



NATIONAL SECURITIES

AN AFFILIATE OF THE NATIONAL BANK OF GREECE GROUP

COUNTRY: GREECE
SECTOR: RETAIL
DATE: October 27, 2005

MARKET PERFORM

PRICE: € 6.50
ASE Index: 3,269.12
TARGET PRICE: €6.55

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PLAISIO COMPUTERS: Ahead of a new challenge – the entrance of major international leading retailers in the Greek market

- Plaisio Computers, in our view, is one of the best-specialized retailers in the Greek market. The company's business model is unique and well executed. However, the competitive environment is getting more difficult for the company and we expect this to have an impact on its profitability short/medium term.
- We revise downwards our earnings per share estimates for 05 and 06 to reflect lower margin assumptions due to the competition of Media Markt, Fnac and some local players (already their presence has affected Plaisio's margins in H1 05). We now expect some earnings per share decline in 05 and 06, at 46 eurocents and 42 eurocents respectively (vs. 49 eurocents in 04), but we believe that this will have minor impact on the dividend.
- We believe that the company's balance sheet is very strong and will enable the company to encounter competition. Also the emphasis of the management cost control offers some additional headroom to confront competition. Finally we believe that the management is very capable to adapt in the new environment.
- Our valuation models point to a fair value of EUR 6.55 per share for Plaisio's stock under very prudent margin assumptions. At this stage our estimates and forecasts are based on very general assumptions, as the impact of the new comers will be measured in the 05 Christmas season and the beginning of 06.
- We rate the stock MARKET PERFORM. At current levels the stock is trading 14.1x times its 05 earnings and at a 18% discount vs. the median of its peer group. On the other hand it trades at a premium for 06 earnings (c. 12%) assuming slowdown in profitability.

PLAr.AT Fundamental Data

Year	Sales (€ m)	EBITDA (€ m)	EBIT (€ m)	Net Profit (€ m)	EPS (€)	P/E (x)	EV/Sales (x)	EV/EBITDA (x)
2002	146.1	13.9	11.2	5.8	0.26	24.7	0.9	9.7
2003	182.5	19.5	16.3	8.5	0.39	16.8	0.7	6.6
2004	232.8	21.3	18.4	10.8	0.49	13.3	0.6	6.2
2005F	252.6	19.1	16.3	10.2	0.46	14.1	0.5	7.2
2006F	275.7	17.8	14.0	9.3	0.42	15.5	0.5	8.1

PLAr.AT Share Data

Last	€ 6.50	1-month	-7.9%	ATHEX 1-month	-0.9%
52w High	€ 10.94	3-month	-9.2%	ATHEX 3-month	-0.4%
52w Low	€ 6.48	12-month	-31.6%	ATHEX 12-month	32.7%

Shares Outstanding: 22.08 m
Market Capitalization: € 143.5m

Source: National Securities, Plaisio Computers, *Closing prices as of October 27, 2005*

EQUITY RESEARCH

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Market Under perform:	Expected to under perform the market by 5% to 20%
Sell:	Expected to under perform the market by more than 20%

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Our Universe of 63 companies has the following rating breakdown (as of the date of this report):

Strong buy: 1 (2%)

Buy: 18 (29%)

Market Perform: 32 (51%)

Market Under Perform: 5 (8%)

Under Review: 4 (6%)

Restricted: 3 (5%)

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All prices and valuation multiples are based on the closing of the market's last session prior to the issue of the report, unless stated otherwise.

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