



AN INTERNATIONAL
INVESTMENT GROUP

AT A GLANCE

One of the leading Greek corporate groups that started from a family ecosystem and has evolved to an international investment group with a diversified portfolio across major sectors of the economy. Its corporate footprint represents an important social contribution to the societies in which it operates.



€1B

assets under
management



40 YEARS

of successful operation



4

Companies*



5

sectors



Established presence in

8

Countries



4.000

Employees

*Companies in which Group's participation is over 20%

THE GROUP AT A GLANCE



*Minority investment

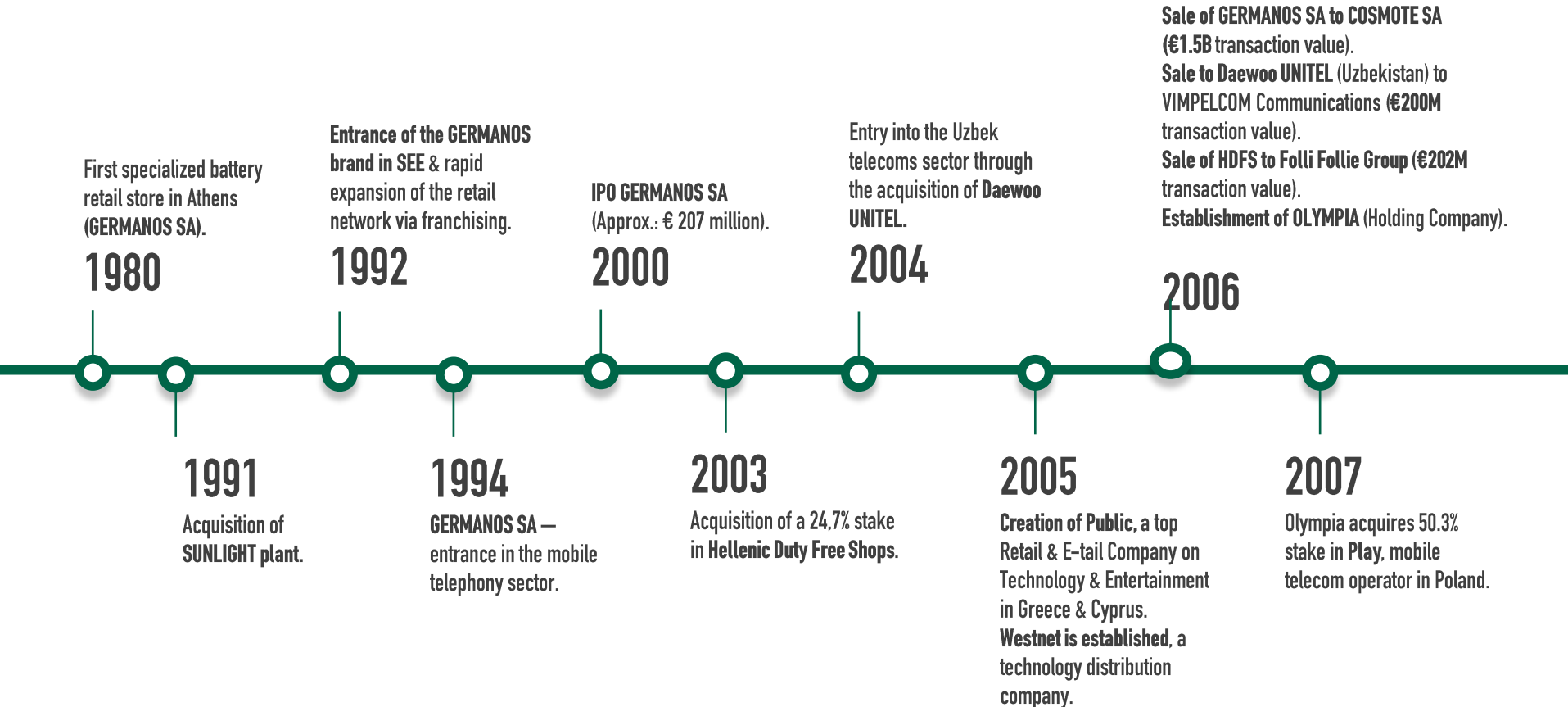
AT A GLANCE MULTINATIONAL PRESENCE

Olympia Group of Companies is a global family-owned International Investment company founded by Panos Germanos in 1980 with a business ecosystem than spans 8 countries. Its subsidiaries employ 4.000 people in various sectors such as Energy Storage, Retail & E-tail, Distribution and Software. An experienced BoD, a management team with successful track record and a strong business culture support the Groups' mission to increase long-term value by building international leaders in their respective sectors to the benefit of its whole stakeholders' ecosystem.

8 COUNTRIES



GROUP HISTORY (1/2)



GROUP HISTORY (2/2)

Play enters the Stock Market in Warsaw succeeding Europe's largest telecoms IPO in five years (€1B).

Expansion into the Cyprus market for SoftOne and Westnet.

Olympia Group and VNK Capital announce their participation in the share capital of Lamda Development SA based on an equity stake of 12,8%.

Olympia acquires 24.5% stake in MTN Cyprus.

2008

Sale of MTN Cyprus with a €22M transaction value.

2013

Public reaches 53 stores in GR and CY.

2015

2017

Public and MediaMarkt agree to establish a JV creating the largest omnichannel retailer in Greece and Cyprus.
Sunlight enters USA market with a creation of the company's largest assembly hub at international level.

2019

2010

Public acquires FNAC operations in Greece.

2014

SUNLIGHT invests in a state-of-the-art recycling factory in Komotini.

2016

Acquisition of 33,34% stake in SoftOne Technologies SA, market leader in business cloud software.

2018

Play becomes #1 telecoms company in Poland.
Public launches the #1 Marketplace in the Greek market.
SoftOne Technologies acquires Unisoft SA.
SUNLIGHT receives a €12,5M bilateral loan from the EIB.

2020

Olympia Group donates €2M for the fight against COVID-19.
Sale of the remaining 20% stake in Play with a €440 transaction value
Sunlight announces a major new investment in R&D center for lithium batteries in GR amounting to €105M, 47% of which is financed by EU funds ("Important Projects of Common European Interest" -IPCEI).

INVESTMENT APPROACH

Olympia Group is focused on increasing long-term growth of its portfolio companies, by building international leaders in their respective sectors and creating value to the benefit of its shareholders, employees and societies it operates in.



PORTFOLIO

We are the leading shareholder in most of our portfolio companies



TECHNOLOGY DNA

We explore investments in early stage technology companies that are active in sectors directly correlated to our core investments



FOCUS ON WHAT WE KNOW WELL

We focus on industries where we have accumulated experience



LONG-TERM VALUE

We have strategic approach in unlocking long-term value and growth potential and we exit when the price is right



THINK BIG

We only invest in companies that have the potential to become leaders in their sector



STRATEGIC PARTNESHIPS

Successful equity co-investments with other partner funds



STRONG MANAGEMENT

We support strong professionals and talent and create leadership teams to back up our investments



TRANSACTIONAL EXPERTISE

We have extensive expertise in successful IPOs and M&A transactions in various industries



RESPONSIBLE INVESTMENT

We invest only in sectors and companies that are not in conflict with our responsible profile. We exclude companies that don't meet ESG factors

KEY TRANSACTIONS



2000 -Greece €207M -IPO

GERMANOS S.A. was listed in Athens Stock Exchange. One of the first and the largest IPOs in Greece.



2006 -Greece €202M -SALE

GERMANOS S.A. sold its stake in Hellenic Duty Free Shops to FOLLIE Group. FOLLIE acquired control of the company (52%) and became one of the largest retailers in Greece and the CEE region at the time.



2006 -SEE €1.5B -SALE

GERMANOS S.A. was sold to OTE Group – the leading mobile Operator in Greece and the Balkans. The deal included 1.150 stores in 7 countries.



2006 -Uzbekistan €200M -SALE

Germanos Group sold Uzbek telecom operator Unitel to Russian Vimpelcom (Beeline). Germanos Group had acquired 93% in "Unitel" in Dec '04 for \$73.5mil and managed the operator growth for one year.



2010 -Greece ACQUISITION

Public acquires Fnac's stores in Greece and becomes the largest tech & entertainment retailer.



2013 -Cyprus €22M -SALE

Olympia Group sold its stake in MTN CY to MTN Group. It had entered the company in 2000, as a joint venture with CTC, contributing retail network to MTN CY and acquiring a 49% stake.



2017 -Poland €1B -IPO

PLAY was listed on the Warsaw Stock Exchange, resulting the largest ever non privatization IPO of a Polish company and the largest in Europe's telecom sector since 2012.



One Retail Group
Public MediaMarkt

2019 -Greece MERGER

A landmark deal between Olympia Group and Ceconomy, through a joint venture with Public (Olympia Group) and MediaMarkt (Ceconomy) which produced the largest omnichannel Retail & Etail company in Greece & Cyprus. Public-Olympia Group is the majority shareholder with a 75% stake.



2020 -Poland €440M -SALE

Olympia Group sold its remaining 20% stake in Play to Iliad with a €440 transaction value, (€3.5Bln enterprise value) one of the most successful "exits" by the Group. Olympia Group oversaw the dynamic growth of Play from a start up to the market leader in Poland for 13 years.

BOARD OF DIRECTORS

Strong Board of Directors with independent members from the international business arena, acting as a vital driver for organizations' success, while fostering positive social impact and economic value creation.



IOANNIS KARAGIANNIS

Chairman, Executive Director



CARLA CICO

Vice Chairwoman, Independent
Non-Executive Director



ROBBY BOURLAS

Chief Executive Officer, Executive Director



MURIEL DE LATHOUWER

Independent Non-Executive Director



TATIANA FAFALIOU

Non-Executive Director



GIORGOS XIROUCHAKIS

Executive Director



GEORGE TSOURAPAS

Independent Non-Executive Director



LORENZO GRABAU

Advisor to the Board

EXPERIENCED, INDEPENDENT DIRECTORS FOR GROUP SUBSIDIARIES

Appoint experienced directors, mostly international, for our subsidiaries, to work closely with management and shareholders on key strategic issues.



PIET COELEWIJ

Chairman, Independent Non-Executive Director



GERT VAN DE WEERDHOF

Independent Non-Executive Director



TODD SECHRIST

Independent Non-Executive Director



STERGIOS NEZIS

Independent Non-Executive Director



ALEXANDROS MANOS

Independent Non-Executive Director



MARKOS VEREMIS

Independent Non-Executive Director

AT A GLANCE



Public *MediaMarkt*

PMM is the #1 ecommerce Retailer with solid & future proof strategy. The company is distinctive for its innovation and broader customer ecosystem & exceptionally positioned to benefit from the ecommerce growth as the established leader.



€460

MN Turnover



€19

MN EBITDA*



70

Stores in Greece and
Cyprus



4

Online Stores



100

MN VISITS IN 2019



1st

Greek Marketplace



2,400

Employees

*Financial figures include adoption of IFRS16

MILESTONES



2005
PUBLIC IS FOUNDED AND
LAUNCHES A PILOT STORE
IN THESSALONIKI.

2007
THE COMPANY'S FLAGSHIP
STORE IN SYNTAGMA (5,000 SM)
COMMENCES OPERATIONS.
ENTRANCE IN THE CYPRIOT
MARKET.

2010
ACQUISITION OF FNAC
OPERATIONS IN GREECE.

2011
SALES NETWORK COMPRISES
OF 11 LARGE STORES.
LAUNCH OF FIRST BRAND
CAMPAIGN.

2014
PUBLIC REACHES 48 STORES.
BOOK AWARDS INSTITUTION IS
ESTABLISHED.

2012
RAPID EXPANSION WITH
ADDITION OF 10 MEDIUM
SIZED STORES.

2016
ENTRANCE IN B2B MARKET
WITH THE LAUNCH OF A
HOLISTIC CORPORATE
PROPOSITION.

2018
LAUNCH OF THE 1ST MARKETPLACE IN GREECE.
LAUNCH OF FLAGSHIP STORE IN CYPRUS
ACHIEVING WORLD RETAIL RECOGNITION.

2015
EBITDA BREAK EVEN FOR THE
FIRST TIME.
LEADING POSITION IN KEY
ENTERTAINMENT AND
TECHNOLOGY PRODUCT
CATEGORIES.

2017
PUBLIC LAUNCHES STORE IN
ATHENS AIRPORT.

2019
PUBLIC AND MEDIAMARKT AGREE TO
ESTABLISH A JOINT VENTURE CREATING
THE LARGEST OMNICHANNEL RETAILER IN
GREECE AND CYPRUS.

2020
PUBLIC — MEDIAMARKT CONCLUDE
INTEGRATION PLAN.
LAUNCH OF "UNDER THE SAME ROOF"
INNOVATIVE RETAIL CONCEPT STORES
FOR PUBLIC —MEDIAMARKT IN 2 CITIES

HIGHLIGHTS



#1 ECOMMERCE RETAILER

#1 e-commerce retailer in GR & CY with investments that further expand its leading position



#1 IN TRAFFIC

#1 omnichannel retailer in traffic with more than 100M visitors



DESTINATION

#1 destination for consumer electronics, home appliances & entertainment products & services



2 POWERFUL BRANDS

Two powerful brands offering the most integrated customer proposition



ASSORTMENT

#1 Retailer in the market with 2.2M products



OMNICHANNEL

#1 Omnichannel Retailer with 21% contribution of omnichannel sales



MARKETPLACE

1st Company to launch Marketplace in Greece, 950 sellers on public.gr



B2B

160.000 companies prefer PUBLIC for their B2B needs

FUTURE PROOF STRATEGY

#1 RETAIL & ETAIL LATFORM BASED BUSINESS MODEL



Business Strategy Pillars

PMM is a platform-based business operating in Greece & in Cyprus. It is **#1 Greek e commerce retailer succeeding Amazon and eBay** (source: Euromonitor report) and **#1 omnichannel retailer** in household/consumer electrical, electronic and entertainment products.

The company has created the largest Marketplace that is highly scalable. Its **Assortment, Pricing, Brand Reliability** as well as its **Data-Driven** and **Customer-Centric** approach constitute its unique selling proposition.

PMM is exceptionally well-positioned to benefit from the platform business growth trend, as the established leader in the sector.

UNDER THE SAME ROOF CONCEPT

Unique Concept Store

2 new concept stores
under the same roof



Consumer Electronics | Entertainment
Culture Products | Home appliances



New Experience



Syggrou Store

 **8.700m²**

the first “Under The Same Roof” concept store in Greece
offering the largest experience

325.000 products

Consumer Electronics | Entertainment
Culture Products | Home appliances



Stavroupoli Store

 **4.200m²**

the most contemporary
store in town

163.000 products

AT A GLANCE



A global player in the field of battery products & applications for the energy storage with state-of-the-art facilities in Greece, Italy & USA.

The company invests heavily in innovation & technology and is accelerating its transformation, aiming to play leading role in the global energy storage.



30+

years of leading presence
in the batteries market



€180

MN Turnover



€22,2

MN EBITDA



90+%

of turnover is exported to

100+

countries worldwide



€25

MN investments during the
past 5 years

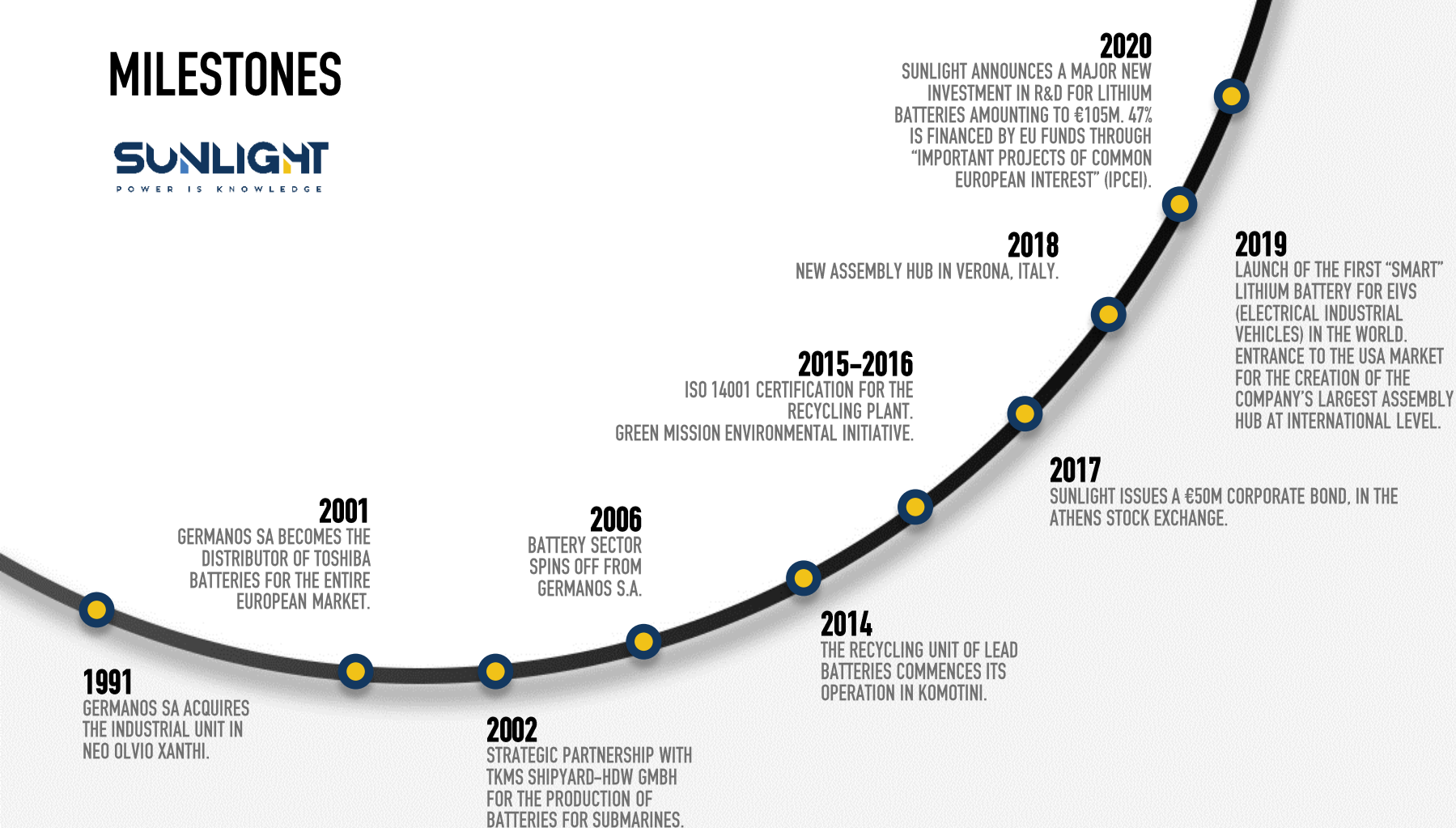


1000

Employees



MILESTONES



HIGHLIGHTS



No.3

among the world's top
manufacturers of industrial
batteries



No.2

among the world's top
manufacturers of advanced
technology batteries



3.0M+

battery cells capacity



500+

Customers



100

Countries



1000+

Employees



61.000 sqm

State of the art production
plant in Xanthi, Greece



5.000 sqm

State of the art recycling
plant in Komotini, Greece



6.000 sqm

State of the art battery
assembly plant in
Verona, Italy



9.700 sqm

State of the art battery
assembly plant in
North Carolina, USA

#1 IN R&D IN LITHIUM ENERGY STORAGE APPLICATIONS



R&D Investments

in Machine Learning &
Artificial Intelligence



Expansion

of the central R&D center in
Xanthi, Greece to 1500 sqm



Harness Innovation

through 24/7 Bi-Directional
communication | Advanced Safety,
Exceptional Serviceability



IPCEI

Major new investment in R&D
for lithium batteries amounting
to €105M, 47% of which is
covered by European funds
through “important projects of
common European interest”
(IPCEI)



New

R&D Centre (600 sqm) in
Sunlight’s new “Green”
corporate offices in Athens,
Greece with 50 scientists

FUTURE APPLICATIONS



AGVs



Electric Buses



E-Marine



Renewables

AT A GLANCE

Synonymous to the value added distribution of technology products in Greece and Cyprus.



€111

MN Turnover



€3.2

MN EBITDA



80

Employees



2

Countries



+2.500

Customers



MILESTONES



2006
LAUNCH OF B2B E-COMMERCE
SITE. ESTABLISHMENT OF
THESSALONIKI OFFICE.

2005
ESTABLISHMENT OF
WESTNET S.A.
PARTNERSHIP AGREEMENT
FOR ALL HP HELLAS
PRODUCTS.

2009
LAUNCH OF EXCLUSIVE
COLLABORATION WITH
ASUS.

2010
NEW PARTNERSHIP
AGREEMENT WITH
PHILIPS, ESET,
KAPERSKY.

2014
“BEST HP PPS PRINTER DISTRIBUTION
PARTNER MEMA”. CONCLUDED NEW
PARTNERSHIPS WITH D-LINK & TP-LINK.

2012
EXCLUSIVE DISTRIBUTION
OF ESTAR & LENOVO
TABLETS IN GREECE.

2016
MAJOR PARTNERSHIP WITH MICROSOFT ON
CONSUMER PRODUCTS AND CANON ON PHOTO &
PRINTING PRODUCTS. EXCLUSIVITY FOR HITACHI TVS.

2018
PARTNERSHIP IN HOME APPLIANCES WITH
SHARP. IN MOBILES WITH HUAWEI AND IN
CONSUMER BATTERIES WITH TOSHIBA.

2015
NEW PARTNERSHIPS IN
THE ACCESSORIES AND
PERIPHERAL MARKETS INCLUDING
LOGITECH, CREATIVE, TRUST AND
POLAROID.

2017
LAUNCH OF SUBSIDIARY IN
CYPRUS.

2019
NEW PARTNERSHIPS WITH
ARUBA AND CHECKPOINT IN
NETWORKING SOLUTIONS.

2020
NEW PARTNERSHIPS WITH AMICA &
AUX IN HOME APPLIANCES AND FITBIT
ON ITS ENTIRE PRODUCT PORTFOLIO.

HIGHLIGHTS



LEADING

Leading distributor in Greece & Cyprus with solid financial position



EXPERTISE

#1 source in cutting-edge technology products, accessories, mobile devices and gadgets



LOGISTICS

Logistics warehouse serving more than 2.500 clients and shipping to over 200 physical locations on a daily basis



SALES TEAM

High caliber sales team on the full range of our product mix, with offices in Athens, Thessaloniki & Nicosia



PARTNERSHIPS

Strategic partnerships with leading international brands: HP, Huawei, Microsoft, Lenovo, TP-Link, Samsung, LG, Logitech, Fujitsu, Creative, Philips, Eset, D-Link, and Trust



EXCLUSIVE

Significant exclusive agreements with large technology vendors



SUPPORT

Certified technical & customer support center by some of our largest partners, offer reliable support for our products



46 COUNTRIES

Exclusive distributor of Toshiba Batteries in 46 countries in EU, Africa & Middle East

AT A GLANCE

One of the most innovative companies in the field of business software products and services development, with established presence in 5 European countries.

softONE



€17

MN Turnover



€2.6

MN EBITDA



320

Employees



+47.000

Clients



+4.500

Cloud installations



+300.000

Users



MILESTONES

softone

2002

FOUNDED BY A TEAM OF BUSINESS SOFTWARE EXPERTS WHO HAD PLAYED A LEADING ROLE IN SHAPING THE IT FIELD IN GREECE.

2008

BECOMES THE FIRST GREEK SOFTWARE VENDOR TO OFFER ITS ERP AS A CLOUD SERVICE.

2011

FINALIST IN MICROSOFT'S EMERGING TECHNOLOGIES WORLDWIDE PARTNER CONTEST, FOR ITS ERP SOLUTION (MICROSOFT'S WINDOWS AZURE PLATFORM).

2013

ENTRANCE IN ROMANIAN MARKET. SOFTONE INTRODUCES THE SOFT1 OPEN ENTERPRISE EDITION, TO LEAD IN ENTERPRISE MOBILITY.

2016

OLYMPIA GROUP ACQUIRES 33.34% OF THE COMPANY'S SHARE CAPITAL.

2014

INTRODUCTION OF THE FIRST ELECTRONIC COLLABORATION SERVICES PLATFORM: EDI, E-INVOICING, E-STATEMENT.

2018

INTRODUCTION OF "SOFT1 SERIES 5", THE NEW ERA OF ERP SOLUTIONS.

2017

ENTRANCE IN CYPRIOT AND BULGARIAN MARKETS.

2019

ACQUISITION OF UNISOFT SA AND PROSVASIS IN GREECE & CONALTO IN CYPRUS.

2020

ENTRANCE IN THE UK THROUGH A DEALER.

HIGHLIGHTS

softone



LEADER

Market Leader in Cloud ERP



CLOUD-EXCELLENCE

Multi-awarded for cloud excellence, mobility platform & innovation



REGIONAL

Active in 5 Countries
(Greece, Bulgaria, Cyprus, Romania & United Kingdom)



NETWORK

600 partners
4,500 associated developers & consultants



INNOVATION

18 years of Innovation in Cloud ERP

AT A GLANCE

The leader in the Retail Real Estate sector in Greece with successful diversification in the office and residential sectors.



€1.2 BLN
Company's Net Asset Value



€960 MN
Real Estate Assets under
Management



€650 MN
Share Capital Increase



10%
Equity share by Voxcove, joint
venture of Olympia Group &
VNK fund



€50
Consolidated EBITDA

€50
Net Consolidated Profit



€82
MLN Turnover



THANK YOU

