



attica IPO Presentation

JUNE 2026

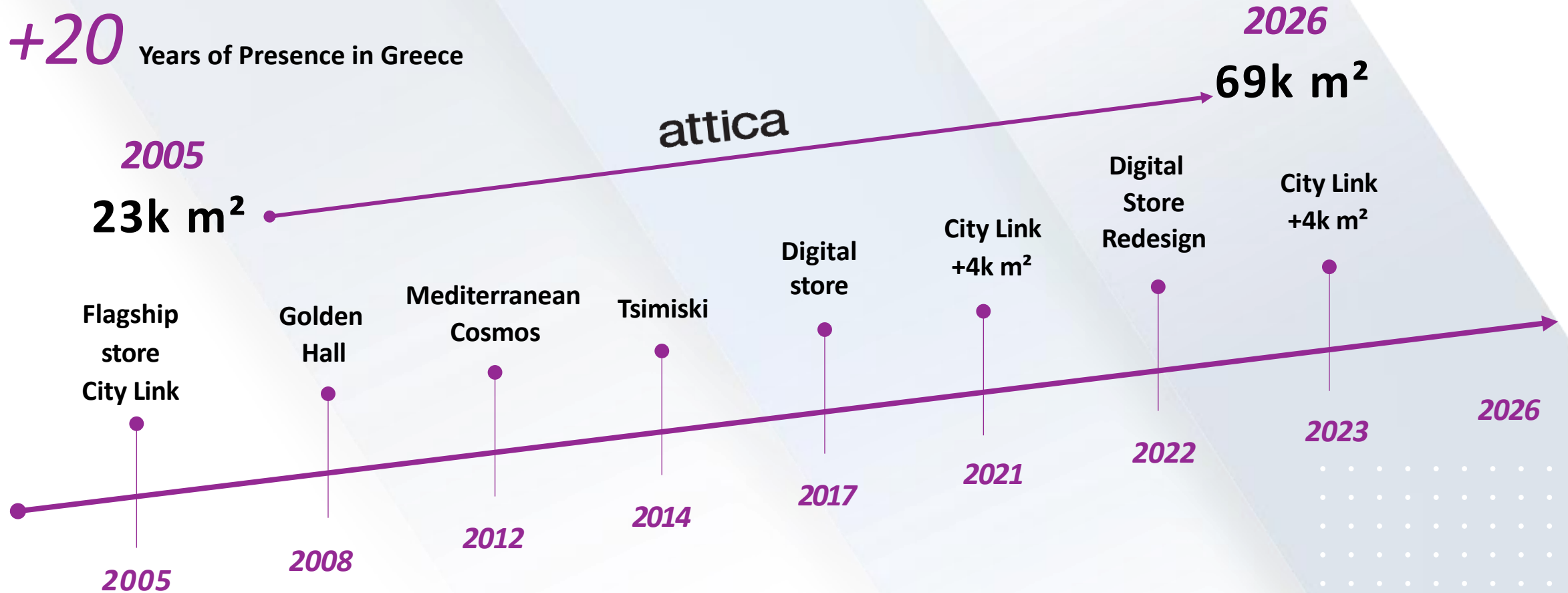
A. Business Overview



The Company

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

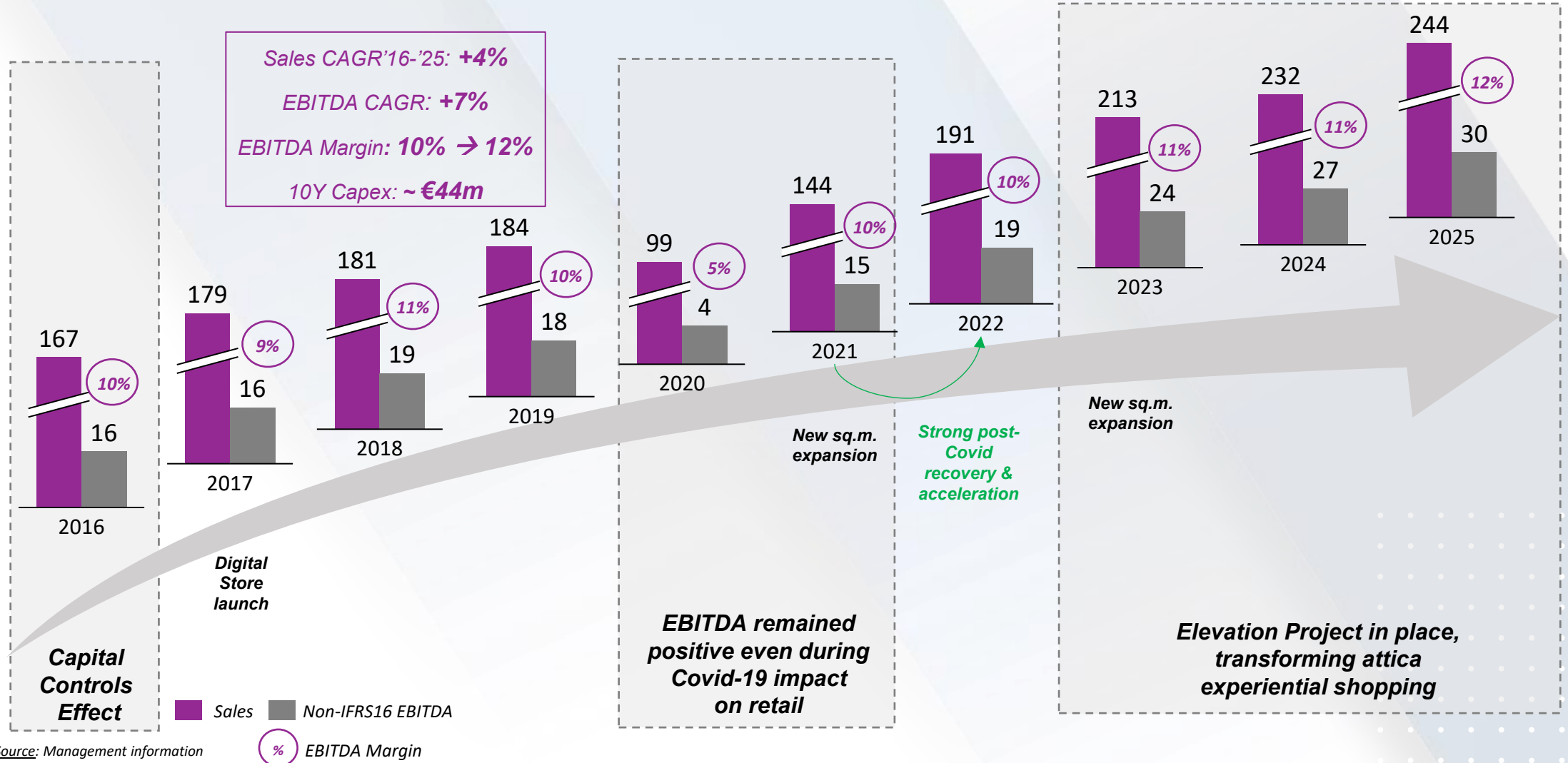
+20 Years of Presence in Greece



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

attica

❖ *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

Digital store

6.9 Million Visitors

11.4 Million Visitors

2,100 Employees¹

>330 Suppliers

¹Includes attica and third-party employees

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

Source: Management information

Strictly Private & Confidential

attica Presentation

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❖ **The combination of the below sales methods is the basis for the success of the attica model, both commercially and financially, providing flexibility in inventory management, supporting margin optimization and reducing working capital intensity.**

Operating Model

100% right-to-return Sales Model

Majority of retail sales is generated under this model:

- ✓ **100% right-to-return** inventory to suppliers;
- ✓ Supplier **payments aligned to sell-through**;
- ✓ **Creates positive Working Capital**;
- ✓ **Suppliers' contribution to operating expenses** (e.g. personnel, store fit-out etc.).

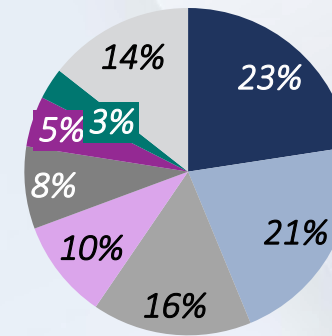
Own Inventory/ Wholesale Sales Model

- ✓ The Company prepays inventory;
- ✓ **Limited or no right-to-return**;
- ✓ Internationally recognized **top beauty & fashion brands**;
- ✓ **Optimal utilization of retail space** through direct management by attica personnel.

Consignment Sales Model

- ✓ Products are **owned by third-party brands** and sold through the Company's retail network;
- ✓ attica recognizes only a **sales commission** in its sales;
- ✓ **Unsold inventory is returned to suppliers** at the end of each season;
- ✓ New merchandise is delivered for the subsequent season.

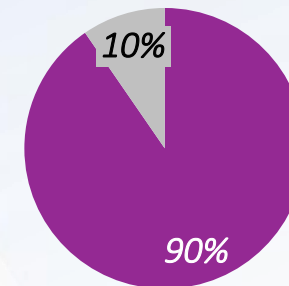
Business Profile (2025)



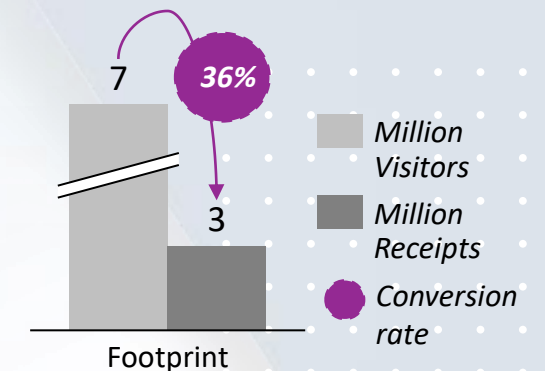
Sales per Category



Customer Profile



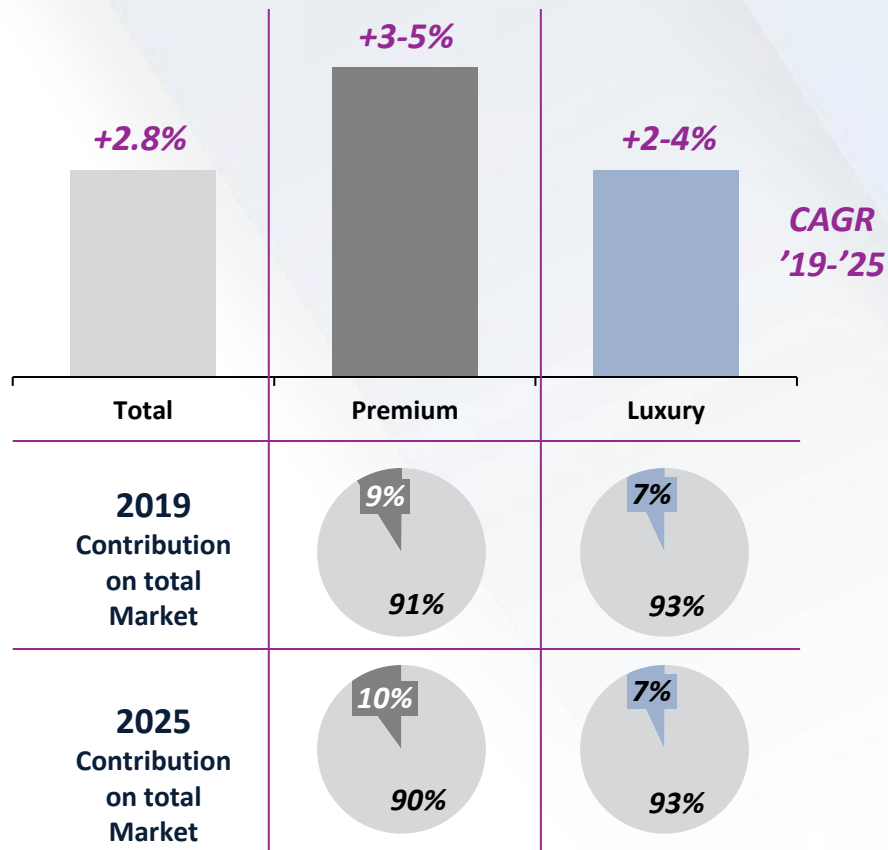
Store footprint & productivity mix



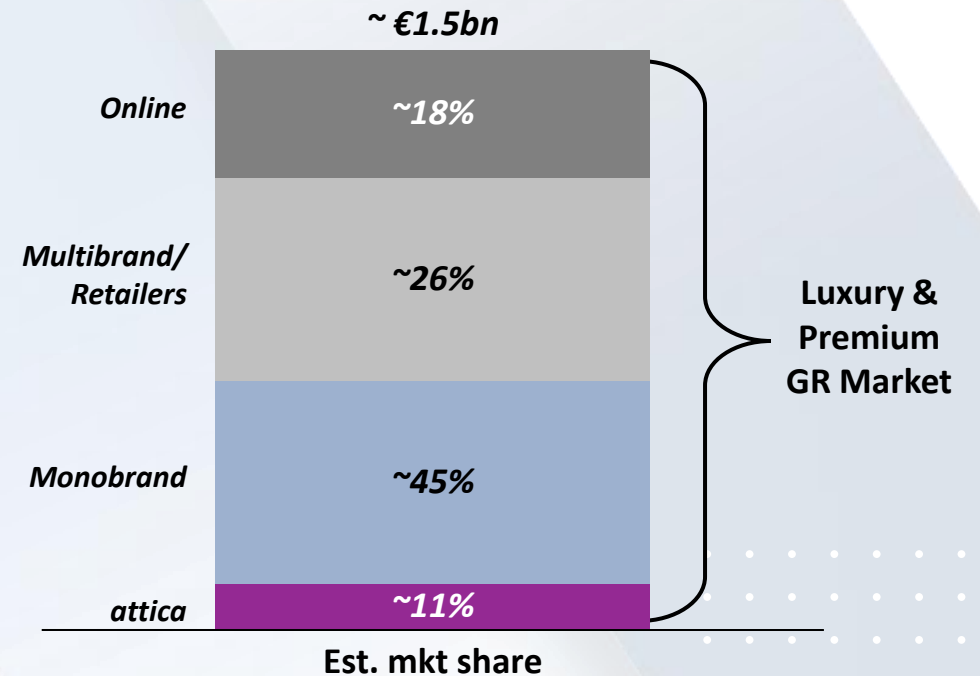
Market Positioning & Addressable Market

❖ 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



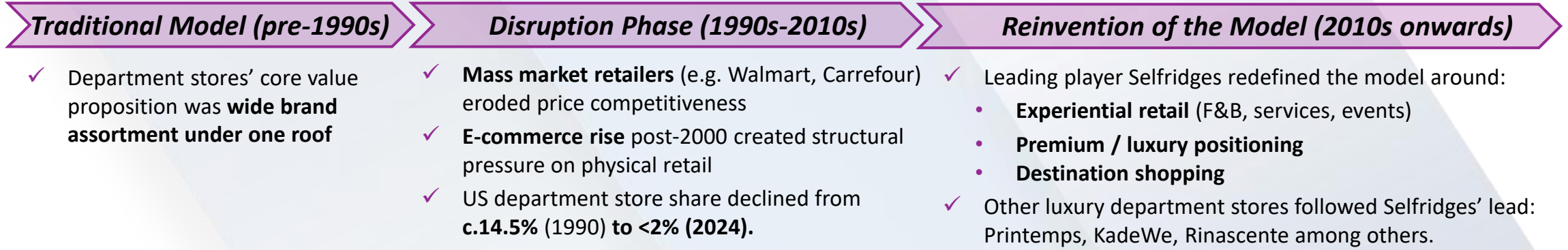
Source: Management Analysis

B. Market Trends & attica Transformation

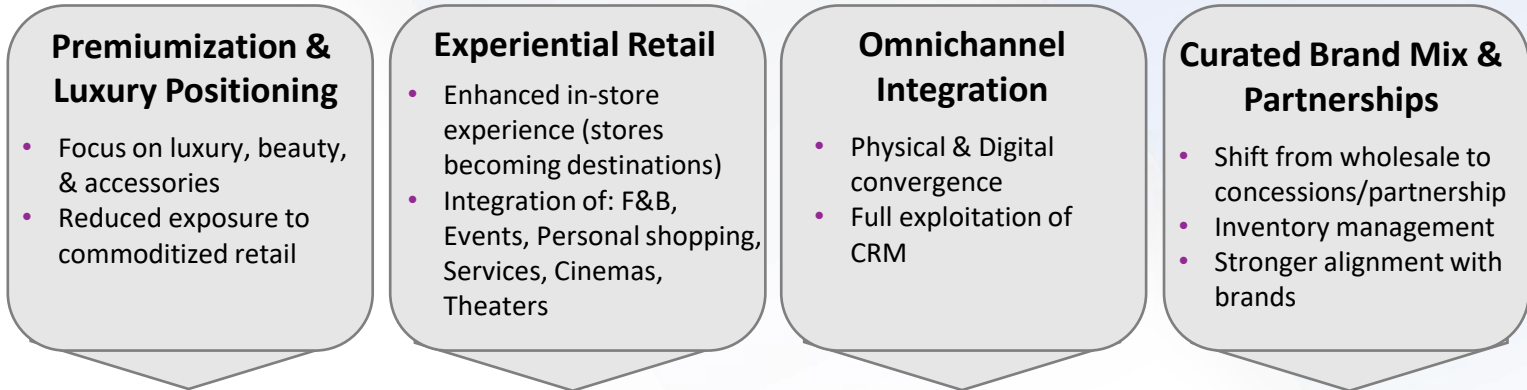


Department Stores Transformation Journey

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



Winning Contemporary Model



- ! **Higher margins & customer loyalty**
- Increase of footfall & conversion**
- Strengthening of customer lifetime value**
- Improving flexibility & capital efficiency**



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



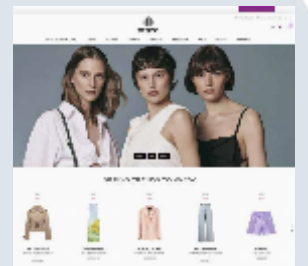
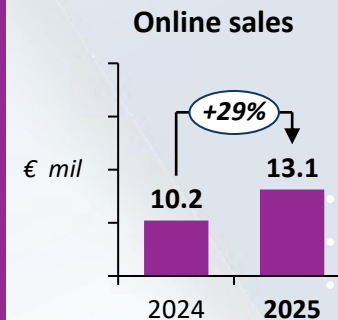
Reinforcement of digital sales

#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.



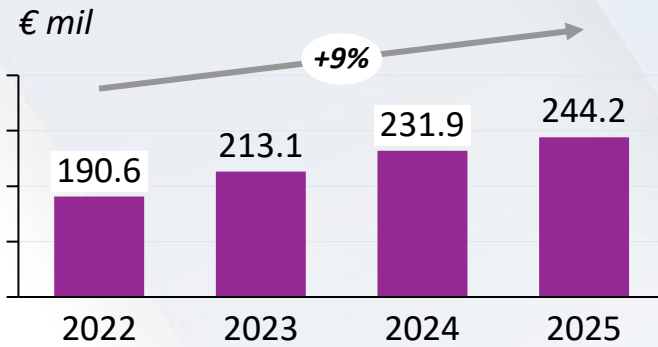
C. Key Financials (non-IFRS16)



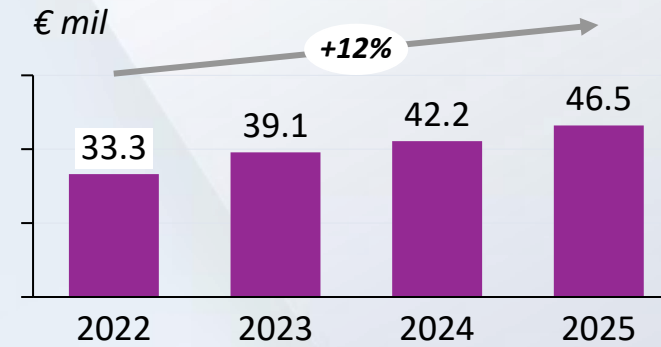
Historical Financials

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

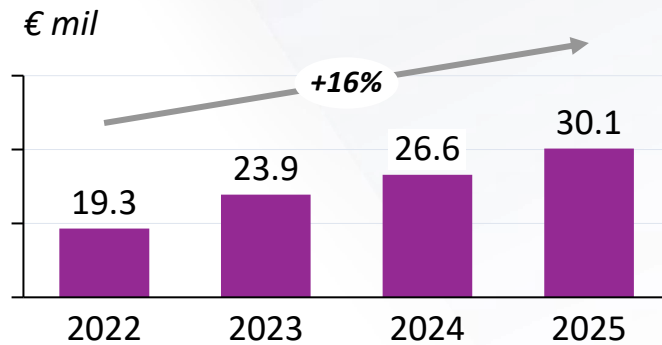
Revenues



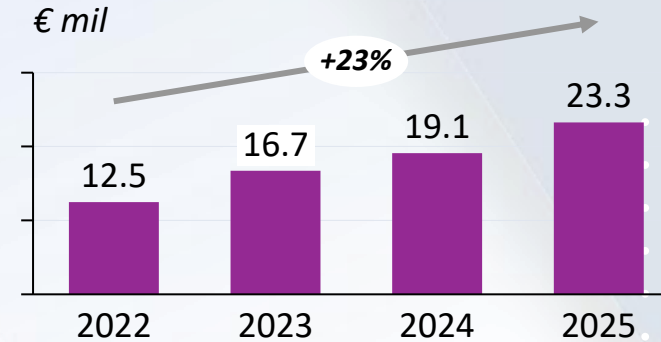
IFRS16 EBITDA



Non-IFRS16 EBITDA



Non-IFRS16 EBT

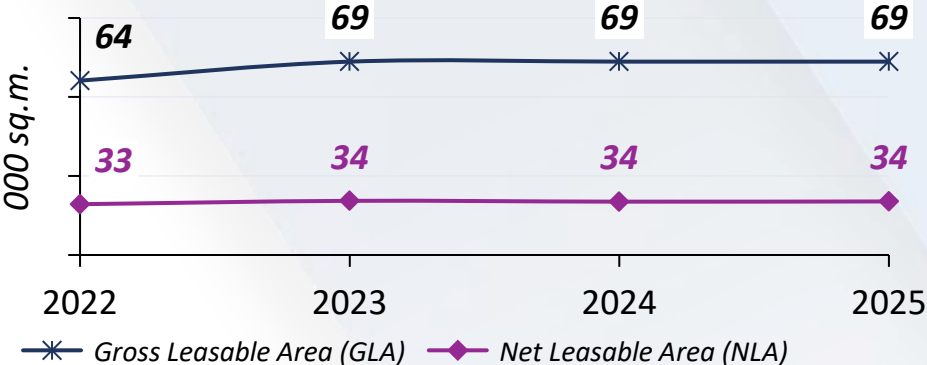


% CAGR 2022-2025

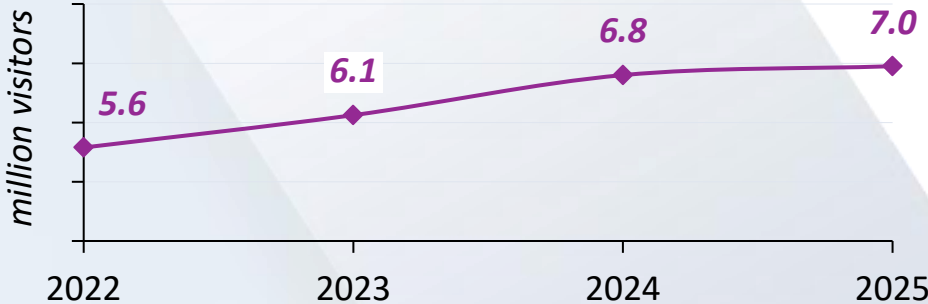
Source: Audited Financial Statements, Management information

Historical KPIs

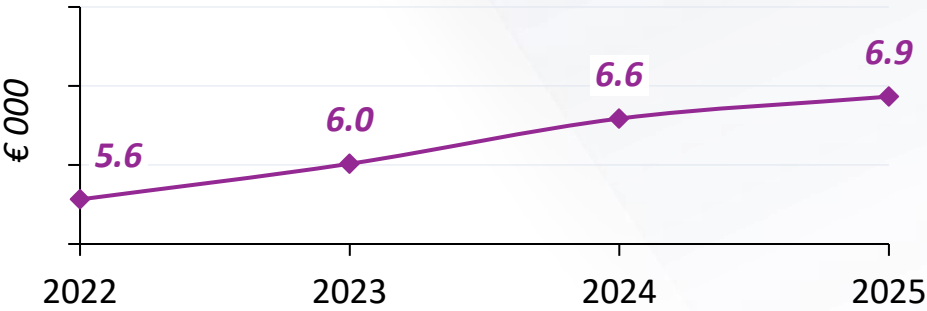
Physical stores size



Customer visits



Physical stores sales / sq.m. (NLA)



Online sales



Source: Management information

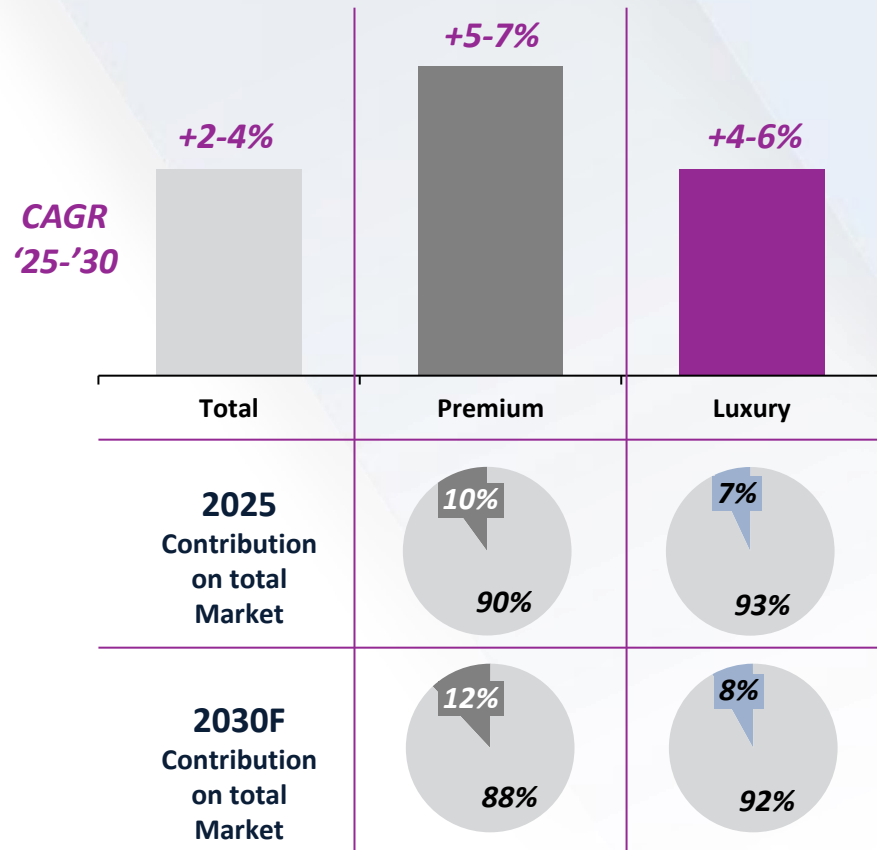
D. Strategic Growth Pillars



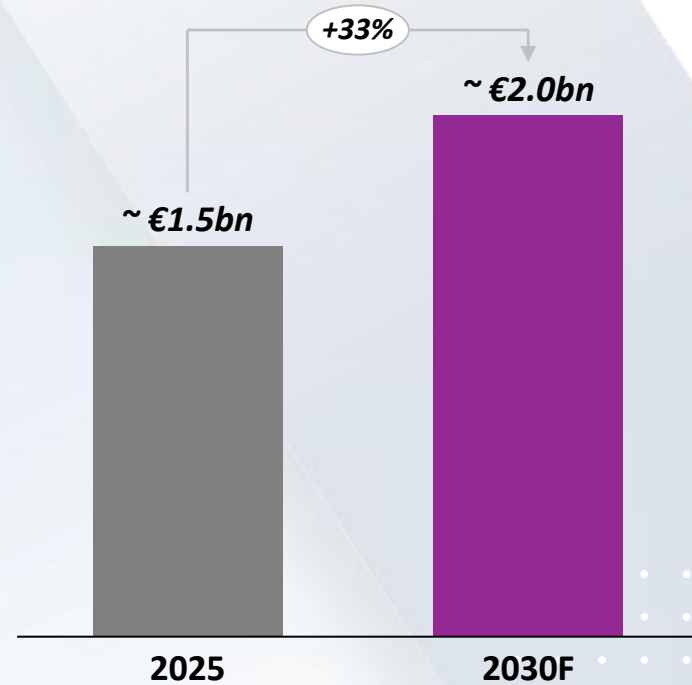
Projected Market Growth

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

E. attica IPO



Offering & Allocation Overview

Offering Details	
Company to be Listed	Attica Department Stores
Selling Shareholder	KYMORA LIMITED
Shares Offered in the Public Offering (a)	17,100,000 existing Shares
Shares Offered through the Parallel Placement to Employees and Associates (b)	900,000 existing Shares
Percentage of Offered Shares (a + b)	29.9%
Max Offer Price / Max Gross Public Offering Proceeds	€3.20 per share / €54.7mn
Trading Market	Main Market of EURONEXT ATHENS
Lock-up	180 days
Dividend Distribution Commitment	The Selling Shareholder has committed to support the annual distribution of dividends for financial years 2026-2028 of at least 60% of the Company's Adjusted Profit After Tax, subject to applicable legal requirements, the formation of mandatory reserves, compliance with the terms of any financing agreements binding upon the Company and the Company maintaining net profits at least equal to those of financial year 2025
<ul style="list-style-type: none"> Adviser Joint Coordinators Lead Underwriters 	<ul style="list-style-type: none"> NBG NBG, AXIA, EUROBANK, PIRAEUS BANK OPTIMA, EUROXX, BETA, PANTELAKIS

Public Offering Allocation Mechanism	
Retail Investors	<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>Priority Investors (Existing IDEAL Holdings Retail Shareholders)</p> <p>(~50% of the Retail tranche*)</p> </div> <ul style="list-style-type: none"> Existing shareholders of IDEAL Holdings as of the Record Date (23.06.2026) Priority allocation up to 500 shares per investor Remaining shares allocated pro rata among Priority Investors Unfulfilled demand participates in the New Retail Investors allocation <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>New Retail Investors</p> <p>(~50% of the Retail tranche*)</p> </div> <ul style="list-style-type: none"> Pro rata allocation among New Retail Investors Any unfulfilled demand from Priority Investors will be included in this allocation pool
Institutionals	<div style="border: 1px solid black; padding: 5px;"> <p>Institutional Investors</p> </div> <ul style="list-style-type: none"> Allocation will be determined by the Selling Shareholder in consultation with the Joint Coordinators, taking into account investor quality and order characteristics

* The indicative allocation percentages may be adjusted based on investor demand, at the discretion of the Selling Shareholder in consultation with the Joint Coordinators. See section "8.2.3 Allocation Process" of the Prospectus.

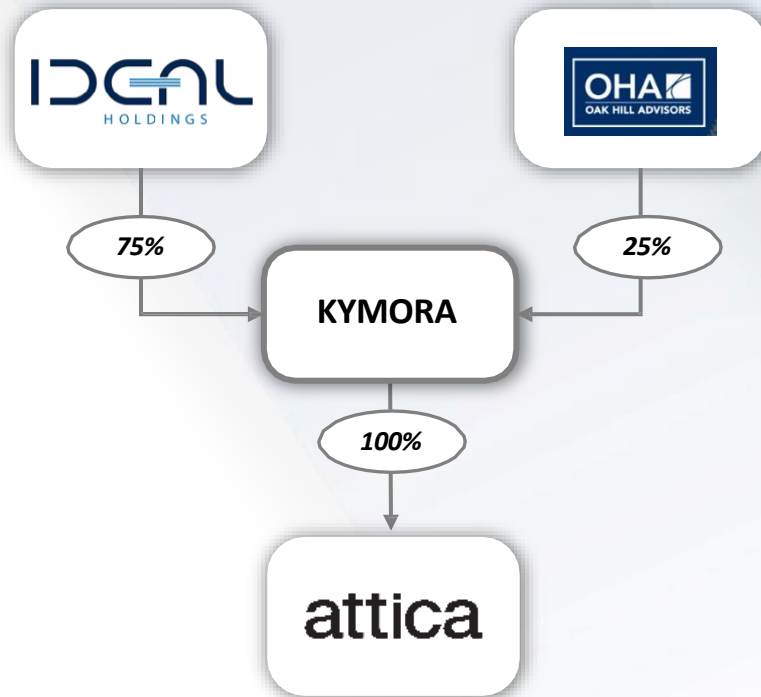
Offering & Listing Timeline

Dates*	Event
17.06.2026	<ul style="list-style-type: none">Prospectus Approval
23.06.2026	<ul style="list-style-type: none">Offer Price Range Announcement
24.06.2026	<ul style="list-style-type: none">Commencement of the Public Offering
26.06.2026	<ul style="list-style-type: none">Closing of the Public Offering
29.06.2026	<ul style="list-style-type: none">Allocation of Shares and Announcement of the Offer Price
01.07.2026	<ul style="list-style-type: none">SettlementPublication of the announcement regarding the results of the Public Offering and the commencement of trading
02.07.2026	<ul style="list-style-type: none">Commencement of trading of the Company's Shares on the Regulated Market of Euronext Athens

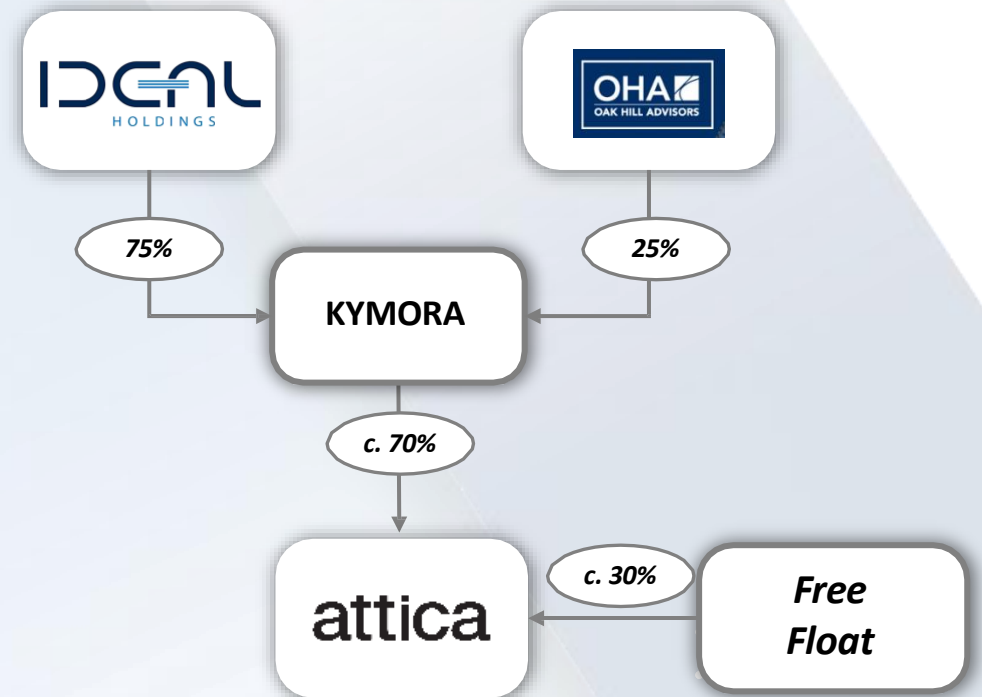
** The above timetable is indicative, it may be affected by several factors, and it is subject to change. Investors will be informed of any amendments to the timetable through announcements published on the website of the Company and Euronext Athens, in accordance with applicable laws and regulations.*

attica Shareholding Structure

Pre-IPO Shareholding Structure



Envisaged post-IPO Shareholding Structure



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