

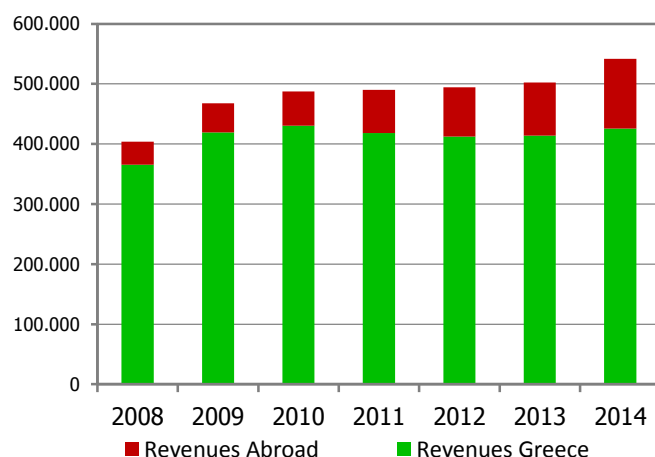


Website:	http://www.jumbo.gr
Bloomberg code:	BELA:GA
Reuters code:	BABr.AT
ISIN code:	GRS282183003

COMPANY PROFILE

Jumbo SA is a Greece-based company that is engaged in the retail trade industry. The Company's main activity is the retail sale of toys, baby items, seasonal items, decoration items, books stationery and seasonal products. A small part of its activities is the wholesale of toys and similar items to third parties. . The Company's network consists of a number of stores situated in Greece, Cyprus and Bulgaria. The Company's main subsidiaries are Jumbo Trading Ltd, which is headquartered in Cyprus and is active in the retail trade of toys; Jumbo EC.B LTD, which is based in Bulgaria, and Jumbo EC.R SRL, which is based in Romania. The Company's indirect subsidiaries are Aspetto Ltd based in Cyprus and Westlook SRL based in Romania. In February 2014, it bought a commercial property located in Oinofyta from Vogiatzoglou Systems SA and as a result the Group has approximately 270.000 sqm freehold modern warehouses.

REVENUE ANALYSIS (in € 000)



Company's exports account 21.45% of total sales in 2014.

KEY INVESTMENT HIGHLIGHTS

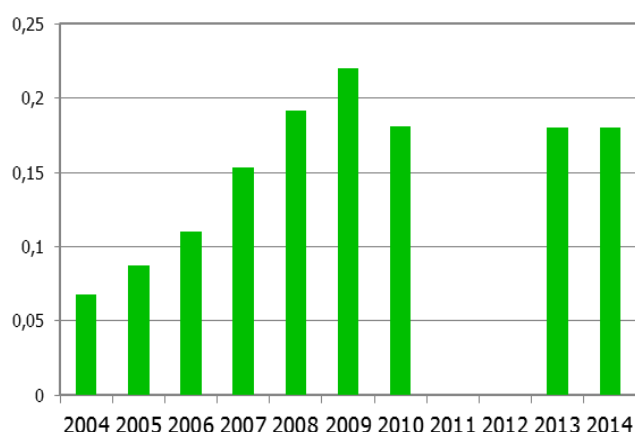
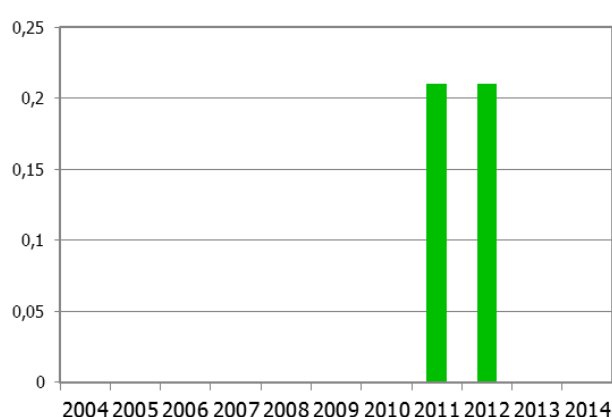
Opening of new stores (new owned store in Iasmos, Greece (9.000 sqm) and the Group will continue its expansion with the opening of five new stores) and gives FY 2014/2015 guidance Unique position in the market.

OVERVIEW - TRADING DATA 1 Year (data of period 01/04/2014 - 31/03/2015)

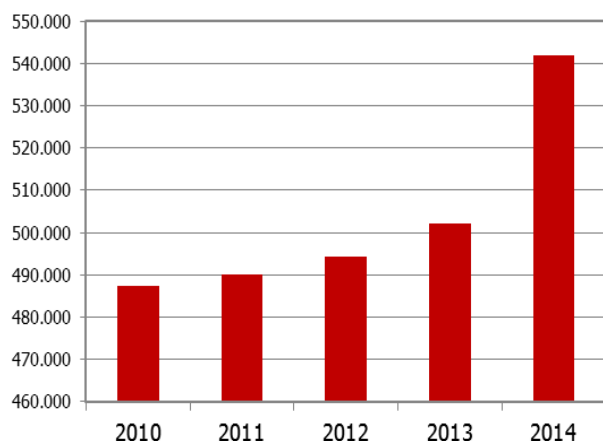
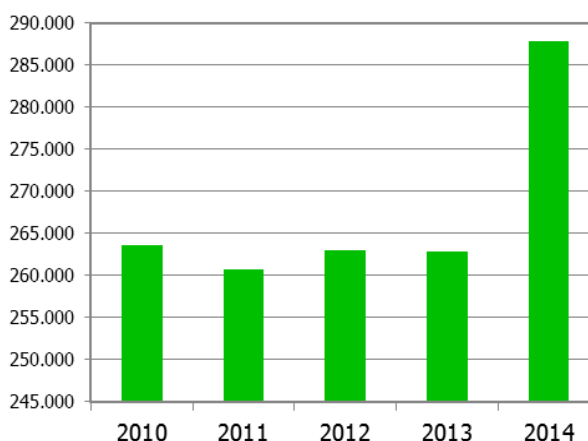
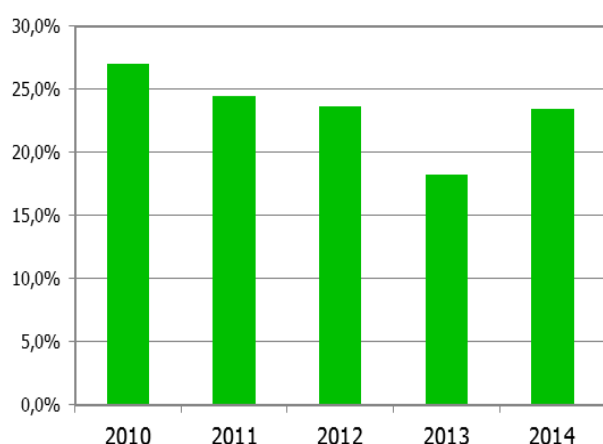
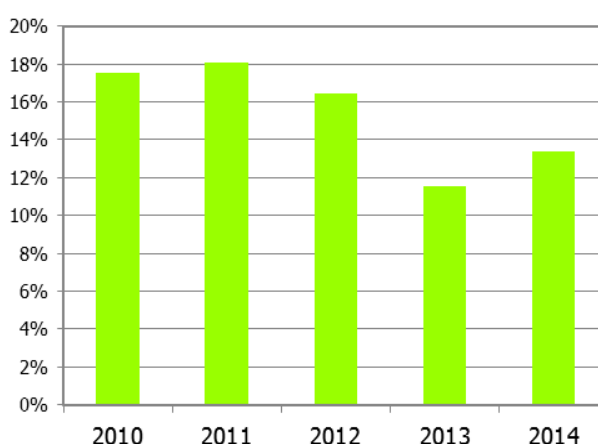
Symbol:	BELA		
Athex Market:	MAIN MARKET		
Market Cap (Mil. €): (31 March 2015)	1.317,1		
Shares Outstanding (number): (31 March 2015)	136.059.759		
Average Spread (%):	0,31%		
Market Liquidity (%):	21,473%		
Average Trading volume (no of shares):	312.584		
Total Value of transactions (€):	787.729.116		
Days to trade (1% of outstanding amount):	4,5		
Free Float (31 March 2015):	55,01%		
Turnover Velocity (F.F. Weighted):	70,9%		
Historic Volatility	30 days	60 days	90 days
(annualised %)	69,10%	86,25%	80,66%

GROUP STRUCTURE**Jumbo S.A. - Parent**

JUMBO TRADING LTD	100%
JUMBO EC.B LTD	100%
JUMBO EC.R SRL	100%
ASPETTO LTD	100%
WESTLOOK SRL	100%
RIMOKIN PROPERTIES LTD	100%

DIVIDEND POLICY- DPS (in €)**CAPITAL RETURN (in €)****FINANCIAL OVERVIEW (consolidated)**

(in € 000)	2010	2011	2012	2013	2014
Sales	487.335	489.972	494.289	502.185	541.847
Gross profit	263.585	260.729	263.024	262.777	287.810
EBIT	131.786	119.853	117.022	91.601	127.123
EBITDA	144.728	135.150	134.423	110.388	146.516
Earnings before tax	129.734	121.286	119.466	95.704	129.979
Earnings after tax	79.242	94.604	97.305	73.962	101.249
E.P.S.	0,6182	0,7281	0,7488	0,57	0,74
Total Equity	452.473	522.950	592.912	639.068	756.569
ROE	17,51%	18,09%	16,41%	11,57%	13,38%

Revenues (in € 000)**Gross profit (in € 000)****Operating Margin****ROE****MAJOR SHAREHOLDERS (>5%)**

Name	%
ΒΑΚΑΚΗΣ ΑΠΟΣΤΟΛΟΣ - ΕΥΑΓΓΕΛΟΣ	26,79%
FMR LLC	13,18%
CAPITAL GROUP COMPANIES INC	5,02%
Total	44,99%

BOARD OF DIRECTORS

Name	Qualification
VAKAKIS APOSTOLOS-EVAGGELOS	PRESIDENT OF BOD/ EXECUTIVE MEMBER
ECONOMOU IOANNIS	VICE PRESIDENT/ EXECUTIVE MEMBER
PAPAEVAGELOU EVAGELOS	DEPUTY VICE PRESIDENT/ EXECUTIVE MEMBER
VERNADAKI KALIOPI	CEO/ EXECUTIVE MEMBER
KAVOURA PARASKEVI	NON-EXECUTIVE MEMBER
ASSER M. VICTOR	INDEPENDENT NON-EXECUTIVE MEMBER
KATSAROS GEORGIOS	INDEPENDENT NON-EXECUTIVE MEMBER

MANAGEMENT TEAM PROFILE

Mr. Apostolos-Evangelos Georgios Vakakis has been Executive Chairman of the Board of Jumbo SA since December 31, 2012. He previously served as Chairman of the Board of Directors and Chief Executive Officer since 2006. He has been in the Company's management team since 1994 and is responsible for the strategic development of Jumbo SA. He studied Business Administration and Financial Management at the University of Warwick, United Kingdom.

Mr. Ioannis Christos Oikonomou is Executive Vice Chairman of the Board and Legal Advisor of Jumbo SA. Graduated from the Law School of the University of Athens he is a member of the Athens lawyer Association, with twenty five years of experience in the field of commercial law, in particular in the field of limited liability companies and all types of affairs, related to the daily operation of these (corporate law, securities law, banking law, real estate, leases, contracts of any kind, labor, administrative and market regulation issues). Since 1995 he has been the legal adviser and a member of the Board of Directors of the company. Moreover, he is a BoD member of "Anonymous Tanosirian Commercial and Investment Company", which owns shares of the Company.

Mr. Evangelos Dimitrios Papaevangelou is Deputy Executive Vice Chairman of the Board of Jumbo SA. Mr. Papaevangelou has an extensive experience in the industry and he is a member of the Board of Directors of Jumbo since 1995. He holds a degree in Business Administration of the University of Piraeus. Mr. Papaevangelou has been the president of the Hellenic Toys Manufacturers and Traders Association since 1992. Since 2006, he has been a Member of the Board of Directors of Commercial and Industrial Chamber of Athens. Since 2006, he has been a Member of the Board of Directors of Retail Business Association of Greece.

Kalliopi Vernadaki – Managing Director Mrs. Vernadaki is a graduate of Athens University of Economics and has been employed with the Company since its establishment in 1986. She is a member of the Board of Directors of Tanosirian S.A. which happens to be the main shareholder of the Company. Moreover she happens to be a member of the Board of "Noe Aifos SA Commercial and Investment Company".

Ms. Paraskevi Georgios Kavoura is Non-Executive Director at Jumbo SA and a member of the Audit committee. She is a lawyer, member of the Athens Lawyers Association with twenty five years of experience in the field of commercial law, of businesses and all types of affairs, related to the daily operation of these.

Mr. Victor-Haim Michail Asser is Non-Executive Independent Director of Jumbo SA since November 3, 2011 and a member of the Audit committee. Mr. Asser holds a BSc degree in Industrial Engineering from Israel Institute of Technology and an MBA from the Recanati Business School, Tel Aviv University. He was a co-founder of Telesis Securities. After the merger of Telesis Investment Bank with Eurobank EFG in 2001, he was appointed CEO of Eurobank EFG Securities. In 2009 he founded VAL Advisors Investment Services SA.

Mr. Georgios Spyridon Katsaros is Non-Executive Independent Director of Jumbo SA. He is also Member of the Audit Committee of the Company. Mr. Katsaros is a graduate of the Department of Economics of the Law School of the University of Athens. He also holds Master degree in Industrial Economics from the University of Sussex (United Kingdom) and an MBA from INSEAD (France). His professional career is associated with the banking sector in Greece and abroad. Since 2003, he has been employed as a Management Consultant at Eurobank Ergasias S.A. He is independent –non executive member of the listed company "Sidma S.A." and he is a member of the Board of Directors of Tanosirian S.A., which happens to be the main shareholder of the Company.