

Valuation & Research Specialists (VRS)
Equity Research Team
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Share Price (30/1/2015)
Athens Exchange, Greece € 1.67

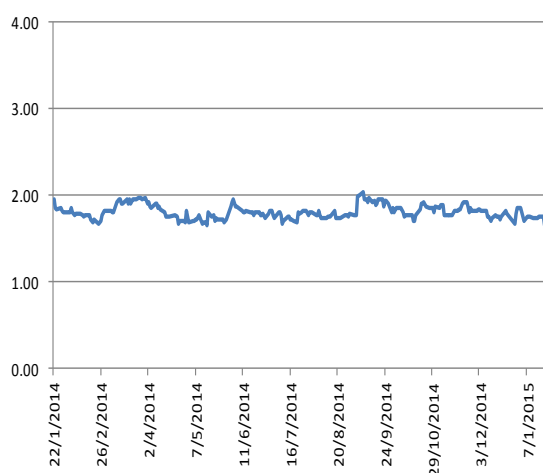
of Shares (,000) 33,065
Market Cap (in € mn) 55.22
A.D. Volume (p) 6,793
Beta Co-efficient 0.35

Statistical Data

Max 52 week 2.04 €
Min 52 week 1.61 €
1-M Rtn -1.76%
6-M Rtn -6.18%
12-M Rtn -7.73%

Source: VRS Calculations, Athens Exchange.

Stock Price Performance (1 year, in €)



Note: Share price performance based on share price closes on Athens Exchange.

KRI KRI S.A.

Listed on Athens Exchange, Greece [Bloomberg Ticker: KRI:GA, Reuters Ticker: KRIr.AT]

Business Sector: Dairy Producers

Corporate & Investment Highlights

- Kri Kri (or the Group) is a dairy products manufacturer based in Northern Greece. The Company holds market shares of 11.8% and 11.5% in the domestic yogurt and ice cream market domestically. Furthermore 16.9% of the Group's sales are generated abroad (based on the latest available annual figures of 2013).
- The Group is characterized by healthy financial structure and steadily rising profitability. Moreover with its ongoing investments, Kri Kri is in position to continue improve profitability as it can increase capacity utilization and sales without proportionally affecting operating costs. The Company completed recently an investment of EUR 20 million for the construction of a new yogurt production plant.

Investment Highlights and Growth Prospects

- The expansion of Kri Kri's sales network throughout Greece, the continuous advertising campaign targeting higher product recognition and the strengthening of its sales network in the international markets are critical factors for the Group's future growth plans.
- Kri Kri targets to penetrate foreign markets via the offering of certain product categories. If this plan works out effectively, it will determine Kri Kri's broader growth potential in the international markets over the following years.
- Kri Kri stock has not fully reflected the Group's positive financial performance and has an attractive earnings multiple. Low free float, thin marketability and the Company's moderate brand name recognition in Greece are among the factors driving stock price performance.

[As of the date of this report, the most recently published results for the Company/Group were of 9M 2014.]

Historical Analysis of Sales and Financial Performance

	in EUR million	9M 2014	2013	%	2012	%	2011
Sales		53.14	68.13	14.89%	59.30	23.78%	47.91
Ice Cream Products		23.54	22.58	-3.34%	23.36	6.98%	21.84
EBIT Margin		n/a	12%		15%		14%
Dairy Products		29.60	44.89	25.55%	35.76	38.24%	25.87
EBIT Margin		n/a	10%		13%		7%
Gross Profit (including Depreciation)		16.05	22.10	0.42%	22.01	23.02%	17.89
Net Profit		6.38	5.12	-4.28%	5.35	141.23%	2.22
Shareholders' Funds		41.88	35.50	8.93%	32.59	12.34%	29.01
Bank Debt		6.12	6.98	136.61%	2.95	-31.97%	4.34
Cash & Cash Equivalents		10.04	11.31	53.87%	7.35	19.69%	6.14

Source: Consolidated Financial Statements based on IFRS. n/a: Not available.

Important Note:

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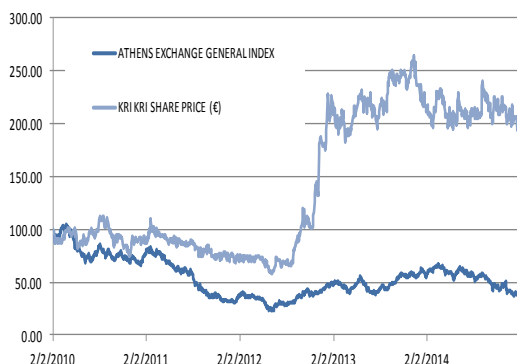
Business Sector: Dairy Producers

BASIC FINANCIAL INDICATORS

(in € mn)	Sales	EBITDA	EBT	EATAM	P/E (x)	P/BV (x)	EV/EBITDA (x)	DEBT/EQUITY (x)	ROE %
2009	40.3	5.3	3.7	3.3	16.9	2.04	10.0	0.07	12%
2010	47.2	4.9	3.0	2.7	20.5	2.06	11.3	0.07	10%
2011	47.9	5.2	2.4	2.2	24.9	1.90	10.3	0.15	8%
2012	59.3	7.7	6.0	5.3	10.3	1.69	6.6	0.09	16%
2013	68.1	7.6	5.3	5.1	10.8	1.56	6.7	0.20	14%

Notes: (1) EATAM and equity are calculated excluding minorities. (2) P/E, P/BV and EV/EBITDA are based on current share price. Source: Official Consolidated Financial Statements (based on IFRS), VRS Calculations. n/c stands for non calculable.

Stock Versus General Index
(Last 5 Years, Base = 100)



Note: Data based on price closes on Athens Exchange.

Working Capital Ratios

in EUR million

		2009	2010	2011	2012	2013
Revenues	€ mn	40.25	47.20	47.91	59.30	68.13
Cost (net of depreciation)	€ mn	21.88	29.02	30.01	37.29	46.03
Gross Profit Margin	%	45.64%	38.50%	37.35%	37.12%	32.44%
Net Income / Profit	€ mn	3.27	2.69	2.22	5.35	5.12
Net Profit Margin	%	8.12%	5.70%	4.63%	9.02%	7.52%
Cash & Cash Equivalents	€ mn	4.22	2.29	6.14	7.35	11.31

Stock Days

Days	2009	2010	2011	2012	2013
Stock Inventory	81	54	63	57	39

€ mn

Debtors Days	127	118	116	102	157
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Days

Debtors - Receivables	13.99	15.28	15.25	16.60	29.39
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€ mn

Creditors Days	127	105	101	62	107
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Days

Creditors - Suppliers	7.60	8.35	8.34	6.29	13.45
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€ mn

Operating Cycle (Days)

Operating Cycle (Days)	208	172	179	159	196
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Days

Cash Cycle (Days)	82	67	78	97	89
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Days

Source: Official Consolidated Financial Statements, VRS Calculations.

Gross profit is calculated by deducting cost of sales (net of depreciation, wherever applicable) from revenues.

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Covered Company	Bloomberg	Reuters	Stock Price	Date	Disclosure
KRI KRI S.A.	KRI:GA	KRIr.AT	€ 1.67	January 30, 2015	----

1. VRS has acted as financial consultant for the covered company within the past 24 months.
2. VRS has sent the research report to the covered company, prior to publication or dissemination, for factual verification.
3. VRS has changed the contents of the initially sent report, with respect to: factual changes have been made.
4. VRS has received compensation from the covered company for the preparation of this research report.
5. VRS produces research reports for this company on systematic basis.
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