



Athex Small Cap

October 2021





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OUR VISION

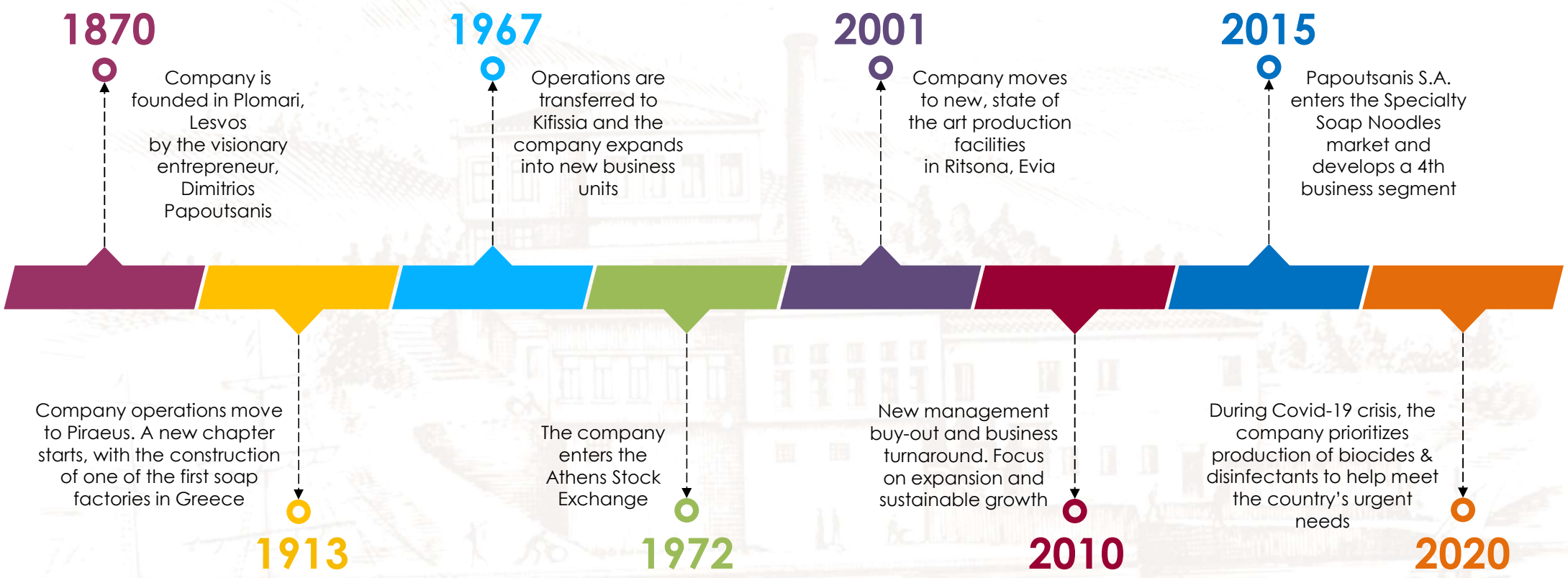
Papoutsanis signature is associated with authentic soap, pure raw materials and the unique ingredients of the Mediterranean.

Our vision is to **contribute to everyday wellness** with **natural sustainable personal care products** that fulfill the needs of our consumers who have been **trusting us for the past 150 years**.





OUR HISTORY





4 Business Segments - Less risk exposure
Own brands • Hotel Amenities • Contract Manufacturing • Specialty Soap Noodles



Large portfolio of products
Consumer and retail • Exclusive • Hotel • 3rd Party • Private Label



Local Production
Great Production Capacity & ability to expand • Technological Excellence • Exports



Domestic Market Recognition
A historic brand with a leading position in B2C and B2B



Extroversion
Growing International presence. One of the largest European soap producers



Partnerships
Long-lasting co-operation with leading multinational players in all segments



Sustainability
Conscious Operation • Natural products • Sustainable Raw Materials





OUR FACTORY





THE PLANT IN A PAGE | CAPITAL EXPENDITURE

PRODUCTION LINES

- Continuous and batch saponification plants
- All types of bar soap
- Liquid Cosmetics
- Filling lines
- PET, PE Bottles & PP Closing Cups



2020-2021 Investment Plan: 13 m. Eur.

Warehouse Extension	Addition of 2.500 sq. m. plus Automation Pallets capacity ca 6.000 from 1.500 before
Bar Soap Production Expansion	Installation of new line plus significant upgrade of existing ones Doubling bar soap capacity (200 mil. Pieces from 100 mil. Pieces)
Saponification Unit Expansion	Increase of capacity (45.000 tn from 20.000)
Cosmetics Liquid Filling Upgrade	Installation of new fully automatic Doypack line producing recyclable stand up pouches with improved logistics
Cosmetics Bulk Production	Doubling of capacity and Full automation
New Production line for solids	Syndet

PRODUCT SAFETY

- Production and packaging, **ISO 9001**
- GMP's (**Good Manufacturing Practices**), **ISO 22716**
- **In-house R&D** laboratory.
- **100-150 own innovative formulas /year**
- **High standards** (multinational FMCG & Retailers)
- NPD projects jointly developed with key partners.

ENVIRONMENTAL RESPONSIBILITY

GREEN

COMMITMENT

CLEAN

FORMULA

ECO

FRIENDLY
PACKAGING

"We treat the environment
with care
& use existing resources
in a sustainable way"

PACKAGING MATERIALS

The company has invested in the production of packaging materials (PET/ PE/PP) which respect the environment.

100% recyclable and a large percentage are made from **recycled materials (PCR)**:

- ✓ bottles from **20%-100% PCR**
- ✓ Tubes from **50% PCR**
- ✓ Dispensers from **50% PCR**

FSC certified cardboard



FORMULATION

- ✓ All soaps & liquids over **95% bio-degradable**
- ✓ No controversial or harmful ingredients
- ✓ **No silicone oils** and **no formaldehyde**
- ✓ **Cruelty-free** – never tested on animals
- ✓ Formulated with **naturally derived** (origin) ingredients
- ✓ **Naturality** based on ISO 16123 **over 92%**





CERTIFICATIONS

In the context of quality policy, Papoutsanis pursues in quality investment throughout all stages of production and ensures its assurance through strong and internationally accredited certifications.



Quality goals are met by the implementation of ISO 9001 : 2015



"Good Manufacturing Practices" during production stages are ensured by the implementation of ISO 22716 : 2007



"Sedex Members Ethical Trade Audit (SMETA)



"Members of Green Palm trading program, supporting the sustainable palm oil production



RSPO - the Roundtable on Sustainable Palm Oil - is an organization that works to advance the production, procurement, finance, and use of sustainable palm oil in products used all over the world



Sustainability certification based on a life cycle assessment and an overall goal to reduce the environmental impact of products



Certified Organic Cosmetics (COSMOS NATURAL – ECOCERT)



Certified Natural Cosmetics (COSMOS NATURAL – ECOCERT)



All stages of product development are free from animal testing



All products and its derivatives are free from animal ingredients and testing



CORPORATE SOCIAL RESPONSIBILITY



- Support to organizations, institutions and socially vulnerable groups.
- Medical Insurance for employees, continuous training
- Use of natural gas, re-circulation of solid residues, use of up-to-date technology
- Member of the Roundtable on Sustainable Palm Oil Association
- Member of the Hellenic Recycling Company since 2003.
- Together with our employees, we promote volunteerism and community service



CARING FOR OUR PEOPLE

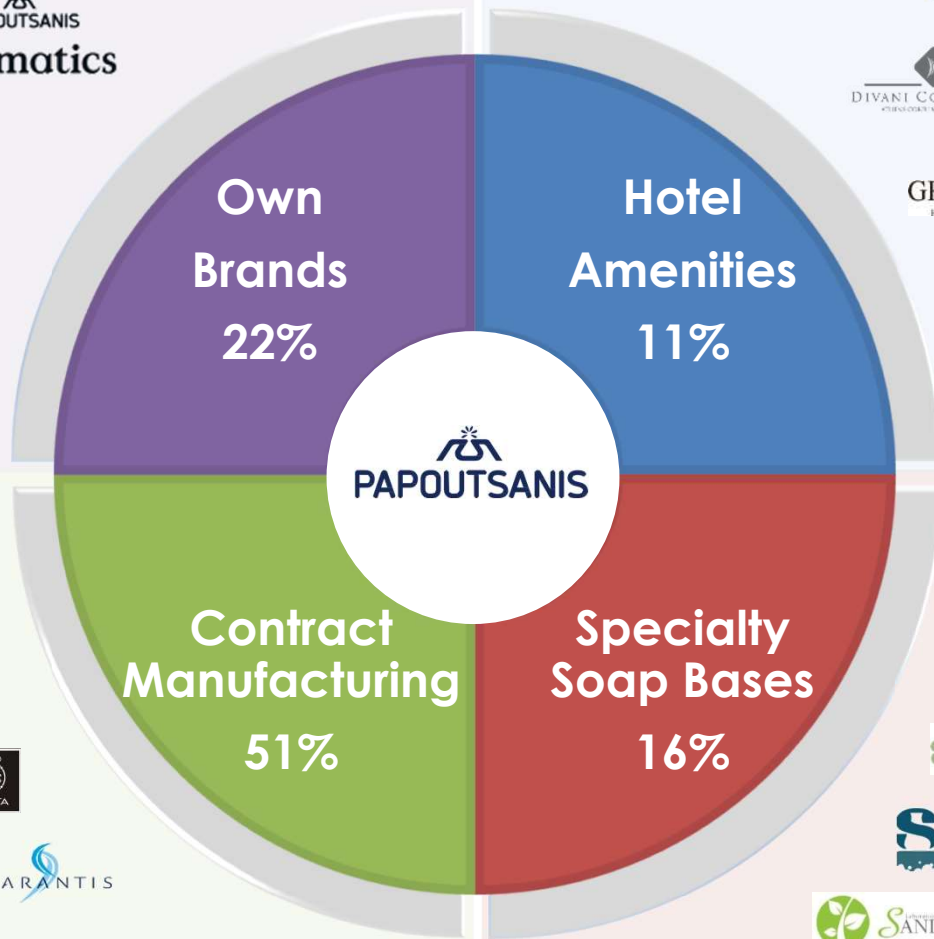
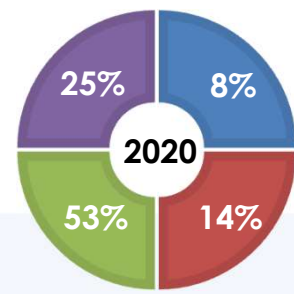
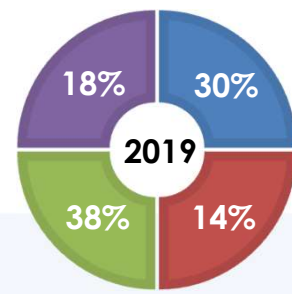
At Papoutsanis we protect and support the health and wellbeing of our people, and proceeded to a variety of measures in the battle against covid-19, among which the following:

- ✓ **Weekly PCR Covid-19 tests for all company employees and outsourced partners**
- ✓ **Weekly decontamination of all production and office areas**
- ✓ **Protection of vulnerable groups**
- ✓ **Significant nutritional upgrade of daily meals for all employees**
- ✓ **Meetings only through web tools & platforms**
- ✓ **Working from home for the majority of management employees**
- ✓ **Travel ban for all employees unless absolutely necessary**

Estimated cost for 2020: over 300.000 euros



BUSINESS UNITS (September YTD 2021)



Own Brands

HAIR CHIC

KARAVAKI

PAPOUTSANIS Aromatics

PAPOUTSANIS

OLIVIA

Natura

Hotel Amenities

DIVANI COLLECTION

DOUBLE TREE BY HILTON

COSTA NAVARINO

KORRES

GRECOTEL

Hilton

APIVITA

ELECTRA

THE MYCONIAN COLLECTION

CHANDRIS

MITSIS HOTELS

HOSPES HOTELS

Sysco Guest Supply

Contract Manufacturing

MIRATO

KISS MY FACE

Unilever

SKLABENITHS

BIC

Henkel

Interstar

ALKALOID SKOPJE

MEGA DISPOSABLES S.A.

APIVITA

SARANTIS

Leadersanté LABORATOIRES

Specialty Soap Bases

L'OCCITANE EN PROVENCE

SPEICK naturkosmetik

CREMER

derkin

MANETTI & ROBERTS

ZOBELE GROUP

SOAP SOLUTIONS

SANDRALEX

The Soap Factory Limited



THE PAPOUTSANIS WORLD

41%

GREECE

55%

EUROPE

3%

USA

1%

ASIA

As of September 2021

UK, Germany, Italy, France, Spain, Portugal, Romania, Fyrom, Servia, Bulgaria, The Netherlands, New Zeland, Mexico, Lithuania, Slovakia, Albania, Belgium, Cyprus, Austria, Sweden, USA, Canada, Russia, Japan, Hong Kong, Australia



OWN BRANDS -RETAIL

- Strong Brand heritage with 150 years of presence in Greece
- 100% presence in organized trade
- 3.500 point of Sales and 50.000 placements in Greece
- 360° Marketing Support and strong BTL activity
- Innovative product launches and robust 3 year NPD pipeline
- #1 in Solid Soap/ Top 3 in Liquid Soap*



Aromatics



KARAVAKI

HAIR CHIC

Natura



*Nielsen Scan Data, Market Volume Share, YTD AUG 2021



OWN BRANDS—HAND SANITISERS

LEADING BRAND IN RETAIL

World Health Organization compatible

Greek FDA approved

Kills 99,9% of viruses and bacteria

Contains 80 % v/v ethyl alcohol

No rinse sanitizer – Dries Quickly- Instant disinfectant action

Convenient packaging ready to use, covering all consumer & customer needs



Nielsen Scan Data, Market Value and Volume Share, YTD Aug 2021

Natura





OWN BRANDS— SELECTIVE & PHARMACY

OLIVIA products concentrate all the best qualities found in the olive tree and utilize them to enhance the beauty and longevity of hair and skin.

Made with the tree's organic extracts - olives, olive leaves and seeds, olive oil - that are produced according to strict EU standards in collaboration with the University of Athens, OLIVIA products include more than 34 natural soaps and care products for body, face and hair.

DO NOT CONTAIN: Parabens, propylene glycol, synthetic colors and ingredients of animal origin





HOTEL AMENITIES

BRANDS

We offer a variety of hotel amenities covering all needs and budgets. Take a look at our brands and find the one that your customers will love!

OLIVIA

OLIVIA THINKS



SARBACANE



AHAVA

L'OCCITANE
EN PROVENCE

EAU
DE GRÈCE

Skin Essentials

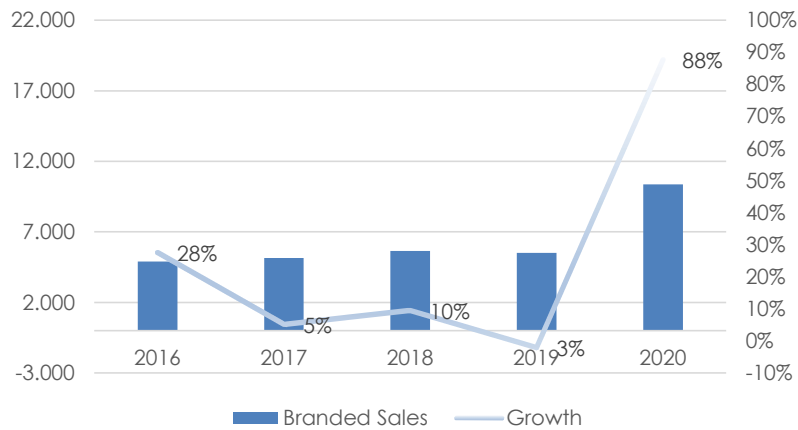
SKIN
ESSENTIALS
—Passion



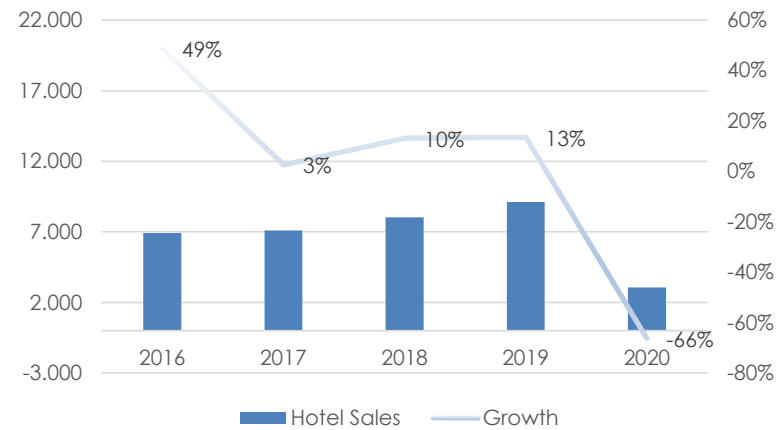


SALES PER CATEGORY 2016-2020

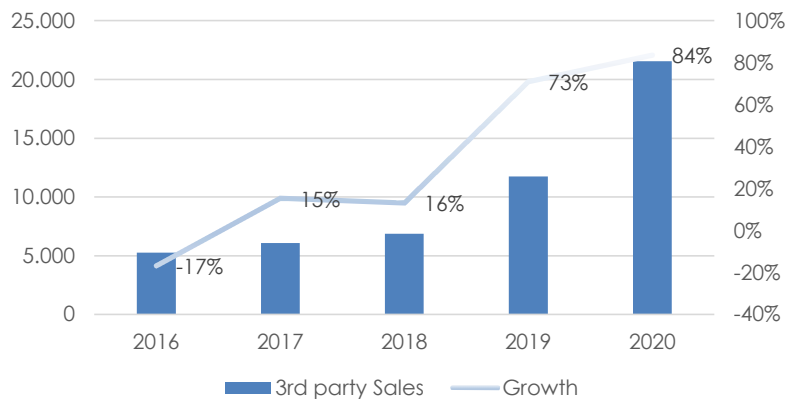
Branded



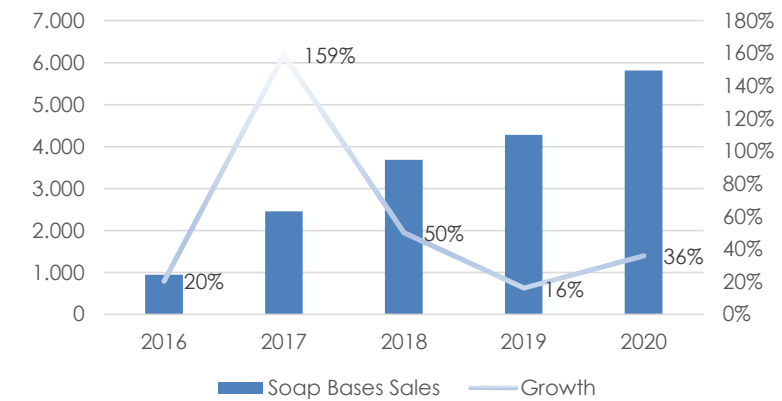
Hotel



3rd Party



Soap Bases

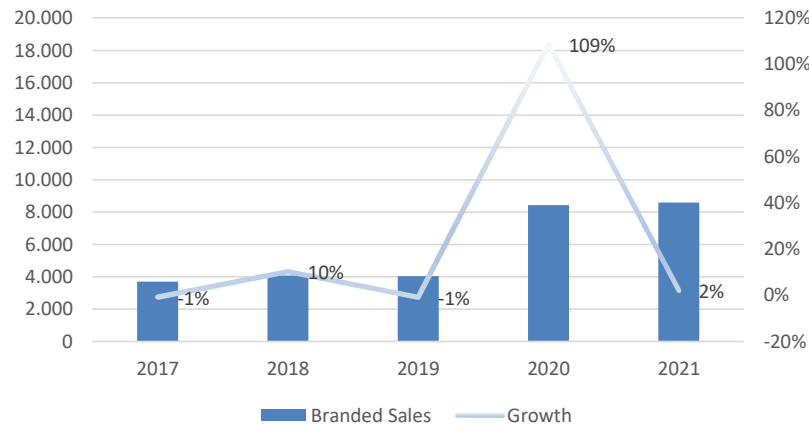




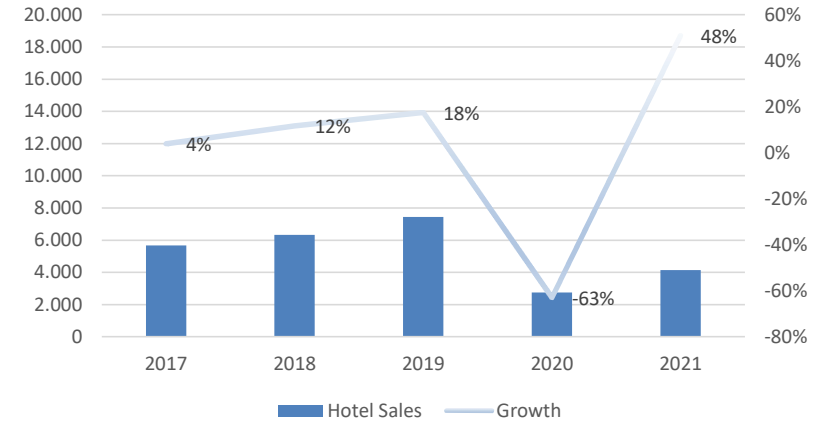
SALES PER CATEGORY Q3 2017- Q3 2021

We approach niche markets through innovative & mainly sustainable products and they now account for 27% of total turnover vs 17% in 2020.

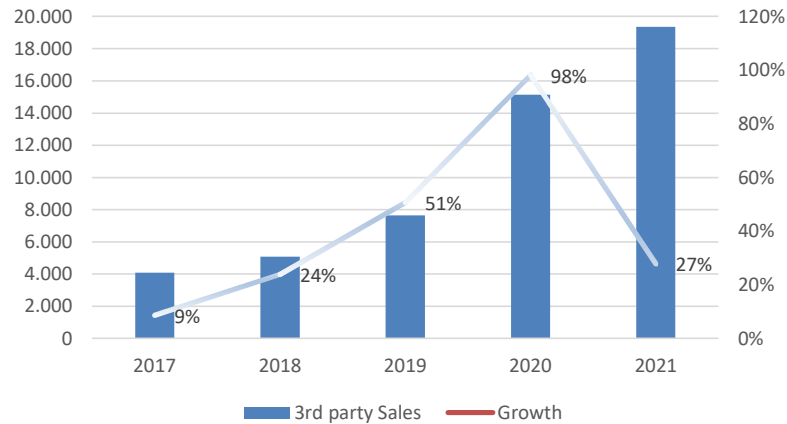
Branded



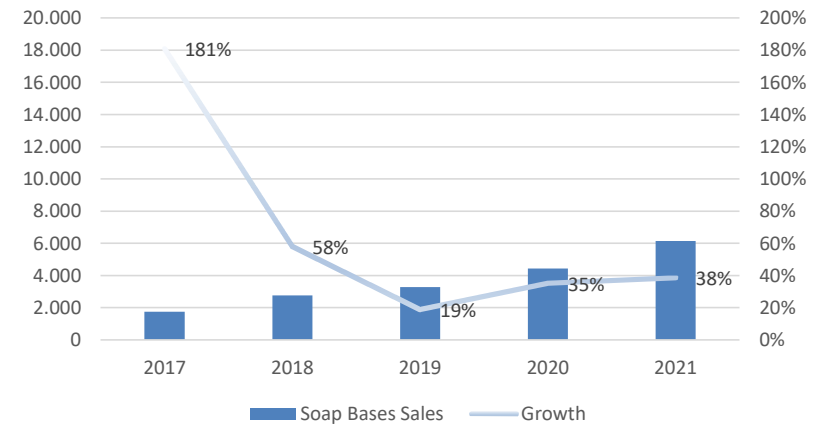
Hotel



3rd party



Soap Bases

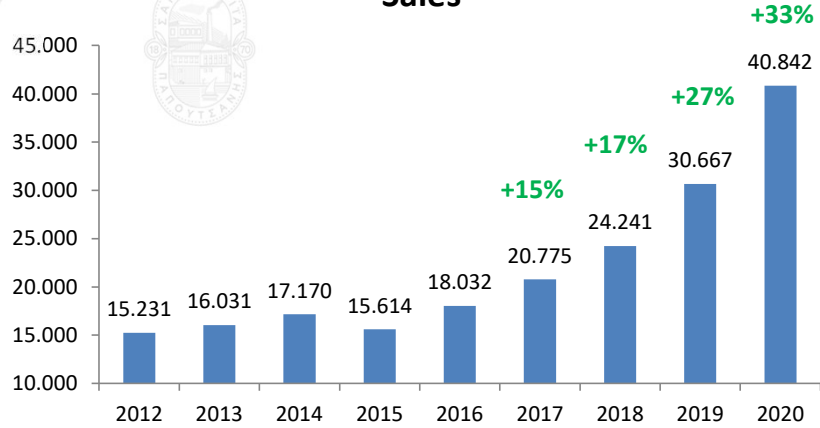




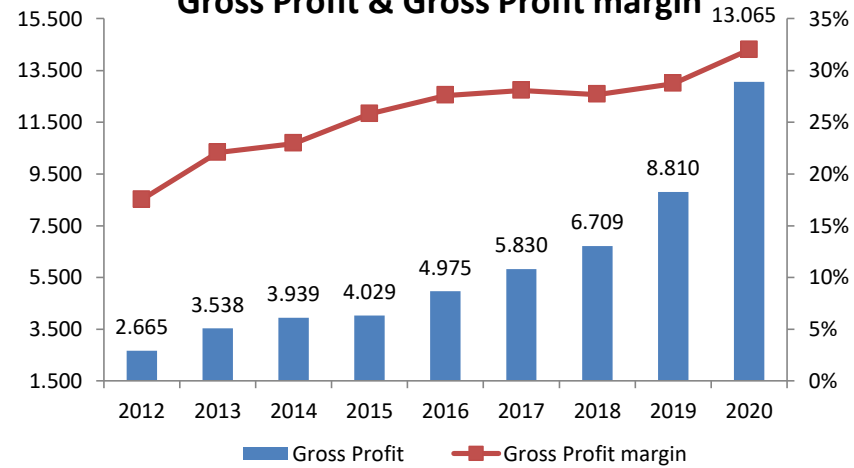
KEY FIGURES 2012-2020 in '000 Euro



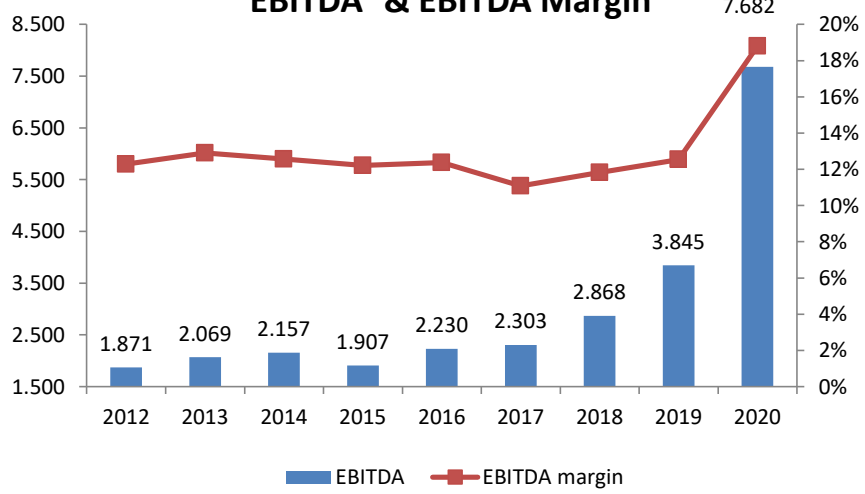
Sales



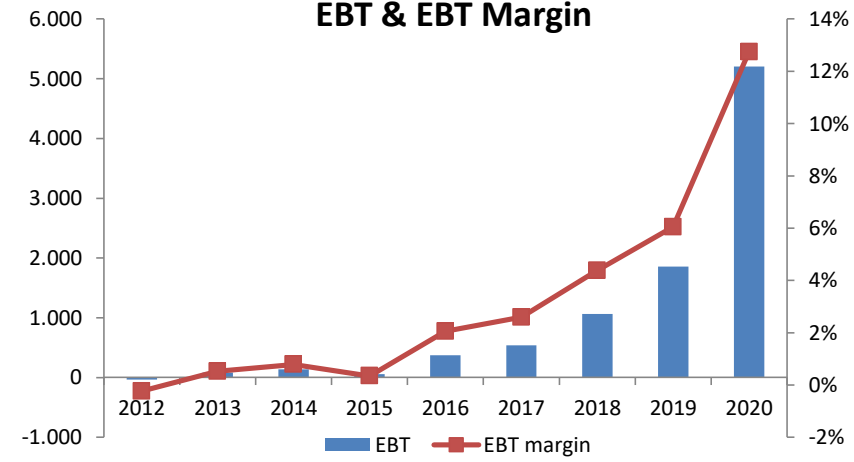
Gross Profit & Gross Profit margin



EBITDA* & EBITDA Margin



EBT & EBT Margin

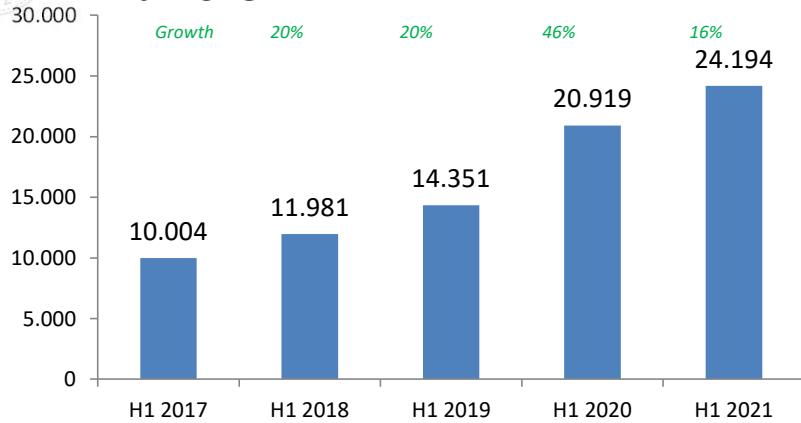


(*) EBITDA: EBIT plus Depreciation

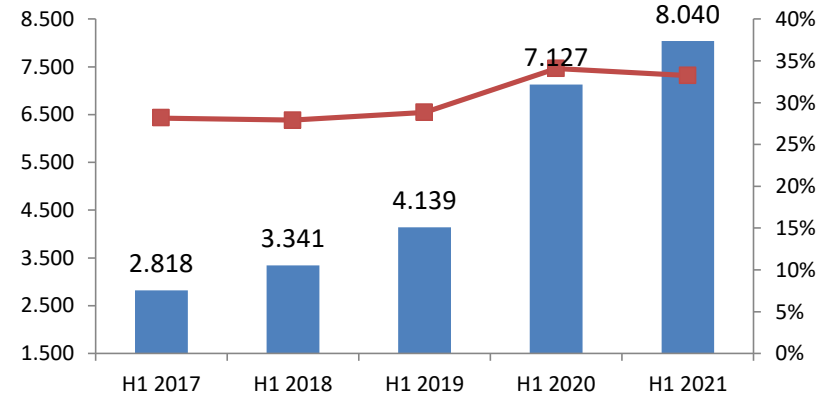


KEY FIGURES H1 2017-2021 in '000 Euro

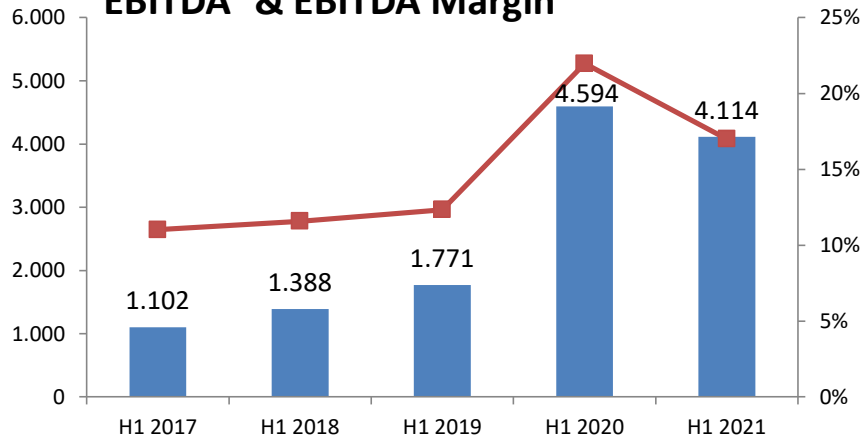
Turnover



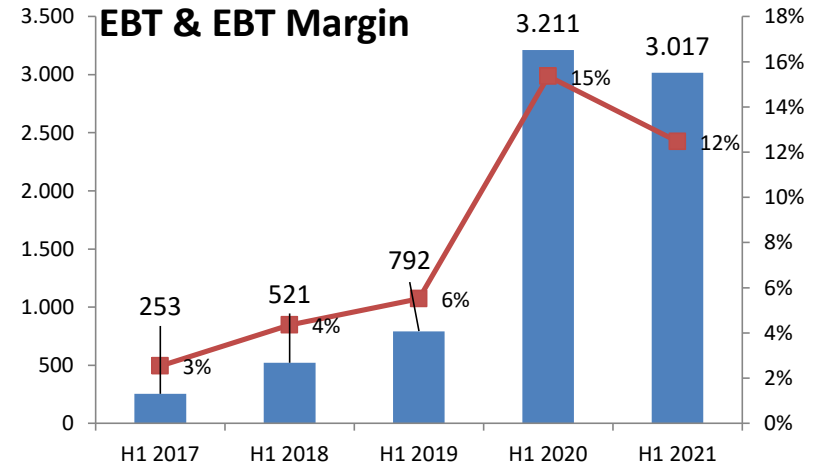
Gross Profit & Gross Profit margin



EBITDA* & EBITDA Margin






EBT & EBT Margin



(*) EBITDA: EBIT plus Depreciation



In 2021 we are further accelerating profitable growth, through targeted plans and initiatives




 Own Brands	 3 rd Party	 Hotel	 Specialty Soap Noodles
<ul style="list-style-type: none">➤ Own brands repositioning and expansion to drive penetration and market share growth.➤ New Collaboration with external sales team to drive excellence in execution at the point of sale.➤ Consolidation of Sanitizing range and entry in Disinfectants.	<ul style="list-style-type: none">➤ Further expansion of collaboration with leading multinational players➤ Initiation of collaboration with new customers	<ul style="list-style-type: none">➤ Market segment is recovering reaching at least 60% of 2019➤ Start serving additional international chains in Europe with dispensers➤ Focus on cutting-edge, environmental friendly propositions to lead the industry's sustainability agenda	<ul style="list-style-type: none">➤ Started in-house production of Syndet bases in new plant➤ Further expansion of product range and customer base➤ Entered the market of syndet and Melt & Pour

With:

- *Significant improvement of operating cash flow*
- *Route to market change by serving Retail Chains Directly to gain full ownership. This change resulted to increased Turnover and S&D Expenses evenly by 0,8 m in H1 2021.*
- *Publishing ESG Report by end October, aiming to be included in ESG ASE Index*



2021 Year to Go Outlook is even more promising





 Own Brands	 3rd Party	 Hotel	 Specialty Soap Noodles
<ul style="list-style-type: none">➤ Continue Own brands repositioning and expansion to drive penetration and market share growth➤ Major product launches and Re-launches➤ Rationalization of promo investment to further drive return on investment	<ul style="list-style-type: none">➤ New Collaborations and new projects with existing and new customers to be implemented	<ul style="list-style-type: none">➤ We estimate accelerated trend in Q4 leading to FY closing to over 60% of 2019, based on market recovery, orders and new projects / agreements with international customers	<ul style="list-style-type: none">➤ We estimate an even more accelerated trend due to Syndet production and sales with more ecological foot print and increased value/ kg

We estimate to deliver improved EBT Margins (vs H1 and 2020 H2) as we are closely monitoring market uncertainty and have in place solid plans to mitigate any P&L risks arising from:

- Raw Materials price increases
- Shipping fares stabilized in record highs
- Energy (Electricity & Natural Gas) are increasing costs



2022 PLAN: profitability growth through top line acceleration and supply chain & production efficiencies to mitigate risks and market uncertainty

 Own Brands	 3rd Party	 Hotel	 Specialty Soap Noodles
<ul style="list-style-type: none">➤ Further capitalize on 2021 new route to market to continue enhancing market activation and drive value➤ Major product launches and Re-launches with strong above the line communication➤ Seek new opportunities to expand our brands footprint outside Greece	<ul style="list-style-type: none">➤ New Collaborations and new projects with existing and new customers to be implemented➤ Sales force empowerment to drive new collaborations and take advantage of the increased production capacity and NPD capabilities	<ul style="list-style-type: none">➤ We expect market to rebound at 2019 levels➤ New collaborations and new hotel lines will drive revenue even further	<ul style="list-style-type: none">➤ Continue the increased trend of 2021, and expand syndet to drive value

Thank you!

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Balance Sheet 2016-2020

	2016	2017	2018	2019	2020
ASSETS					
Non current Assets	25.411	25.727	27.257	28.244	32.823
Inventories	3.399	3.516	4.426	3.870	7.493
Trade & other receivables	5.523	4.951	4.730	4.739	6.781
Other current assets	778	1.919	2.941	2.651	4.257
Total Assets	35.111	36.113	39.355	39.504	51.354
CAPITAL AND LIABILITIES					
Long term loans	4.390	6.700	6.420	5.892	9.093
Other long term liabilities	5.170	5.245	5.275	5.616	6.451
Short term loans	4.364	2.360	3.148	2.261	3.402
Other short term liabilities	3.579	3.899	6.146	6.507	10.739
Total Liabilities	17.503	18.204	20.989	20.276	29.685
Total Shareholders equity	17.608	17.909	18.365	19.228	21.669
Total Capital and Liabilities	35.111	36.113	39.355	39.504	51.354