

DROMEAS S.A.



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COMPANY PRESENTATION

January 2013

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Group History

- 1979** DROMEAS S.A. is founded by Papapanagiotou family members in Serres, Greece.
- 1985-87** The Company realizes its first Investment Program in production facilities and machinery equipment. → Establishment of its first Showroom in Thessalonica (second largest city in Greece).
- 1989-90** The Company realizes a second Investment Program in new production facilities and updated machinery equipment. → Establishment of a second Showroom in Athens, Greece. → Custom made furniture supplied to all showrooms of the Hellenic Organization of Telecommunications. 600 custom made workstations of a total value of €5m.
- 1992-93** The Company realizes its third Investment Program in production and administration facilities and new machinery equipment.
- 1994-95** The Company realizes a fourth Investment Program in production and warehousing facilities and new machinery equipment for the processing and coating of wood. → Establishment of a third Showroom in Sofia, Bulgaria.
- 1996-97** The Company realizes its fifth Investment Program in new production and warehousing facilities and state of the art machinery equipment for the processing of metal worth of €4,2m. → Agreement with PROVENTA S.A. (Switzerland) concerning a production license awarded to DROMEAS S.A. for the production of a certain line of chairs. → The Company is awarded – first in its Industry – the Quality Certificate ISO9002. → Establishment of two new Showrooms in Athens and Thessalonica.
- 1998** The Company realizes its sixth Investment Program in production facilities and additional machinery equipment for the processing of metal. → The Company is awarded the Quality Certificate ISO9001.
- 1999** The Company realizes its seventh Investment Program in production facilities, state of the art laser equipment for the processing and cutting of complicated metal parts and machinery equipment for automatic paint of wooden surfaces. → 12,000 custom made workstations supplied to the Inland Revenue branches of the Ministry of Finance and Customs clearing offices throughout Greece of a total value of €6m.
- 2001** The Company's shares were listed on the ASE in November 2000. DROMEAS S.A. draws €29m that covers a significant part of the ongoing Company's Investment Program. → Passenger seating for all Athens Metro stations, as well as furnishings for the Attica Metro Headquarters. → A multi year agreement for the supply of corporate identity furnishing for EURO BANK's branches in whole Greece.

Group History

- 2002** 8,500 waiting seats supplied to all Airports throughout Greece of total value €1,6m. → 8,500 custom made P/C workstations for the Hellenic Social Security Organization of total value €5,5m. → Constitution of the 1st International Industrial Design Competition. → Furnishing of both Administrative and Medical Departments of the Attiko Hospital in Athens, Greece of total value €0,8m.
- 2003** Completion of a 3 year Investment Program and further extension of the Company's retail network of total value €35m. → The Company is awarded the Quality Certificate ISO14001 for environmental protection. → The new aluminium die casting production line commence operations. → 4.500 waiting seats supplied to the new International Airport of Manila in Philippines of total value €0,7m. → DROMEAS BG EAD is founded in Sofia, Bulgaria, with main activity the marketing of own branded office furniture to the Bulgarian Market.
- 2004** 2,000 work stations for the Athens 2004 Olympic Games Organizing Committee and furnishing of 5,000 rooms of the Olympic village and various Press villages of total value €10,5m. → Supply of office and home furniture for JACKMORTON WORLDWIDE (the company organized both Commencing and Closing Ceremony for the Athens 2004 Olympic Games) of total value €0,6m.
- 2005** The Company enters the Local Kitchen Furniture Market with the introduction of complete solutions, doors, kitchen worktops, kitchen boxes and mechanisms. → Agreement with DAIMLER AG and MTU for manufacturing moulds and aluminum parts for trucks and sea engines respectively.
- 2006** Corporate identity furniture supplied to all branches of BANC POST (Romania) of total value €1,5m.
- 2007** Corporate identity furniture supplied to MERCEDES BENZ retail outlets across Europe of a total value of €0,8m.
- 2009** On Wednesday, May 06, 2009, the European Union and DROMEAS SA signed a contract concerning the procurement of office furniture (executive desks, managerial desks, filing cabinets, pedestals, office chairs, auxiliary furniture etc.) for the equipment of all EU's services. The value of the contract is €31m and its duration is for 2 years with a possible extension up to 1+1 years. → A multi year agreement for the supply of corporate identity furnishing for EMPORIKI Bank's branches in Greece and Cyprus.
- 2010** Completion of the Certification procedure of DROMEAS SA by Mercedes (Group Daimler), concerning die casting aluminum components. DROMEAS SA is acknowledged as its Official Supplier, Category A.
- 2011** DROMEAS SA has supplied 300 desks of the SLIM series and a large quantity of cabinets and bookcases to a new building (No. 42) at the complex of the European Organization of Nuclear Research (CERN) in Geneva. The selection of DROMEAS has been completed after a pan European market research.

Group Mission Statement

DROMEAS' s **mission** is:

- to create **stimulating, welcoming** and **functional** workplaces
- producing **high quality** products in **competitive prices**
- continuous **development and renewal** of products
- following the principles of **sustainable development**
- using the latest available **technology**
- assuring **environmental protection**
- assuring **health and safety** in the work environment
- meeting and satisfying **customers needs**
- providing a prompt and continuous **customer service and after sales support**



Production facilities of DROMEAS S.A. Group

Product portfolio includes complete series of office furniture, such as desks, partition walls, complete series of seating, filling cabinets, movable filling systems, reception furniture, seating for waiting areas and custom made furniture of any kind for large projects at Local and International level and a wide selection of sofas and wardrobes.

DROMEAS GROUP

KEM SA

Manufacturing of moulds appropriate for aluminum and plastic infusion of any type, as well as the manufacturing of any plastic and aluminum device and component.



DROMEAS BG

Involved in office furniture retail (Dromeas brand only) in Bulgaria.

Vertically Integrated Production

All production facilities are vertically integrated and equipped with high tech machinery in the fields of:

- Processing and coating of **wood**
- Processing and coating of **steel**
- Die casting of **aluminum**
- Injection of **plastic**
- Injection of **p.u. (polyurethane)**
- Production of **metal components**
- Production of **seating and upholstery**
- Production of **partition walls**
- Production of **moulds for aluminum and plastic components**

Processing and coating of wood



Cutting and finish processing of straight surface



General view of the wood department



Processing centre of curved surfaces



Painting and varnish of wooden surfaces

Processing and production of metal components



Cutting and perforation of tubes and profiles with laser rays



Laser cutting of steel sheets



Digital guided tube bending in 5 axis



Flexible and complete system of steel sheets cutting and forming

Die casting of aluminum (1/3)



General view of the Aluminium Die-casting Department

Die casting of aluminum (2/3)



Surface processing with shot blasting



Aluminium die-casting



Internal control machine of aluminium structure with X-rays



Department of Sharpening - Polishing with robotic use

Die casting of aluminum (3/3)



Aluminum die cast accessories for Mercedes Benz and MTU

Die casting of plastic



General view of the Plastic Die casting Department

Coating of steel



Complete system of electrostatic paint

Production of moulds for aluminum and plastic components (1/2)



General view of the Mould department

Production of moulds for aluminum and plastic components (1/2)



Wire electrodischarge



3 and 5 axis processing centre



Press of new moulds testing

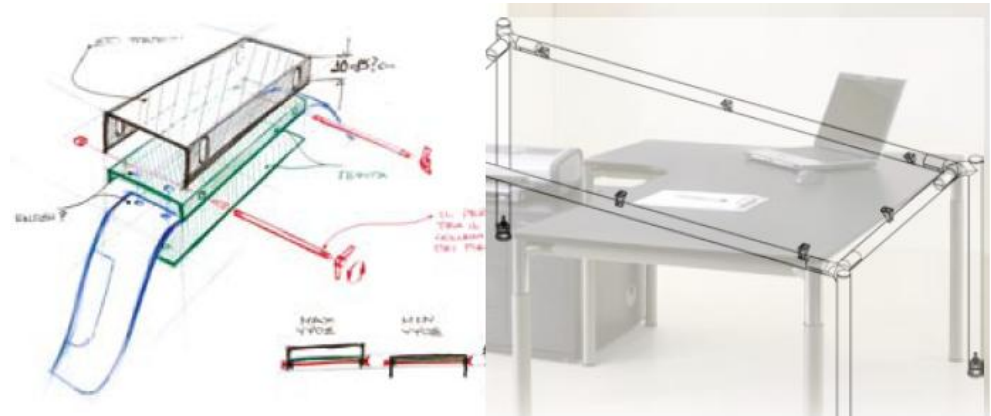


3 axis CNC machine

Research & Development Department



Rapid prototyping machine



The company uses the 3D CAD PYTHA software which is used for the design and presentation of products, in which there is the ability of photorealistic visualization and animation.

Capacity

- The completion of the investment boosted Company's **total production capacity value to approximately €200m** (equals with 100% utilization under 3 operating shifts)
- The Company today operates on one (1) shift utilizing about **10% of its total capacity**
- Dromeas has the potential capacity and ability to **multiply its sales** assuming a more dynamic promotion of products, sales network expansion, and capturing opportunities across **Europe, the Middle East, North Africa and Asia**

Total Quality Management

- **ISO 9001:2000**
- **ISO/TS 16949:2002** (for companies active in automotive industry)
- **ISO 14001:2004** (environmental protection)
- **EMAS 761/2001** (environmental protection)
- **ELOT ISO 1801:2002** (health and safety)
- **PEFC Certificate** for the sustainable management of forests (the only office furniture firm in Greece to possess such a certificate)

Corporate Social Responsibility & the Environment (1/3)

- **Health and safety:** DROMEAS SA guarantees the health, hygiene and safety at work of all employees and customers, through the adoption of a strategic plan that includes safety measures in both the production line and the administration and showroom spaces. Furthermore, it promotes the education of all our staff on safety issues at work and everyday life.
- **“Pension” contribution:** the Company has set a “pension” bonus system available to all of our staff. An employee that reaches 15 years of work with the Company is awarded part of the bonus and that is repeated at 20 years and 30 years of his / hers career, helping our employees to contribute on their state pension.

Corporate Social Responsibility & the Environment (2/3)

- **Working on a 35 hour basis:** all of our production personnel is working on a 35 hour basis per week but compensated for a 40 hour work per week.
- **International Industrial Design Competition for office and home furniture:**
The vision of the Company when it first organized the competition ten years ago and every couple of years since then, was to convey the passion for creating furniture that makes our lives better and to highlight the importance of industrial design products, not only as an aesthetic intervention, but as a driver of growth in industrial production and thus economic development of the country. The fact that the Ministry of Development has embraced the institution and the increasing number of participants shows that the initiative of the Company DROMEAS found fertile ground.

Corporate Social Responsibility & the Environment (3/3)

- **Environment:** the Company actively cares for the **environment** and is committed to interacting with nature in a responsible manner - in accordance with **environment - related laws and standards** (local and European)

From **design**, to the **selection of materials**, to **production** and finally to **packaging**, we make sure we use the **minimum necessary material** without compromising on quality, appearance, functionality, duration and the safety of the user. **Our aim is to reduce the consumed energy involved in the above process and the amount of waste material involved at the end life of the product.** Furthermore, we try to **educate and advice our work force and executives** on the environmental issues involved in production as well as every day life

The Company has set up a **Task force** with the responsibility of supervising all the above and reporting its findings to the management on a monthly basis

Excellence



In **1999** the Company has received the **“Prevention” (SAFE) award from the European Union**, for the measures taken and the methods used regarding the hygiene and safety of workers



DROMEAS received the **2007 First Award for Business Excellence** (in the category of large firms) by the Greek Ministry of Development



In 2010, the Greek Chamber of Environment, energy and climatic change (YPEKA) chose to award the company DROMEAS, the **national award EMAS 2010 of the European Union General Management for the Environment**. The EMAS awards this season were focused in **“Efficiency in the use of natural resources”** The award ceremony will take place in Brussels on the 25th of November 2010

Retail network in Greece and abroad

- The company's sales network in Greece comprises of **34 brand-stores in all large cities**
- It has an international presence in **Europe** and also **worldwide**. It has a **subsidiary in Sofia, Bulgaria and owns a store of 800 sq.m.** in the main shopping axis of the city. In **Germany**, the company maintains its own showroom in **Düsseldorf** and has a showroom in **Tirana, Albania**
- It maintains a **logistics centre, situated at the outskirts of Brussels, Belgium (600sq.m.)**. From there, with the contribution of specialized company and outsourced teams of technicians, DROMEAS can undertake any kind of project within the European boundaries.
- Maintains cooperations in **Switzerland, Germany, Egypt, the United Arab Emirates, Qatar, Cyprus** and the **United Kingdom**

Product range

- Since 1979, DROMEAS manufactures a wide range of products such as **office furniture, partition walls, filling systems** and **special furniture**
- Based on its **vertically integrated infrastructure** and on the continuous adaptation of the state of the art production technology, the company's product offering is characterized by high aesthetics, innovative design, customer focused functionality and ergonomics, incorporating quality and highly competitive prices at the same time

Projects

- The furnishing of the Athens Olympic 2004 venues of a total value of **€12m**
- Custom made furniture for the Inland Revenue offices and Customs across the country of a total value of **€6m**
- The Hellenic Social Security offices and medical services with furniture of a total value of **€0,6m**
- The Hellenic Organisation of Telecommunications with custom made corporate identity furnishing of all commercial outlets of a total value of **€3m**
- Airports in Greece and Cyprus, with 18.000 waiting seats of the IKAROS series of a total value of **€1,6m**. Similar furnishing to the International Airport of Manila, the Philippines, of a total value of **€1m**

Projects (banking sector)

- The furnishing of **400 branches** of **Emporiki Bank** with custom made furniture and the furnishing of the Bank's administrative services in Athens, from 1988 to 1992. **Currently the exclusive supplier of office furniture of the Bank.** Furnishing of **70 branches** in 2010 and 2011.
- Corporate identity furniture for **300 branches** of **Eurobank** across Greece and **300 bank branches** in the Balkans, from 2003 to 2006
- The furnishing of **300 branches of Piraeus Bank** in the Balkans, with custom made products, from 2004 to 2007
- Furniture for the **Millennium Bank's** administrative services in Athens in 2002
- Furniture for the **ATE Bank's** administrative services in Athens in 2001
- The furnishing of **branches of Attica Bank**, with custom made products, from 2005 until today (on going cooperation)

Projects (selection of photos)



European Commission: thousand complete work stations across Europe



European Commission: special projects i.e. Commission's amphitheater



Hellenic Telecommunications Organization: 5,000 complete work stations



Emporiki Bank: retail corporate identity with 1,000 complete work stations across Greece



Eurobank: retail corporate identity with 5,000 complete work stations across Greece



Hellenic Airports: 18,000 waiting seat systems across Greece

European Committee project

On Wednesday, May 06, 2009, the **European Union and DROMEAS SA signed a contract** concerning the procurement of office furniture (executive desks, managerial desks, filing cabinets, pedestals, office chairs, auxiliary furniture etc.) for the equipment of all EU's services. **The worth of the contact is €31m**, and is valid for 2 years with the possibility to be extended for 1+1 years

DROMEAS SA supplies exclusively all divisions and services of EU with office furniture. DROMEAS' furniture are wholly manufactured in DROMEAS' facilities in Serres, Greece, and are fully complied with the standards and technical specifications set by the EU

European Committee, the Tender (1/2)

The European Tender was proclaimed in 2007 and was completed in three phases:

- **Participation** in the tender and pre-selection of the companies fulfilling the requirements by the EU. (phase 1)
- **Quotation** from the companies, which were selected in phase 1 (phase 2)
- **Supply of sample** office furniture for further evaluation (phase 3)

European Committee, the Tender (2/2)

During phase 2, **twenty three companies from Europe and the U.S.A** handed their quotation. After a close examination, **six companies out of the original twenty three**, have been asked to provide sample office furniture for further examination. The office furniture were examined under terms of:

- **Ergonomic and operating** fitnesses
- **Resistance and Quality**
- **Esthetical Style**
- **Certification** of products according to **EU' s requirements and standards**
- **Certification of raw materials** concerning **respect to the environment**
- **Certification** for the **production process** concerning **respect to the environment**

European Committee's specific structures

- One of the special and demanding structures, DROMEAS was called to handle, was the manufacture and installation of the new bookcase for the office of the **President of the Commission Mr. Jose Manuel Barroso**
- The top quality of the Company's furniture was an important factor in satisfying all **European Parliament Commissars**
- Another custom made structure that the Company was called to materialize was the refurbishment of the **amphitheater of the European Commission**
- DROMEAS has furnished more than **5,000 work places** of the **Commission services** across Europe, in just a year

Why DROMEAS

- **Innovative products** and **fashionable design** through a well placed R&D department
- **High product quality** through technological superiority in production process
- **Competitive prices** through a vertically integrated production line and economies of scale
- **Exceptional after sales customer service** through well educated and experienced professionals
- **Unlimited production capacity** and **custom made products** capabilities through a vertically integrated production line
- **Range of activity across Europe**

Contact Information

DROMEAS S.A. – Group Of Companies

Industrial Area of Serres

62121 Serres

Greece

Tel: +30 23210 99220

Fax: +30 23210 99270

www.dromeas.eu