

17/04/2008 – Announcement

The affiliated company of SFAKIANAKIS S.A. Alpan Electroline Ltd situated in Cyprus, signed commercial connection cooperation with DSGI South – East Europe S.A., owner company of the known branches Kotsovolos and Electroworld in Greece and which belongs to DSGI PLC. The agreement is 10 years long with intention of extension for 5 more years, while it is valid with the beginning of the supply of goods on 7th July 2008.

Alpan Electroline is the biggest branch of retail selling stores of electric and electronic appliances in Cyprus. Particularly, the company today has in total nine (9) stores with the commercial name of Electroline in the cities of Nicosia, Lemeso, Larnaka, Pafo and Paralimni, while in the framework of the present cooperation, it intends to establish new stores under the brand name of MEGA KOTSOVOLOS.

The cooperation in the beginning involves the supply of products and know-how from DSGI South – East Europe S.A. to the present branch of Electroline and the establishment from Alpan Electroline of at least 4 MEGA KOTSOVOLOS stores.

In particular, Alpan Electroline will establish at first a MEGA KOTSOVOLOS store of 3,000 m² in Nicosia, while there is a plan for establishment of three (3) more MEGA KOTSOVOLOS stores (in Lemeso, Larnaka and Pafo), strengthening in this way significantly its leading position in the Cypriot market.

Alpan Electroline will be benefited by the commercial and marketing know-how of DSGI South – East Europe S.A., the wide range of products/brands and the favorable market prices.

Finally, according to the agreement, it is given to Alpan Electroline the privilege of preference against any candidate for the development of other commercial brands that DSGI South – East Europe S.A. or the parent company DSG International PLC. may wish to develop in the future in Cyprus.