

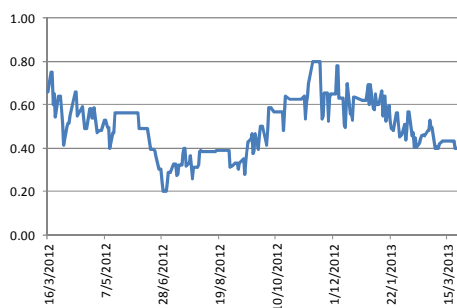
Comment on Company Release Full Year 2012 Results

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Share Price (26/03/2013)		€ 0.40
Number of Shares (,000)		179,708
Market Cap (in € mn)		71.88
A.D. Volume (p)		1,399
Beta (vs. ASE G.I. – 1y)		0.68
Statistical Data		
Max 52 week		0.80 €
Min 52 week		0.20 €
1-M Rtn		-12.28%
6-M Rtn		-19.84%
12-M Rtn		-33.33%

Source: Company, Euro2day, Reuters, VRS.

Share Price Performance (1 year, in €)



HOL S.A. [Bloomberg Ticker: HOL:GA, Reuters Ticker: UNBr.AT]

Sector: Telecommunication Services

HOL Reported Full Year 2012 Results

HOL (Hellas Online or the Company), a fixed line telecommunication services provider based in Athens, Greece, reported full year 2012 results on March 11, 2013. The major results of the Company are highlighted below:

(€ million)	2012	2011
Sales	235.79	224.64
EBITDA	64.30	61.10
Net Losses for the Year	15.85	19.88
Operating Cash Flows	70.29	67.23

Source: Company, Official Published Financial Statements.

- With regard to the Company's capital structure as reported in the 2012 financial statements, HOL had negative shareholders' funds and net debt (I-t debt plus s-t debt minus cash) of € 166 million.

Investment Highlights and Prospects

We underline the following points with regard to HOL's investment characteristics and prospects:

- HOL continues efforts to capture a critical share in the Greek telecom market that would allow generating positive bottom line profitability. The market is characterized by low profit margins whereas the Company's strong infrastructure investments continue to hamper profitability. HOL invested € 29 million in infrastructure during 2012, whereas on aggregate basis the Company's investments since 2006 have amounted to € 404 million. According to data released by HOL, the Company owns and operates a fiber optics network of total 5,000 km length in Greece. It provides access to 72% of OTE (former state owned monopolistic telecom provider) lines via 322 installed facilities in existing OTE's hubs. HOL's LLU (Local Loop Unbundling) customer base settled at 492,553 subscribers at the end of 2012 versus 466,339 subscribers at the end of 2011, with the Company's market share estimated at 27.49%.
- Pricing is the most determinant factor of market shares in Greek LLU market. The Greek telecom market has seen fierce competition in terms of pricing over the past quarters with telecom providers intensifying their marketing campaigns to promote attractive communication packages to consumers. In spite of the competition, HOL managed to hold its operating profit margin (based on EBITDA) almost unchanged in 2012 versus 2011 and to increase operating cash flows. In view of the Company's negative profitability and weak capital structure, the objective of further strengthening operating cash flows is of high importance for HOL's stable financial performance.
- As 2013 is forecasted as another recession year in Greece and competition remains fierce in the domestic telecom market, HOL's profitability in the next quarters is expected to remain in negative territory.

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