

## **New Distinctions for the Sarantis Group and the International Development Department at the Sales Excellence Awards 2024**

**Sarantis Group** is a multinational consumer goods company with a constantly expanding geographical footprint and leading brands. With significant activity in thirteen countries organized into 8 business units – Greece (including Portugal and selected international markets), Poland, Romania, Bulgaria, Western Balkans, Czech Republic & Slovakia, Ukraine, Hungary – the Group maintains its dynamic international presence and its remarkable distribution network in more than 50 countries worldwide.

This continuous multi-year effort and targeted strategy of the Group was rewarded once again with new distinctions. In a festive atmosphere and with the presence of 600 executives from leading companies, the award ceremony of this year's **Sales Excellence Awards** took place on Thursday, June 27, at Anassa City Events. The winners were selected by the evaluation committee, which consists of 44 representatives from the sales sector, senior business executives, and representatives of organizations and institutions.

At this year's event, the **International Development Department** of Sarantis Group **won 3 Gold Awards**. Specifically, **Sarantis S.A. | IMBD** received the title "**Sales Department of the Year**", the title "**Outstanding Sales Performance - Export Growth**" and the award for "**Sales Department Manager of the Year**" was won by Takis Petrou, Director, Sarantis S.A. | IMBD for the Export sector. The Company's **International Development Department** has had an exceptional track record in recent years, where in less than 5 years, it has more than **tripled** its figures across all P&L lines. Currently, it holds the **1st position in the Group in Growth Rates of Profitability and EBIT%**.

The Group's new **revised strategy** highlights the emphasis placed on developing its operational base, complementarily incorporating acquisitions into the organic growth mechanism with the aim of further strengthening it. It continues to expand growth opportunities through acquisitions, mapping potential targets, and having now acquired in-depth knowledge of the markets in which it operates and the needs of its consumers. The focus is on areas where it has already established activities, its distribution channels, and its product portfolio.

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### **A few words for Sarantis Group**

Based in Athens and having written a history of more than 50 years in the field, Sarantis Group is a multinational consumer products company with an ever-expanding geographical footprint and leading brands. The Group's activity is focused on the sectors of Beauty & Skin Care, Personal Care, Home Care Solutions and Strategic Partnerships, offering in each category high-quality brands that are top of consumer preferences. With strong activity in thirteen countries organized in eight business units – Greece (incl. Portugal), Poland, Romania, Bulgaria, West Balkans, Czech & Slovakia, Ukraine, Hungary – the Group maintains its dynamic international presence and its remarkable distribution network in more from 50 countries around the world.

Throughout its long history, the Group has managed, through its **strategic development plan**, to grow and establish itself not only in the domestic but also in the international market, becoming a multinational consumer goods company with a constantly expanding geographical footprint and leading brands. The strong development of the Group's operational base, with the complementary exploration of growth opportunities through acquisitions, the continuous investment in innovation and new technologies, and above all, the enhancement of the skills of the Group's people and the development of their leadership capabilities have created the right conditions for promoting its sustainable growth.

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