

PRESS RELEASE

STOCHASIS S.A. : “SECTOR STUDIES”

RETAIL CHAINS MARKET STUDY

The retail chains market fell 1,9% compared with 2009 according to the 8 categories studied in 2010, reaching € 18.1 billion. This decrease would have been greater (7%) if supermarket chains had not been included. It's estimated that this decrease is set to continue in 2011 reaching 5% approximately, a percentage that would be greater (12%) if it were not “controlled” by the supermarket chains. This is the main conclusion brought about by the Retail Chains Market Study carried out by **Stochasis Management Consultancy S.A.** as part of its series of Sector Goals studies, as reported by the department head, Mrs Gioka.

The retail chain sectors included in the study were the following:

- Supermarkets
- Multimedia
- Clothing and Shoes
- Electronics and Electrical Appliances
- Cosmetics
- Toys and Infant Goods
- House wares
- Bookstores