

PRESS RELEASE

18 March 2019

Papoutsanis SA sets up subsidiary in Poland with Polish company Betasoap Sp. z o.o.

- *Main goal is marketing and distributing Papoutsanis' branded products in Poland and expanding its presence in the markets of Russia and the Commonwealth of Independent States (CIS)*
- *Papoutsanis SA and Betasoap Sp.z.o.o. will be equal owners of the new company*

Papoutsanis SA has established a subsidiary in Poland, under the name PAPOUTSANIS Sp.z.o.o. Shareholders of the new company, based in Warsaw, will be Papoutsanis SA and Polish soap manufacturer Betasoap Sp. z o.o., with 50% each. The new company is part of Papoutsanis' broader strategy to enhance extroversion and further expand its exports through collaborations with leading production and distribution companies.

The new company, PAPOUTSANIS Sp. z o.o., will market and distribute Papoutsanis' products in Poland. Priority will be given to the OLIVIA-branded hair and skincare line. The Polish market is one of the largest in Europe. Its value is estimated at €1.5 billion and its annual growth rate reaches 5-7%.

Through the new strategic partnership with Betasoap Sp. z oo, Papoutsanis also aims to expand its presence in the Russian and Commonwealth of Independent States (CIS) cosmetics markets.

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