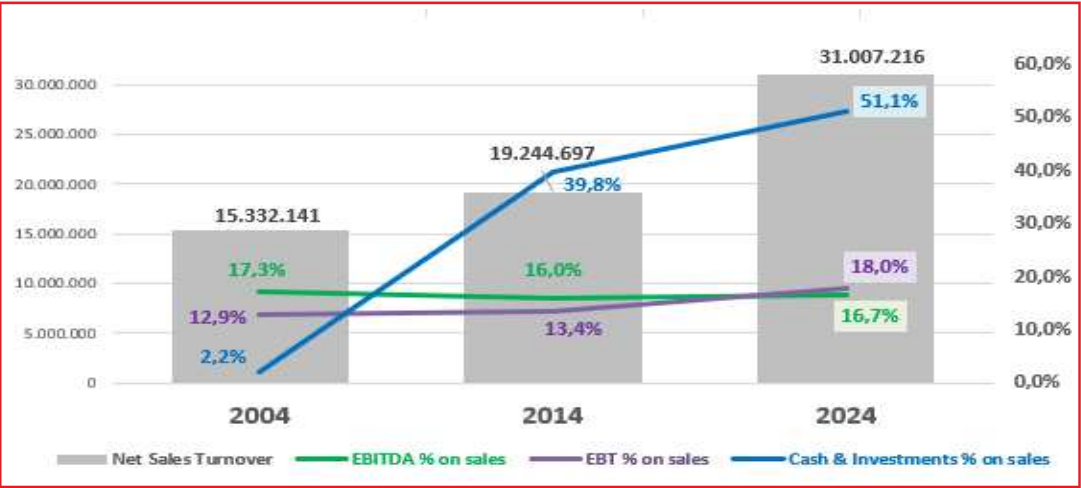


# Strong Cash Flow Generation

€mill.	2020	2021	2022	2023	2024
EBITDA	3,11	3,88	4,66	5,50	5,17
Capital Expenditure	0,22	0,06	0,66	0,58	1,60
Total Income from Operating activities	0,46	4,37	3,36	-0,76	4,64

CF supports our investments, acquisitions and consistent dividend payout to our shareholders

	2004	2014	2024
Net Sales Turnover	15.332.141	19.244.697	31.007.216
EBITDA EBITDA % on sales	2.651.266 17,3%	3.085.318 16,0%	5.165.980 16,7%
PBT PBT % on sales	12,9%	13,4%	18,0%
Cash & Investments Cash & Investments % on sales	337.953 2,2%	7.650.836 39,8%	15.851.825 51,5%





# Maximizing Shareholders' Value

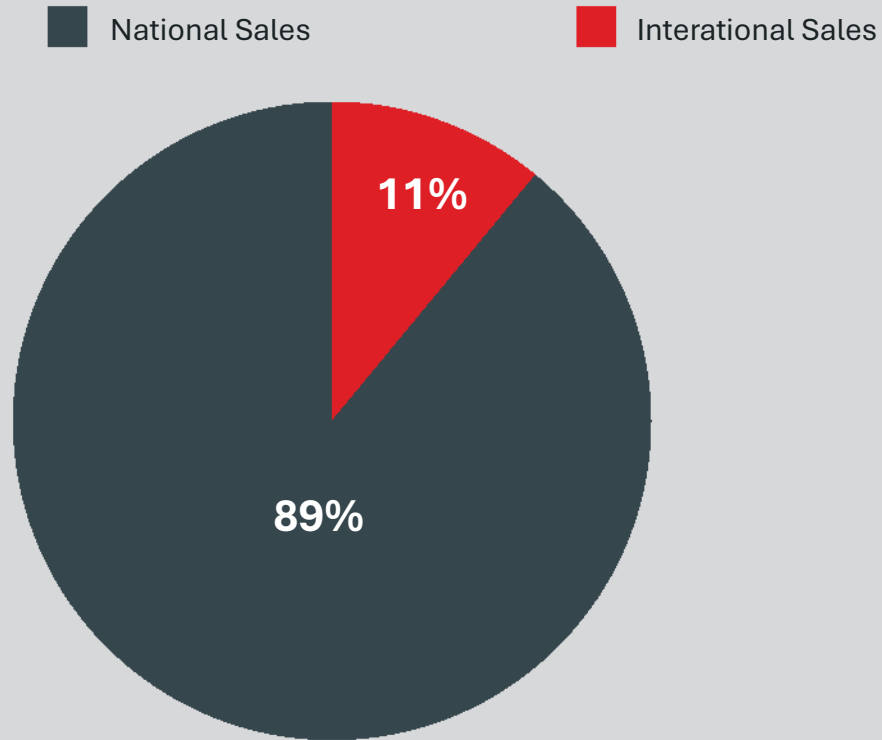
Dividends paid  
since 2017  
~€11m

	2017	2018	2019	2020	2021	2022	2023	2024
<b>Share Capital refund &amp; Dividends</b>	0,04	0,05	0,07	0,07	0,1163	0,1163	0,137	0,17
<b>Total Refund / Dividends paid</b>	525.041 €	656.301 €	918.821 €	918.821 €	1.519.856 €	1.519.854 €	1.787.620 €	2.231.423 €
<b>Total Net Equity</b>	25.567.489 €	27.834.165 €	29.754.891 €	30.210.640 €	31.566.517 €	33.063.386 €	35.349.627 €	37.817.781 €
<b>Number of shares</b>	13.126.020	13.126.020	13.126.020	13.126.020	13.126.020	13.126.020	13.126.020	13.126.020
<b>Book value per share</b>	1,95 €	2,12 €	2,27 €	2,30 €	2,40 €	2,52 €	2,69 €	2,88 €

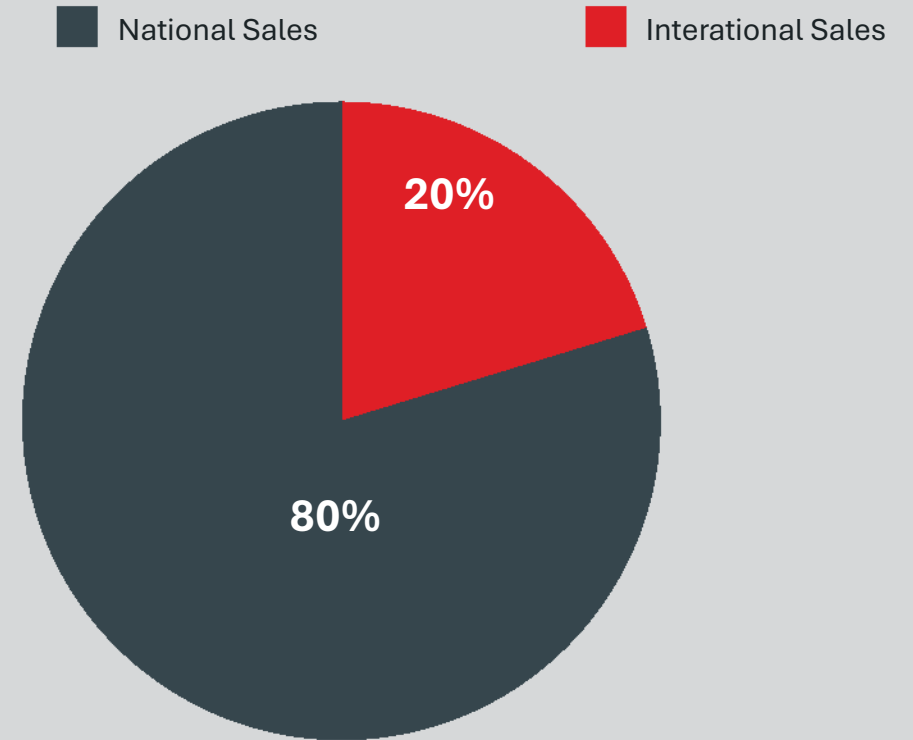


# Growing International Presence

2018



2024



**2024**

we achieved €6.0mill  
in Int'l Sales  
vs €2.9mill in 2018.



# Strategic Distribution Agreement with Chicco

## About Chicco

- Global leader in baby care & juvenile products
- 60+ years of brand heritage
- Present in over 120 countries
- Core segments: feeding, apparel, toys, travel systems, and care products
- Parent company: Artsana Group (Italy)

## Why Chicco Matters

- Highly recognized brand with strong consumer trust
- Complements and expands our existing distribution portfolio
- Attractive product categories with repeat purchase potential
- Premium positioning with healthy margins
- Well-suited to regional consumer preferences and demand trends

## Expected Business Impact

- Contribution to top-line growth starting FY 2025
- Enhanced profitability due to brand strength and scale
- Strengthens our leading position in baby & parenting segment
- Potential for multi-channel expansion (retail, online, pharmacy)
- Strong alignment with our long-term strategic growth plan



Live it. *Love it.*





# Category Distribution Agreement

## Dorel (Safety 1st & Bébé Confort)

### About Safety 1st & Bébé Confort

- Safety 1st: Trusted global brand in child safety and mobility solutions
- Bébé Confort: European leader in infant car seats, strollers, and accessories
- Both part of Dorel Juvenile, a division of Dorel Industries (Canada)
- Recognized for innovation, functionality, and reliability
- Distributed in over 100 countries

### Why These Brands Matter

- Strengthens our juvenile product offering in key categories
- Safety 1st aligns with increasing consumer focus on child safety
- Bébé Confort enhances our premium mobility & travel system segment
- Leverages global brand equity and consumer trust
- Great synergy with existing retail and digital channels

### Expected Business Impact

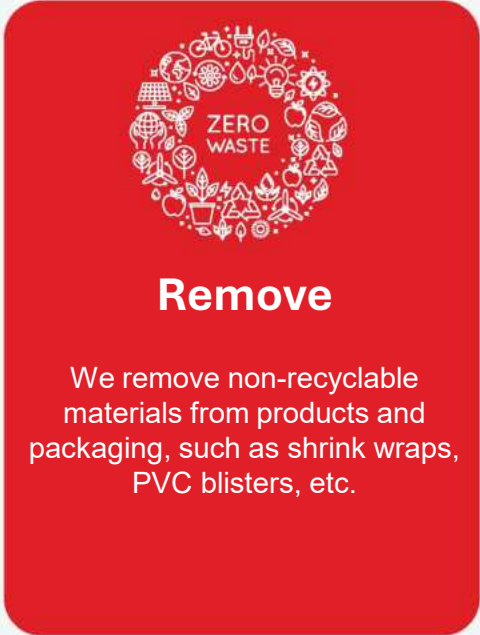
- Incremental sales through established and new categories
- Strengthens partnerships with key retailers and e-commerce platforms
- Aligns with strategic expansion in baby & parenting sector
- Builds platform for future Dorel category growth



## A top-down view of two young children, a boy and a girl, sitting at a white table. They are both focused on painting a circular object, likely a plate, to look like the Earth. The boy, on the left, is using a paintbrush to apply blue paint to the 'ocean' areas. The girl, on the right, is also using a paintbrush to apply blue paint. The globe they are creating has blue oceans and green landmasses. Several paintbrushes and small containers of blue and green paint are scattered on the table around the globe. The children are wearing white long-sleeved shirts. The background is a plain white surface.



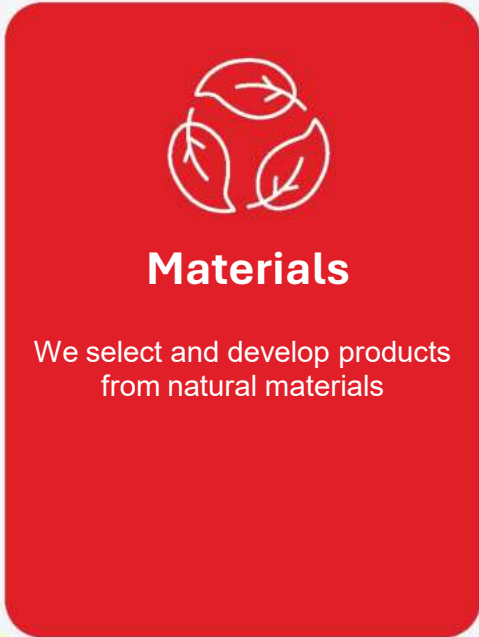
The volume of paper and plastic parts in packaging is systematically reduced



We remove non-recyclable materials from products and packaging, such as shrink wraps, PVC blisters, etc.



We seek and use raw materials from suppliers with recyclable sources and ecological certifications such as FSC



We select and develop products from natural materials





# Strengthening Corporate Governance Standards

## Board Composition

**Four (4)** Executive Members

**Four (4)** Non- Executive Members

**25%** of the members are women

**Three (3)** independent non-executive members

**Three (3)** year term

## Executive Directors

**Efstratios Andreadis**, executive member, President of the BoD and CEO.

**Anastasia Andreadou**, executive member and Executive Vice-President.

**Theodora Koufou**, General Director executive member.

**Konstantinos Andreadis**, Exports Director, executive member.

## All Committees are comprised of non-executive members:

**Apostolos Petalas**, Non Executive Vice President of the BoD and Independent non-executive member of the BoD, President of the Audit Committee, President of Nomination and Remuneration Committee with a diverse and vast background in consumer goods and focus on organizational leadership and negotiations.

**Athanasios Chrysafidis**, Independent non-executive member of the Board, member of the Audit Committee, member of the Nomination and Remuneration Committee long-term experience in the financial services sector and extensive knowledge of capital markets and corporate governance.

**Georgios Vletsos**, Independent non-executive member of the BoD, member of the Audit Committee CFO of “Redestos SA” overseeing the financial strategy and financial management of the group’s companies domestically and abroad.

**Theofilos Mechteridis**, Non-executive member of the BoD, member of the Audit Committee, member of the Nomination and Remuneration Committee expertise in international transit trade, import and trade.



# Our strategic priorities

Organic Growth-  
new categories  
& international  
expansion

Winning the Digital  
Challenge

Growth via  
acquisitions

Securing return  
to investors

Investment  
opportunities in  
the hospitality  
sector





# Q & A

For further information on the  
AS Group please visit our website at

<https://www.ascompany.gr/>

And our Investor Relations site:

<https://ir.ascompany.gr/el/>