



Website:	<a href="http://www.mls.gr">http://www.mls.gr</a>
Bloomberg code:	MLS:GA
Reuters code:	MLSr.AT
ISIN code:	GRS422003004

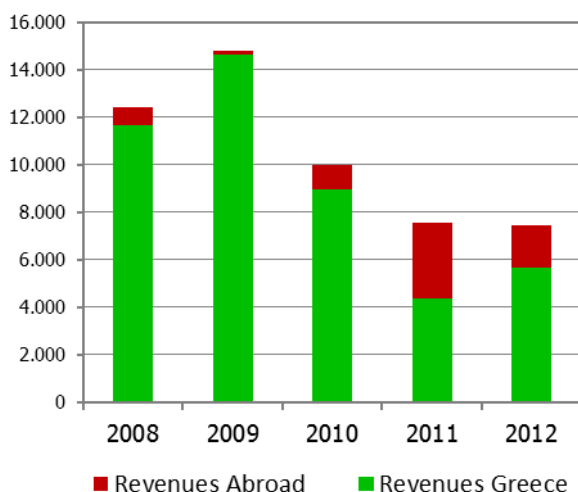
## COMPANY PROFILE

**MLS Multimedia SA** is a leader in the development and implementation of interactive media technology. Focusing its efforts on innovation and development of hi-technology products, the Greek company launched its operations in 1989 and went public in 2001. The company has a record of creating innovative products that ensure the best value for its customers, based on a strong commitment to research and development (R&D).

**Pillars of Growth:** The Company has developed a number of firmware (hardware & software together) products focusing on:

- **Navigation Systems.** In 2003 MLS developed the first automatic navigation system in the Greek market. In 2006 the company released MLS Destinator Talk&Drive™, the first voice-recognition driven navigation system which quickly attained a leading market position. Nowadays, **400.000 PNDs sold in Greece (60% of the market) and about 100.000 abroad (Turkey, Chile, Morocco, Cyprus).**
- **Educational Technology.** In 2010 the introduction of its own interactive touch board for schools, MLS IQBoard™. The first **1.500** MLS Boards are placed in public schools in a pilot phase.
- **Smartphones.** In 2012 launch of the first Android smartphone with voice recognition in Greek and artificial intelligence, MLS iQTalk™. In 2013 the company launched its second Android smartphone MLS iQTalk™ Crystal. Both launches were very successful. The iQTalk™ smartphones incorporate the company's latest innovative technologies Talk&Call™ and Talk&SMS™. **Android smartphones' sales** in the Greek market reach **100,000 smartphones per month** while the **growth rate** reaches **45%.**

## REVENUES ANALYSIS (in € 000)



The company's navigation products, i.e. MLS Destinator Talk&Drive are currently exported to the Turkish, Chilean, Cypriot, Moroccan, Saudi Arabian and Jordanian markets.

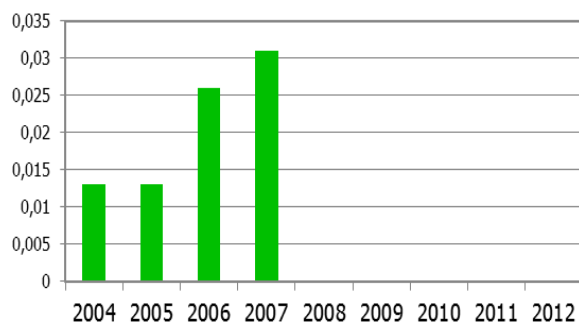
## KEY INVESTMENT HIGHLIGHTS

1. **Talk&Drive** worldwide innovation, **Talk&Call, Talk&SMS, Talk&...** innovations.
2. **60%** of Greek Navigation Market and exports abroad.
3. Presence in **Turkish, Chilean, Moroccan, Cypriot Markets** and recent entrance into the **Saudi Arabian and Jordanian markets**.
4. The first **Android Smartphone with Artificial Intelligence & Voice Recognition**.
5. **Expansion** in emerging and growing markets.
6. **High cash equivalents** levels, debt free.
7. **60% EBITDA margin**.
8. **Talk&..."Growth"**

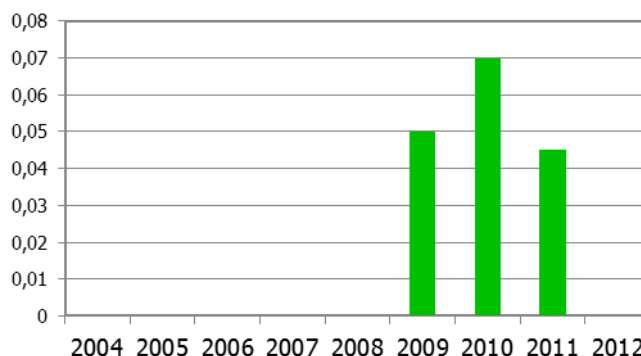
### OVERVIEW - TRADING DATA 1 Year (data of period 01/04/2012 - 28/03/2013)

Symbol:	MLS		
Athex Market:	MAIN MARKET		
Market Cap (Mil. €): (28 March 2013)	33,3		
Shares Outstanding (number): (28 March 2013)	12.417.000		
Average Spread (%):	1,86%		
Market Liquidity (%):	11,499%		
Average Trading volume (no of shares):	15.017		
Total Value of transactions (€):	9.138.169		
Days to trade (1% of outstanding amount):	8,0		
Free Float (28 March 2013):	40,06%		
Turnover Velocity (F.F. Weighted):	74,9%		
<b>Historic Volatility</b>	<b>30 days</b>	<b>60 days</b>	<b>90 days</b>
(annualised %)	22,34%	24,57%	26,31%

### DIVIDEND POLICY-DPS (in €)



### CAPITAL RETURN-CRPS (in €)



## CURRENT PROJECTS

- Development of new innovative smartphones with voice recognition and artificial intelligence for Greece and other selected markets.
- Development of new "Talk&..." technology.
- Development of a new innovative firmware product to be launched shortly.

## FORTHCOMING PROJECTS/ INVESTMENTS – BUSINESS PLAN HIGHLIGHTS

- 2013-2015: All Greek high-schools will be equipped with interactive boards (est. number 50.000 boards)
- 2013-2015: Development of 4G Android smartphones
- 2014: Delivery of the privately owned building

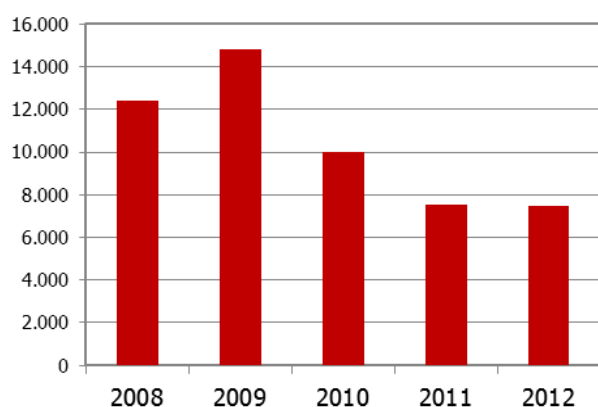
## RECENT DEALS

**14-01-2013** Agreement with COSMOTE, the No1 telecom provider in Greece (with 700 stores), for "time to market" distribution (with a strong TV campaign) of MLS iQTalk Crystal for the first month following its launch to the market.

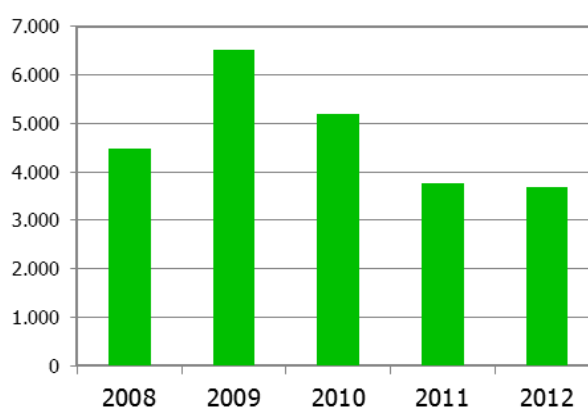
## COMPANY'S PERFORMANCE

<b>FINANCIAL OVERVIEW (company)</b> <b>(in € 000)</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Sales	14.788	10.017	7.541	7.474
Gross profit	6.526	5.183	3.760	3.680
EBIT	2.729	2.155	1.445	1.210
EBITDA	4.983	4.389	4.066	4.958
Earnings before tax	2.535	2.051	1.363	959
Earnings after tax	2.403	1.640	1.333	943
E.P.S.	0,20	0,14	0,11	0,08
Total Equity	14.494	16.586	17.287	17.671
ROE	16,58%	9,89%	7,71%	5,34%

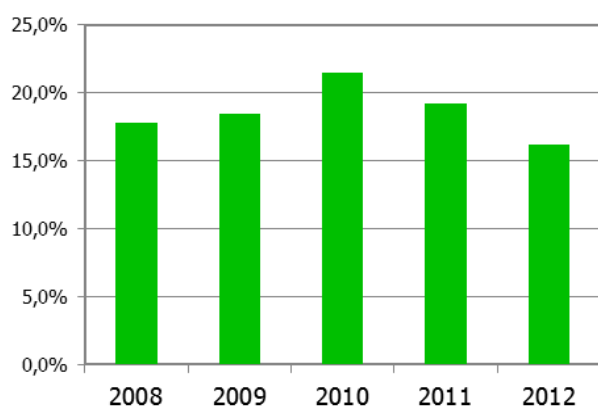
**Revenues (in € 000)**



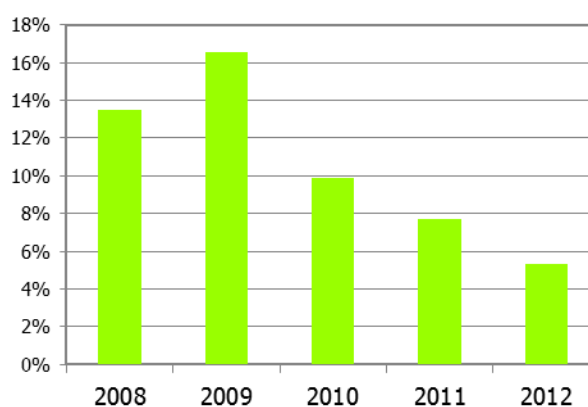
**Gross profit (in € 000)**



**Operating Margin**



**ROE**



**MAJOR SHAREHOLDERS (>5%)**

Name	%
KAMATAKIS IOANNIS	59,94%
<b>Total</b>	<b>59,94%</b>

**BOARD OF DIRECTORS**

Name	Qualification
KAMATAKIS JOHN	PRESIDENT/CEO/EXECUTIVE MEMBER
ZACHARIADOU PARASKEVI	VICE PRESIDENT/NON EXECUTIVE MEMBER
KYRIAKOPOULOS EFSTATHIOS	EXECUTIVE MEMBER
ATAROGLOU PANTELIS	EXECUTIVE MEMBER
ZANNAS YIANNIS	EXECUTIVE MEMBER
KONSTANTOULAS DIMITRIS	NON EXECUTIVE MEMBER
TRIANTAfillidis STERGIOS	INDEPENDENT NON EXECUTIVE MEMBER
KOULIS NICOS	INDEPENDENT NON EXECUTIVE MEMBER

**MANAGEMENT TEAM PROFILE**

**John N. Kamataakis:** was born in 1970. He is President of the Board and CEO of MLS Multimedia SA. He founded the company in 1989 while he was still in University. In 1993 he obtained his first patent. In 1998 Mr. Kamataakis was awarded the European Information Technology Grand Prize, which included a financial award of 200,000 Euros. MLS Multimedia is listed in the Athens Stock Exchange market since 2001. He personally maintains a 60% equity stake in the company. In 2010 he received the Greek Kouros award for Innovation & Development. Mr. Kamataakis graduated from the American College of Thessaloniki, Greece in 1988. He is an alumnus of the Aristotle University of Thessaloniki, having graduated from the Civil Engineering Faculty with a major in transportation and business organization.

**Paraskevi D. Zachariadou:** was appointed non-Executive Vice Chairman of the Board of MLS Multimedia SA on June 29, 2007. Previously she was appointed Vice Chairman of the Board in June 30, 2002. She is the co-founder of the company. Mrs. Zachariadou has BA degree in Economics and Business Organization.

**Efstathios P. Kyriakopoulos:** is Executive Member of the Board and Sales Director at MLS Multimedia SA, with previous business experience in the Greek and Bulgarian markets. From 1997 till 2006 he was the General Manager and a shareholder (40%) Athina Ltd. in Bulgaria. 2003 till 2006 he was a shareholder (30%) of "DVD World". He graduated in 1992 from the technical lyceum of Piraeus, Greece (IT Sector) and from the Control Data Institute in 1994 (Computer Programming and IT).

**Pantelis S. Ataroglou:** is Executive Member of the Board at MLS Multimedia SA since June 30, 2002. He holds an engineering degree from the National Technical University of Athens, Greece.

**Yiannis V. Zannas:** is Executive Member of the Board and Chief Operating Officer at MLS Multimedia SA. He is a graduate of Economics School of University of Thessaly, Greece and holds an MBA degree from the Royal Holloway, University of London, England.

**Dimitris V. Konstantoulas:** was appointed non-Executive Director, Legal Advisor of MLS Multimedia SA in June 29, 2007. Previously he served as Executive Director, Legal Advisor since June 30, 2002. In March 19, 2012 he was appointed member of the audit committee of the company. He is a graduate of the Aristotle University of Thessaloniki, Greece Law school specialized in informatics and copyright matters.

**Stergios I. Triantafillidis:** is a non-Executive independent member of MLS Multimedia SA since December 18, 2009. He is an Economics graduate from the Aristotle University of Thessaloniki, Greece and worked as branch manager at the National Bank of Greece until 2009.

**Nicos J. Koulis:** a non-Executive independent member of the Board, is head of Eurobank's private equity group. Prior to Eurobank Mr. Koulis was head of Koulis & Associates, a financial advisory firm based in Athens Greece specializing in M&A advisory and restructurings. Prior to that, Mr. Koulis served as a Senior Managing Director with Bear Stearns (1992-2001), as vice president for The First Boston Corporation (1987-1991) and as an associate with McKinsey & Company (1984-1987). Mr. Koulis is a graduate of the University of Athens, Greece (1975) and carries an MBA from the Wharton School, University of Pennsylvania (1984), USA.

**Costas V. Papadopoulos:** is Chief Financial Officer at MLS Multimedia SA. He holds a finance degree from the Aristotle University of Thessaloniki, Greece a postgraduate BA degree from the University of Surrey, England as well as a diploma in international financial reporting standards from the Association of International Accountants.

**George N. Tachtalidis:** is Investor Relations Manager at MLS Multimedia SA since November 2002. He is a graduate of the Law and Economics School of the Aristotle University of Thessaloniki, Greece.

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