



Company 2014
Presentation 4

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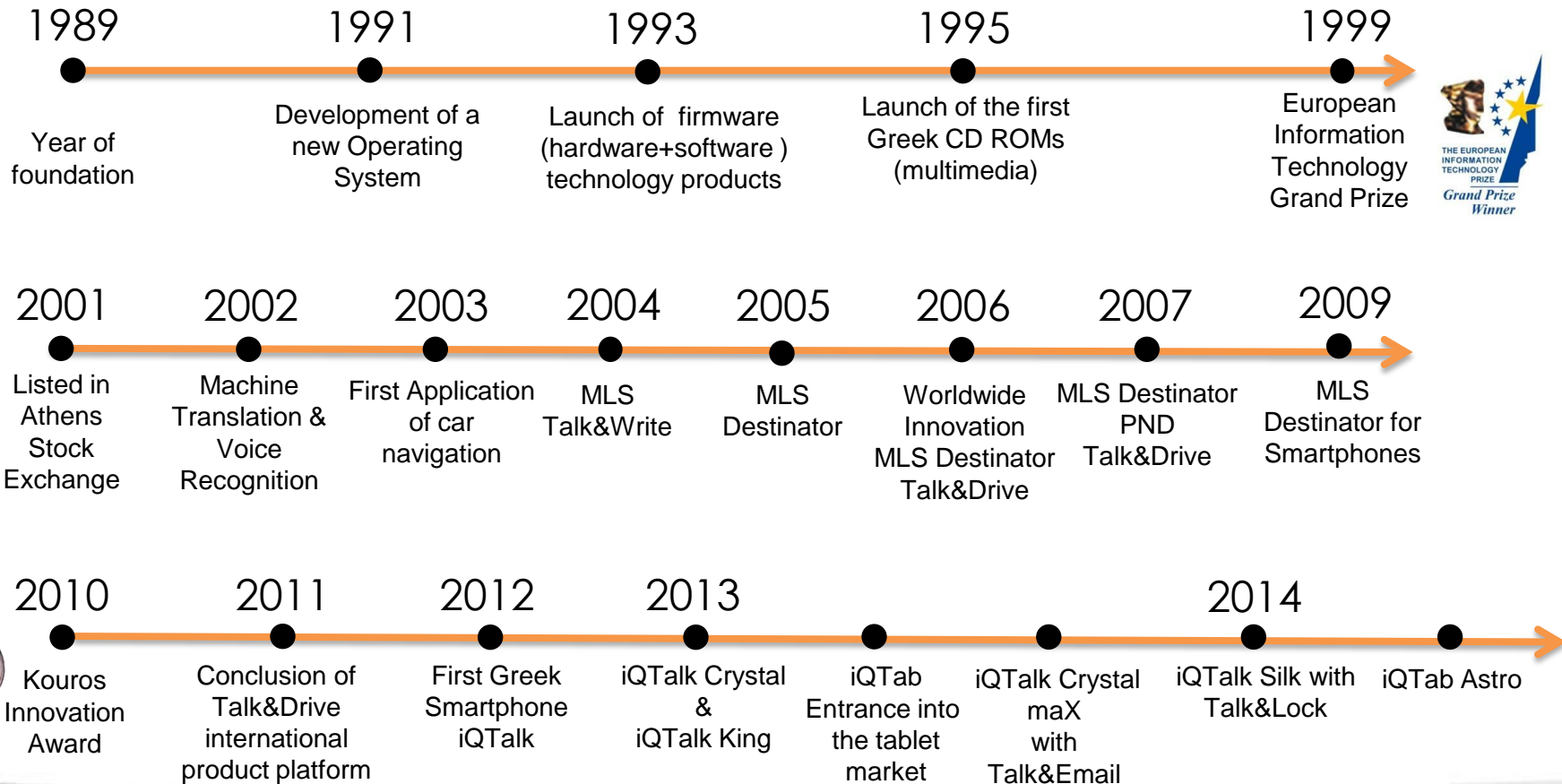
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MLS in brief...

Continuous innovations in technology sector



4 Pillars of Growth



Establish MLS as an innovative International Mobile Devices Company



Expansion &
Establishment in
the smartphone
and tablet market



Expansion to
international
markets



Keep on innovating
Talk&...,
Navigation,
Educational
technology,
Security



MLS Destinator Talk&Drive 43TSP



MLS Destinator Talk&Drive LiveTRAFFIC 500A



MLS Destinator Pro43

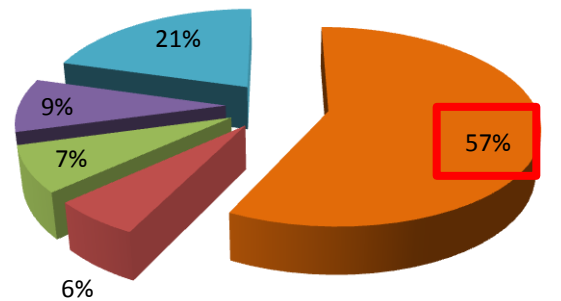


MLS Destinator Talk&Drive™ in Style Folli Follie

Leadership Position

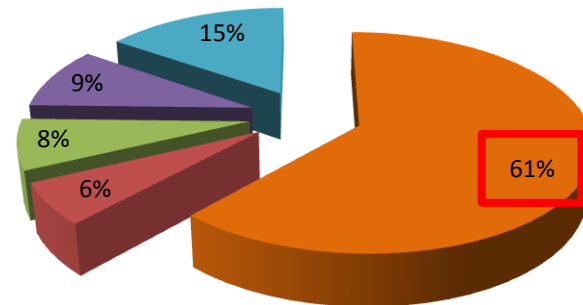
GREECE

Value 2011



■ MLS ■ MIO ■ GARMIN ■ TOM TOM ■ REST

Value 2012



■ MLS ■ MIO ■ GARMIN ■ TOM TOM ■ REST

MLS is the Leader of the Greek Navigation Market

Source: GFK
Retail Audit Car Navigation



Distribution Channels



MLS in International PND Markets

	Partner	Population	Penetration	Year of Entrance
Turkey	Mascom	74.000.000	<5%	2011
Chile	Autonav	17.000.000	<5%	2011
Morroco	MyWay	35.000.000	<5%	2011
Saudi Arabia	Farsi Geo Tech (Zaki Farsi Group)	28.000.000	<5%	2013
Jordan	Abu Khader Group	6.000.000	<3%	2013
Nigeria	NASRDA (National Space Research & Development Agency)	170.000.000	<3%	2013

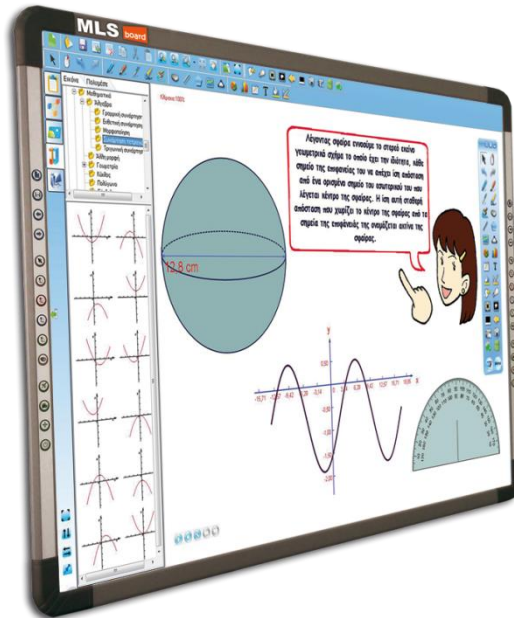


Educational Technology

MLS board



MLS board



9/2010 – 5/2011

Pilot program for the supply of a total 3.300 interactive boards in high schools. MLS delivered & installed 33% (1.100 boards as the largest bidder) of a total budget of 1.6 Mio €.

2014 – 2015

All Greek high school classes as well as the 6th grade of all primary schools will be supplied with interactive boards. 5 lots with an average budget of about 9 million each, amount to a total of 45 million Euros for the purchase & installation of about 18.000 interactive boards.

Smartphones



MLS iQTalk

Smarter than smartphones!

 July 2012

 January 2013

 July 2013

 November 2013

 January 2014



iQTalk



iQTalk
crystal[©]



iQTalk
King[®]



iQTalk
crystalmax[®]



iQTalk Silk[©]

Smartphone shares worldwide

Worldwide Mobile Device Sales to End Users by Operating System in 1Q13

	Q1 2013	
	Units	OS Shares
Android (Samsung, MLS, SONY, HTC)	156.186.000	74,4%
iOS (iPhone)	38.331.800	18,2%
RIM (Blackberry)	6.218.600	3,0%
Microsoft	5.989.200	2,9%
Symbian	1.349.400	0,6%
Others (Bada etc.)	1.971.100	1,0%
Total	210.046.100	100%

Source: Gartner (May 2013)

1st MLS smartphone
July 2012

MLS iQTalk



The first Greek Android Smartphone with
Artificial Intelligence & Voice Recognition

with

Talk&Call

- &
 - SMS to
 - Mail to
 - Talk&Drive
 - Talk&...
- ...
- innovations continue

MLS iQTalk in the Cypriot Market (Nov. 2012)

Cypriot Android Smartphone Market:

- 150.000 devices in 2012
- MLS agreement with CYTA and Teleunicom for the distribution



January 2013

MLS iQTalk crystal[®]



3.5
inches

with

Talk&SMSTM

- &
 - Talk&Call
 - Talk&Drive
 - Talk&...
 - ...
- innovations continue

July 2013

MLS iQTalk King[®]



with

Talk & Post

- & ▪ Talk&Call
- Talk&SMS
- Talk&Drive
- Talk&...
- ...

November 2013

MLS iQTalk crystalmax®



4.5
inches

with

Talk & Email 

- &
 - Talk&Call
 - Talk&SMS
 - Talk&Post
 - Talk&Drive
- ...

November 2013

MLS iQTalk
crystalmax®

Technical Specifications:

Screen: IPS LCD 4.5'', qHD, OGS

Screen Resolution: 540x960, 217 ppi

Camera: 12MP with flash

Front Camera: 2MP

Processor: Dual Core 1GHz

ROM: 4GB

Battery: Li-ion 1750mAh

Dimensions: 130,2x66,8x10mm

Android 4.1 (Jelly Bean)



MLS
Making Life Simple

NEW PHONE
January 2013

MLS **iQTalk** Silk®



3.5
inches

with

Talk & Lock

- &
- Talk & Call
 - Talk & SMS
 - Talk & Post
 - Talk & Drive
 - Talk & Email
- ...

And innovations continue...

 **MLS**
Making Life Simple

NEW PHONE
January 2013

MLS iQTalk Silk®

Technical Specifications:

Screen: IPS LCD 3.5''

Screen Resolution: 320x480

Camera: 3.2MP with flash

Front Camera

Processor: Dual Core 1GHz

ROM: 4GB

Battery: Li-ion 1500mAh

Dimensions: 61x117x11mm

Android 4.2 (Jelly Bean)



 **MLS**
Making Life Simple

Gtech Catalogue
January 2014 Cover



Το νέο οικονομικό
Smartphone από την MLS!
MLS iQTalk Silk

www.germanos.gr
facebook.com/Germanos
Γραμμή εξυπηρέτησης: 800-11-40000

G GERMANOS
...και είναι γέλα



Προϊόντα & Υπηρεσίες | Ιανουάριος 2014

Το νέο οικονομικό Smartphone από την MLS!
Μόνο 139,90€



MLS iQTalk Silk®

Cosmote Catalogue
January 2014 Cover

MLS
Making Life Simple

120.000 Android Smartphones per Month

Complimentary for all mobile phones...

A Gift worth 89€

**No1 in Navigation
MLS Destinator Talk&Drive
&
Car Holder
and Car Charger**



MLS
Making Life Simple

Distribution Channels



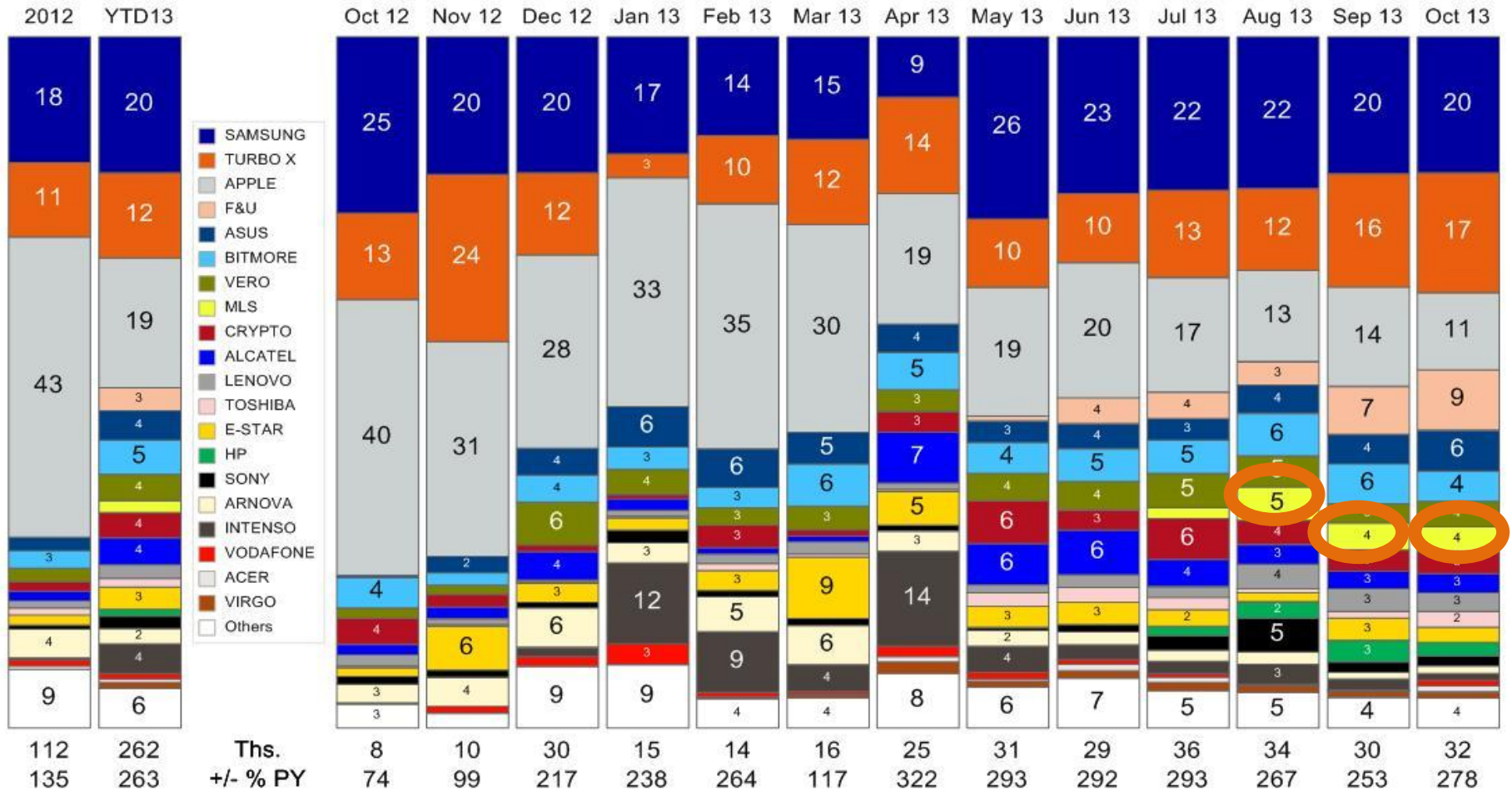


Tablet (noun)

A **tablet computer**, or simply **tablet**, is a mobile computer with display, circuitry and battery in a single unit.

The next big thing

Greece Tablet Market



Source: GfK

MLS iQTab[®]

The stylish tablets

 July 2013

 July 2013

 July 2013

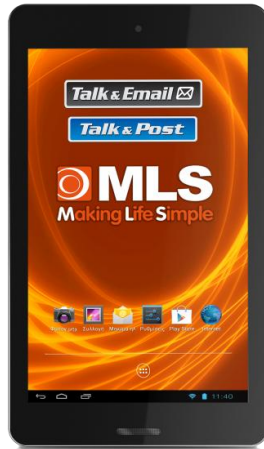
 July 2013

 November 2013

 January 2014



MLS iQTab[®]



MLS iQTab
King



MLS iQTab
crystal^{alu}



MLS iQTab 3G[®]



MLS iQTab[®] navi



MLS iQTab
Astro 3G[®]



MLS iQTab 3G[®]



7.0
inches

- Talk & Email** Write Emails with your voice
- Talk & Post** Comment and post on Facebook with your voice
- Talk & Drive** Just Talk, It listens and guides you

 High speed connectivity

 Dual Core processor 1,2GHz

 179° Viewing angle

 Android 4.1

 Stereo sound

 270 gr. Extremely lightweight

 FM Radio

 Front camera for video calls

MLS iQTab King

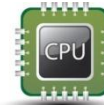
7.0 inches



Write Emails with your voice



Comment and post on Facebook with your voice



Quad-core processor 1.2GHz



Full Aluminum unibody frame



179° Viewing angle



High Resolution 1280x800



7,9mm The thinnest Android tablet



Memory 8GB ROM (up to 32GB with micro SD)



265 gr. The lightest in the market



Back camera 2MP & Front camera for video calls



Enjoy movies and games connecting your tablet with the TV



Connect to your peripheral devices & enjoy privileges of a desktop computer.



Android 4.1

November 2013

MLS iQTab[®] navi



- Talk & Email** Write Emails with your voice
- Talk & Post** Comment and post on Facebook with your voice
- Talk & Drive** Just Talk, It listens and guides you

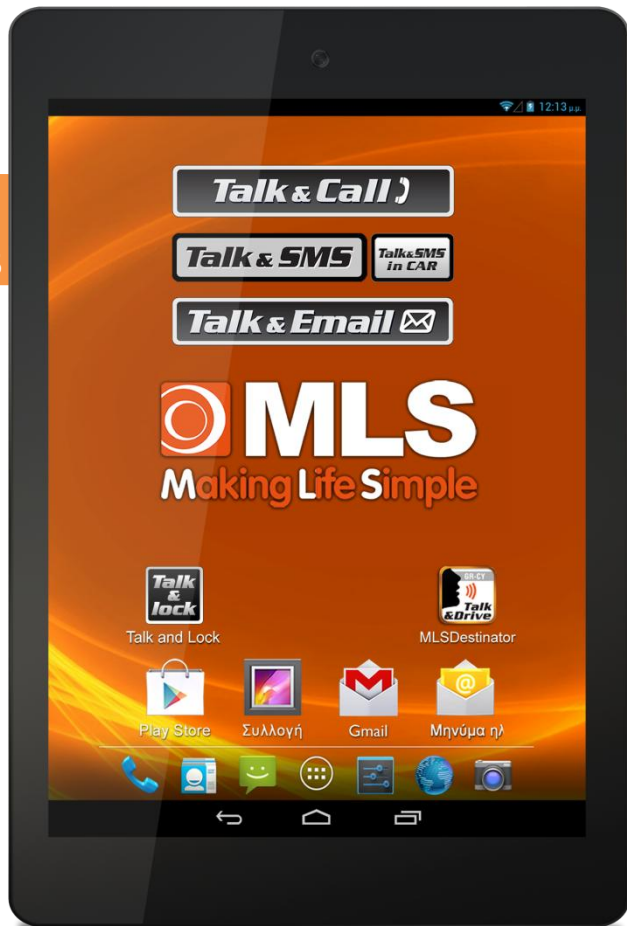
7.0 inches

-  Dual Core processor 1,2GHz
-  179° Viewing angle
-  Android 4.1
-  Stereo sound
-  270 gr. Extremely lightweight
-  FM Radio
-  Front camera for video calls

NEW TABLET
January 2014

MLS iQTab Astro 3G®

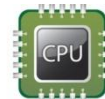
7.85
inches



-  Unlock your phone with your voice
-  Write Emails with your voice
-  Comment and post on Facebook with your voice
-  Just Talk, It listens and guides you



LCD IPS 7.85''
1024X768



Quad core



Dual camera



3500mAh



Android 4.2



Wifi/
micro USB/
USB - OTG



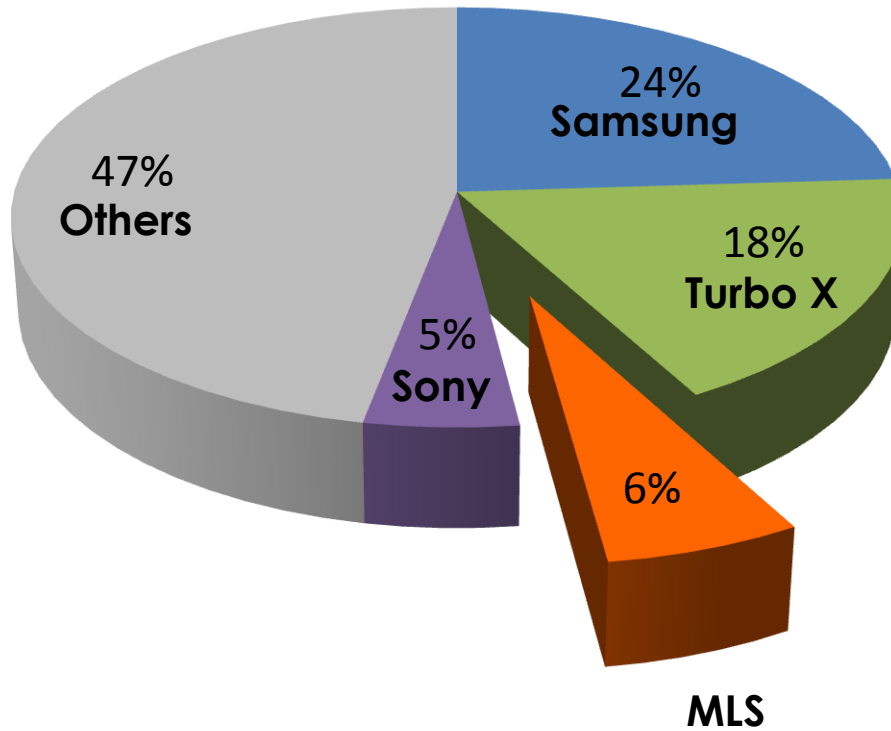
366 g.



8 GB ROM /
1GB RAM

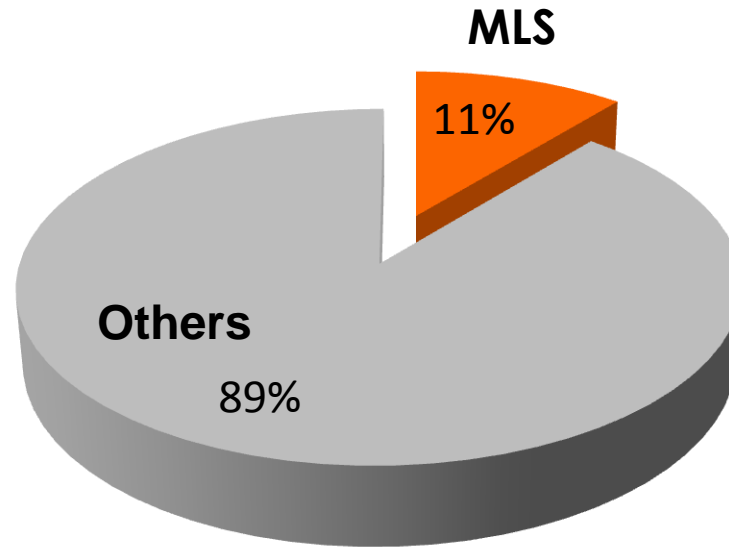
 **MLS**
Making Life Simple

MLS in the **Android** Tablet Market August-October 2013



Source: GFK, August-November 2013

MLS in the 7" - 7,9" Android Tablet Market August-September-October 2013



Source: GFK, August-November 2013

Distribution Channels

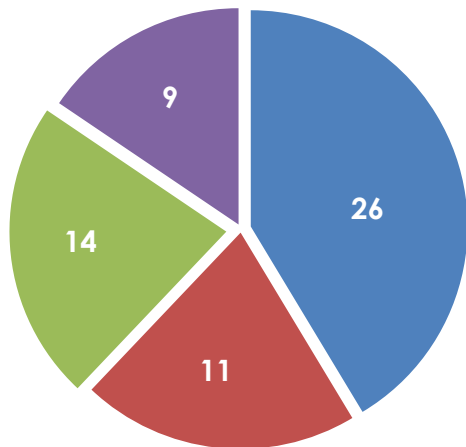


Financial Data



HR Structure

HR structure



- Strong corporate focus on innovation

Category	2013
Scientific-R&D	26
Technical - Support	11
Sales - Marketing	14
Administrative	9
Total	60

New Headquarters

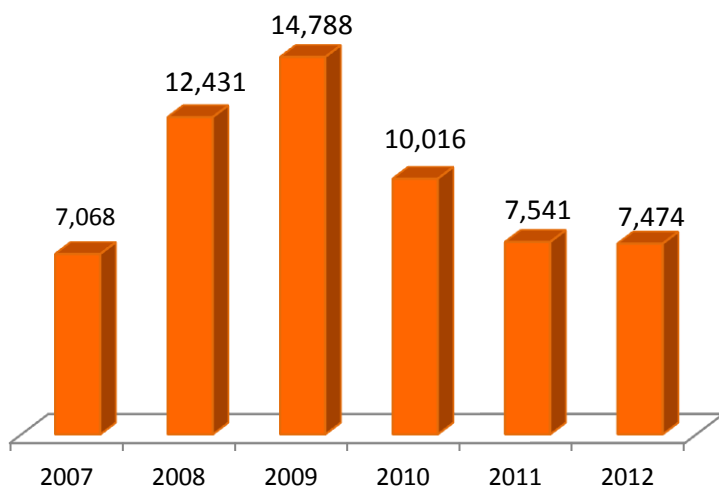


Under Construction, delivery Q1/2014

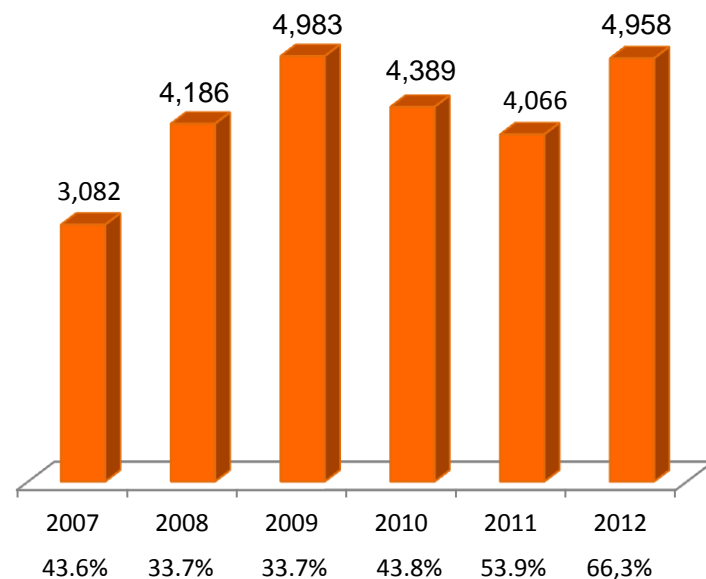
State of the art eco building of 2300sq

Financial Data

TURNOVER



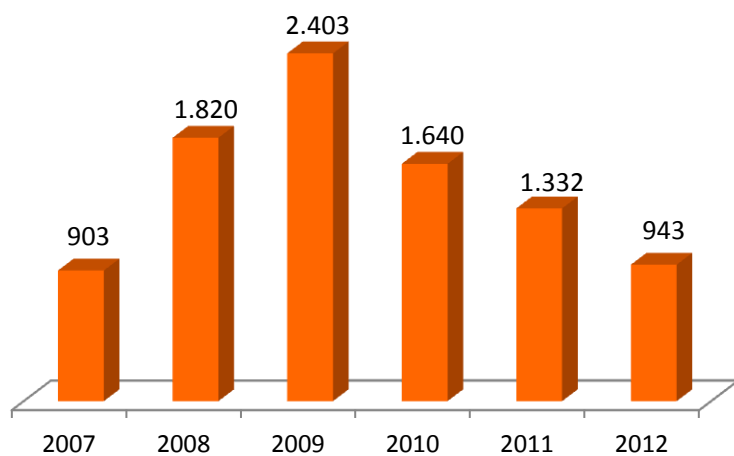
EBITDA & EBITDA MARGIN



Value in thousands Euros

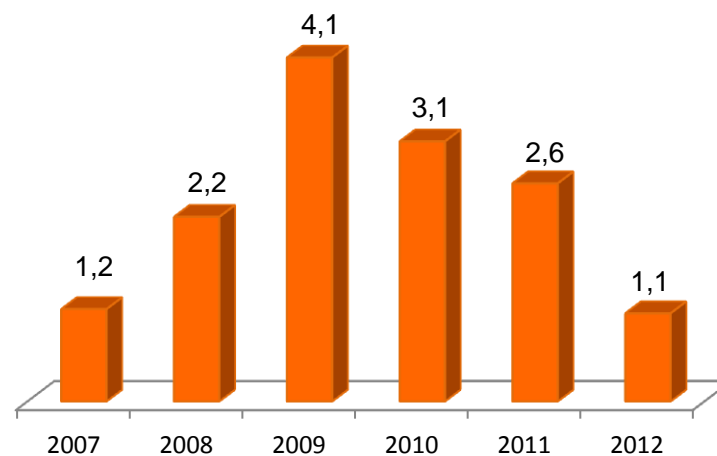
Financial Data

EARNINGS AFTER TAX



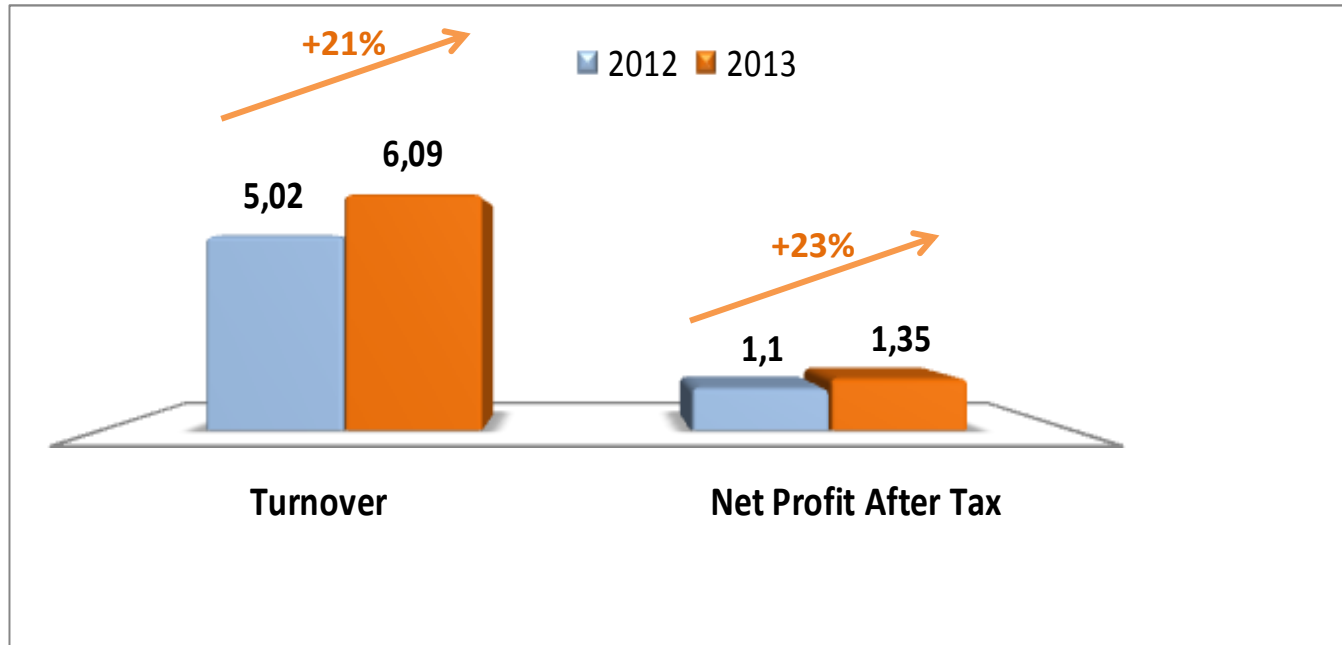
Value in thousands Euros

CASH & CASH EQUIVALENTS



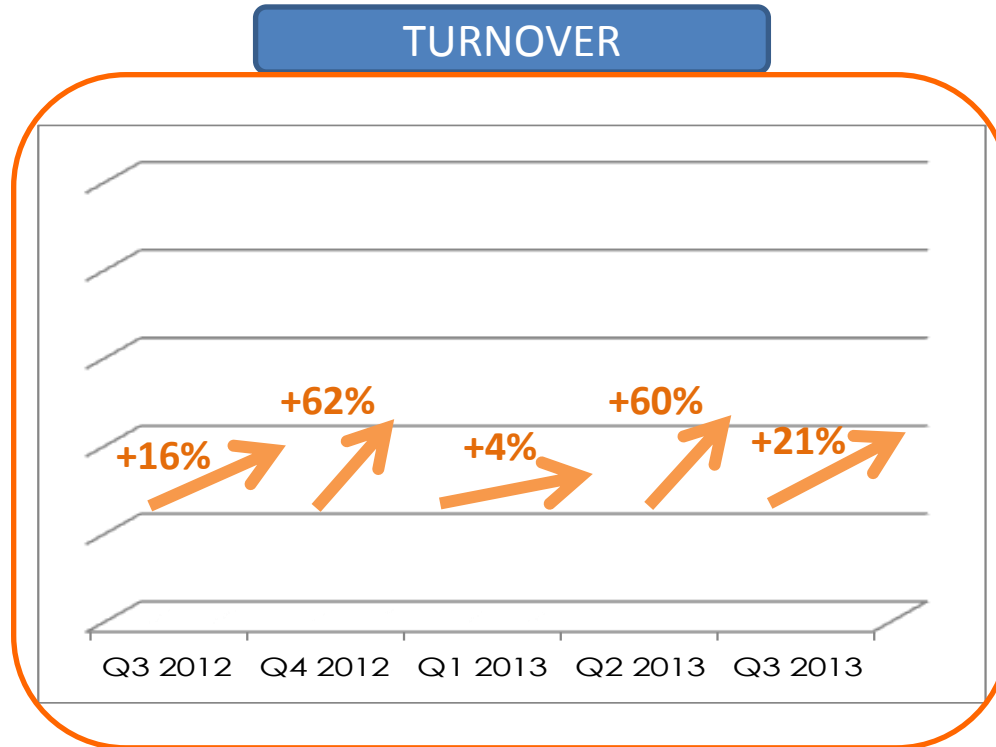
Value in Mio Euros

Financial Results Jan-Sep 2013



Value in million Euros

Growth (5 consecutive quarters)



vs the relative quarters of previous year

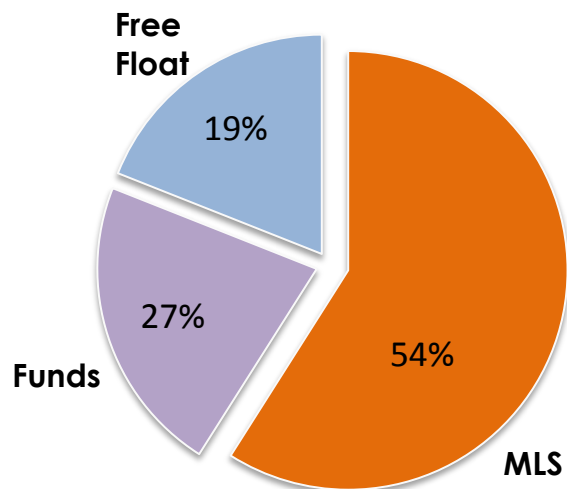
Investment Highlights

Playing an incremental role in the **hottest technology market** of mobile phones and tablets

- **Leading brand** in technology with high awareness and unique products
 - **Talk& (Drive, Call, SMS, Post, Email ...)** worldwide innovation
 - The only **Android Smartphones** with **Artificial Intelligence & Voice Recognition**
 - Launch of **iQTab**– the Smart tablets
 - **60%** of Greek Navigation Market
 - **Main provider** of educational boards to schools
- **Expansion** to emerging and growing markets
 - Entrance in **Turkish, Chilean, Saudi Arabian, Cypriot, Jordanian, Moroccan and Nigerian Navigation Markets**
 - Future entrance in **other growing markets**
- Strong **financial performance**
 - **High cash equivalents** levels
 - **66,3% EBITDA margin**
 - **Debt free**



Shareholders Structure



Type of Shareholder	2013
Major Shareholder, Management Team, Treasury	54%
Institutional Investors & Private Funds	27%
Free float	19%
Total	100%

Share Data

Reuters: MLSr.AT // Bloomberg: MLS: GA //
ASE: ΜΑΣ PRICE & MARKET CAP

IPO date:	2001
SHARES:	12.417.000
Market Cap (07/01/2014) :	€44.701.200
SHARE PRICE (07/01/2014) :	€3,60

Participation in indices:

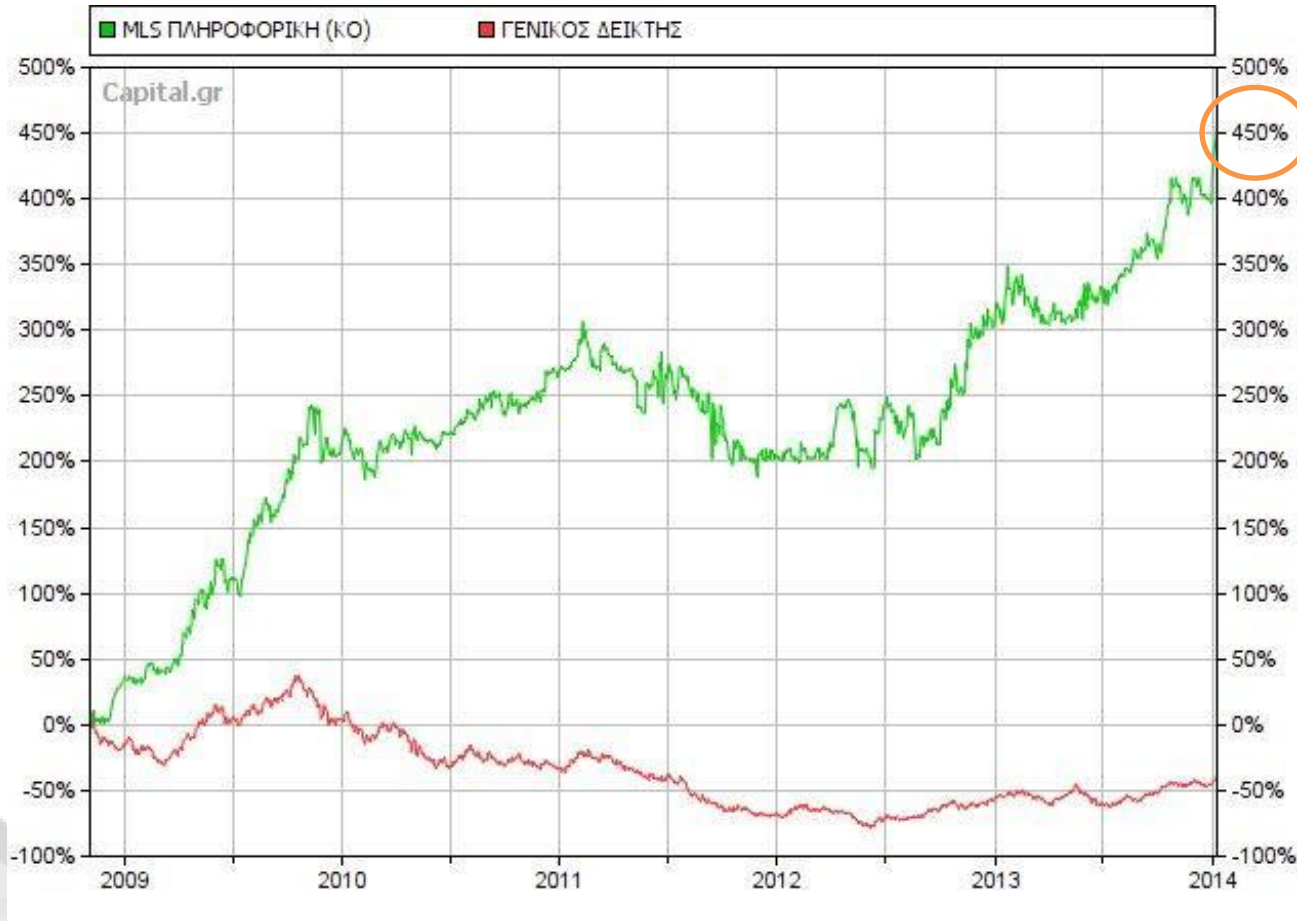
ASE General Index (ASE:IND)

FTSE/ATHEX Mid Cap20

FTSE/ATHEX Tech

FTSE/ATHEX GLOBAL TRADERS

Share Data



MLS
(ΜΛΣ)

ASE
General
Index

ASE: The Greek Shares during the crisis period (2007-2012)

SHARE	31/12/07	27/12/12	Change %
1 A. TRUST ANDROMEDA	6,6356	19,78	+198,09%
2 MLS MULTIMEDIA	1,0173	2,7	+165,40%
3 EUROXX	1,45	3,34	+130,34%
4 KARELIAS	60,3	120	+99,00%
5 EURODRIP	0,98	1,43	+45,92%
6 KEPENOU MILLS	0,9173	1,29	+40,63%
7 KARATZIS	2,1	2,58	+22,86%
8 GEKE	5,4747	6,59	+20,37%
9 IKTINOS	1	1,2	+20,00%
10 KRI-KRI	1,3403	1,57	+17,13%
11 VINTAVO	3,14	3,65	+16,24%
12 CRETIAN PLASTICS	4,4862	5,02	+11,90%
13 LOULIS MILLS	2,3777	2,6	+9,35%
14 EUROCONSULTANTS	2,4154	2,64	+9,30%
15 PAPOUTSANIS	0,4782	0,497	+3,94%
16 LAMPSA	16,98	17	+0,12%
17 CRETIAN BREAD	1,0146	1,01	-0,45%

SHARE	31/12/07	27/12/12	Change %
219 AEGEK	5,7206	0,129	-97,74%
220 IKONA	4,3014	0,095	-97,79%
221 EUROMEDICA	21,6719	0,47	-97,83%
222 CHATZIOANNOU	1,6325	0,033	-97,98%
223 ILEATH	24,8995	0,48	-98,07%
224 ATTI-KAT	1,04	0,02	-98,08%
225 ALTEC	1,83	0,035	-98,09%
226 PERSEYS	1,75	0,033	-98,11%
227 POPULAR BANK	2,7395	0,045	-98,36%
228 AXON	9,0189	0,129	-98,57%
229 SFAKIANAKIS	40	0,45	-98,87%
230 SATO	2,94	0,029	-99,01%
231 FORTHNET	87,7973	0,846	-99,04%
232 N.E.L.	16,029	0,089	-99,44%
233 SPRIDER STORES	15,6	0,043	-99,72%
234 OLYMPIC CATERING	127,7024	0,192	-99,85%
235 GENERAL BANK	9.206,85	6,58	-99,93%

General Index - 82,40%

38 shares > -70%
55 shares > -80%
51 shares > -90%

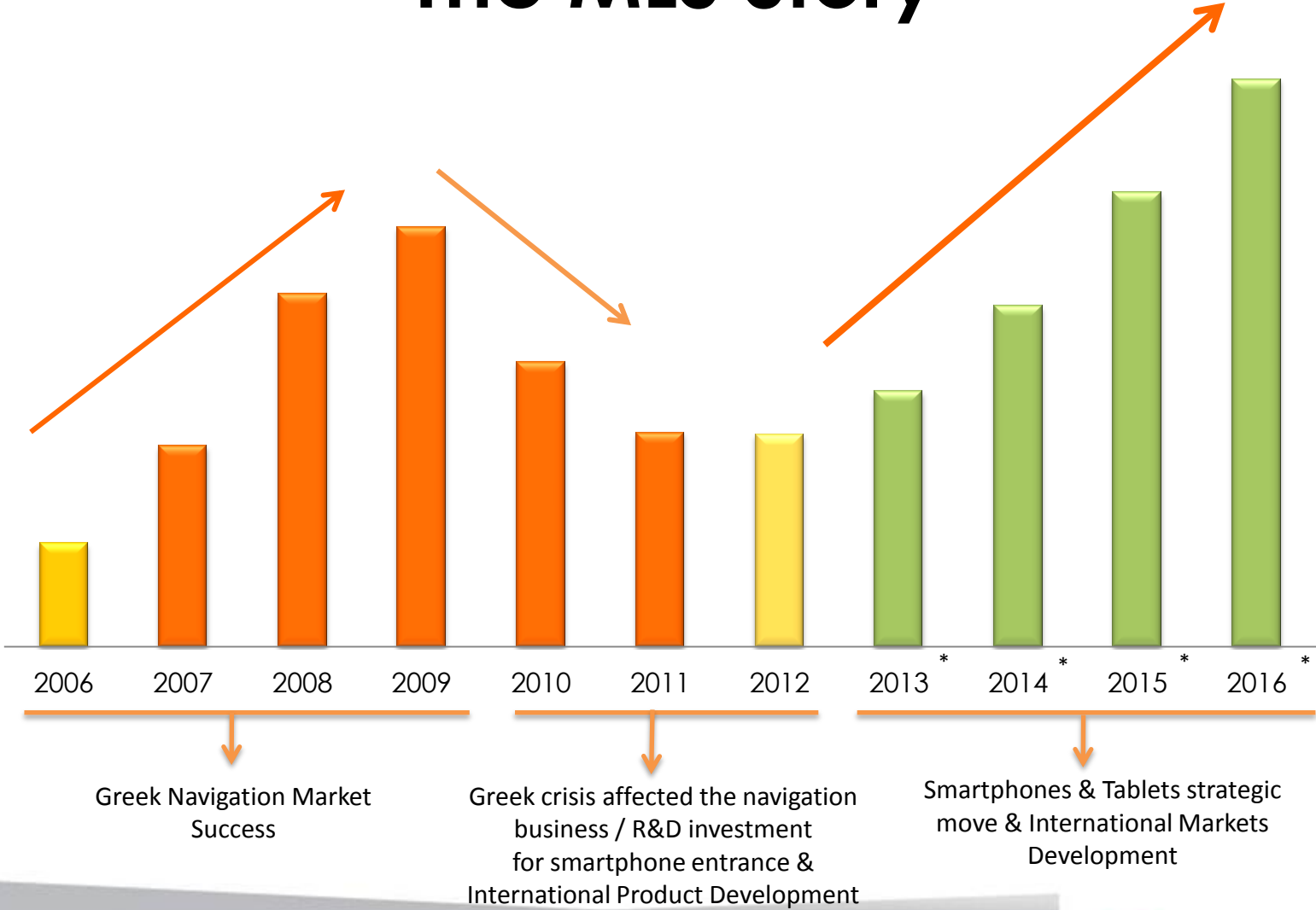
Source: Beta Securities

Published: Portal euro2day.gr 7/1/2013

Newspaper METOCHOS 4/1/2013



The MLS Story



*Forecast



