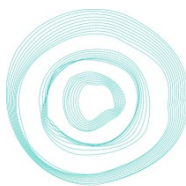


Fact Sheet

2015



COCO-MAT
sleep on nature

Overview

Founded	1989
Head office	Tatoiou 165, Kifissia 145 64 Athens, Greece
Factory	Industrial Area Xanthi, 671 00 Xanthi, Greece
Founders and Management team	Paul Efmorfidis, Founder Michael Efmorfidis, Managing Director Mirjam Wiggers, Co-Founder and Art Director
Employees worldwide	220
Number of stores worldwide	68
Greece	Athens, Thessaloniki, Alexandroupoli, Agrinio, Argos, Chania, Corfu, Corinth, Halkida, Heraklion, Kalamata, Karditsa, Komotini, Kozani, Larissa, Ioannina, Orestiada, Patra, Rhodes, Sparta, Trikala, Tripoli, Volos, Xanthi
Europe	Belgium: Antwerp Cyprus: Limassol France: Paris Germany: Berlin, Hamburg, Düsseldorf, Stuttgart Italy: Milan Netherlands: Amsterdam, Arnhem, Rotterdam Spain: Madrid
USA, Middle East, Asia	China: Beijing, Nanjing, Ningbo, Shanghai, Suzhou, Suqian, Taizhou Korea: Seoul Singapore: Singapore USA: New York

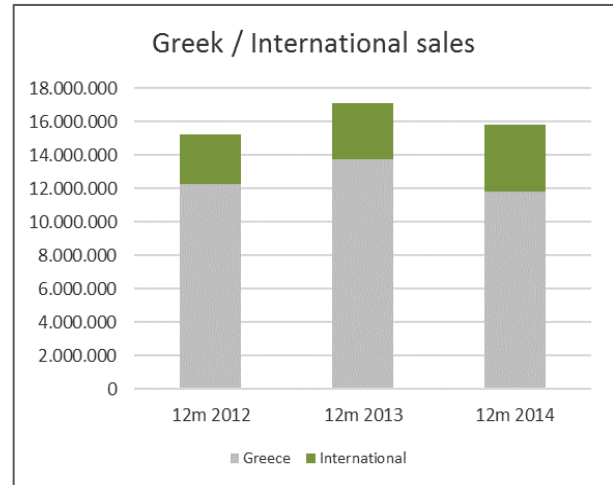


Financials

COCO-MAT is enjoying a leading market share among domestic producers while it has demonstrated a series of increasing years in terms of turnover and in spite of adverse Greek market condition.

The company's sales composition is changing versus international markets which considerably increased their weight over total turnover in 2014. Recent focus in the US and Germany along with the vivid interest for franchise shops around the world are expected to support such trend from 2015 onwards.

The company is standing on a strongly capitalised balance sheet and has excellent relations with domestic and foreign suppliers and franchisees with long-lasting contracts. COCO-MAT is currently employing close to 200 employees in Greece and around the world.



Milestones



1989	Athens, Greece	Foundation of COCO-MAT
1990	Athens, Greece	COCO-MAT opens its first store in Athens
1992	Xanthi, Greece	Relocation of the company's headquarters at the Industrial Area of Xanthi
1997	Madrid, Spain	Opening of first store outside of Greece
1997	Kalamata, Greece	COCO-MAT celebrates its 10 th store opening
2000	Greece	COCO-MAT launches B2B activity and begins co-operating with hotel market leaders such the Athens Hilton, Athens Sofitel and Aldemar hotel chain
2003	Amsterdam, Netherlands	First store in the Netherlands
2003	Hangzhou, China	First store in China
2004	Rotterdam & Arnhem, Netherlands	Two stores opened in Rotterdam and Arnhem in the Netherlands
2005	Suzhou, China	Second store opened in China
2005	Athens, Greece	Flagship COCO-MAT store in Kifissia opened, which also houses the company's head offices
2006	Athens, Greece	COCO-MAT celebrates its 20 th store in Greece

2008	Antwerp, Belgium	First store in Belgium
2009	Athens, Greece	COCO-MAT celebrates its 20 th birthday
2009	Hamburg, Germany	First store in Germany
2010	Barcelona, Spain New York, USA	COCO-MAT opens its 40th store in Greece and opens its second store in Spain (Barcelona), as well as its first sales point in the USA (New York)
2011	Paris, France	First shop-in-shop in France (BHV Rivoli)
2011	China	New stores open in China, in Shanghai, Nanjing and Suzhou
2012	New York, USA Seoul, Korea	Flagship store opening in SoHo, New York First presence in the South Korea with a store in Seoul
2013	Berlin, Germany Milan, Italy	Store opening in Berlin, the second one in Germany Flagship store opened in Milan, Italy
2014	Athens, Greece	COCO-MAT celebrates its 25 th birthday New store in Düsseldorf
2015	New York, USA	New showroom in Designer & Decorator Building

Awards



1994	Brussels, Belgium	European leader, establishing and promoting the Eco-label
1995	Athens, Greece	1 st Award, "Sustainability, Eco-friendly product Award", Ministry of Development,
1996	Brussels, Belgium	Award, Quality Reservation Initiative, ADAPT,
1996	Essen, Germany	ISO 9001 certificate
1997	Athens, Greece	1 st Award, "Eco Award for products and producing methods", Hellenic Commercial and Industrial Chamber,
1997	New York, USA	Award, "Research & Use of Natural, Pioneer Raw Materials", Henry Ford European Conservation Awards
1998	Cambridge, United Kingdom	First Prize, "Business & the Environment Program from Industry", Cambridge University Research
1998	Brussels, Belgium	Prize, "SAFE", Public Health & Safety in Working Areas and Installations
1999	Brussels, Belgium	Amongst Top 8 companies in TQM, EFQM*
2000	Istanbul, Turkey	Finalist of TQM, EFQM's quality contest for the International prize "Environment and Peace"
2001	Brussels, Belgium	Finalist in TQM, EFQM*

2002	Brussels, Belgium	2 nd Prize in TQM, EFQM*
2003	Brussels, Belgium	Award in TQM, EFQM 'No. 1 company in Europe' *
2006	Athens, Greece	1 st Prize, Human Resource prize, KPMG
2007	Athens, Greece	1 st Prize, Entrepreneurial Excellence Award of the Ministry of Development
2009	Prague, Czech Republic	European Corporate Responsibility Award of the E-I Consulting Group
2010	Athens, Greece	Corporate Social Responsibility Award for HR/Equal Opportunities by the Greek Advertisers' Association Corporate Superbrand Award 2010 European Business Award for Environmentally-Friendly Products
2014	Athens, Greece	BP Target Neutral Growth Strategy of the Year Award at the European Business Awards:

(*) TQM, Total Quality Management / EFQM, European Foundation of Quality Management



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