

## Annual Financial Results Commentary of the fiscal year ended as at 31 December 2025

Kalamata, 28 April 2026

The amounts are in thousands of Euros unless otherwise stated.

Consolidated Equity, on 31.12.2025, after non-controlling interests amounts to Euro 856 million, compared to Euro 792 million on 31.12.2024.

### Information about Consolidated Group Results

	31.12.2025	31.12.2024	Variation
Turnover (net of Excise Duty and VAT)	342,663	283,163	21.01%
Results from operating activities (EBIT)	133,088	104,677	27.14%
Net financial Result	20,920	24,786	-15.60%
Depreciation & Amortization	7,199	7,605	-5.34%
Profit before tax	131,918	143,709	-8.20%
Profit after tax and non-controlling interests	103,278	112,814	-8.45%

When presenting the Group's performance, the following indicators are used, which relate to the financial structure and performance of the Group in accordance with the consolidated figures, included in the Interim Condensed Financial Statements of the Group, for the Period ended on 31.12.2025.

### Financial Structure Ratios

	31.12.2025	31.12.2024
Current Assets	74.09%	77.96%
Total Assets		
Total Liabilities	16.95%	16.88%
Total Equity and Liabilities		
Equity after non-controlling Interests	83.05%	83.12%
Total Equity and Liabilities		

### Performance and Efficiency Ratios

	31.12.2025	31.12.2024	Variation
Operating & Net financial Result	154,008	129,463	18.96%
Profit before interest, Foreign currency results, taxes and depreciation (EBITDA)	140,287	112,282	24.94%

Operating & Net financial Result is an alternative performance indicator, calculated by adding Financial income / (expense) to Results from operating activities (EBIT).

Profit before interest, FX results, taxes, and depreciation (EBITDA) is an alternative performance indicator, calculated by subtracting Depreciation & Amortization from Results from operating activities (EBIT).

## Business Development – Significant events of 2025

The Group continued its growth trajectory in 2025, achieving historic milestones in both turnover and sales volumes. Despite the broader instability caused by geopolitical tensions, the continued depreciation of the US dollar, uncertainty regarding import tariffs, as well as specific developments in our industry — such as increases in tobacco taxation across many of our markets — the Group recorded a substantial increase in both turnover and sales volumes. At the same time, benefiting from lower raw material procurement costs, it achieved improved gross profitability and a further strengthening of its cash position.

The Group's turnover exceeded EUR 1,670 million (an increase of +10.7%), while net turnover (excluding Excise Duty and VAT) rose by 21% (Company: +11%) compared to the previous year. This increase was driven by both the domestic market and international sales and was achieved despite the adverse impact of the US dollar exchange rate. A key contributing factor was the improvement in ex-factory prices, combined with exceptionally high sales volumes, which for the first time exceeded 18.1 billion cigarettes and 1,213 tons of RYO tobacco.

As a result of the above, combined with the gradual easing of raw material prices, the Group's gross profit margin on net turnover reached 47.40%, compared to 46.96% in 2024. Net profit before tax, however, declined by 8.20%, mainly due to negative foreign exchange differences amounting to EUR 22 million (compared to positive differences of EUR 14.2 million in 2024), as well as reduced interest income from deposits and bonds by 9.05%, reflecting the downward trend in interest rates set by central banks.

In the Greek market, despite intense competition from alternative nicotine delivery products, our cigarette sales volumes increased by approximately 4.6%, driven by the strong performance of our core brands. In the Roll-Your-Own tobacco segment, despite a slight contraction in the category, our sales volumes remained at 2024 levels. This positive performance was negatively affected by the anticipated — and ultimately implemented — abolition of duty-free sales at land border travel retail outlets in 2026, which led to a significant reduction in orders during the final quarter of the year.

In our international markets, cigarette sales volumes increased by approximately 10.5%, while RYO tobacco volumes rose by 5.5%. Particularly strong performance was recorded in Bulgaria, where, despite two duty increases during 2025, our subsidiary achieved a sales volume increase of 11.2% in cigarettes and 2% in fine-cut tobacco. Similarly, in all our other Balkan markets (Serbia, Albania, Montenegro, Kosovo, North Macedonia), the Group achieved higher sales volumes and increased market shares, despite duty increases. A slight decline in fine-cut tobacco was recorded in Albania and Montenegro, which was offset by volume growth in Serbia, North Macedonia and Kosovo.

In the remaining European Union markets, cigarette sales volumes moved upwards, fueled by particularly strong performances in France (+53%), Spain (+6%), Austria (+18%), Croatia (+49%), the Czech Republic (+5.7%) and Luxembourg (+13%). Notably, in Romania, sales volumes more than tripled compared to 2024. By contrast, a slight decline was recorded in Portugal and Slovakia, while in other markets (Cyprus, Belgium, the Netherlands), volumes remained stable. In RYO tobacco, the George Karelias and Sons brand recorded significant growth in Austria (+20%) and Croatia (+46%), while the newly launched American Legend family showed steady growth in Spain. In non-EU Western European markets, such as the United Kingdom, sales volumes recorded a slight decline, in line with broader market trends.

Performance in travel retail outlets in Turkey was particularly strong (cigarettes +16%, RYO tobacco +13%), reflecting a targeted pricing strategy and increasing brand recognition. In North Africa, despite political and economic instability, sales volumes increased by 10%, more than offsetting losses from Egypt's duty-free market. At the same time, in Eastern European markets, increased sales in Armenia and Moldova fully compensated for volume declines in Georgia.

To meet growing demand, the Group implemented investments in new production lines totaling EUR 6.9 million, while the total number of employees increased by 4.6%

During 2025, KARELIA contributed a total of EUR 735.5 million to Greek state revenues through Excise Duty, VAT and other taxes — the highest amount in its history — representing more than 1% of the total annual tax revenues of the Greek State. In addition, contributions to social security funds exceeded EUR 7.7 million.

The Group's cash reserves, combined with investments in government and corporate bonds, exceeded EUR 845 million, marking an increase of 6.3% compared to the previous year, reflecting improved operating profitability, cost discipline and the returns from investment placements.

Following this positive performance, the Board of Directors proposes a dividend distribution for the 2025 financial year of EUR 14.60 per share, increased by approximately 4.3% compared to the previous year. The proposal corresponds to a dividend yield of 4.1% based on the share price as at 31 December 2025.