

## PRESS RELEASE

### **Fourlis Group Welcomes Plaisio Store to the Athens International Airport Park, Enhancing the Consumer Experience**

Athens, Greece – November 11, 2024 – Fourlis Group (Bloomberg: FOYRK:GA - Reuters: FRLr.AT - ISIN: GRS096003009), a leading retail Group of companies in Southeast Europe, announces the addition of a new Plaisio store to the Athens International Airport (AIA) Park. This new store joins the existing IKEA store and the recently opened Intersport, and Holland & Barrett stores, within the newly remodeled AIA Park, creating a well-rounded and convenient shopping destination.

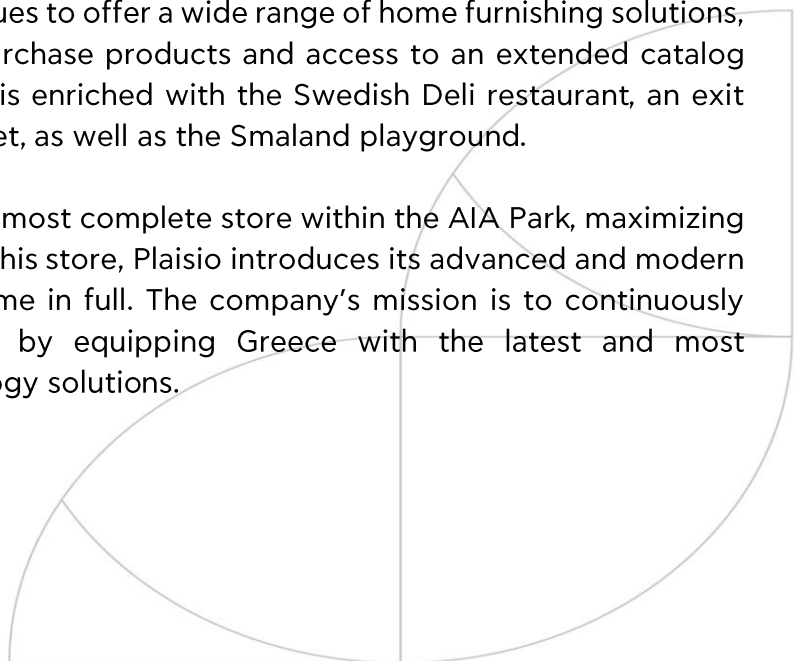
As part of the remodeled AIA Park, the presence of Plaisio enhances Fourlis Group commitment to a consumer-centered retail experience. The park now brings together diverse offerings to meet a wide range of consumer needs. Visitors can enjoy access to home furnishings, sportswear, health & wellness products, and the latest in technology and home appliances—all within a single, easily accessible location. The park's extensive free parking and electric vehicle charging stations further enhance convenience for shoppers.

The recent resizing of the IKEA store at AIA Park aligns with Fourlis Group renewed network development strategy, which focuses on the optimization of space usage to drive commercial synergies and operational efficiencies.

The strategic positioning of Fourlis Group brands— IKEA, INTERSPORT, and HOLLAND & BARRETT—alongside the complementary Plaisio store, creates opportunities for cross-brand shopping experiences, driving increased visitorship and fostering brand engagement within a single, consumer-friendly environment.

#### **About the stores in AIA Park**

- The IKEA store in AIA park continues to offer a wide range of home furnishing solutions, featuring over 8,000 ready-to-purchase products and access to an extended catalog of 10,000 items. The experience is enriched with the Swedish Deli restaurant, an exit café, and the Swedish food market, as well as the Smaland playground.
- Plaisio has opened its largest and most complete store within the AIA Park, maximizing its presence in Eastern Attica. In this store, Plaisio introduces its advanced and modern approach to retail for the first time in full. The company's mission is to continuously evolve, empowering consumers by equipping Greece with the latest and most affordable electrical and technology solutions.



# Fourlis

- The new Intersport store at AIA Park marks the brand's 61<sup>st</sup> location. Intersport is the ideal destination for sports enthusiasts where consumers can find top brand apparel, footwear, and sports equipment, suited to various hobbies and sports, all with a focus on quality and style.
- Holland & Barrett, the UK's #1 in vitamins and food supplements, celebrates the opening of its 10th store in Greece. This location brings an extensive range of innovative vitamins, nutritional supplements, natural beauty products, and health foods, promoting a lifestyle of wellness and quality for all. Holland & Barrett's team offers personalized advice, leveraging deep expertise through ongoing training programs to meet each customer's individual health needs.

## **About Fourlis Group**

Headquartered in Athens and boasting a successful history of almost 75 years, Fourlis Group is a dynamic force in the retail sector in Southeast Europe. The Group comprises leading omnichannel retail companies, dedicated to serving customers across Greece, Romania, Bulgaria and Cyprus with high quality consumer goods. Fourlis Group specializes in Retail Home Furnishings, through the franchise of IKEA stores, Retail Sporting Goods, through the licensing of INTERSPORT stores and Foot Locker stores, and Retail Health & Wellness, through the franchise of HOLLAND & BARRETT stores. Committed to sustainable growth and value creation, Fourlis Group has invested into the real estate sector with the establishment of TRADE ESTATES REIC, a company listed in the Athens Stock Exchange specializing in retail parks and omnichannel logistics. The Group's success is rooted in its unwavering dedication to fostering strong relationships with its employees and suppliers, investing in cutting-edge infrastructure, and prioritizing customer satisfaction to deliver exceptional quality and experiences. As proud members of the United Nations Global Compact since 2008, the Group remains steadfast in its commitment to responsible business practices.

## **Information**

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