



Group's Profile

SATO Group is the leader in the **office furniture market** while claiming a leading position in the **home furniture market** through aggressive penetration via the following brands: SATO Office, ENTOS, BoConcept, Divani & Divani, La Maison Coloniale, Leather Concept, Haworth, Sato Office GmbH and TCC.

The company focuses in **Branded Retail Management** which combined with the established and successful **B2B** expertise gives the ability to fully cover all customer needs across all price quartiles and product offers. As a result its target clientele is quite extensive covering all sectors of the economy, industry, trade, the public sector, banks, freelancers and private individuals.

Apart from its commercial activity, SATO Group engages in production, through its three modern plants in Greece, Germany (SATO Office GmbH) and Turkey (TCC Buro Koltuk Ltd.). The German plant produces and delivers office and amphitheatric seats across Europe, whereas the Turkish plant is a producer and wholesaler of office chairs.

The Group in numbers

- 9 Brands (Branded retail & B2B)
- 3 Production Plants
- 22 own stores in the Greek market
- 3 showrooms in the Greek market
- 45 dealerships in the Greek market
- 13 franchises in the Greek market
- 1000 dealers and agents across Europe
- Exports in 30 countries

Vision

Leadership and innovation in the furniture market offering ideal home and office solutions.

Targets

Reinforcement of the leading position in the Greek office furniture market

Strengthen its position in the home furniture market

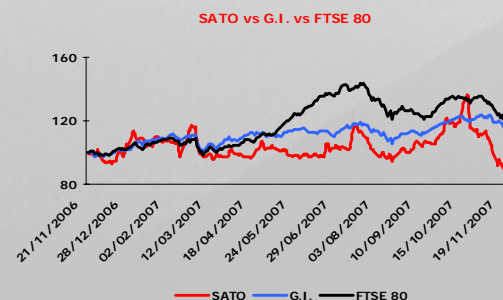
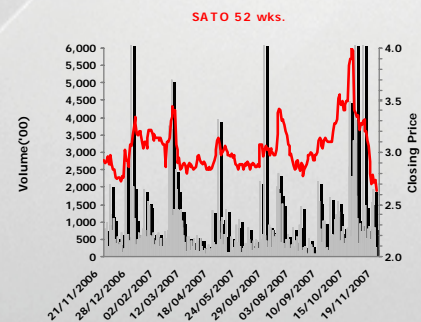
Expand international operations

Reuters Ticker	SATr. AT
Bloomberg Ticker	SATO GA
ASE Sector Index	Personal – Househ. Goods
No. of Shares	FTSE/ASE Small Cap 80
Closing Price 19/11/07	28,056,518
Market Cap.	€ 2.63
	€ 73.8 mil.

Avg. Daily Trade Vol. (30d)	179,991
Avg. Daily Trade Vol. (3 m)	100,469
52 week low	€2.63 @ 19/11/07
52 week high	€4 @ 18/10/07
P/E 2006	16.34
P/Sales 2006	1.07
P/Sales 2007 (e)	0.9

Key Business Highlights

- **9 New Stores – Home Furniture**
 - 3 ENTOS stores in Athens
 - 1 fully refurbished ENTOS store in Athens (Moschato)
 - 3 stores in Notos Home (BoConcept, D&D, LMC)
 - 1 Leather Concept store in Athens (Moschato)
 - 1 Dealer in Ioannina (BoConcept, D&D)
 - **New logistics centre 30,000 m² in Athens – 2008 (capex €16.2 mil.)**
 - **Implementation of ERP (SAP) – Live since Jan 2007**
 - **New SATO BUSINESS Showroom in Athens**
 - **New Brand 'Haworth' – Office Furniture**
- To come**
- **New ENTOS megastore East Salonica 5,400 m² (8th Dec 2007)**
 - **New ENTOS megastore West Salonica 4,800 m² (Q1 2008)**
 - **New 'Haworth' showroom in Athens (Dec 2007)**





Remarks on Consolidated results – 9M 2007

Turnover increased substantially by 25.5% to €64.9 mil. from €51.07 mil. in 9M 2006 as the house and office furniture market did quite well.

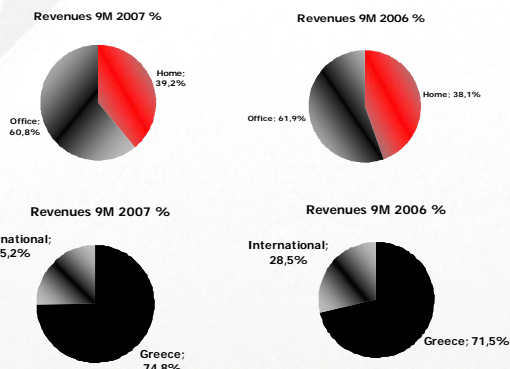
Gross Profit Margin increased to 46.2% in 9M 2007 compared to 43.3% in 9M 2006.

EBITDA increased by 91.8% reaching €5.7 mil. in 9M 2007 versus €2.9 mil. in 9M 2006.

EBT for SATO Group reached €1.2 mil. in 9m 2007, down from €2.8 mil. in 9M 2006, due to the appearance of one-off capital gains in the 9M '06 figures.

EATAM increased by 0.8% to €795 thous. in 9M 2007 versus €789 thous. in 9M 2006.

Turnover Analysis



Applied Strategy 2007 - 2008

- Supply chain value creation
- Follow the world trend 'best value for money'
- Aggressive marketing across all markets (budget to up market)
- Develop new business units and expand our network: ENTOS, La Maison Coloniale, BoConcept, Divani & Divani and Leather Concept
- New development of SATO Office Design Centre
- Open a showroom and establish a network in Turkey
- Exploit the German plant as a strategic axis to expand in the European market

Financial Highlights (€ mil.)

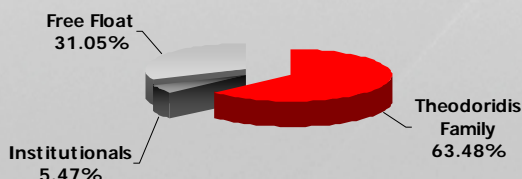
	9M 2007	9M 2006
Turnover	64.9	51.1
<i>Change (%)</i>	27.1%	
Gross Profit	29.9	22.1
<i>Change (%)</i>	35.8%	
<i>Gross Profit Margin</i>	46.2%	43.3%
EBITDA	5.7	2.9
<i>Change (%)</i>	91.8%	
<i>EBITDA Margin</i>	8.8%	5.8%
EBT	1.2	2.8
<i>Change (%)</i>	-54.7%	
<i>EBT Margin</i>	1.9%	5.4%
EATAM	0.8	0.8
<i>Change (%)</i>	0.8%	
<i>EATAM Margin</i>	1.2%	1.5%
EPS	0.03	0.03

% changes may differ due to rounding of decimals

Core Strategy

- Improve execution of the Business
- Develop products and services
- Develop our people

Shareholders 30/09/07



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