

DIONIC

GROUP OF COMPANIES

**COMPANY
PROFILE**

January 2014



DIONIC Group

...at a glance

... DIONIC Group the last 18 years turns into a powerful group with European profile, operating in Trading & Distribution, in Software, Energy, Real Estate Development and Consultancy

- Group of 17 companies operates in 4 sectors of economy
- Significant number of goods and services, clients and suppliers, distribution channels
- Important experience in large products', suppliers', clients', coordinators' portfolio management
- Executives with experience and vision of new investments and new opportunities pursuit
- Know-how and economy of ladder development



...at a glance

... activity and financial data continuous development

Capitalization: € 3,82 mil.

Turnover 2012: € 37 mil.

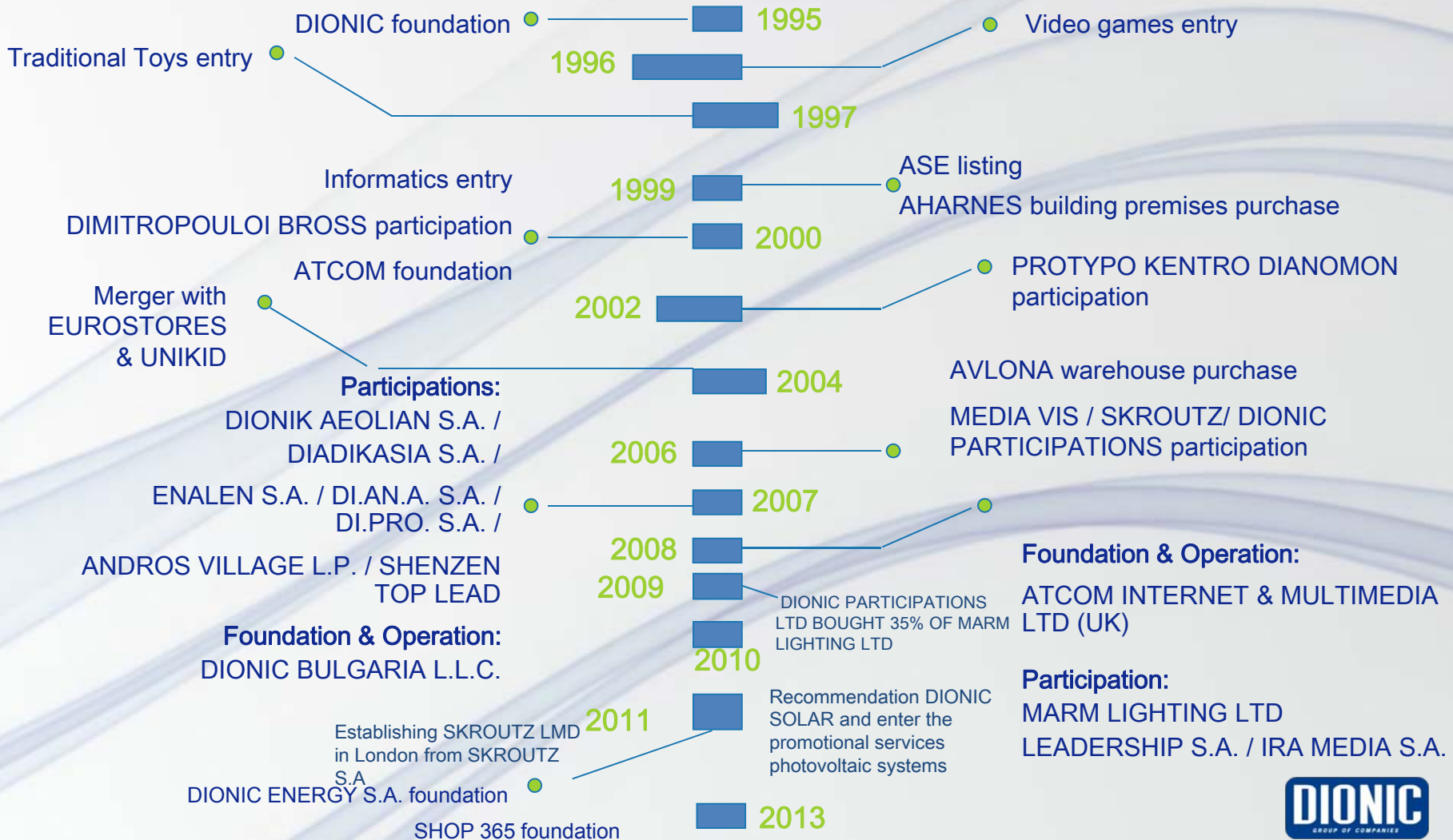
EAT 2012: € - 4 mil.

Share price € 027 (20/01/2014) Shares: 14.173.104

		2010	2011	2012
SALES	(000. €)	72.066	62.868	37.524
EBITDA	(000. €)	3.180	-12.592	1.480
EBIT	(000. €)	1.256	-15.490	1.067
EAT&MIN	(000. €)	549	-19.160	-4.045

Source: Consolidated Financial Reports

History



Key dates for DIONIC

- 1996, the Company, discerning the coming market boom of **electronic games, software and multimedia**, relocated, investing at the same time in equipment and human resources
- 1997, constantly searching for new profitable activities, routed its entry in the field of **wide consuming products, traditional toys**
- 1999, relocation in today's privately owned building, build up its working capital in order to be further established in the field in which operates, office automation modernization, in order to be able to successfully meet the expected increase in sales in the years coming. ASE entry.
- 2000, IT & stationary entry aiming to achieve the maximum synergies, participation in ATCOM foundation
- 2002, PROTYPO KENTRO DIANOMON participation, operating in distribution of widely consumable products and foods in Attica
- 2004, Infant growth & development products, strategic business units structure

Key dates for dionic

- **2006**, Avlona logistics center purchase. Skroutz participation, another company in software sector
- **2007**, entry in Energy participating in Dionic Aeolian & Enalen, in Real Estate through DIANA and in Services through Diadikasia. Foundation and operation of Dionic Bulgaria expanding the activities towards new markets of Eastern Europe.
- **2008**, new participations through DIANA for Real Estate reinforced this activity along with the participation in Ira Media for Service. Participation also in Marm Lighting, which operates in the field of lighting types.
- **2009**, DIONIC participation in increase of share capital of ATCOM AE.
Also be licensed electricity from Enalen A.E.K.E and acquisition of 35% of the company Marm Lighting Ltd based in Cyprus from Dionic Participation LTD.
- **2010**, cooperation agreement with U.S.A investment fund through ATCOM SA.
Recommendation DIONIC SOLAR active in the field of integrated photovoltaic solutions
- **2011**, Renaming Media Vis to DIONIC ENERGY S.A, active in the field of renewable sources of energy.
- **2013**, Foundation of Shop 365, active in field of ecommerce consumer products.

Activity

...with 15 years experience in trading and distribution, DIONIC Group is now developing 4 new sectors:

TRADE – DISTRIBUTION

As the main activity with an extensive **distribution network of 10.000 products in 6 big categories** (photovoltaic, stationary, toys, infant growth and development items, foods and wide consumer products) and with **150 suppliers in 2.500 selling points**, develops in total **25 distribution channels**.

SOFTWARE

Participation in companies operating in software, possessing dominant position in **Internet products and services development** and exploiting the driving advancements taking place in Technology & Communication Market

SERVICES

Emphasis is laid on **strategic and business planning**, business process reengineering (**BPR**), **Human Resources development**, **new technologies exploitation**, **logistics systems**, **quality assurance systems**, **strategy and development consultancy services**, **investment appraisal-management**, **important projects study and management** and other. Design the optimal media strategy using the full budget of the advertiser.

ENERGY

Aeolian energy production and renewable energy sources exploitation, offers integrated solutions for the installation of photovoltaic systems on roofs and terraces of houses and commercial buildings and in fields.

Activities Axes

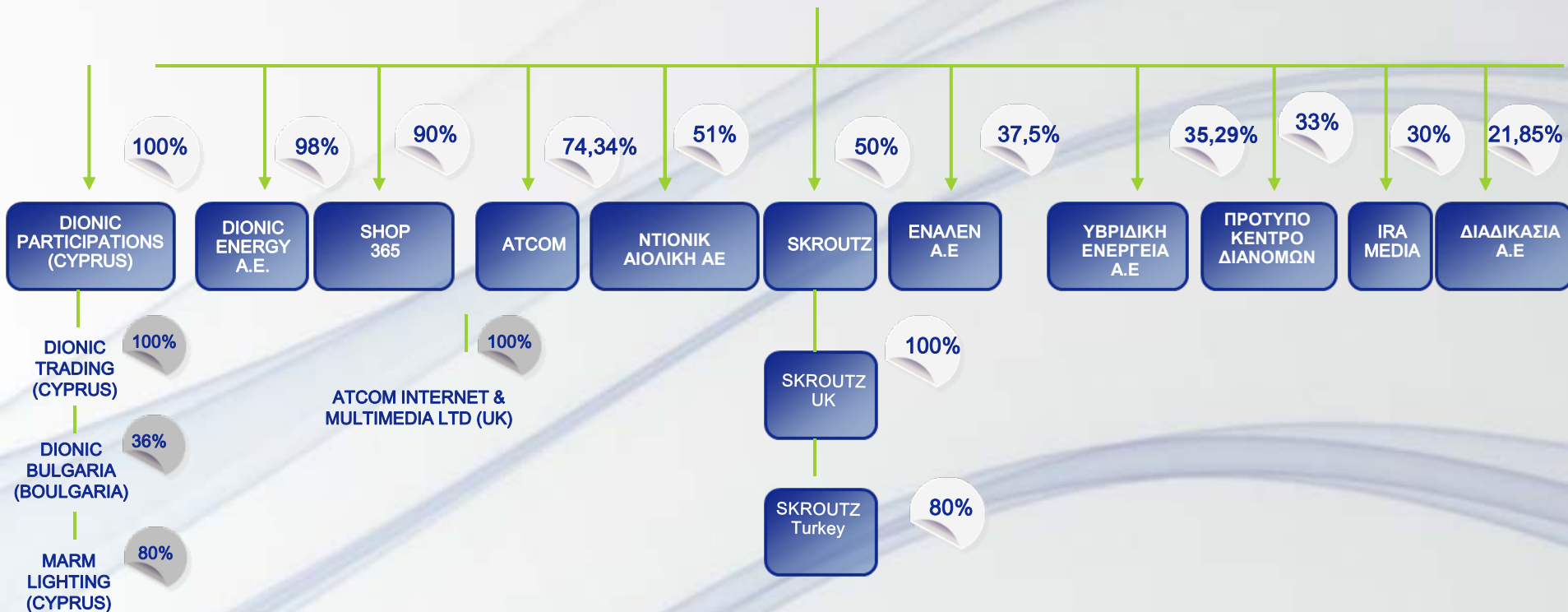
- **TRADING & DISTRIBUTION**
Direct access to suppliers and retailers
Distribution channels
Risk management dispersion
Suppliers-Clients represent max 3% of turnover
- **ENERGY**
Secured income
High investment IRR
- **SOFTWARE**
New growing market
Important profit margins
- **SERVICES**
Null stock
Important profit margins
Synergies

Corporate Philosophy

- We operate focusing on our company's **profit**
- We rely on our **customers' satisfaction**
- We meet the Market's demands with **credibility** and **flexibility**
- **We respect our competitors** and we aim to be better than them
- **We focus on our targets** and we reward their achievement
- We **develop** teamwork spirit, as it multiplies results
- We **exploit synergies** resulting among different activities of our Business Units
- We encourage **effective initiative**, which contributes to the development of the Group
- We reward **consistency**

Group Structure

DIONIC



Internal Structure

DIONIC

Horizontal Structures

Financial Department

Logistics
Department

IT
Department

Technical Support
Department

Human Resources
Department



Business Units (SBUs)

Entertainment

Telecom & Is

Toys

Infant growth & development products

Consumer Products

Organization Objectives

- Each BU operates as an independent unit
- Each BU Manager functions as a company's General Director, being fully responsible for the BU's financial results.
- Trading BUs concentrate to their Commercial Activity using outsourced services, which are mainly provided today by the Support BU
- For non-critical services (ex Financial), where the Support BU does not provide a competitive ratio quality-cost, BUs are entitled to seek alternative solutions

Thus, on one side each BU avoid expenses that increase their cost of support (as this figures on their results) and on the other side the Support BUs works in order to offer better and cheaper services

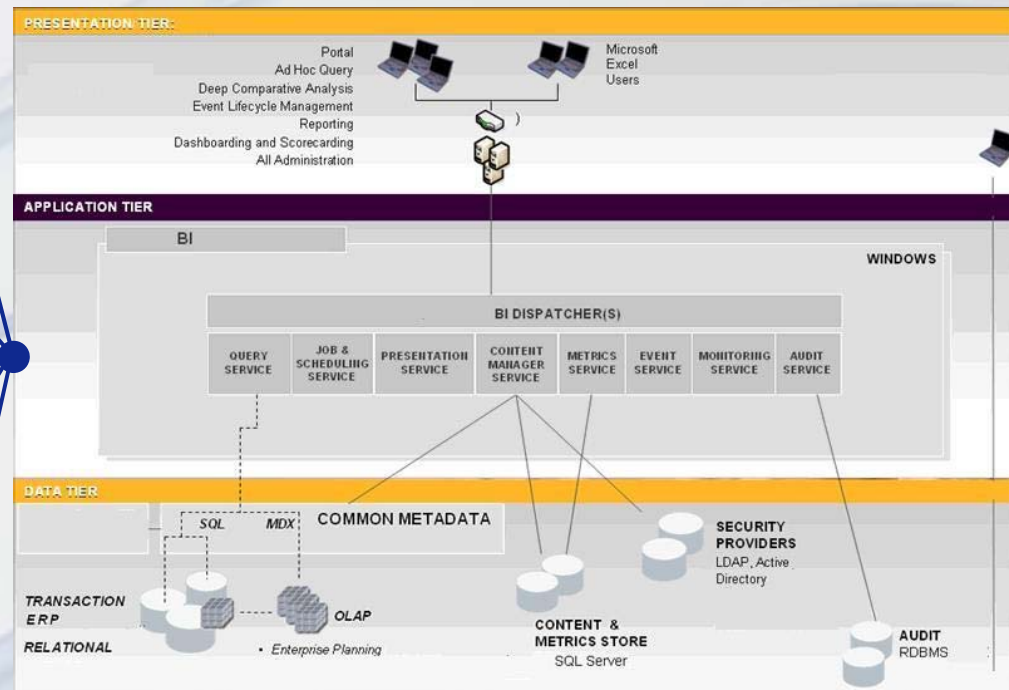
Business Monitoring

Cost's detailed monitoring per Business Unit & Company

Detailed P&L per Business Unit & Company

Cash Flow per Business Unit & Company

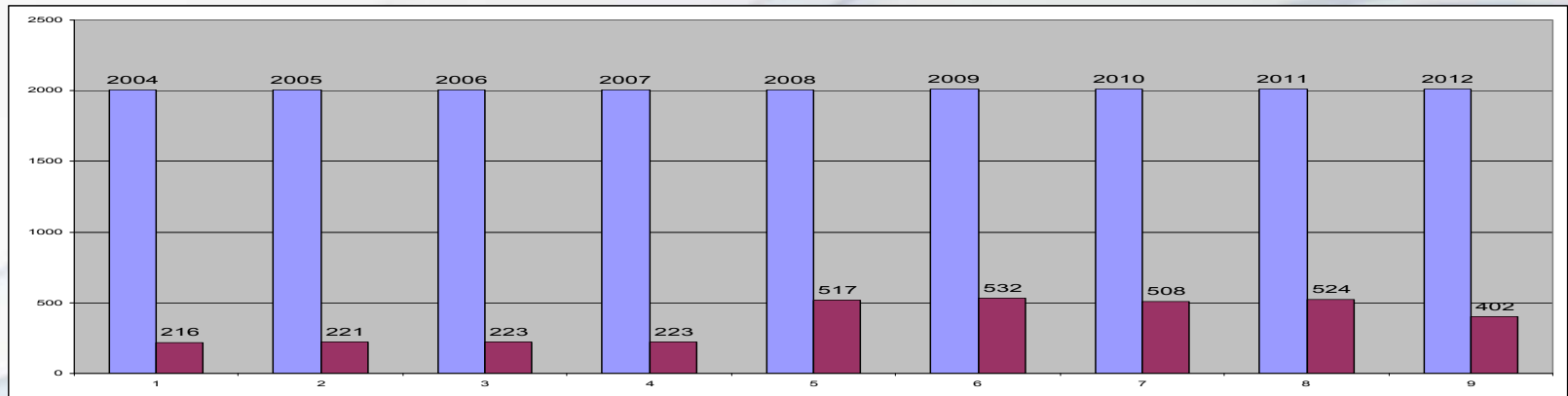
Continuous monitoring through scorecards of Key Performance Indicators



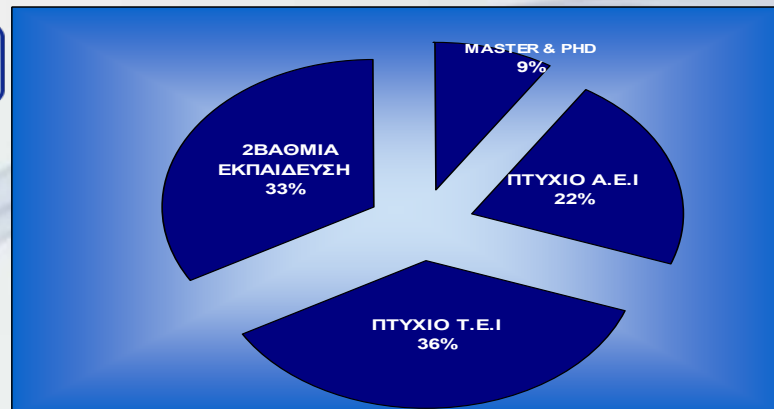
Our people

... Our people is our company's the most valuable asset

H.R. development



H. R. Educational Background



Our people

We offer each executive the **opportunity** and to **evolve** within the company

We ensure the personnel's **systematic upgrading knowledge**

We encourage **open communication, teamwork** and good collaboration

We support **initiatives** and enhance **creativity** and innovation

We aim for a **quality environment**, which **respects, values** and supports **the employee**, contributing to the balance of professional and personal life



Remunerations' & Benefits' policy

Group Program of Health Care

Specialized training courses

Executives – Management
Monthly Meetings

Internal Network (Intranet)

Executives Annual Meeting

Employees' Events

Premises



Activities Axes

DIONIC

GROUP OF COMPANIES

Trading Activity

Subsidiaries Companies Structure

Dionic Group imports, represents and distributes to dealers:

- Entertainment
 - Coin Op Machines
- Energy
 - Solar Energy
 - Wind Energy
 - Biomass
- Toys
- Consumer Products
- Infant growth & development products



Trading Activity

Subsidiaries Companies Structure

DIONIC AEBE

Εμπορικές δραστηριότητες εσωτερικού

Dionic Energy A.E. 97%

Πρότυπο Κέντρο Διανομών A.E. 33%

Shop365.gr A.E. 90%

Εμπορικές δραστηριότητες εξωτερικού

Dionic Participations Ltd (Κύπρος) 100%

Dionic Trading Ltd (Κύπρος) 100%

Dionic Bulgaria (Βουλγαρία) 36%

Marm Lighting Ltd (Κύπρος) 80%

Trading Activity

DIONIC SA

Clients:

1996: 118
2012: > 2.500

Distribution Channels:

1996: 3
2012: > 25



Products:

1996: 285
2010: > 10.000

Suppliers:

1996: 12
2012: > 150

Items:

6.000.000 annually

Trading Activity

DIONIC SA

Trading and distribution of a diversified products' portfolio

Suppliers

ABC DESIGN
CARRERA
KIDSLM SITZ
MAXI COSI
MECCANO
MEGABRANDS
MICROSOFT
NIKKO
OK BABY
OSANN
QUINNY
TOMY

DIONIC
GROUP OF COMPANIES

SBU's

HYPERMARKETS
SUPERMARKETS
TOY STORES
INTEGRATORS
MINIMARKETS
ELECTRIC STORES
BOOKSTORES
BABY STORES

Clients

Strategic Business Units

Coin Op Machines

- This activity started on 2009 after the co operation agreement with Sega Amusements, pioneer and world leading company in amusement, concerning the official representation and distribution of its products in the Greek market
- Coin operators are widely popular and center of attraction for all ages
- DIONIC aims not only at these machines trading and distribution but also at pre-sale και after-sale service, offering complete service support



SEGA Amusements Europe



Strategic Business Units

Toys

- DIONIC is the **exclusive representative** for six of the largest toys manufacturers worldwide (NIKKO, TOMY, CARRERA, MECCANO)
- DIONIC also proceed to its own O.E.M R/C TOYS creation under the name RCD.
- DIONIC represents also the products of renowned MEGABRANDS (with the familiar Revell), Battle Strikers, Dragon Universe, Magnext), and familiar license (Dora, Thomas, Iron Man, Smurfs)



Strategic Business Units

Infant growth & development products

- Exclusive representative & distribution of infant products' major manufacturers (MAXI-COSI, QUINNY-, ZIBOS, OK BABY).



Subsidiaries Companies

Protipo Kentro Dianomon



Dionic, having exclusive co operations for specific regions with industrial companies (DELTA,MEVGAL,CHIPITA,BIC, CRETA FARM,etc), distributes, through subsidiary company PROTIPO KENTRO DIANOMON S.A., consumer products to supermarkets, mini markets, restaurants, hotels and kiosks.



Subsidiaries Companies

DIONIC PARTICIPATIONS



DIONIC SA, parent company of DIONIC Group, is the sole shareholder of DIONIC PARTICIPATIONS LIMITED

DIONIC PARTICIPATIONS LIMITED is the sole shareholder of DIONIC TRADING LIMITED

Main activity is the exporting expansion of DIONIC SA

Subsidiaries Companies

DIONIC BULGARIA LLC



The company operates in DIONIC SA products' distribution in Bulgaria.

Software

Activation via the subsidiary companies:



74,34%
participation



50%
participation

Important growth of internet in the past few years:

- Decision on strategic placement of Group in this sector

○ Extension of presence of Group

Temporarily

Growth of activities next 5 years

Geographically

Extension in the International Market

Software

ATCOM S.A.

ATCOM  INTERNET & MULTIMEDIA S.A.

ATCOM is the **leading** Greek web solution company with the largest market share in the private sector

ATCOM has an extensive **know-how** in building added value web, mobile and multimedia applications

Founded in: 2000

EN ISO 9001:2000: for design, development and selling of software products, analysis, planning & implementation of total information solutions, analysis & development of web & multimedia applications, marketing & distribution of hardware & software products, after sales support

Services

- websites Development, Hosting & Technical support
- e-commerce application development
- on line games
- e-Learning application development & administration of mobile content
- trainings
- marketing Promotion

Software

ATCOM S.A.



Competitive Advantages

- Extensive **know-how** in building added value web, mobile and multimedia applications
- Netvolution was developed and is **owned by Atcom** not a black box solution
- **M-Volution**, the sister product of Netvolution, enhances user's mobile experiences by providing an absolute mobile content management and delivery solution, allowing you to develop once and run in all operators and handsets
- Delivers cost-effective, **price competitive** and innovative real-world solutions, ensuring **ROI** for our customers
- Optimally **leverages** customer's existing resources and infrastructure
- Extensive and diverse expertise through projects in a **wide range of business sectors** such as, Telecommunications, Media & Publishing, E-Commerce, Travel & Tourism, FMCG's, Government and Non-Profit Organizations

Software

ATCOM S.A.

ATCOM  INTERNET & MULTIMEDIA S.A.

Products

Netvolution WCM

»»netvolution

Netvolution has more than
1300 installations in Greece and worldwide

A platform with a set of advanced characteristics that supports various aspects of an organizational infrastructure.

A broad range of Add-Ons and Modules are available, and can be added at anytime, helping you avoid paying for future functional needs.

Software

ATCOM S.A.

ATCOM  INTERNET & MULTIMEDIA S.A.

Products

m-Volution


mobile content management platform >>>

M-Volution is a mobile services & marketing platform emphasizing simplicity while providing a variety of mobile development technologies to build upon

Based on Service Oriented Architectures (SOA), it is available via web interface so as to accelerate design, development and management of numerous applications.

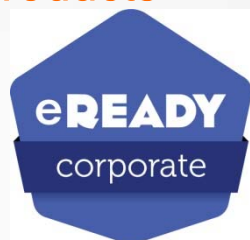
Dynamic presence on major platforms (iOS , Android, Ovi, J2ME) and operators (Vodafone, Wind, Cosmote).

Software

ATCOM S.A.

ATCOM  INTERNET & MULTIMEDIA S.A.

Products



BY ATCOM 

Ready solution for small enterprises and free professionals



BY ATCOM 

Ready solution for hotels and private individuals with lodgings, with incorporated system On-line booking



BY ATCOM 

Integrated solution for E-Shop

Software

ATCOM S.A.

ATCOM  INTERNET & MULTIMEDIA S.A.

Key Customers



Software

SKROUTZ S.A.



Skrouzt S.A. is the company behind the price comparison engine skrouzt.gr. Based in Athens, Greece, we enjoy creating software services, involving a multitude of environments and platforms.

PROJECTS :



GameOver.gr



Foundation: 2006

Raise approximately 10% in monthly basis

Software

SKROUTZ S.A.



Skrouz.gr The price aggregator

Our homegrown price comparison engine, is what keeps us busy during the day and awake during the night. Developed from ground up by us, it was and is the most challenging of our works.

Today Skrouz has indexed products, from shops, serving registered users.

905 eshops – 4.600.000 products – 2.400.000 unique users / month

Software

SKROUTZ S.A.



Skrouzstore.gr – Build your e-shop in 10 minutes



Soby.gr – All Deals every morning in your email.

Λογισμικό

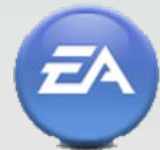
SKROUTZ A.E.



Our Customers



Google AdSense



YOOX.COM



forthnet



intersys



Services

Operating through subsidiaries:



21,85%
participation



30%
participation

Operation in service sectors, where important development perspectives are seen:

- Strategic and corporate planning
- Evaluation and project management
- Communication Strategy, AtL & BtL Creative, Media Strategy, Media Planning & Buying, 3D Virtual Reality Systems

Services

DIADIKASIA S.A.



Specialized consultancy for companies and organizations of
Private and Public Sector

Foundation: 1995

Certified EN ISO 9001:2000

Competitive Advantages

- Specialization in consultancy services
- Integrally proficient scientific personnel
- Perfect knowledge of Private Sector's and Public Administration's distinctiveness and needs
- Know-how transmission to clients
- Powerful and integrated frame of business consultancy
- Total quality control in respect of services provided applying a businesslike and functional System of Quality Assurance, EN ISO 9001:2000 certified

Services

DIADIKASIA S.A.



Business activities' Sector

Business Development

- Logistics Management
- Industrial Management & Production System
- Information Technologies
- Standards' & Regulations' Applications
- Human Resources
- Cost Control & Decisions' Support
- Sales & Marketing planning

Competitiveness Development and Improvement

- Strategic and Corporate Planning
- Efficiency Improvement
- Technical Support and Policy Planning Services
- Specialized services

Studies and Infrastructure Development

- Investment Projects Classification for National and European financing (subsidy)
- Submitted Investment Project Management
- Financial Studies, Viability-Convenience Studies
- Business Plans
- Applied Industrial Research and Technological Development Programs

Project Development and Management

- Project Management
- Real Estate Development Consultants
- Project Development within the scope of PPPs
- Business Financial Consultancy

Services

DIADIKASIA S.A.



Clients



Our Services

IRA MEDIA COMMUNICATION GROUP



Ira Media provides competitive integrated communication services (Media, Advertising, New Media) maximizing the promotional influence and minimizing the expenses. With deep knowledge and experience, IMCG's highly specialized teams merge Consumer Research, Strategic Planning, Media Evaluation, Creative Concept, PR and Interactive 3D Systems into one powerful campaign.

Founded in 2007, IMCG delivers

- Scientific research and analysis of the customer's needs
- A total communication plan
- Use of contemporary communication tools
- Attractive, countable results
- Strategic planning and effective media
- Financial benefits



Our Teams

IRA MEDIA COMMUNICATION GROUP



Media Planning & Buying Experts

- Analyze the target audience
- Define the potential of GRPs
- Apply Strategic Integrated Planning
- Generate competitive media buying and value for money CPT



Our Teams

IRA MEDIA COMMUNICATION GROUP



Communication Strategy & Creative Concepts

A talented, creative team will

- Analyse the message
- Recognize the need
- Apply creative ideas
- Generate effective concepts



Our Teams

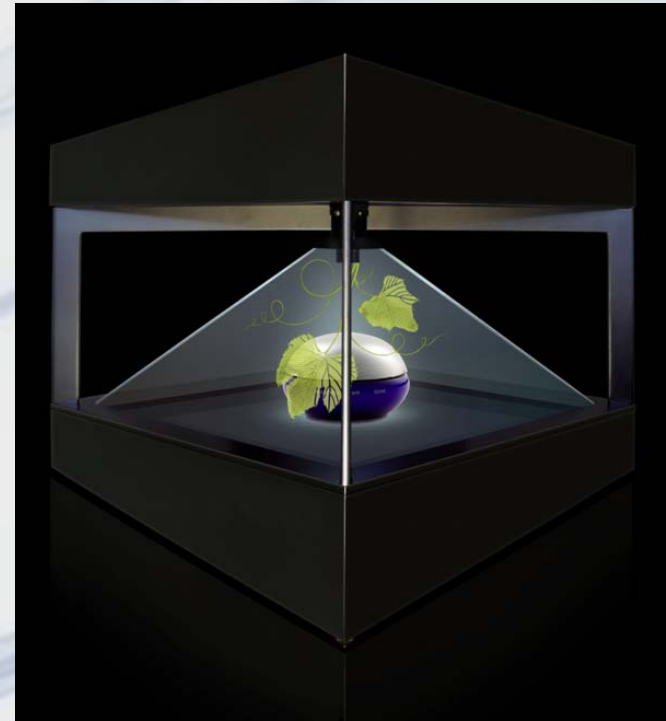
IRA MEDIA COMMUNICATION GROUP



3D Holograms & Virtual Reality Systems

A team of 3D systems specialists will

- Analyse the consumer
- Recognize the potential
- Apply 3D interactive systems
- Generate wow impact at P.O.P.



Our Customers

IRA MEDIA COMMUNICATION GROUP



Our Customers – International Brands



Our Customers

IRA MEDIA COMMUNICATION GROUP



Our Customers – Greek Brands



Energy

Operates through the subsidiaries:



51%
participation



37,5%
participation

Cooperation with AEOLIAN DEVELOPMENT SA, specializing in renewable energy sources sector

- Sensitization in environment protection issues
- Important development perspectives in energy production sector using renewable energy sources, like the wind and the sun

Entry in energy market

Energy

ΝΤΙΟΝΙΚ ΑΙΟΛΙΚΗ ΑΝΑΠΤΥΞΗ ΕΝΕΡΓΕΙΑΚΗ Α.Ε.



Aeolian Energy production



- The company has filed an application for the licensing of construction and operation of an aeolian park with power of 42 MW in the positions Lofos, Profitis Elias, Politis, Megalokoryfi of the Municipality of Solygia, in the Region of Corinthos
- The project includes 14 wind power generators, of 3,000 KW nominal power each (total capacity 42 MW) and minimum lifespan of 20 years.

Energy

ΕΝΑΛΕΝ ΣΑ ΕΝΕΡΓΕΙΑΚΗ ΚΑΤΑΣΚΕΥΑΣΤΙΚΗ
ΕΝΑΛΛΑΚΤΙΚΩΝ ΜΟΡΦΩΝ ΕΝΕΡΓΕΙΑΣ



Construction and exploitation of alternative energy forms projects (photovoltaic energy)

- An application for license has been filed for the construction and management of photovoltaic park producing 1,999 MW in the Municipality of Elos, in the Region of Lakonia
- The photovoltaic park includes 11,424 photovoltaic panels with nominal power 175 Wp per panel, of a total surface of 14,584.30 sq.m, the installation of which necessitates an area equal to 46 acres, while the lifespan of the installation is 25 years.



Energy

DIONIC ENERGY S.A. «Energy Saving Solutions»



Services and complete solutions for energy saving.

Our company undertakes:

- Evaluation of energy needs for residential and commercial buildings.
- Consulting services for the investment and the best possible equipment solution.
- Design- Installation-Delivery and Operation of equipment from our engineers and specialized personnel.
 - Maintenance and equipment performance control.
 - Funding through collaboration with the largest banking institutes.



DIONIC

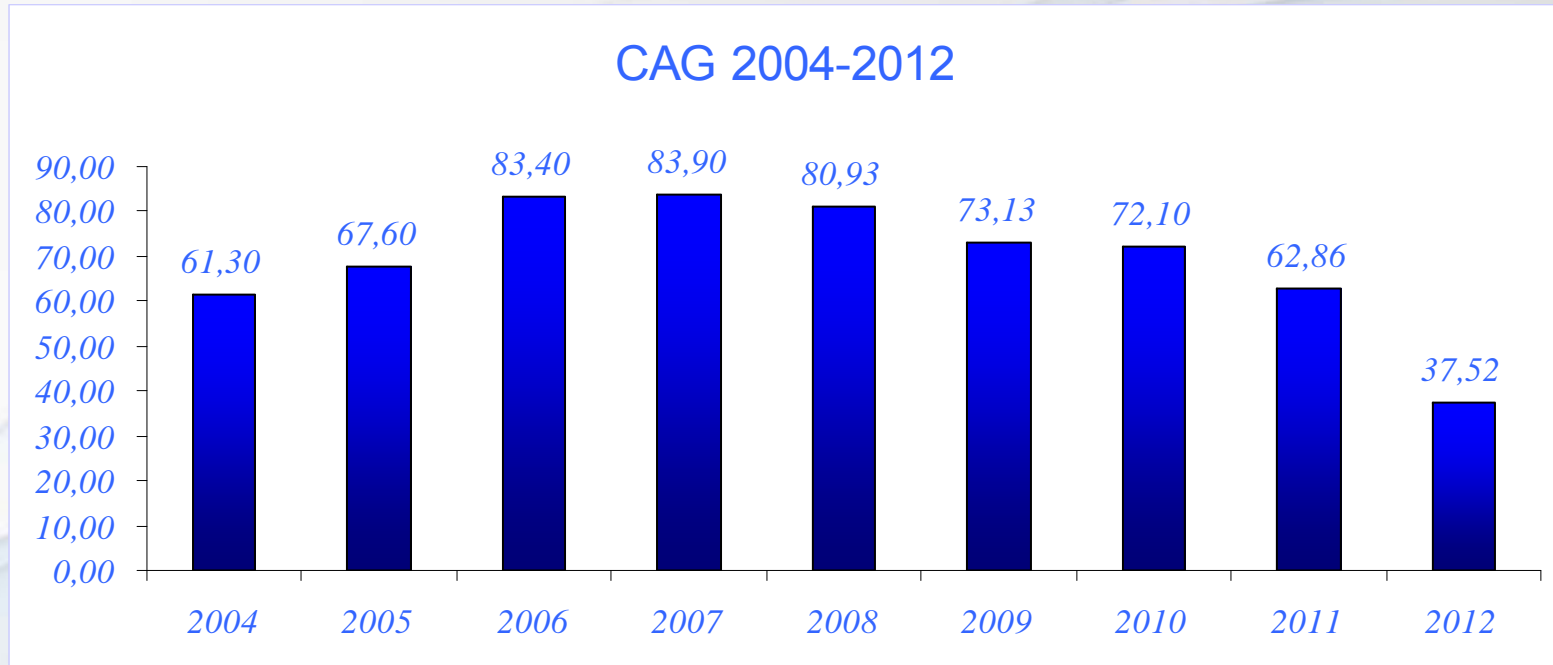
GROUP OF COMPANIES

Financial
Data
Strategy

Financial Results

Results Figures

(Mil. €)



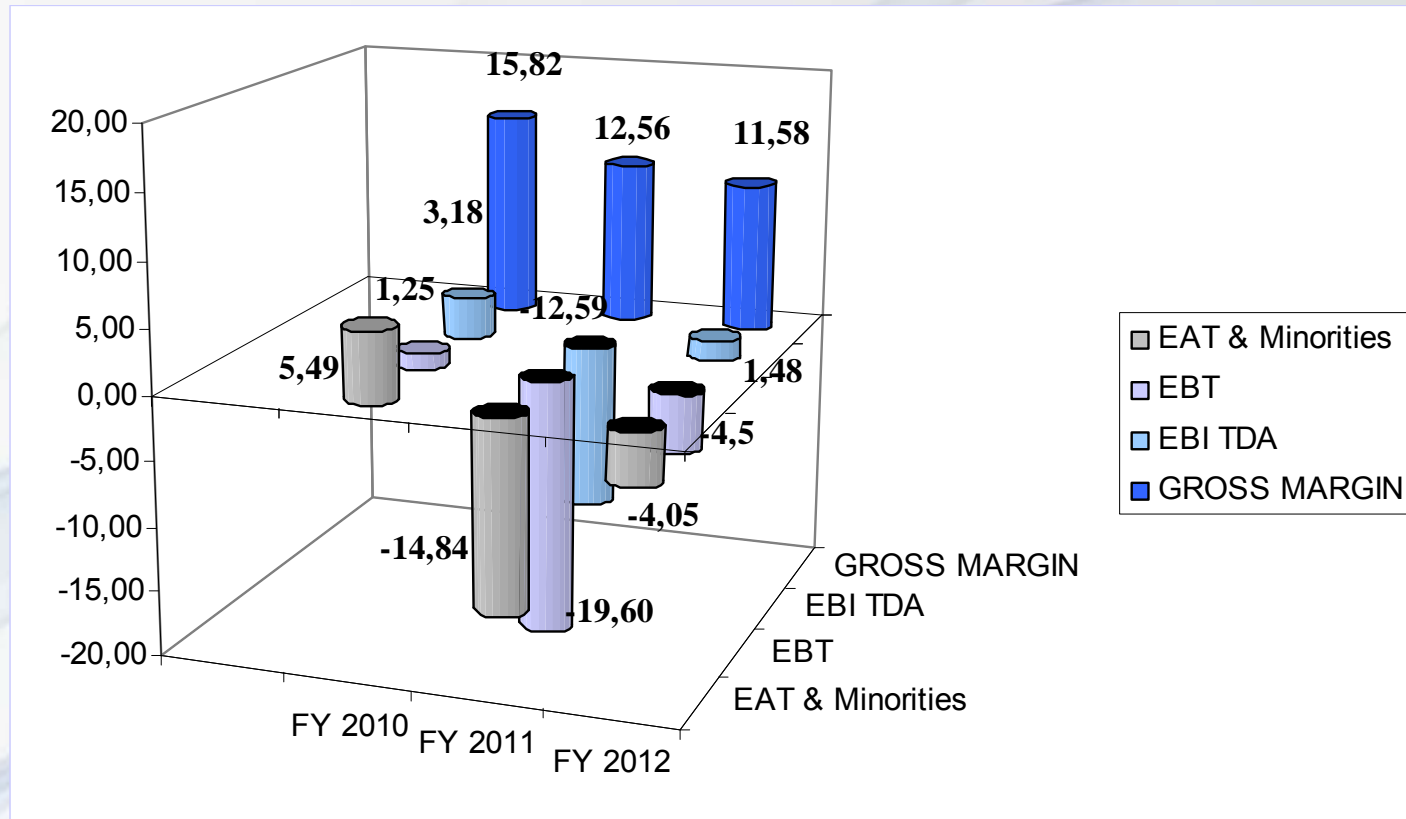
Figures 2004 – 2012 based on IFRS

Source: Aggregate Financial Reports

Financial Reports

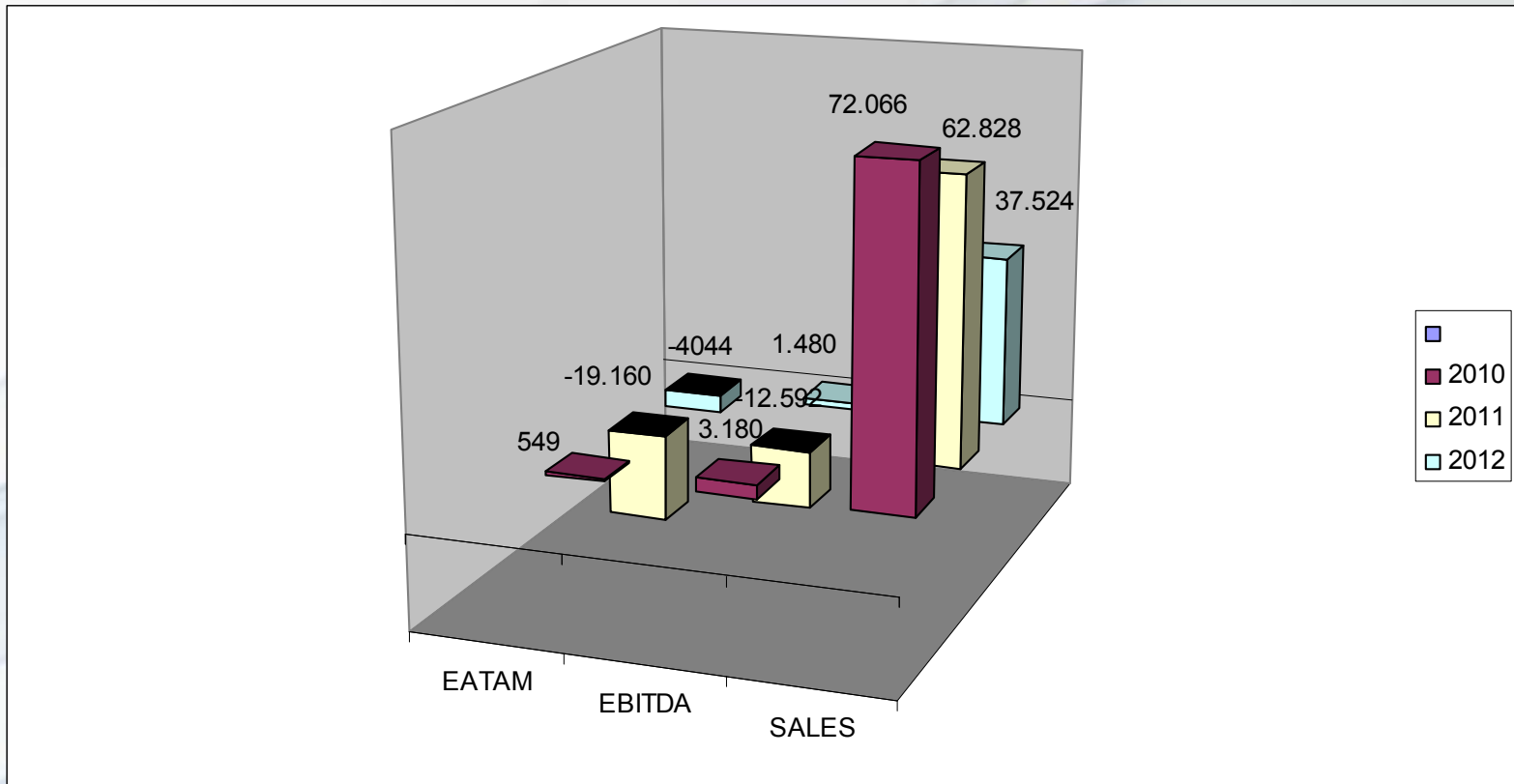
Aggregate Turnover

(Mil. €)



FINANCIAL DATA

Main Index Results



Strategy

- Expansion in Greece and abroad towards new markets, aiming the raise of lucrativeness
- Boost in activities with small or null stocks and small or null exposure to credit risk.
- Own and third parties capitals safeguard, which are necessary for aims' materialization
- Recognition increase
- Human Resources continuous development – progress
- Dividends' policy continuous increase
- Integral exploitation of all synergies occurred

Targets for the next 5 years

- To work as an organized and homogeneous model
- To constitute a European group, operating in American Continent, in Commercial and Technological level
- To incorporate the Market's best executives, in all levels
- To constitute an ideal operation environment, that conduces to the executives' personal abilities exploitation and advancement, as an element of the group's internal surplus development



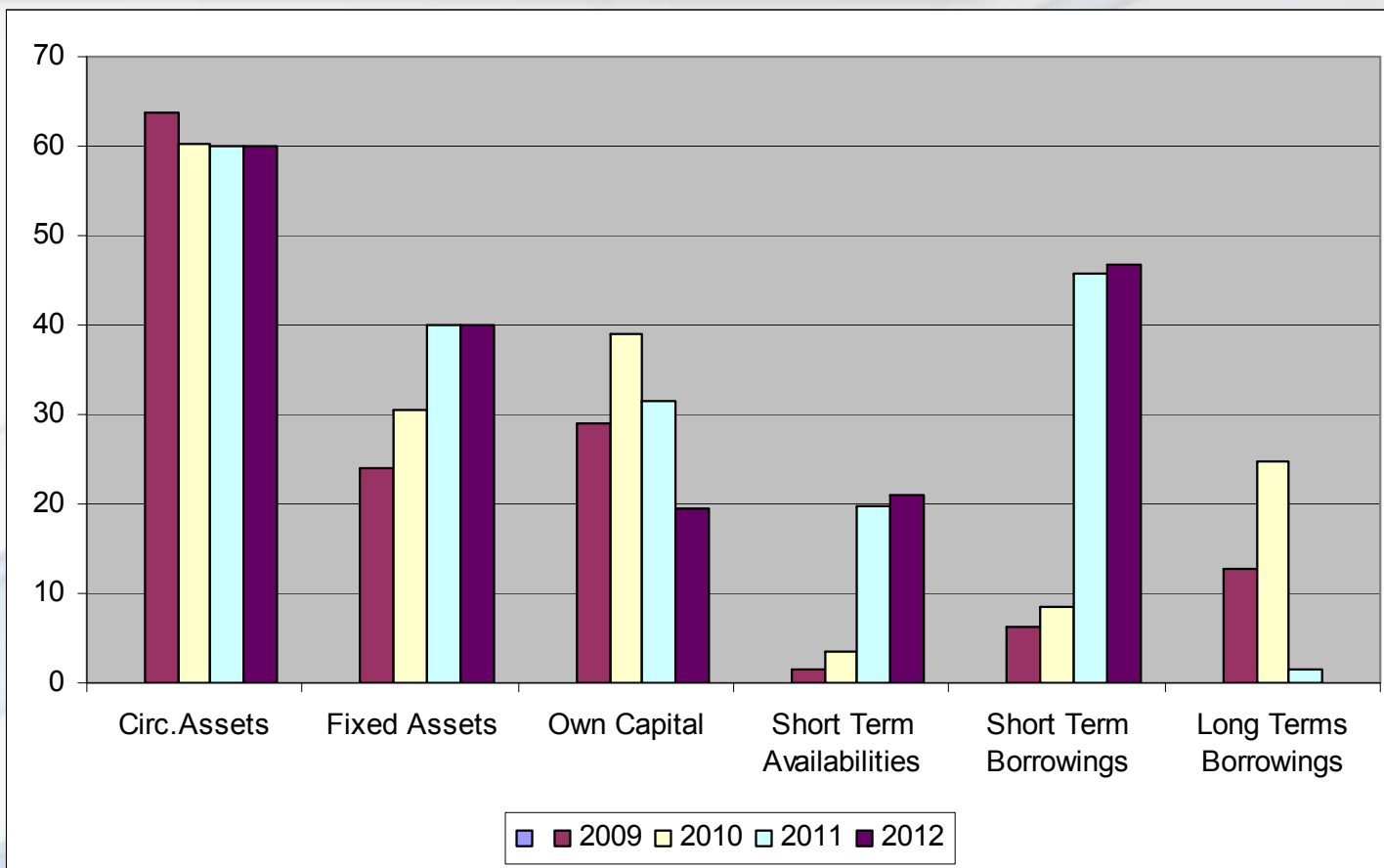
Appendix

DIONIC
GROUP OF COMPANIES

Financial Results

Balance-sheet Basic Elements

(Mil. €)



Financial Results

Cash Flow Elements

(Mil. €)

	31/12/2010	31/12/2011	31/12/2012
Cash Flow			
Operational activities	-3,21	-14,18	2,78
Investment activities	-2,64	-1,98	-1,10
Financing activities	-1,79	14,41	-1,66
Total Cash Flow	-7,65	-1,75	13,63

Share Key Features

ATHEX	DION	CATEGORY	MEDIUM AND SMALL CAPITALISATION
REUTERS	DIOr.AT	SECTOR - SUBSECTOR	Industrial Goods & Services - Industrial Suppliers
BLOOMBERG	DION GA	LISTING DATE	11/10/1999
SHARES VOLUME	31.489.986	CAPITALISATION	€ 3,82 mil.

SHAREHOLDERS' COMPOSITION

Free float
32,80%



Main
shareholders
59%

Share Price: € 0,27(20/01/2014)

Share Graph



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Thank you