

PRESS RELEASE

Fourlis Group: By having strong values we are paving the way for the future

A new chapter for Fourlis Group after 75 years in the Greek and international market

Athens - 23 May 2024 - The new corporate identity and the Group's vision were presented at a press conference held in Athens. With respect to its history and its name, Fourlis Group has revitalized its symbols and redefined its values, purpose and mission, always in line with the trends of the modern era.

Fourlis Group is currently at the forefront of consumer goods retail groups in Greece. It consistently stands out for its increasing activities beyond the country's borders, expanding its footprint in Cyprus, Bulgaria, and Romania, representing some of the largest international brands such as IKEA, Intersport, and Holland & Barrett.

With solid foundations, rich corporate values and people at its core, it remains an integral, efficient, transparent, ethical and honest Group, creating value and offering prosperity to all, with sustainable practices that protect the environment and return benefits to the society.

Mr. Vassilis Fourlis, Chairman of Fourlis Group, stated: *"We are a leading Group with a rich history and a clear vision. We continue to achieve positive financial results. We consistently invest in our sustainable development strategy, with people at the center of every initiative. We have strong values and a clear goal: to create added value and provide conditions of prosperity for everyone. We aim to remain a force for positive change in people's lives."*

After the challenges of the recent years, the Group is decisively moving forward with a robust investment plan that includes new stores for all the brands it represents, as well as the modernization of existing ones in all the countries it operates.

Quality and excellent service remain Fourlis Group core values for responsible business practices with ethical and environmental consciousness. The 'omnichannel' philosophy, benefiting consumers and partners with personalized services through digital tools for analyzing consumer behavior data, is a fundamental aspect of its operations.

Mr. Dimitris Valachis, CEO of the Fourlis Group, commented: *"We are transforming and investing in our future growth. Our customer-centric strategy primarily creates an excellent experience for every consumer. For this reason, we are upgrading our infrastructure, accelerating our digital*





transition, and expanding our Group both within and outside of Greece. And all of this is done with a strong, green footprint."

Similarly, in the Logistics services sector, the Group is making new investments and partnerships, with the most significant being the collaboration with InterIKEA for the creation of the new international Distribution Center in Greece. Fournalis Group, through its subsidiary, Trade Logistics, will be responsible for the operational management of the new DC.

Trade Estates REIC, a subsidiary of the Group, continues to generate significant value thanks to its high-performance and high-quality real estate portfolio. In the near future, the operation of the development of the Commercial Park in Patras is expected, followed by another one in Heraklion, Crete, as well as the Commercial Park in The Ellinikon.

According to the Group's Strategic Plan, sales are expected to reach €750 million annually for the period 2026 – 2027.

About Fournalis Group

Headquartered in Athens and boasting a successful history of almost 75 years, Fournalis Group is a dynamic force in the retail sector in Southeast Europe. Our Group comprises leading omnichannel retail companies, dedicated to serving customers across Greece, Romania, Bulgaria and Cyprus with high quality consumer goods. We specialize in Retail Home Furnishings, through our franchise of IKEA stores, Retail Sporting Goods, through our franchise of INTERSPORT stores, and most recently Retail Health & Wellness, through our franchise of HOLLAND & BARRETT stores. Committed to sustainable growth and value creation, Fournalis 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. Our success is rooted in our unwavering dedication to fostering strong relationships with our 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, we remain steadfast in our commitment to responsible business practices.

Information

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