

# AS Company S.A.

Corporate Presentation

July 2<sup>nd</sup> 2024



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A young girl with curly hair and a young boy are peeking from behind a white board. The girl is on the left, looking towards the camera with a slight smile. The boy is on the right, smiling broadly. The board they are behind is white and has a red rectangular area at the top containing the title 'Today's Agenda'.

## Today's Agenda

1. A few words about **AS**
2. 2023 Key financial figures
3. Our Strategy
4. Q & A



## Today's panel



**Theodora Koufou**  
General Director



**Panagiotis Papaspyrou**  
Group CFO

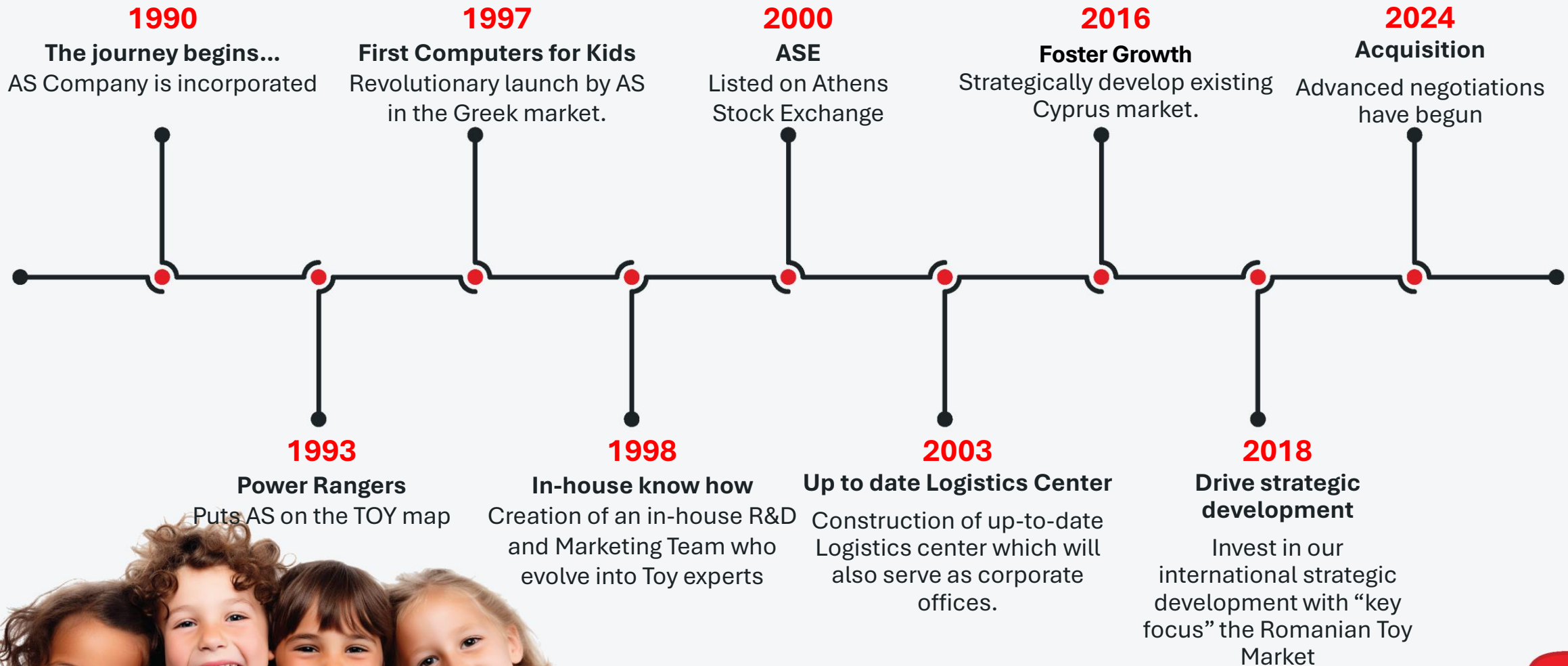


**Efstratios Andreadis**  
President & CEO



**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



Εξυπνοΐα



# Solid Partnerships & Licenses



Consumers can find us everywhere...

JUMBO

ΣΚΛΑΒΕΝΙΤΗΣ

diverta



MAX  
STORES

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

Γαλαξίας  
Το Ελληνικό Σούπερ Μάρκετ

πλαισιο

PerfecToys  
ΠΑΝΤΑΖΟΠΟΥΛΟΣ

Toys24.GR

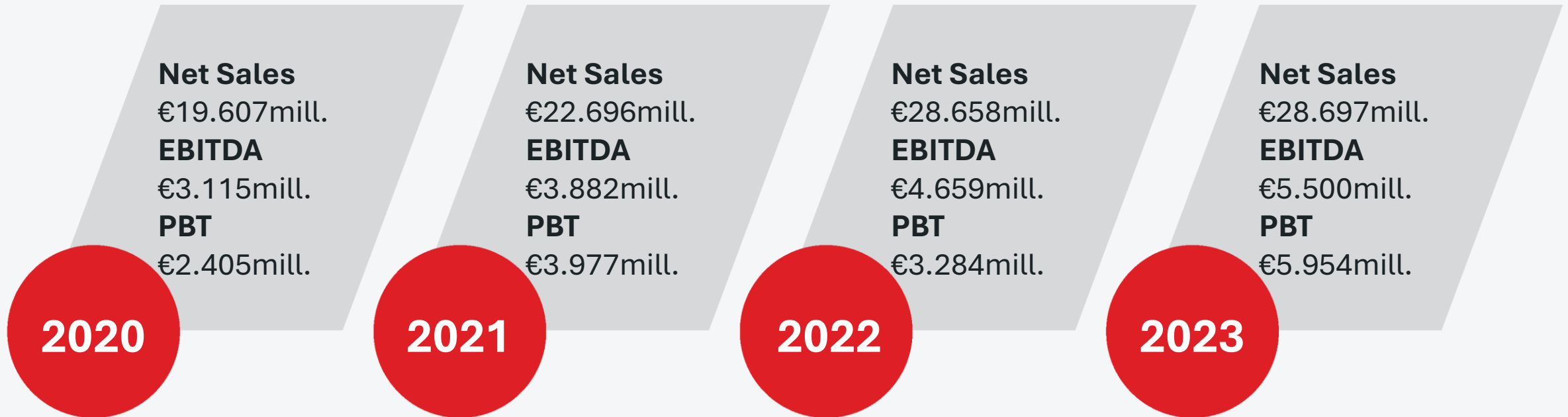
# With cross media plans covering TV, Digital, Social..

The central graphic is a large dark blue circle containing 14 white icons, each with a corresponding label below it. The icons represent various marketing channels and services:

- E-COMMERCE**: A shopping cart icon on a screen.
- VIDEO MARKETING**: A film strip icon with a play button.
- VIRAL MARKETING**: A central eye icon surrounded by a network of nodes.
- CONTENT**: A laptop icon with a play button and a speech bubble.
- PRINT**: A red printer icon.
- CRM**: A laptop icon with a speech bubble and a smartphone.
- SOCIAL MEDIA**: A smartphone icon with a speech bubble, a heart, and a network diagram.
- TV**: A television set icon with the word "NEW" on the screen.
- PROMOTION**: A megaphone icon.
- WEB SITE**: A laptop icon with a speech bubble and a play button.
- BLOG MANAGEMENT**: A desktop monitor icon with a speech bubble and a pencil.
- MAIL SERVICE**: An envelope icon with a checkmark.
- INFLUENCER**: A speech bubble icon with a megaphone.



# Consistent Growth & Profitability



# 2023 our record year for Sales & Profits

| amounts € 000                     | 2023   | 2022   | %       |
|-----------------------------------|--------|--------|---------|
| <b>Net Sales Turnover</b>         | 28.697 | 28.658 | +0,14%  |
| <b>Gross Profit</b><br>48,3 %     | 13.861 | 12.259 | +13,07% |
| <b>EBITDA</b><br>19,2 %           | 5.500  | 4.659  | +18,05% |
| <b>PBT</b><br>20,7 %              | 5.954  | 3.284  | +81,32% |
| <b>Profit after Tax</b><br>15,8 % | 4.533  | 2.581  | +75,64% |
| <b>Earnings Per Share (in €)</b>  | 0,3470 | 0,1976 |         |

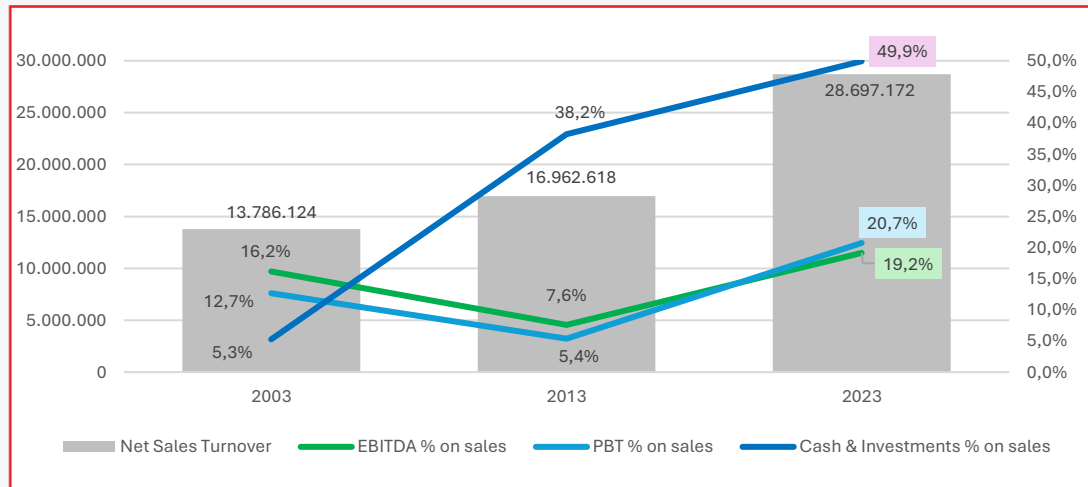


# Strong Cash Flow Generation

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

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

|   | 2003               | 2013               | 2023                |
|---|--------------------|--------------------|---------------------|
| Net Sales Turnover                                  | 13.786.124         | 16.962.618         | 28.697.172          |
| EBITDA<br>EBITDA % on sales                         | 2.230.775<br>16,2% | 1.286.806<br>7,6%  | 5.499.810<br>19,2%  |
| PBT<br>PBT % on sales                               | 12,7%              | 5,4%               | 20,7%               |
| Cash & Investments<br>Cash & Investments % on sales | 725.870<br>5,3%    | 6.484.989<br>38,2% | 14.318.363<br>49,9% |



# Maximizing Shareholders' Value

Dividends paid  
since 2016  
> €8m

|   | 2016         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         |
|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| <b>Share Capital refund &amp; Dividends</b> | 0,03         | 0,04         | 0,05         | 0,07         | 0,07         | 0,1163       | 0,1163       | 0,137        |
| <b>Total Refund / Dividends paid</b>        | 393.781 €    | 525.041 €    | 656.301 €    | 918.821 €    | 918.821 €    | 1.519.856 €  | 1.519.854 €  | 1.787.620 €  |
| <b>Total Net Equity</b>                     | 23.235.047 € | 25.567.489 € | 27.834.165 € | 29.754.891 € | 30.210.640 € | 31.566.517 € | 33.063.386 € | 35.349.627 € |
| <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>                 | 1,77 €       | 1,95 €       | 2,12 €       | 2,27 €       | 2,30 €       | 2,40 €       | 2,52 €       | 2,87 €       |



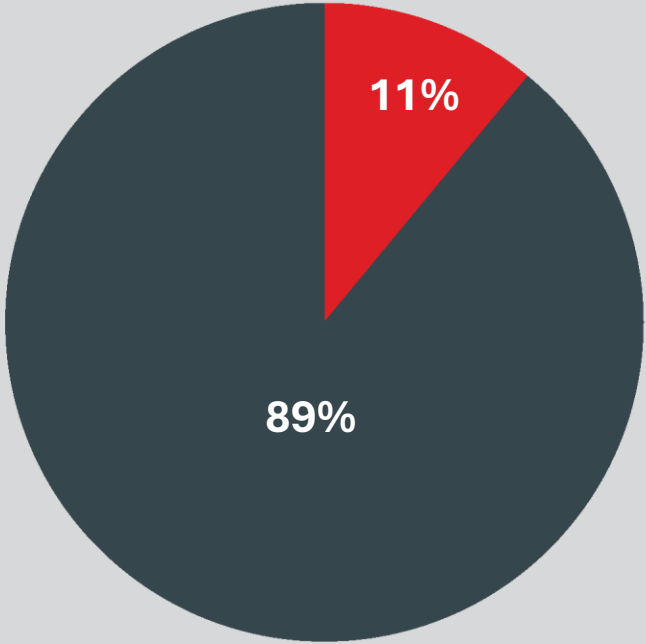


# Growing International Presence

2018

■ National Sales

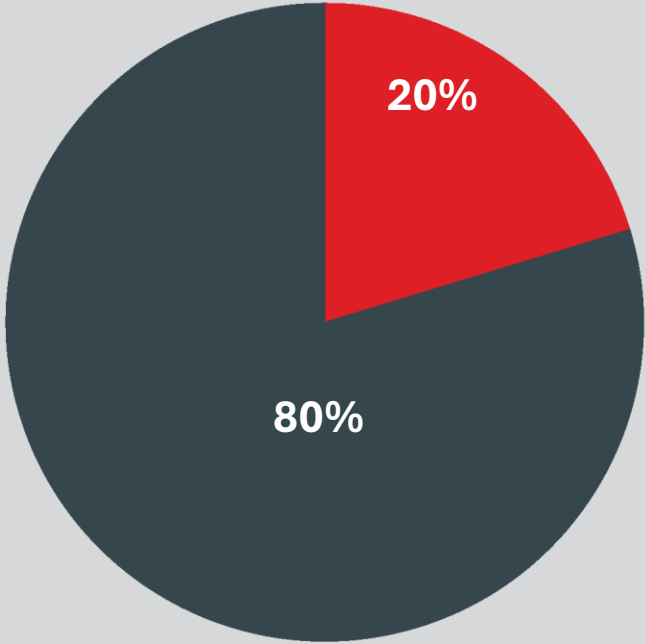
■ Interational Sales



2023

■ National Sales

■ Interational Sales



**2023**  
we achieved €5.7mill  
in Int'l Sales  
vs €2.9mill in 2018.





# Incorporating ESG into our daily operations



## Reduce

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



## Remove

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



## Recycle

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



## Materials

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



A festive background featuring three children laughing joyfully. The child on the left has curly hair and is wearing a blue shirt. The child in the center has a large afro and is wearing a grey shirt. The child on the right has long blonde hair and is wearing a red and black plaid shirt. Confetti is falling around them, and there are colorful decorations in the background.

**AS**<sup>®</sup>

**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/>