

Plaisio Computers S.A. (PLAr.AT/PLA GA)

TP: EUR 5.86, 'ACCUMULATE' / PREVIOUS 7.35 'BUY' (22/10/08) Target price assumes a 24-month investment horizon. Cyclos Securities is regulated by HCMC: Granted licence : 1/58/9.10.1990

Valuation Ratios

	2008A	2009E	2010F	2011F
P/E	27,22 x	250,77 x	39,39 x	10,99 x
P/E (adj.)	27,22 x	250,77 x	39,39 x	10,99 x
P/BV	2,35 x	2,34 x	2,27 x	2,06 x
EV/Sales	0,29 x	0,37 x	0,33 x	0,28 x
EV/EBITDA	9,12 x	21,57 x	14,78 x	6,96 x
Dividend Payout	36,3%	50,0%	50,0%	50,0%
D/Y	1,33%	0,20%	1,27%	4,55%

Financial Ratios

	2008A	2009E	2010F	2011F
ROE	8,6%	0,9%	5,8%	19,6%
ROIC	11,7%	3,8%	7,8%	20,0%
EBITDA margin	3,2%	1,7%	2,2%	4,1%
EBIT margin	2,3%	0,8%	1,5%	3,4%
Net debt/equity	0,43 x	0,37 x	0,44 x	0,43 x

Fundamentals

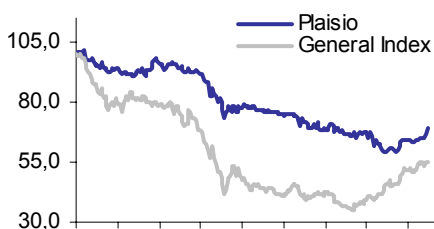
	2008A	2009E	2010F	2011F
Sales	411,90	366,49	419,91	495,93
EBITDA	13,06	6,22	9,35	20,10
EBIT	9,37	2,95	6,10	16,71
EBT	5,99	0,62	3,87	13,70
EATBM	4,26	0,46	2,94	10,55
Net Profit	4,26	0,46	2,94	10,55
EPS	0,19	0,02	0,13	0,48
DPS (EUR)	0,070	0,010	0,067	0,239
Shareholders funds	49,38	49,61	51,08	56,36
Total equity	49,38	49,61	51,08	56,36
Net Debt/(Cash)	21,17	18,26	22,25	23,96

In EUR million, unless otherwise stated

Trading data

	1m	3m	6m	12m
Abs. Performance	11,94%	2,14%	-13,65%	-31,10%
Relative Performance	-4,06%	-46,93%	-22,70%	13,61%
Market cap. (EUR m)	115,92			
Shares outstanding (m)	22,08			
Free Float	29,6%			

Plaisio vs. ATHENS GENERAL (52 weeks)



Contracting Economy diminishes company profit expectation

- Plaisio Computer is affected by global recession that now is transmitted into Greece, a country unaffected by the crisis till 2008H1. Consumers are expected to cut back expenditures in Computers and Peripherals, and companies to decrease consumption in office products. Company sales decreased by 14.5% during 2009Q1 on a Y-O-Y base.
- Plaisio is also hurt from the December 2008 vandalism in the center of Athens. Vandals, supposedly young protestants for government's policy, destroyed Plaisio's most important store (Stournari store), resulting in 5% decrease in sales, something that will undoubtedly affect negatively group sales in the short run.
- Whilst Greek government tries to stimulate Greek economy through a pack of tax and other incentives, we do not expect recovery of the Greek economy before the second quarter of 2010.
- The good news is that Greece, the main market where Plaisio is operating, is less affected by global recession, as the official EU projections indicate. EU expects a slight (0.9%) drop in GDP in Greece for 2009 and a positive GDP growth in 2010, while in the remaining EU markets GDP is expected to drop by 3%-10%.
- We expect company sales to decrease by a steep 11% for FY2009. Demand for Plaisio sales will then be flat in 2010Q1, while we expect strong sales growth from 2010Q2. We expect company sales growth from 2010Q2 onwards to be fostered by Stournari store reopening. We expect 14.6% sales growth in FY 2010 and 18.1% sales growth in 2011.
- Company Profitability will be dramatically affected by both negative sales growth in FY2009 and from sales recovery in FY2010 and FY2011. Profits are expected to decrease in FY2009 by 89% but we expect a Y-O-Y profit increase by 537% and 258% in FY 2010 and FY2011 respectively.
- DCF valuation implies to EUR6.11 (prev.EUR7.94) target price, whilst peer group relative valuation implies EUR5.27 (prev.EUR5.97) target price. Combined these two methods lead to TP EUR5.86 (prev. EUR7.35 target price) that together with dividend yield gives a **total expected return (TER) 12%**. We change our recommendation to 'ACCUMULATE' (vs previous recommendation 'BUY').

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Description of Developments

Macroeconomic Environment

Macroeconomic
crisis leads to
decreasing IT
demand

The crisis in mortgage market in USA together with other problems in the US market resulted in an abrupt drop of both US and EU GDP since late 2008. Recent projections point to a negative macroeconomic environment in the US economy in 2009, whilst European economies will probably undergo recession by the mid 2010. These negative developments lead to deteriorating consumer market conditions, shrinking demand, slumping prices and intense company competition in major electronic consumer markets. Major companies in IT sectors, including SONY, saw their market positions deteriorate, their sales decrease and their profits wiped out. Navigation market would not be an exception to the above mentioned developments.

Plaisio Earnings Forecasts

Sales Projections

We expect sales/sq.m. to fall 19% in FY2009. Overall, for the forecasted period, assuming conservatively 4% average sector growth, and under the assumption that the total sales area of all the companies in the sector will increase by 2.5%, we expect average sales per square meter for the companies in the sector, and for Plaisio, to increase on average 1.4% p.a.. This is a justifiable assumption, under the assumption of 3% inflation in Greece and average real 1.5% GDP growth, i.e. a real GDP growth rate 60% lower to that achieved in the 2000-2007 period and slightly higher to that of developed countries (1.5%) for the examined 5-yr period. We assume a further 0.5% growth rate added by the Bulgarian subsidiary.

Our expectations and forecasts for Plaisio sales area expansion are as follows.

Store expansion and selling								
	2006	2007	2008	2009	2010	2011	2012	2013
<i>Last year Selling area</i>	15.700	19.350	21.650	24.600	26.100	28.300	30.500	32.700
<i>Selling area expansion</i>	3.650	2.300	2.950	1.500	2.200	2.200	2.200	2.200
<i>in particular</i>								
<i>Kallithea exp.</i>		500						
<i>Thessaloniki 2</i>		1.800						
<i>Syntagma exp.</i>			600					
<i>Peristeri exp.</i>			200					
<i>Vouliagmeni Exp.</i>			900					
<i>M.</i>			1.250					
<i>Average last year Selling area</i>	15.800	18.700	20.000	23.125	25.350	27.200	29.400	31.600
<i>Average Selling area</i>	18.700	20.000	23.125	25.350	27.200	29.400	31.600	33.800
<i>Av.Selling Area Growth</i>	18%	7%	16%	10%	7%	8%	7%	7%
<i>in sq.m.</i>								
<i>No of stores (31/12)</i>	21	22	23	24	24	26	27	29
<i>Sales Growth</i>	21%	24%	7%	-11%	15%	18%	17%	8%
<i>Sales/sq.m.</i>	2%	16%	-7%	-19%	7%	9%	8%	1%
<i>Average sales growth/sq.m.</i>	2005-2008:		3,4%	2009-2013:				1,4%

Turnover Breakdown (in thousand EUROS)						
	2008 A	2009 E	2010 F	2011 F	2012 F	2013 F
IT & Electronics	259.719	225.415	278.312	330.042	390.226	422.676
Telephony	37.087	35.127	31.117	39.706	45.830	49.641
Office Products	113.579	104.514	108.780	124.250	139.921	151.557
Others (Services)	1.542	1.454	1.727	1.961	2.194	2.377
Net Consolidated Turnover	411.928	366.511	419.937	495.959	578.171	626.250
Sales Mix %						
IT & Electronics	63,0%	61,5%	66,3%	66,5%	67,5%	67,5%
Telephony	9,0%	9,6%	7,4%	8,0%	7,9%	7,9%
Office Products	27,6%	28,5%	25,9%	25,1%	24,2%	24,2%
Others (Services)	0,4%	0,4%	0,4%	0,4%	0,4%	0,4%
Turnover Total	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
YoY (%) Change						
<i>IT & Electronics</i>		-13,2%	23,5%	18,6%	18,2%	8,3%
<i>Telephony</i>		-5,3%	-11,4%	27,6%	15,4%	8,3%
<i>Office Products</i>		-8,0%	4,1%	14,2%	12,6%	8,3%
<i>Others (Services)</i>		-5,7%	18,7%	13,6%	11,9%	8,3%
Turnover Total		-11,0%	14,6%	18,1%	16,6%	8,3%

Sales projections, by sector (IT, telephony, Office products, Services) is illustrated on the following table. Sales growth is expected to drop 11% in 2009, while we expect recovery by 2009 (increase by 14.6%) and solid growth (18.1%) in 2010. Our projection assumes the Stournari store, completely damaged by vandals in 2008, to operate during 2010. This store will add 4.5% to company sales. Excluding Stornari store, we expect Plaisio sales to increase by c. 10% in FY2010. New vs old projections are illustrated as follows.

New vs old projections		
(in EUR m unless otherwise stated)	2009	2010
<i>Sales (previous)</i>	459,0	513,0
<i>Sales (now)</i>	366,5	419,9
$\Delta\%$	-20%	-18%
<i>EBT(previous)</i>	12,0	14,0
<i>EBT(now)</i>	0,6	3,9
$\Delta\%$	-95%	-72%
<i>EATAM(previous)</i>	9,0	10,6
<i>EATAM(now)</i>	0,5	2,9
$\Delta\%$	-95%	-72%

Specific projections for other company fundamentals, are provided on Financial statements projections.

Valuation

DCF-based Valuation

**DCF based TP of
EUR 6.11 and
a TER at 16%**

Based on our DCF model, we discount the consolidated free cash flows to the firm for an explicit 5-year period (2009-2013), using a WACC (weighted average cost of capital) 10.5% (prev.10.3%) and a long-term growth rate 1% respectively. In our base case scenario we adopt an average a.t. cost of debt for the company of 6.4%, with a cost of equity at 11.6% based on a risk-free rate of 5.5% (then increasing to 6.4%), a market risk premium R_m of 6%, and a beta of 1.02. (*)

(Amounts in EUR m)	2008	2009 E	2010 F	2011 F	2012 F	2013 F	Terminal Value
Sales	411,9	366,5	419,9	495,9	578,1	626,2	
Growth rate%		-11,0%	14,6%	18,1%	16,6%	8,3%	2%
EBIT	9,4	3,0	6,1	16,7	20,4	23,3	
EBIT Margin	2,3%	0,8%	1,5%	3,4%	3,5%	3,7%	
Depreciation		3,3	3,2	3,4	3,5	3,7	
Plus Δ W/C Change		0,4	-4,4	-5,1	-4,2	-1,7	
Taxes Paid		-0,2	-0,9	-3,2	-3,7	-4,1	
Tax rate		25%	24%	23%	22%	21%	20%
Capex		-3,0	-5,0	-5,0	-6,0	-2,0	
FCF		3,5	-1,0	6,9	10,0	19,2	210,9

WACC Calculation

Risk free interest rate (%)	5,50%	6,00%	6,20%	6,40%	6,40%	6,40%	6,40%
Market Premium (%)	6,00%	5,50%	5,30%	5,10%	5,10%	5,10%	5,10%
Beta	1,02	1,02	1,02	1,02	1,02	1,02	1,02
Cost of Equity	11,62%	11,61%	11,61%	11,60%	11,60%	11,60%	11,60%
Cost of Debt	7,30%	7,60%	8,00%	8,00%	8,00%	8,00%	8,40%
Tax rate	25,0%	24,0%	23,0%	22,0%	21,0%	20,0%	20,0%
After Tax cost of Debt	5,48%	5,78%	6,16%	6,24%	6,32%	6,72%	6,72%
Debt/Debt+Equity	19,2%	18,7%	18,9%	19,7%	20,6%	20,6%	20,6%
WACC (%)	10,4%	10,5%	10,6%	10,5%	10,5%	10,6%	10,6%

Sum of PV of Free Cash Flows ('09-'13)	25,7
PV of Terminal Value	127,4
Enterprise Value	153,2

- Minorities 0,0

- Net Debt/(Cash)	18,3
+ Financial assets	0,0
Equity Value	134,9

Market Cap	115,9
Current Share Price	5,25
# of Shares (mn)	22,1
Target Share Price	<u>6,11€</u>

Expected Return	+16,4%
Expected Dividend Yield (on TP)	0,2%
Total Expected Return (TER)	16,5%

Source: Company's Data and Cyclos Securities estimates

To derive to the group's TP we deduct from the enterprise value (EV), the estimated net debt position and the market value of minorities and add back the market value of any non-core assets (i.e. securities available for sale). The implied fair value according to our DCF model stands at EUR 6.11/share (prev. 7.94/share) which yields a Total Expected Return (TER) of c.16%.

Sensitivity analysis, depending on different WACC and FCF growth assumptions leads to the following results.

		Perpetuity FCF Growth rate				
		-0,5%	0,5%	1,5%	2,5%	3,5%
WACC	8,6%	6,75	7,53	8,53	9,86	11,71
	9,6%	5,82	6,42	7,16	8,12	9,39
	10,6%	5,07	5,54	6,11	6,82	7,73
	11,6%	4,44	4,82	5,27	5,81	6,49
	12,6%	3,92	4,22	4,58	5,01	5,53

Comparable Valuation

In our alternative scenario, we evaluate Plaisio Computers using also a comparable analysis model. Since, there is no Greek company that compares to Plaisio directly, our peer group includes leading office and electronics international retailers. We should point, however, due to different markets, we think there is less scope for this approach. According to our estimates for 2008, Plaisio trades at a discount, having an upside potential of c.13% based on weighted consensus estimates on P/E for 09 and 10 and P/Sales, P/BV multiples for 2009E. In effect, our comparables model supports our DCF valuation, providing a fair value for the stock at EUR 5.27/share (prev.EUR 5.97/share).

**Implied TP at
EUR 5.27 according
to its peers**

Peer Group Valuation	Market Cap. (EUR m)	P/E '09E	P/E '10F	P/Sales	P/BV
Staples	10.722	17,5	14,7	0,63	2,62
Office Depot	834	-	-	0,08	0,83
DSGI	1.368	20,4	34,6	0,10	1,04
Weighting factor		10%	25%	45%	20%
Peer Group Average		19,0	24,6	0,3	1,5
Market Cap. Weighted Average		16,6	15,8	0,5	2,4
Implied Target Price according to International Peers		0,3	0,3	9,0	5,4
Implied Target Price		5,27			
Upside/(downside)		0,4%			

Source: Reuters Knowledge and Cyclos Securities estimates

Combined Valuation Analysis

We use both DCF valuation and Comparable Valuation, so as to take account of both the future prospects of the company, as well as current valuation trends for companies in the car navigation. We assign a 70% weight attached on our DCF model, and the remaining 30% is attributed to our peer group valuation.

Combined Valuation	DCF	Peer Group
Implied Target Prices	6,11€	5,27€
Weighted factor	70%	30%
Target Price	5,86€	
Expected Return	11,6%	
Expected Dividend Yield	0,18%	
Total Expected Return (TER)	11,8%	

Source: Reuters Knowledge and Cyclos Securities estimates

In all, our combined valuation approach yields a target price of EUR 5.86, which implies a 12-month total expected return – including a 2009E dividend. We, thus, change stock recommendation to ‘Accumulate’ (from previous ‘Buy’) and a TP at **EUR 5.86/share (prev. EUR 7.35/share)**.

Financial Statements

Group Consolidated Balance Sheet (IFRS)							
(in EUR m)	2007 A	2008 A	2009 E	2010 F	2011 F	2012 F	2013 F
ASSETS							
NON Current Assets							
Property, plant and equipment	25,88	40,85	40,58	42,34	43,95	46,43	44,72
Investment property	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Goodwill	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Intangible Assets	0,41	0,73	0,73	0,73	0,73	0,73	0,73
Investment in subsidiaries	1,55	1,65	1,65	1,65	1,65	1,65	1,65
Investment in associates	0,00	0,74	0,74	0,74	0,74	0,74	0,74
Other Investments	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Financial Assets available for sale	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Financial Derivatives	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Other Long Term Receivables	0,44	0,44	0,45	0,47	0,50	0,52	0,55
Biological Assets	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Deferred Tax Assets	0,96	1,69	1,69	1,69	1,69	1,69	1,69
Total NON Current Assets	29,25	46,09	45,83	47,61	49,24	51,75	50,06
Current Assets							
Biological Assets	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Inventories	63,52	55,57	49,71	56,76	66,38	77,25	83,50
Customers&otherTrade Receivables	38,16	40,69	36,15	41,42	48,99	57,11	61,86
Other Receivables	7,54	6,13	5,46	6,25	7,38	8,61	9,32
Other Assets	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Cash & Cash Equivalents	8,50	8,61	9,24	4,50	3,08	2,98	10,64
Financial Assets at Fair Value through results	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Fixed Assets classified as Available for Sale	0,01	0,00	0,00	0,00	0,00	0,00	0,00
Total Current Assets	117,73	111,00	100,55	108,93	125,84	145,95	165,32
TOTAL ASSETS	146,97	157,09	146,38	156,54	175,08	197,70	215,38
LIABILITIES + EQUITY							
Equity							
Share Capital	3,65	7,07	7,07	7,07	7,07	7,07	7,07
Share premium account	11,96	11,96	11,96	11,96	11,96	11,96	11,96
Treasury stock BUY	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Treasury stock SELL	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Reserves retained (Total)	29,90	26,22	26,22	26,22	26,22	26,22	26,22
Retained earnings	3,04	4,13	4,36	5,83	11,11	17,73	25,43
Total Equity attrib. to Parent's Shareholders	48,54	49,38	49,61	51,08	56,36	62,98	70,68
Minority Interest	0,00	0,00	0,00	0,00	0,00	0,00	0,00
TOTAL Equity	48,54	49,38	49,61	51,08	56,36	62,98	70,68
Short Term Liabilities							
Trade Payables	65,73	60,06	53,90	61,54	71,97	83,76	90,53
Total Short Term Bank Debt	0,51	17,99	15,00	14,25	14,54	15,99	17,59
Current TAX Liabilities	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Long Term Liabilities payable in the next period	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Short Term Provisions	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Other Short Term Liabilities	11,26	13,82	12,30	14,09	16,64	19,40	21,01
TOTAL ST Liabilities (inc banks)	77,50	91,87	81,19	89,88	103,15	119,14	129,13
Long Term Liabilities	0,00	0,00	0,00	0,00	0,00	0,00	0,00
TOTAL Long Term Bank Debt	12,43	11,78	12,50	12,50	12,50	12,50	12,50
Staff retirement indemnities Liabilities	0,37	0,44	0,44	0,44	0,44	0,44	0,44
Other Long Term Liabilities	5,05	2,64	2,64	2,64	2,64	2,64	2,64
Provisions	0,70	0,98	0,00	0,00	0,00	0,00	0,00
Deferred Tax Liabilities	0,00	0,00	0,00	0,00	0,00	0,00	0,00
TOTAL Long Term Liabilities	18,55	15,85	15,58	15,58	15,58	15,58	15,58
TOTAL LIABILITIES	96,05	107,71	96,77	105,46	118,73	134,72	144,70
Net Debt	3,93	3,18	18,26	22,25	23,96	25,51	19,45
ST Bank Debt	0,00	0,00	15,00	14,25	14,54	15,99	17,59
LT Bank Debt payable next year	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Total ST Bank Debt	0,00	0,00	15,00	14,25	14,54	15,99	17,59
Total LT Bank Debt	12,43	11,78	12,50	12,50	12,50	12,50	12,50
TOTAL B A N K (ST+LT) DEBT	12,43	11,78	27,50	26,75	27,04	28,49	30,09
TOTAL EQUITY+LIABILITIES	144,59	157,09	146,38	156,54	175,08	197,70	215,38

Consolidated P&L (IFRS)							
	2007 A	2008 A	2009 E	2010 F	2011 F	2012 F	2013 F
<i>Sales</i>	385,0	411,9	366,5	419,9	495,9	578,1	626,2
<i>% chng</i>	n.a.	7,0%	-11,0%	14,6%	18,1%	16,6%	8,3%
<i>COGS</i>	313,4	337,0	302,4	345,3	403,8	469,9	507,9
<i>Gross Profit</i>	71,6	74,9	64,1	74,6	92,1	108,2	118,3
<i>Gross Margin (%)</i>	18,6%	18,2%	17,5%	17,8%	18,6%	18,7%	18,9%
<i>Net Operating Expenses</i>	55,2	65,6	61,1	68,5	75,4	87,8	95,0
<i>EBITDA</i>	19,6	13,1	6,2	9,3	20,1	23,9	27,0
<i>EBITDA Margin</i>	5,1%	3,2%	1,7%	2,2%	4,1%	4,1%	4,3%
<i>Depreciation</i>	3,25	3,72	3,27	3,25	3,39	3,52	3,71
<i>EBIT</i>	16,4	9,4	3,0	6,1	16,7	20,4	23,3
<i>EBIT Margin</i>	4,3%	2,3%	0,8%	1,5%	3,4%	3,5%	3,7%
<i>Interest Expenses</i>	2,8	3,5	2,8	3,0	3,7	4,1	4,4
<i>Income from participations</i>	0,1	0,2	0,0	0,0	0,0	0,0	0,0
<i>EBT</i>	13,7	6,0	0,6	3,9	13,7	17,0	19,5
<i>EBT Margin (%)</i>	3,6%	1,5%	0,2%	0,9%	2,8%	2,9%	3,1%
<i>Tax</i>	3,8	1,7	0,2	0,9	3,2	3,7	4,1
<i>Effective Tax rate</i>	28,0%	29%	25%	24%	23%	22%	21%
<i>EATBM</i>	9,9	4,3	0,5	2,9	10,5	13,2	15,4
<i>Net Profit Margin (%)</i>	2,6%	1,0%	0,1%	0,7%	2,1%	2,3%	2,5%
<i>Minority Rights</i>	0,0	0,0	0,0	0,0	0,0	0,0	0,0
<i>EATAM</i>	9,9	4,3	0,5	2,9	10,5	13,2	15,4
<i>EATAM excl. one off items</i>	9,9	4,3	0,5	2,9	10,5	13,2	15,4
<i>Net Profit Margin adj. (%)</i>	2,6%	1,0%	0,1%	0,7%	2,1%	2,3%	2,5%
<i>EPS</i>	0,45	0,19	0,02	0,13	0,48	0,60	0,70
<i>EPS adj.</i>	0,45	0,19	0,02	0,13	0,48	0,60	0,70
<i>DPS</i>	0,27	0,07	0,01	0,07	0,24	0,30	0,35
<i>Divident payout ratio</i>	60%	36%	50%	50%	50%	50%	50%
<i>Number of shares</i>	22,08	22,08	22,08	22,08	22,08	22,08	22,08

	2008	2009	2010	2011	2012	2013
Per Share Data						
EPS	0,19	0,02	0,13	0,48	0,60	0,70
DPS	0,07	0,01	0,07	0,24	0,30	0,35
BVPS	2,24	2,25	2,31	2,55	2,85	3,20
No of shares	22,08	22,08	22,08	22,08	22,08	22,08
Ad. Number of shares	22,08	22,08	22,08	22,08	22,08	22,08
Growth Rates						
Sales		-11,0%	14,6%	18,1%	16,6%	8,3%
EBITDA		-52,3%	50,2%	115,0%	19,1%	12,8%
EBIT		-68,5%	106,5%	173,9%	22,2%	14,1%
EBT		-89,7%	528,2%	253,8%	24,0%	14,8%
EAT		-89,1%	536,6%	258,5%	25,6%	16,3%
Margins						
Gross	18,2%	17,5%	17,8%	18,6%	18,7%	18,9%
EBITDA	3,2%	1,7%	2,2%	4,1%	4,1%	4,3%
EBIT	2,3%	0,8%	1,5%	3,4%	3,5%	3,7%
EBT	1,5%	0,2%	0,9%	2,8%	2,9%	3,1%
EAT (adj.)	1,0%	0,1%	0,7%	2,1%	2,3%	2,5%
Valuation Data						
P/E (x)	27,22 x	250,77 x	39,39 x	10,99 x	8,75 x	7,53 x
P/BV (x)	2,35 x	2,34 x	2,27 x	2,06 x	1,84 x	1,64 x
EV/Sales (x)	0,29 x	0,37 x	0,33 x	0,28 x	0,24 x	0,22 x
Dividend Yield (%)	1,33%	0,20%	1,27%	4,55%	5,71%	6,64%
EV/EBITDA	9,12 x	21,57 x	14,78 x	6,96 x	5,91 x	5,01 x

Source: Company Data, Cyclos Securities estimates

Cyclos Securities S.A.

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Separation of Facts from Estimations

We separate facts from (a) based on facts estimations and (b) unconfirmed publications-estimations. Based on facts estimations are followed by an asterisk (*) while unconfirmed publications-estimations are followed by two asterisks (**).

The current analysis in this form (full and final one) has not been notified to anybody before it became published. In any case, target price has not been revealed to customers, members of the BOD, managers or employees of Cyclos Securities or to managers of the analysed company.

Soundness of estimations

The analyst Konstantinos Vergos keeps, in an electronic form, files that prove the mathematical soundness of estimations about company's fair price (target price), for future use/confirmation from supervisory authorities.

Recommendation rating by Cyclos Securities	Expected Target-Price in a 24-month investment horizon plus exp.dividend, assuming stable Athens Stock Exchange General Index
BUY	At least 20% higher than current price level
ACCUMULATE	10% up to 20% higher than current price level
HOLD	10% lower up to 10% higher than current price level
REDUCE	10% up to 20% lower than current price level
SELL	At least 20% lower than current price level

Recommendation

Recommendations relate to the degree of relation between share-price to fair price, as defined by the used method of valuation.

Recommendation Statistics & Investment banking services

Recommendation rating by Cyclos Securities	% of analyses during the 2009Q2	% of analyses during the 2009Q1	% of analyses during the 2008Q4	% of analyses during the 2008Q3	% of analyses during the last 12 months (including current analysis)	% of companies covered during the last 12 months having IB services
BUY	50	100	100	100	100	50
ACCUMULATE	50	0	0	0	0	0
HOLD	0	0	0	0	0	0
REDUCE	0	0	0	0	0	0
SELL	0	0	0	0	0	0

Recommendation Update policy

It is unknown when will a report update of the analyzed company take place. Our policy is to make update just before the end of the investment horizon (24 months) or whenever an event changes substantially company fundamentals and prospects, whatever comes first. In case we do not intend to make an update within 24 months, or we decide to discontinue analysis coverage before this investment horizon for any reason, we will issue a report that states our intention to do so.

Risks

Investments in shares of the examined company entail risks that relate a. With buying and trading shares, including low share marketability, systematic risks (equity BETA>1) non systematic risks, β . Other risks including company/sector/management risks (high degree of dependence to large customers & orders, dependence to domestic sales, dependence from commercial contracts), exchange risks etc. that affect company size and consequently they affect company share price.

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Company Structure

Sales	Corporate Finance	Asset Management	Derivatives
Nikolaos Troulinos	Georgia Tsioli	Panagiotis Kapouranis	Panagiotis Doukelis
Panagiotis Ladas			Michalis Philippakos
Antonios Vatistas			
Evagelia Aggelakopoulou			

Conflicts of interests

Statements

- Do the analysts Konstantinos Vergos and/or Georgios Palaiologos and/or their relatives possess shares of the analysed company or position at derivatives where the share is a constituent? NO
If yes, who, how many, at what price purchased, and what is their current value?-
- Do other already mentioned individuals (analysts, investment advisors) possess shares of the analysed company or position at derivatives where the share is a constituent? NO
If yes, who, how many, at what price purchased, and what is their current value?-
- Does Cyclos Securities hold a number of shares of the analysed company that can be regarded, according to the current regulatory framework, as significant? NO
If yes, how many, at what price purchased, and what is their current value?-
- Have the analysts been employed on behalf of Cyclos Securities S.A., during the last 12 months and/or during the last 3 years, to provide **consulting** services to the analysed company? YES.
If yes, was their salary or other compensation related with these services? -
- Have the analysts been employed on behalf of Cyclos Securities S.A., during the last 12 months and/or during the last 3 years, to provide **corporate** services to the analysed company. NO
If yes, was their salary or other compensation related with these services? -
- Did Cyclos Securities provide during the last 12 months and/or during the last 3 years, paid **consulting** services to the analysed company? YES
- Did Cyclos Securities provide during the last 12 months and/or during the last 3 years, paid **corporate** services to the analysed company? NO
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