



attica Press Presentation

JUNE 2026

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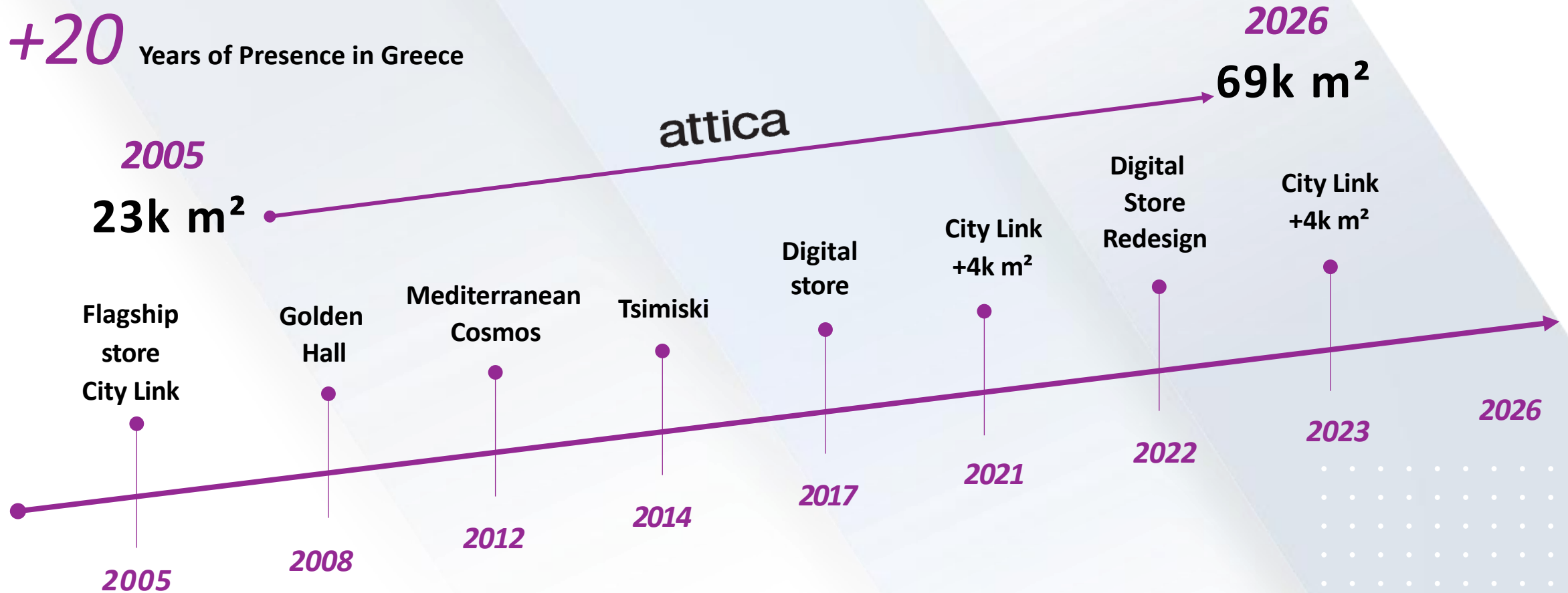
A. Business Overview



The Company

❖ The premier luxury department store chain in Greece with flagship locations in Athens and Thessaloniki

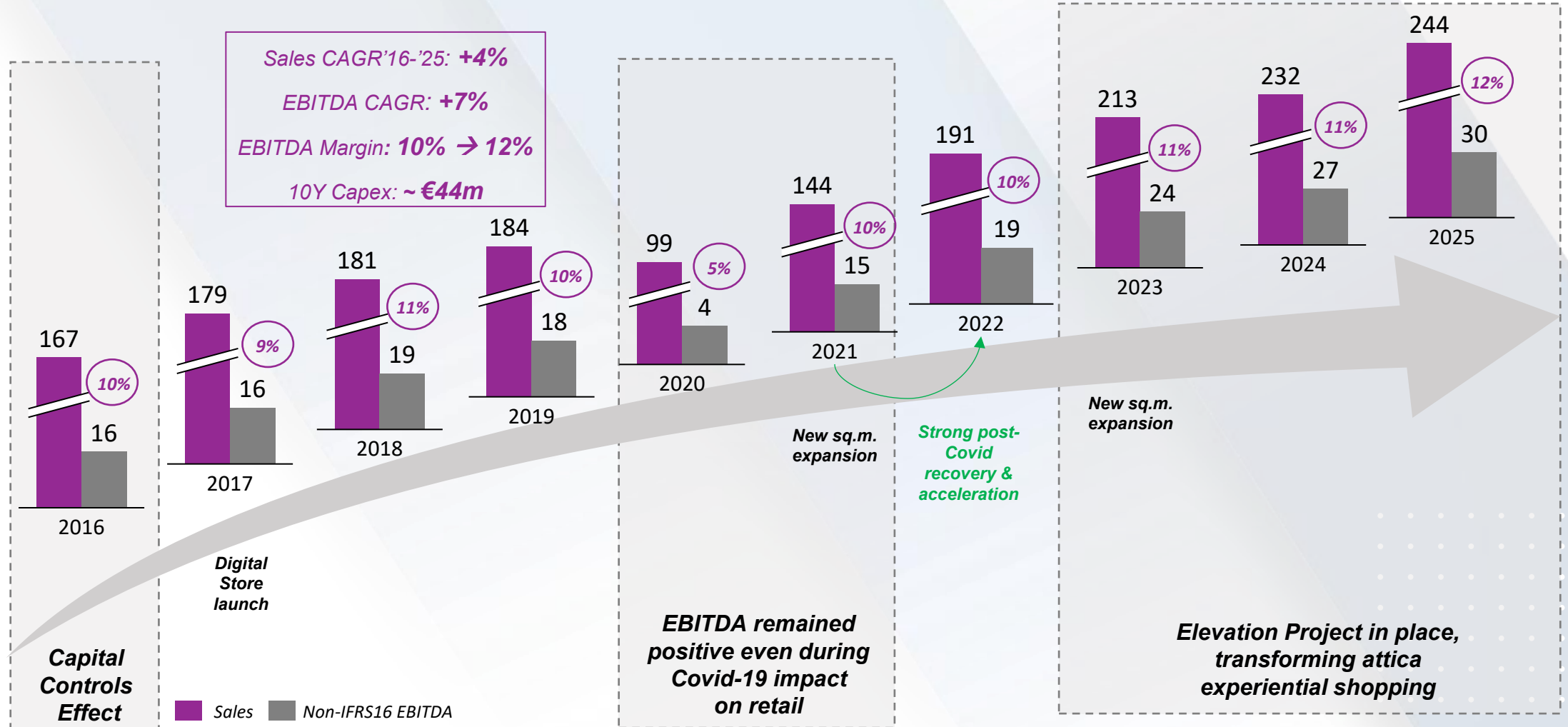
+20 Years of Presence in Greece



Source: Management information

Growth Trajectory

❖ *attica has delivered consistent long-term growth, underpinned by a resilient business model that has remained profitable even through significant retail disruptions, including the Covid-19 outbreak.*



Source: Management information

attica at a glance FY2025

❖ *Leading premium department store operator in Greece, with a unique combination of flagship locations, strong brand partnerships and growing digital reach*

4 Department Stores



4 Monobrand Stores

2 Multi brand Stores

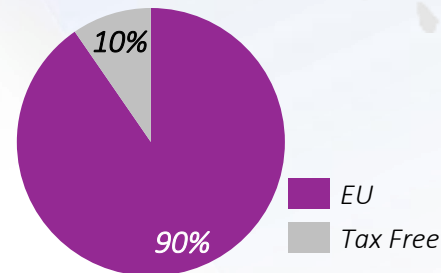
Physical stores
6.9m Visitors

Digital store
11.4m Visitors

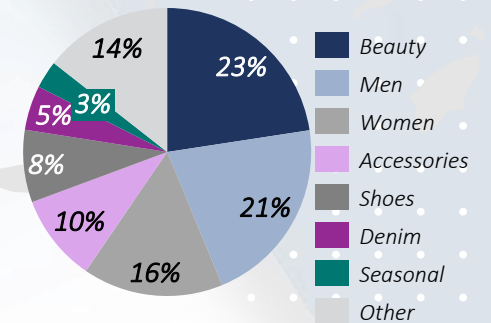
2,100 Employees¹
¹Includes attica and third-party employees

>330 Suppliers
with no single supplier representing more than 6.6% of total FY2025 sales

2025 Sales Customer Profile



2025 Sales per Category

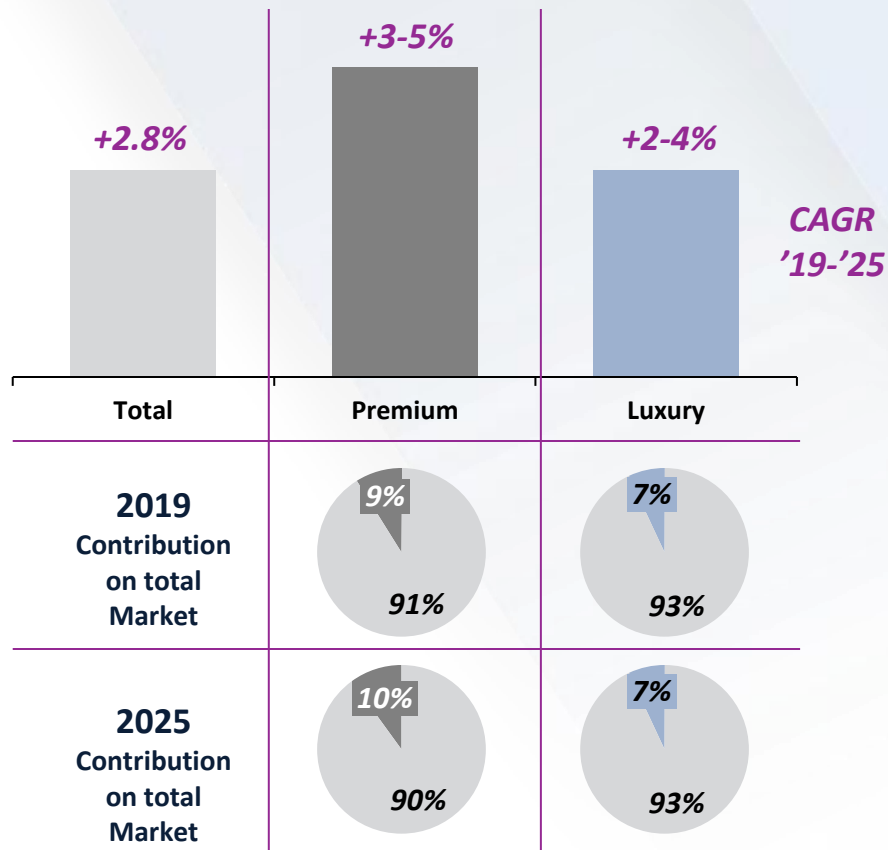


Source: Management information

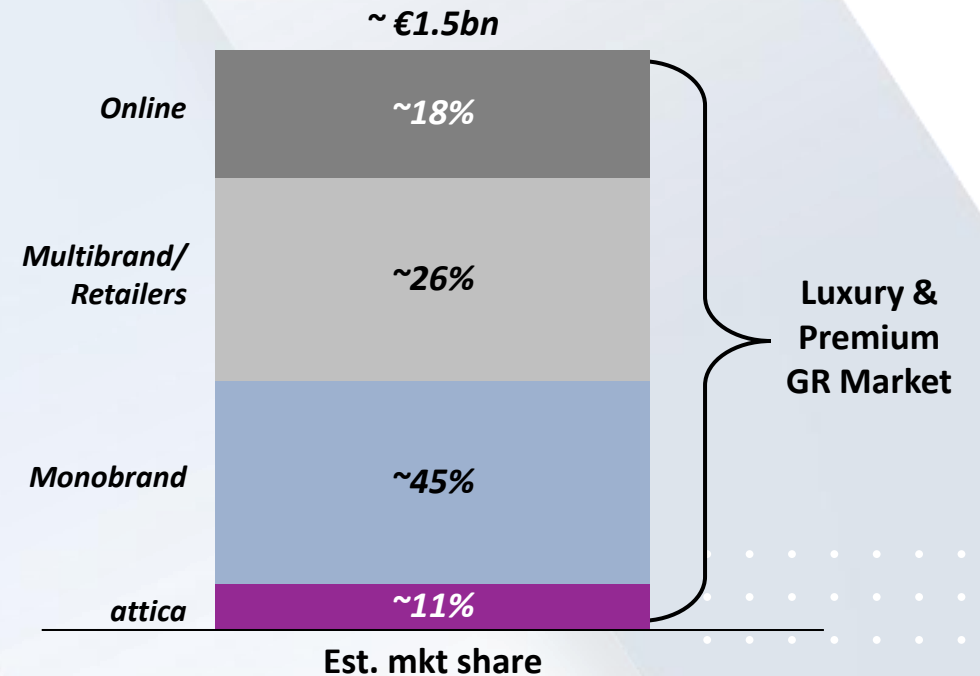
Market Positioning & Addressable Market

❖ Premium & Luxury Markets driving overall market growth; attica retains an estimated market share of ~11% in aggregate luxury & premium segments in Greece

Premium & Luxury Greek Market Evolution 2019-2025



attica Addressable Market & Estimated Market Share 2025



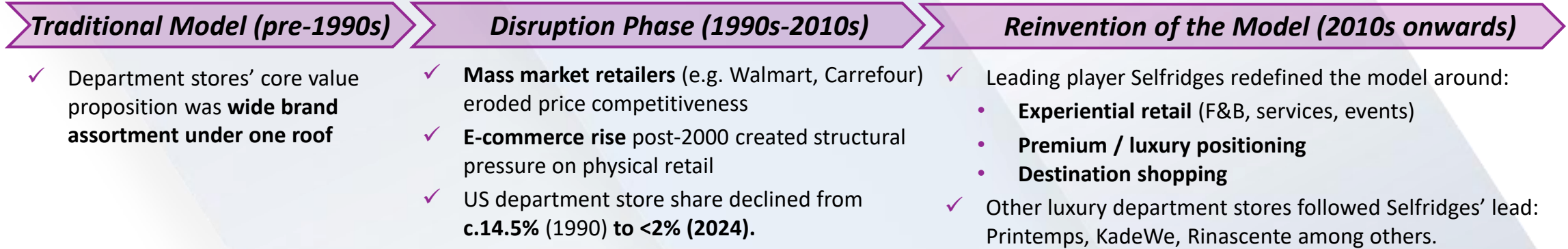
Source: Management Analysis



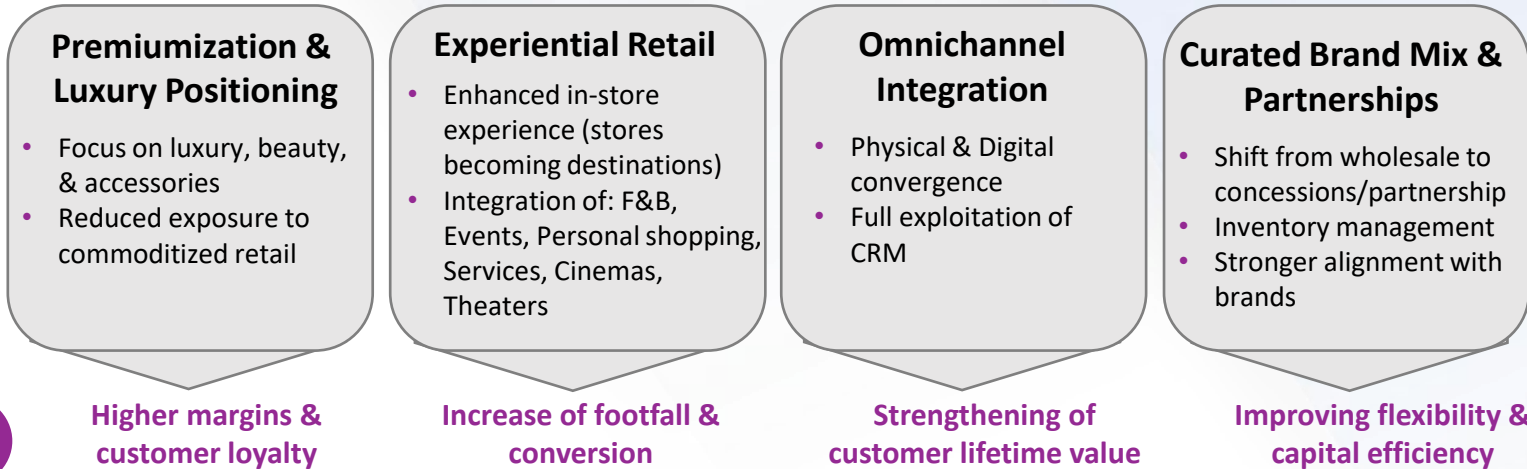
B. Market Trends & attica Transformation

Department Stores Transformation Journey

❖ Evolution of Department Stores: From traditional retail to experiential platforms



Winning Contemporary Model



Transformation through Elevation (2018 onwards)

Unique Selection of Products

Physical Stores:
> 500,000 SKUs per Season
> 1,000 Brands

Digital Store:
#1 in selective distribution cosmetics
>60,000 SKUs Online

Product Offering Upgrade

> 180 New Brands Introduced during the last 4 years

- ✓ Introduction of niche cosmetics brands exclusively at attica.

Elevated Shopping Experience

- ✓ Introduction of new contemporary and premium brands;
- ✓ New services and experiences;
- ✓ High-quality customer service;
- ✓ Digital store upgrade.

Physical Stores

- ✓ Aesthetic upgrade of physical stores;
- ✓ Renovation of existing facilities;
- ✓ Physical expansion of 8,000 new sq.m. between 2021-2023.



Source: Management information

Transformation through Elevation (2018 onwards)

Premium services

attica is the pioneer in experiential retail

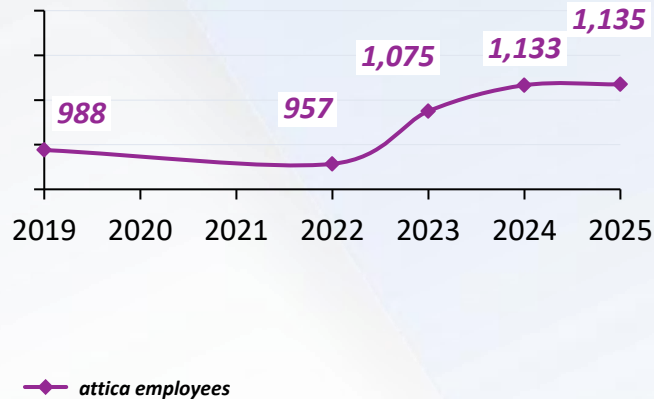
- ✓ Hair Salon
- ✓ Beauty treatments
- ✓ Premium café & wine bar
- ✓ Specialized customer service area
- ✓ VIP room/ Personal Shopping
- ✓ Product personalization
- ✓ Gift Wrapping
- ✓ Home/ Hotel delivery
- ✓ Click & collect

Continuous workforce investment

2,100 Employees

> 1,135 attica personnel

> 965 shop-in-shop staff



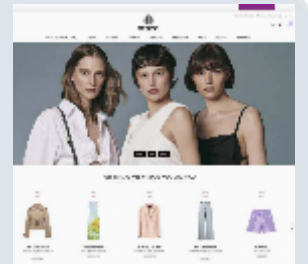
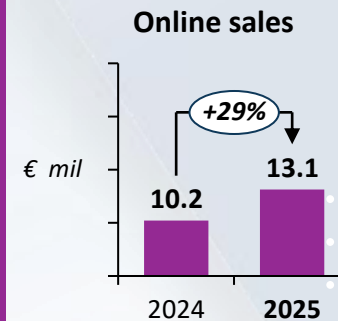
Reinforcement of digital sales

#1 Digital store in selective distribution cosmetics

> 11.4 mil Annual digital visits

> 60,000 SKUs online

- ✓ Maintaining our position and strengthening the fashion section with new brands.



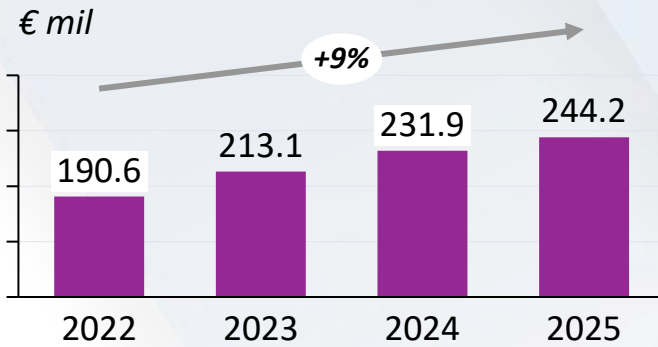


C. Key Financials (non-IFRS16)

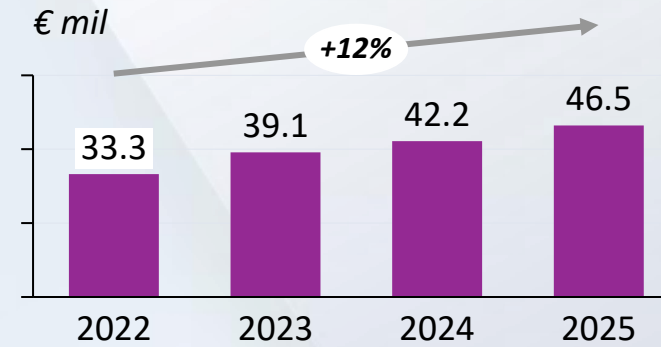
Historical Financials

❖ Significant growth following IDH investment (2022-2025), CAGR of +9% in revenues, +16% in non-IFRS 16 EBITDA, +€35mil Cash generation

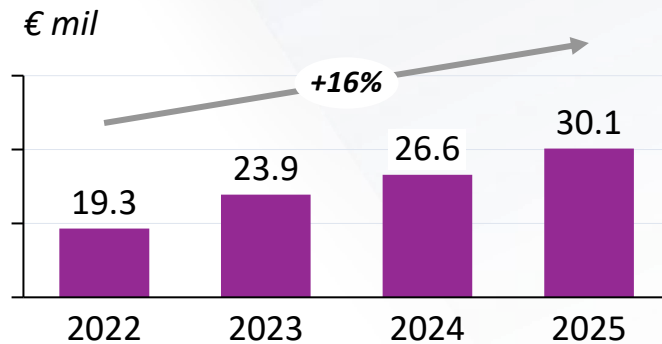
Revenues



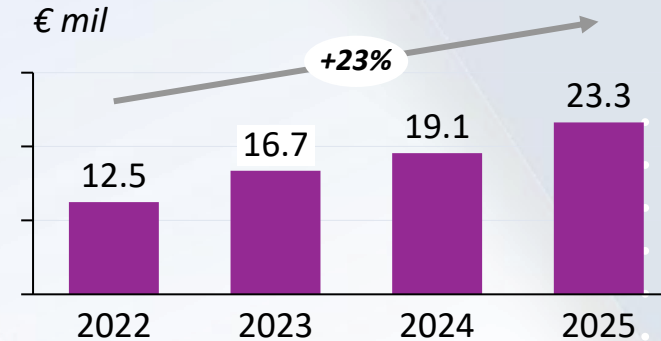
IFRS16 EBITDA



Non-IFRS16 EBITDA



Non-IFRS16 EBT

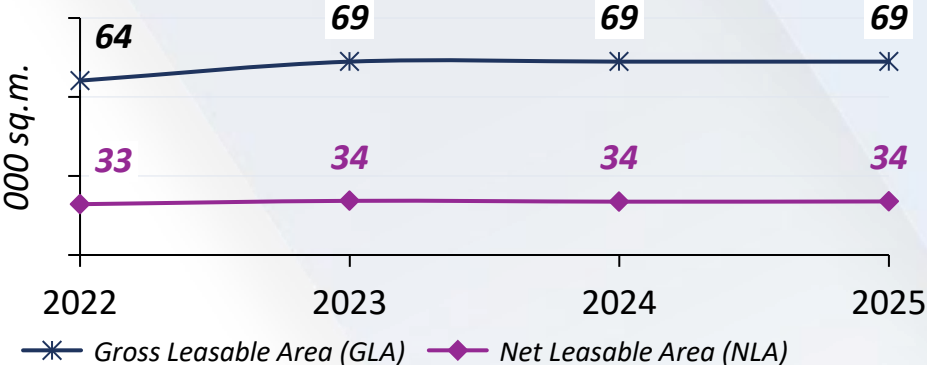


% CAGR 2022-2025

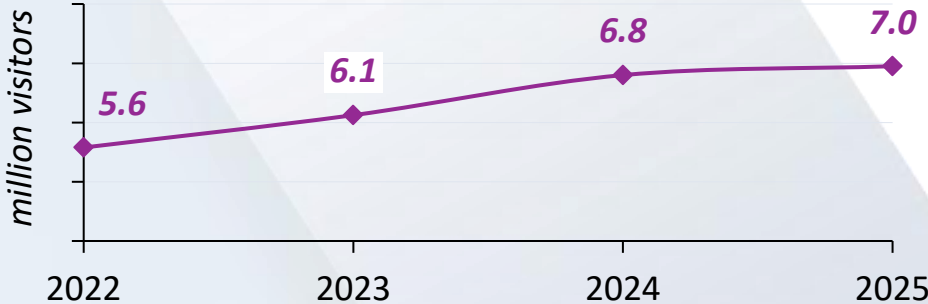
Source: Audited Financial Statements, Management information

Historical KPIs

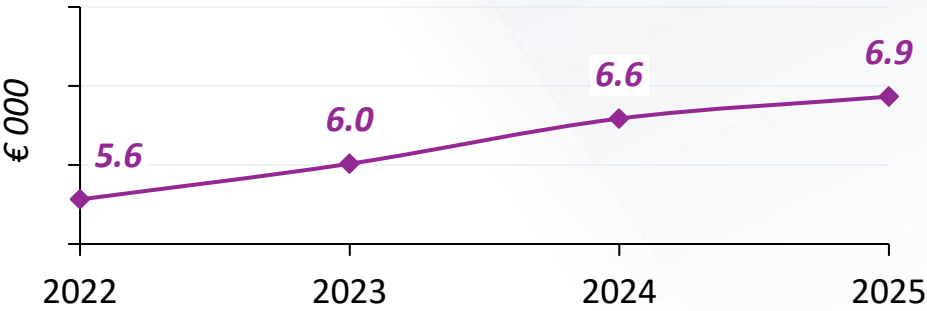
Physical stores size



Customer visits



Physical stores sales / sq.m. (NLA)



Online sales



Source: Management information

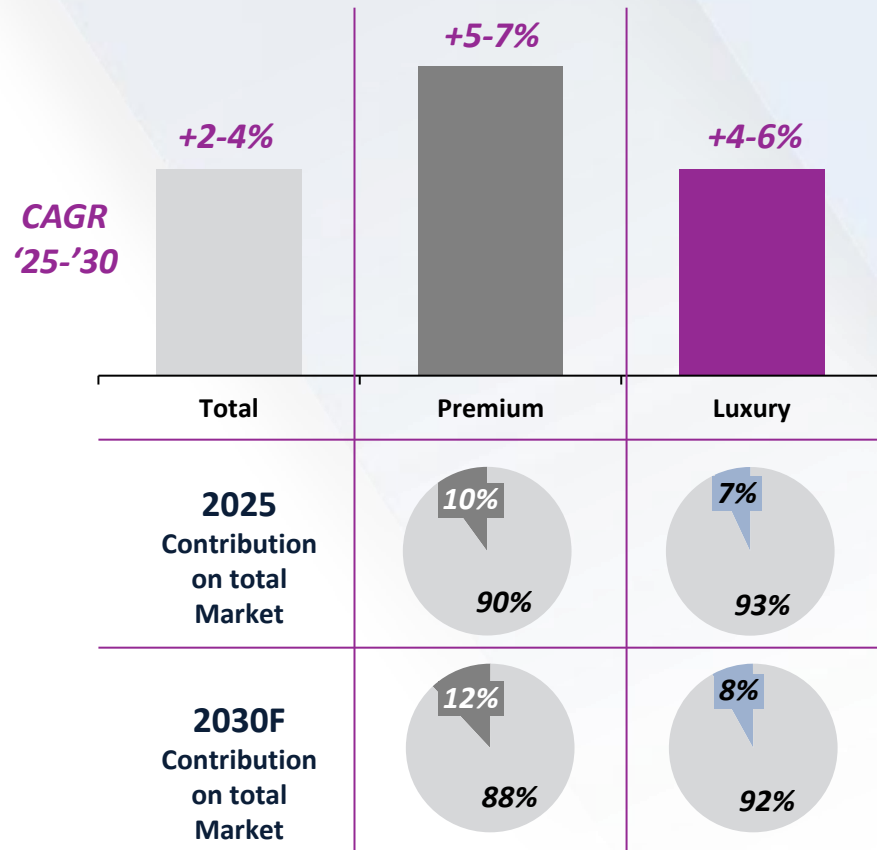


D. Strategic Growth Pillars

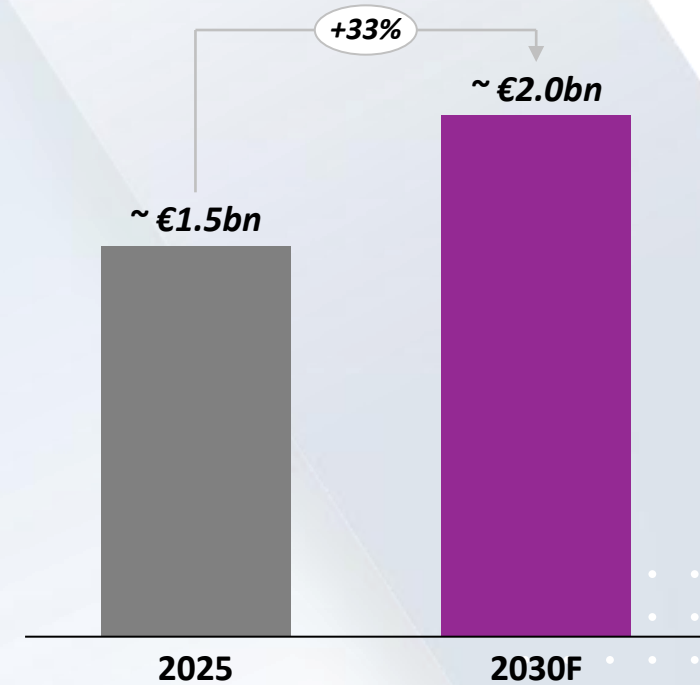
Projected Market Growth

Premium and luxury segments are expected to continue outpacing overall retail growth, supported by tourism, premiumization and resilient high-income consumption

Premium & Luxury Greek Market Projection 2025-2030F



Addressable Market Size 2025-2030F



Source: Management Analysis

Strategic Growth Pillars

A LFL Growth (1/2)

I. Elevation Project (LFL m²)

- Offering**
 - ✓ Continuous premiumization of brand mix
 - ✓ Introduction of new categories & exclusive brands
 - ✓ Expansion of premium services offering
- Experience**
 - ✓ Continuous Store Renovations (~€5mil p.a. '26-'30)
 - ✓ Enhanced F&B offering
 - ✓ Experiential upgrades & destination shopping

Higher spend per customer

Improved Conversion

Higher Footfall



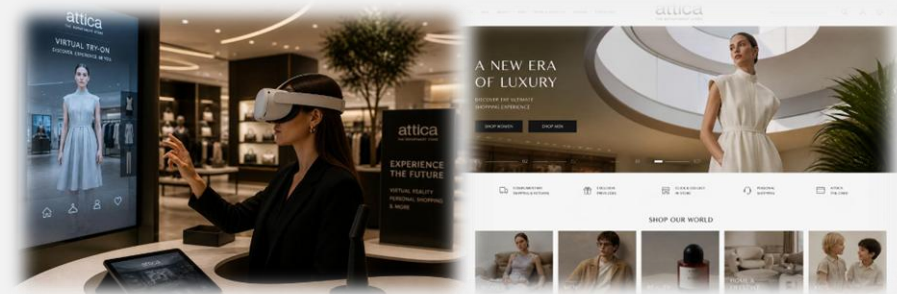
II. Digital Upgrade

- Digital Channel Expansion**
 - ✓ Continuous expansion of online assortment (SKUs)
 - ✓ Logistics integration & fulfillment enhancement
 - ✓ Website redesign & User Experience (UX) upgrade
- Technological Upgrade**
 - ✓ New CRM & Loyalty Ecosystem (Q4'26 expected)
 - ✓ Modernization of POS / cashier infrastructure
 - ✓ Phygital strategy supported by continuous technology investments (~€2m p.a. '26-'30)

Higher Online Penetration

Higher Customer Lifetime Value

Operational efficiency



Source: Management Information

Strategic Growth Pillars

A LFL Growth (2/2)

III. Citylink Luxury Project

Strategic Opportunity

- ✓ No dedicated luxury department store in the Greek market
- ✓ Underpenetrated luxury retail (>40 luxury monobrand boutiques in Athens vs. 200+ in major European cities)

Luxury Market Dynamics

- ✓ Luxury brands increasingly seeking growth opportunities in emerging premium destinations
- ✓ Benchmark luxury mono-brand stores in Athens demonstrate strong sales density (€40k-€90k / m²)

attica Positioning

- ✓ Capturing the white space opportunity and positioning attica in the center of Athens evolving luxury ecosystem
- ✓ Transformation of Citylink's 1st floor into a flagship luxury destination for Tier-1 international brands (2,700 m²)



Citylink Prime Location

Existing Premium Customer Base

Proven relationships with global brands



Source: Management Information

Strategic Growth Pillars

B Perimeter Expansion

IV. New Openings

Monobrand Boutiques

- ✓ Expansion of Monobrand Boutiques network by **1,000 – 1,500m²**
- ✓ Selective roll-out of 4-6 New Boutiques between 2027-2030
- ✓ Strengthening relationships with global luxury houses



attica Beauty Stores

- ✓ Scalable beauty concept focused on niche & exclusive brands in prime locations in Greece
- ✓ Selective roll-out of 4-6 Beauty Stores between 2027-2029 adding **3,000-3,500 m²**
- ✓ Expanding presence across high-productivity luxury categories

+ ~7,500 m² Incremental Retail Space



Department Stores

- ✓ Selective expansion into high-footfall retail destinations following 2030 **~2,500 m²**

Expanded Sales Capacity

New Revenue Streams

Source: Management Information

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