

ATHINAIKI BED MATTRESS INDUSTRY SA

Company Presentation

**MEDIA
STROM®**



**MEDIA
STROM**

100% Greek Owned



Established in 1967



OWNERS: John Niarchos & Nicholas Niarchos



George J. Niarchos
Commercial Manager

Dina N. Niarchos
Internal Audit Officer

George N. Niarchos
Retail Sales Manager



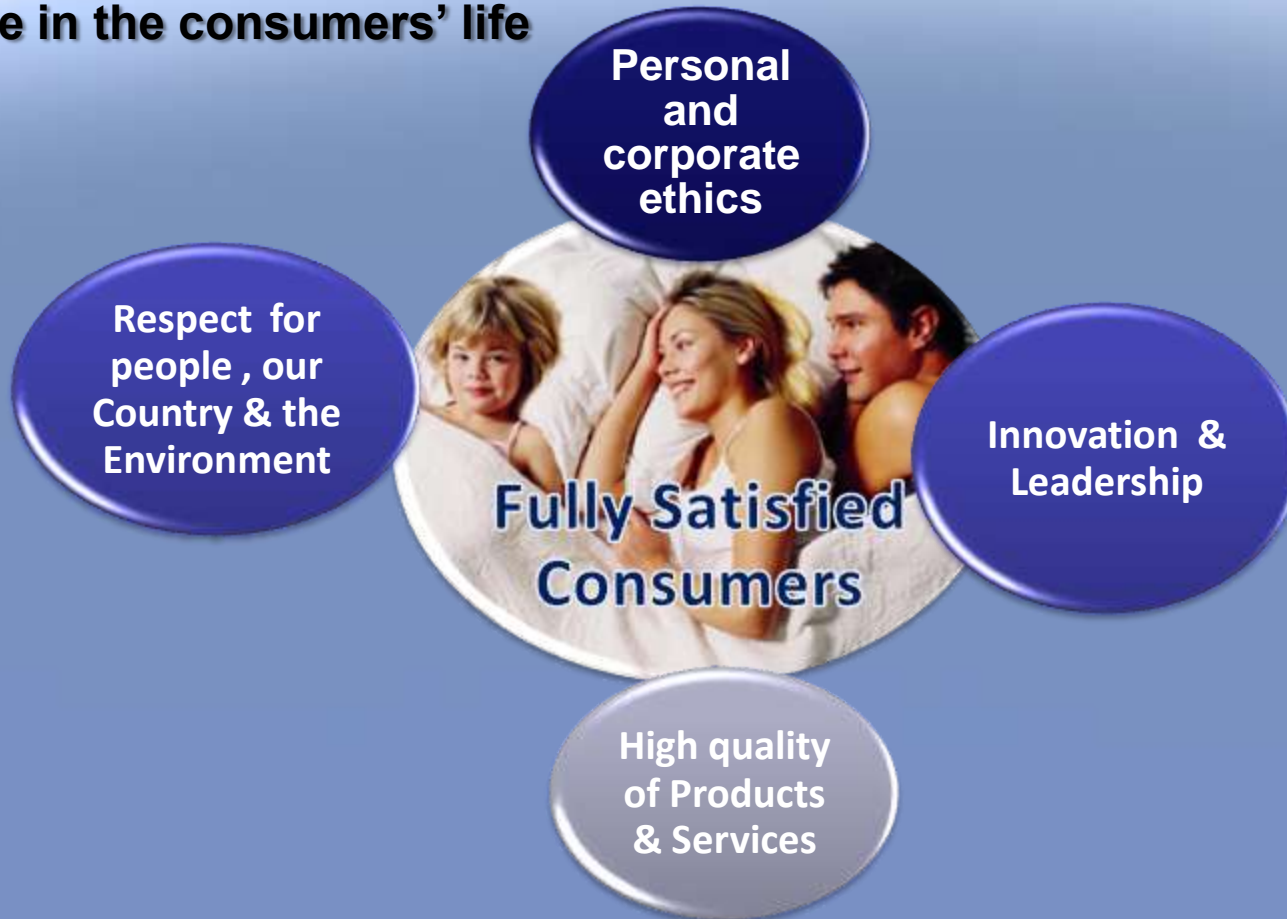
In MEDIA STROM
we create the “DNA”
for new technologies and new
generation of mattresses!





Our Vision & Values

**Our Vision is to constantly improve the quality of Sleep and the quality of Life!
For over 40 years we have been inspired by the same basic values that earned us a place in the consumers' life**



**Personal
and
corporate
ethics**

**Respect for
people, our
Country & the
Environment**

**Innovation &
Leadership**

**Fully Satisfied
Consumers**

**High quality
of Products
& Services**



Social Responsibility

We embrace our fellow men with respect and a sense of ethics

- Our constant development and successful course have not led us away from people, who are the cornerstone of our philosophy. We feel our obligation and duty to those weaker among us and we take actions.
- We support **our fellow men** with constant actions and donations to older people nursing homes, to abused children, to homeless shelters, etc.

**ΑΣΕΥ
ΠΝΗ
ΣΟΥΜΕ***

* 60.000.000 παιδιά κοιμούνται στο δρόμο

Στηρίζετε την προσπάθεια της Media Strom να βοηθήσει τα άστεγα ορφανά. Με κάθε αγορά προϊόντος BABY & OPTIMUM από τα καταστήματά μας θα διατίθενται 5€ σε κοινωνικές δράσεις.



Social Responsibility

Some of the groups we support with donations, sponsorships & products, are the following:

- Fire-Stricken People all over Greece [2007]
- Athens Care for Homeless
- The Actors' House
- "ANIMA" Psycho-social Rehabilitation
- "Elpida" Cancer Children
- "I Pediki Stegi" Institution
- Blood Donors Association
- "Doctors Without Frontiers"
- "Life Line" for elder people
- Alzheimer Association
- Markopoulo Women's Volley Team
- Autistic Children Organization



Human Resources

Our people are our strength and that's why we make sure they have ideal working conditions, with regard to hygiene, safety and aesthetics.

**MEDIA
STROM**



- We provide personal safety equipment & clothing
- Free transportation with company buses
- Private Health Medical Plan for all employees
- Company Dr. visiting on site for private consultation & examination
- A life & Accident Insurance Plan

- An free medical check-up per annum
- Bonus Plan based on productivity
- Interest-free loans
- Company products at low prices
- Wedding present to newly-weds
- Theater & Cinema





Human Resources

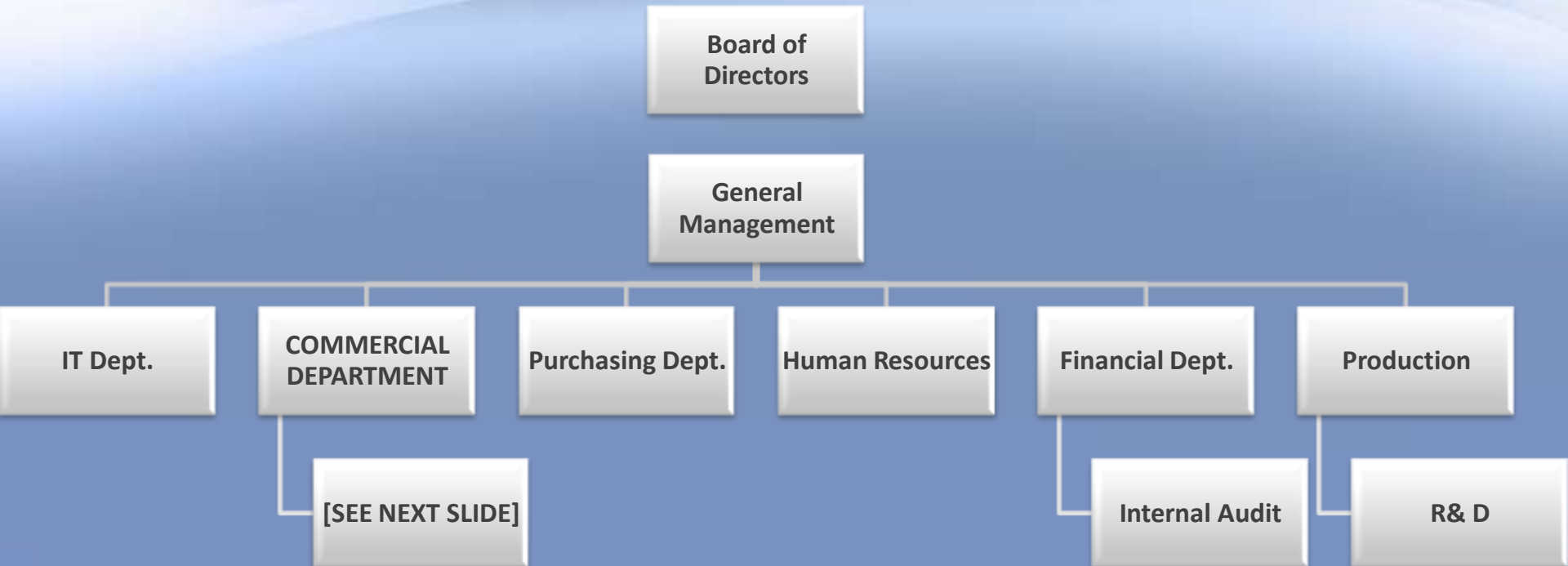
In 2010 more **1,600 hours** and over **100.000 €** was allocated in educational programmers & training , with regard to:

- **Personal Development & On the Job Training**
- **Sales Techniques & Customer Service**
- **Safety & Hygiene at Work**
- **Technical Issues**

- We encourage promotion from within
- We have created a Blood Bank for our employees and their Families
- We have created a book-Loan Library
- Constant education for all employees



Our Organization





The Structure of Commercial Dept.





Constant Evolution & Development

1976

The 1st. Orthopedic mattress in Greece is born

1980

Bed Foundations and American Type Upholstered beds introduced to the Greek market

1986

The 1st. Mattress of Latex was produced by Media Strom.

1997

Launch of Prestige, the 1st. Pocket springs mattress

1998

Re-Launch of Stromatex, with a range of low-cost mattresses aimed at the wholesale segment

1999

Launch of a wide range of pillows made of Latex.

2001

NEW Collection of upholstered beds- more that 30 different models, presented in an impressive 84 p. catalogue

2002

Enriched the product line with mattress protective covers and orthopedic wooden frames.

BIOMEDIA: New revolutionary overlay with medical Magnets.

Constant Evolution & Development

2004

Optimum-new generation of mattresses. We brought the revolution to Greek mattress Industry!

2004

The first ever mattresses to be designed and produced exclusively for babies.

2006

Launch of the Exclusive Bedroom Collection, distributed only via our retail network.

2006

Custom made production of 6 STROMATEX mattresses for exclusive distribution through PRAKTIKER stores, all over Greece.

2007

Emporio Bedroom Collection, aiming to increase the penetration of the Wholesales market.

2009

Total redesign and relaunch of all our mattresses: 5 new lines with 17 top quality mattresses were presented.

2010

Flexi LINE
Launch of a new line with 3 mattresses made of Memory foam & Latex , all with Aromatherapy properties.

2010

ADVANCE LINE
Improvement of all 4 mattresses of Advance line, with the addition of zones and Latex.



Our Product Lines

*Media Strom is not only a mattress company.
Our mission is to produce any product that promotes good sleep!*



Bed Mattresses



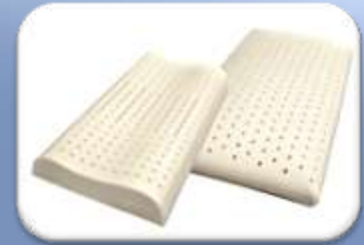
Baby Mattresses



Mattress
Protective Covers



Biomedica®



Pillows of Latex,
Memory & Down



Upholstered
Beds



Bedroom
Accessories



Sofa-Beds



Orthopedic
Wooden Frames



Folding Beds

Our Production Facilities & Infrastructure



- 2010 is a milestone year for MEDIA STROM's 43 yrs. history!



Production Facilities & Infrastructure



- **We have made one of our dreams come true and so it is with pleasure and honor that we present to you our new factory, a leading factory in Europe and one of the most sophisticated in the world!!!**

Production Facilities & Infrastructure



MAIN STRATEGIC OBJECTIVES:

1. To Increase production capacity (1,200 mattresses per shift)
2. To manufacture products of high quality and hygiene.
3. To operate with respect towards its employees and the natural environment.
4. To create the conditions for future expansion and Exports



PRODUCTION FACILITIES & Top Engineering Equipment



- **In Media Strom's new factory, we have established a unique production line of mattresses, with the best machinery from around the world, operating under the supervision of our specialized personnel.**
- **This helped us to improve even further the already high quality of products !**

PRODUCTION FACILITIES & INFRASTRUCTURE



- **Our New Factory gives us a huge competitive advantage and it is by itself a very strong reason for a consumer or a wholesaler to choose our company and our products!**
- **Inviting end users to visit our new plant has been accepted with great enthusiasm, because it shows transparency in production & raw materials**

Our New Factory: A gem in worldwide industry!

**MEDIA
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- Experienced field partners, machinery manufacturers and raw material producers from abroad, that have visited our new facilities, are excited with this unique achievement in the international mattress production industry and they speak with enthusiasm:



"I'm 30 years in the business now and did visit a lot of mattress manufacturers around the world.

Media Strom is one of the most modern and efficient mattress factories I have seen"

Kurt Ruegg, Sales Manager, Spühl [Spühl is an international top spring-producing machinery manufacturer]

Our New Factory: A gem in worldwide industry!

**MEDIA
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“I was very honored by the fact that you have decided to show me your production facilities, which has very much resemblance to a pharmacy in its organization and cleanliness”

Sebastian Mândroc, External Sales Manager, Deslee Clama [DesleeClama is one of the most innovative, high quality fabrics producer in the world]



“It was really wonderful to get to know your new plant. Congratulations once again! It’s an example for our industry, and a breath of fresh air, as we live in such difficult times...” - Pedro Saraiva, External Sales Manager, Flexitex [Flexitex is one of the largest mattress fabric producing industries in Europe].



Our R & D Department

- **Unique R & D Department in Greece**
- **An experienced team constantly works to improve our existing products and to design new ones, monitoring the latest developments and trends in the worldwide market.**
- **Our aim is to provide best value for money products**





Our R & D Department

- With simulation we test mattress durability & performance after 10 yrs. daily use, in only 34 hours
- The quality standards we have set are even stricter than the European ones!



Trademarks

**MEDIA
STROM**



Awards & Distinctions

2000

Our company applies a Quality Assurance System according to standard EN ISO 9002 [UPGRADED to 9000:2001 in 2004]

2001

We were the first company to be awarded with the ECOLABEL for all our mattresses by the EU, a trademark that confirms their quality, durability and ecological character.

2005

A gem company
The company was ranked 38th in the list of the Top 100 *Diamonds* of Greek Industry and Commerce. Ranking was based on 10 financial indexes

2007

Europe's Top 500
We were ranked in the 266th position among the 500 fastest developing companies in Europe, based on sales and human resources



Awards & Distinctions

2007

Best Business Award
by the Ministry of
Industry &
Development

2008

Ranked 28th in an
international study
conducted by the
British company
PLIMSOLL

2009

Again in 37th.
position among
Greece's Top 100
Diamond Companies

Source: Real News
11.01.2009

2010

Best Concept
Redesign Award in
the Franchise
Awards, for its retail
Network redesign

Our Sales Networks

**MEDIA
STROM**



RETAIL Network



- **24** Stores in Attica
- **7** Stores in Salonika
- **1** Store in Veria
- **22** Franchising Stores all over Greece

WHOLESALE Network



- **2.800** Furniture construction companies, furniture selling stores, white linen stores, etc.
- **Stromatex** in Key Accounts & Hypermarkets (Praktiker)

Hotel Product Lines



- **1.000** Hotel Units & Cruise Ships



NEW STORE CONCEPT



NEW STORE CONCEPT

Our main Objectives for the re-design were:

1. To create a “wellness “ atmosphere and to stress the importance of Sleep
2. To offer the visitor a unique shopping experience
3. To Act as a selling tool for the sales advisor
4. To harmonize the appearance of all stores
5. To differentiate us from the competition



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NEW STORE CONCEPT





NEW STORE CONCEPT



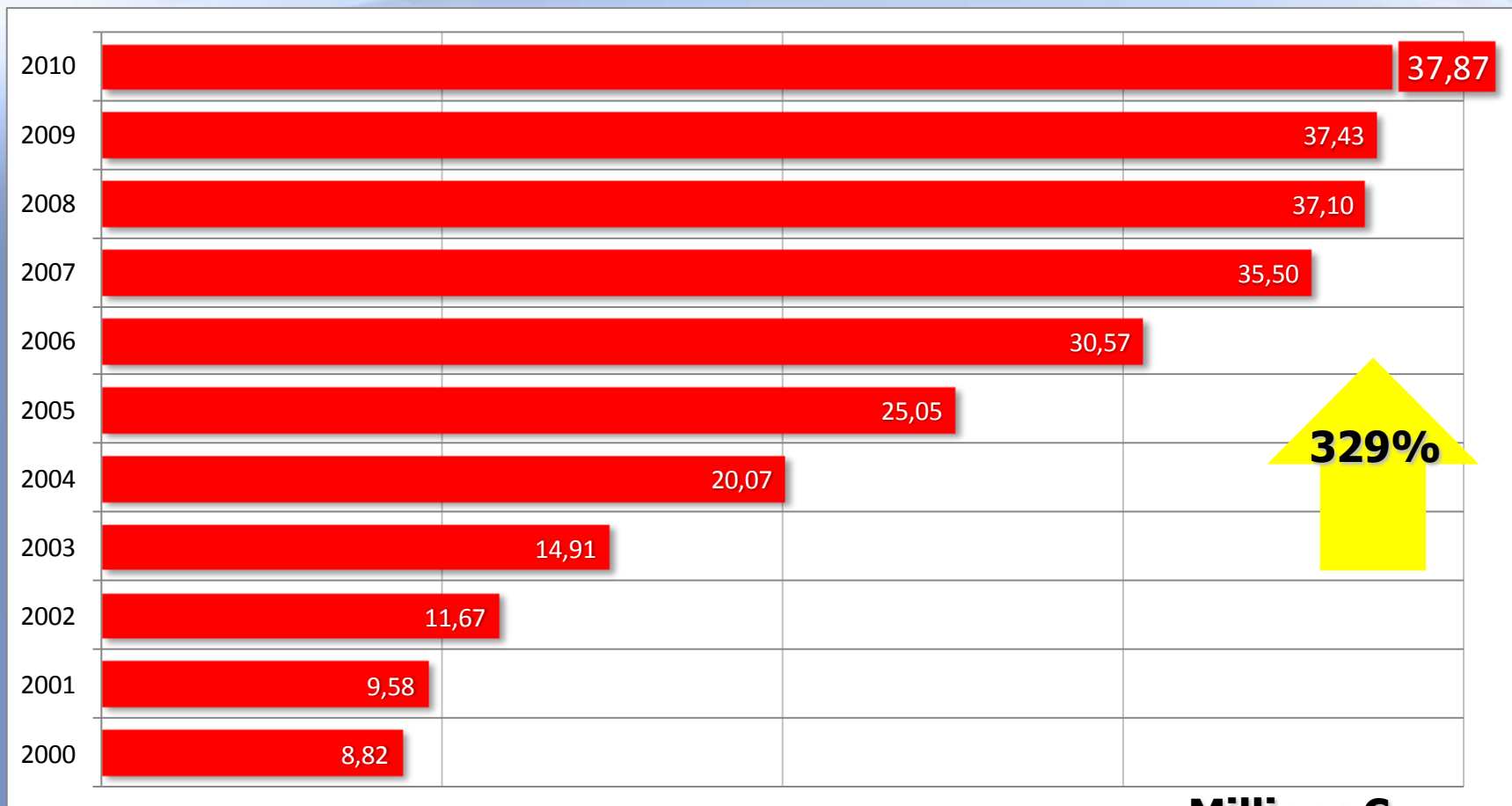


FINANCIAL DATA



ATHINAIKI BED MATTRESS INDUSTRY SA

Sales Growth in Millions € [2000 – 2010]



329%

Millions €

ATHINAIKI BED MATTRESS INDUSTRY SA

A Leader beyond any doubt!



BRAND AWARENESS



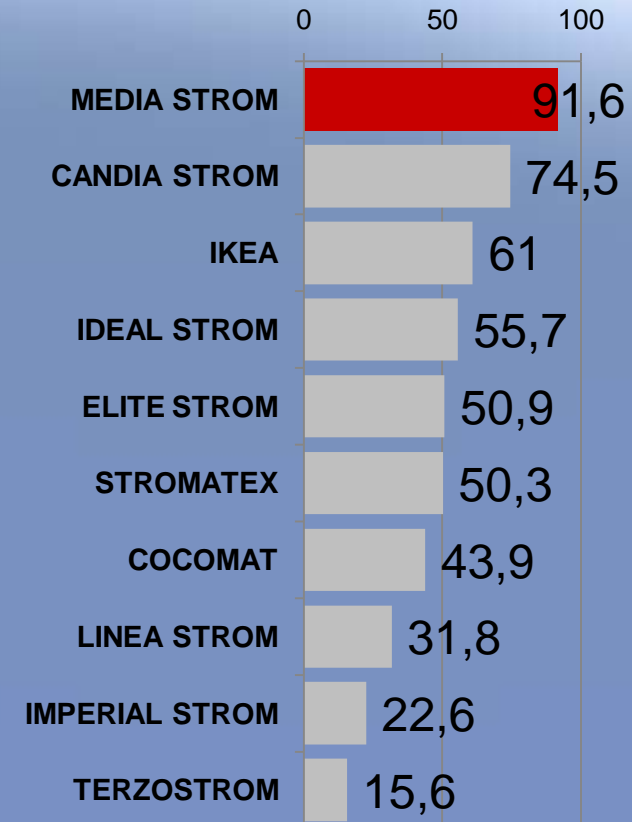
Top of Mind



Unaided



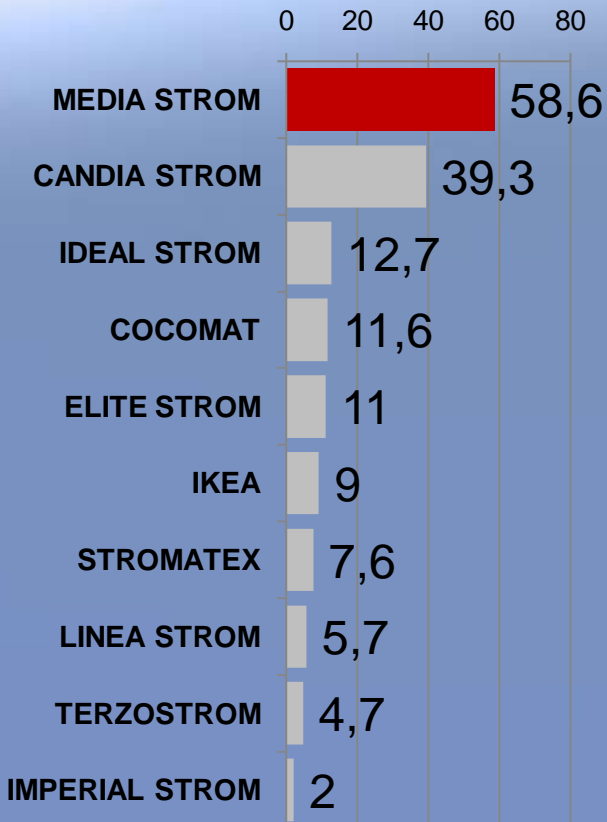
Total



CORPORATE IMAGE



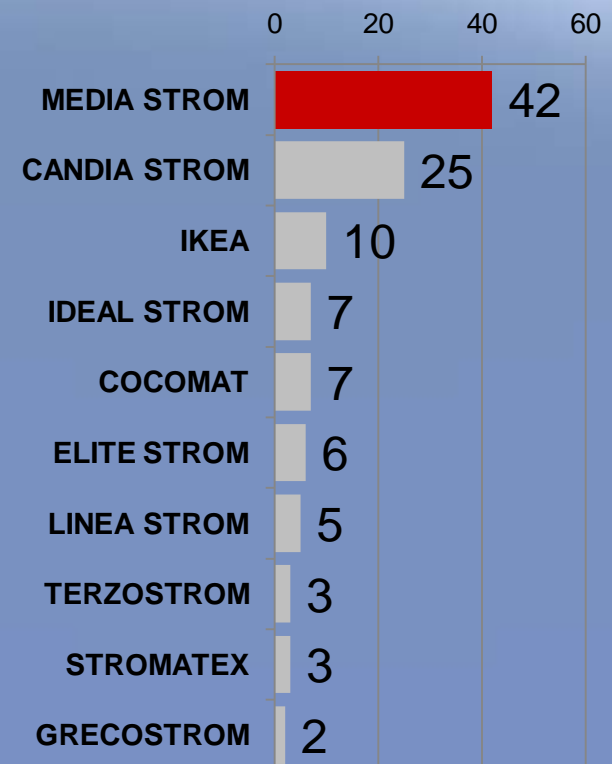
Unaided



Best Quality



Best Value for Money



ADVERTISING

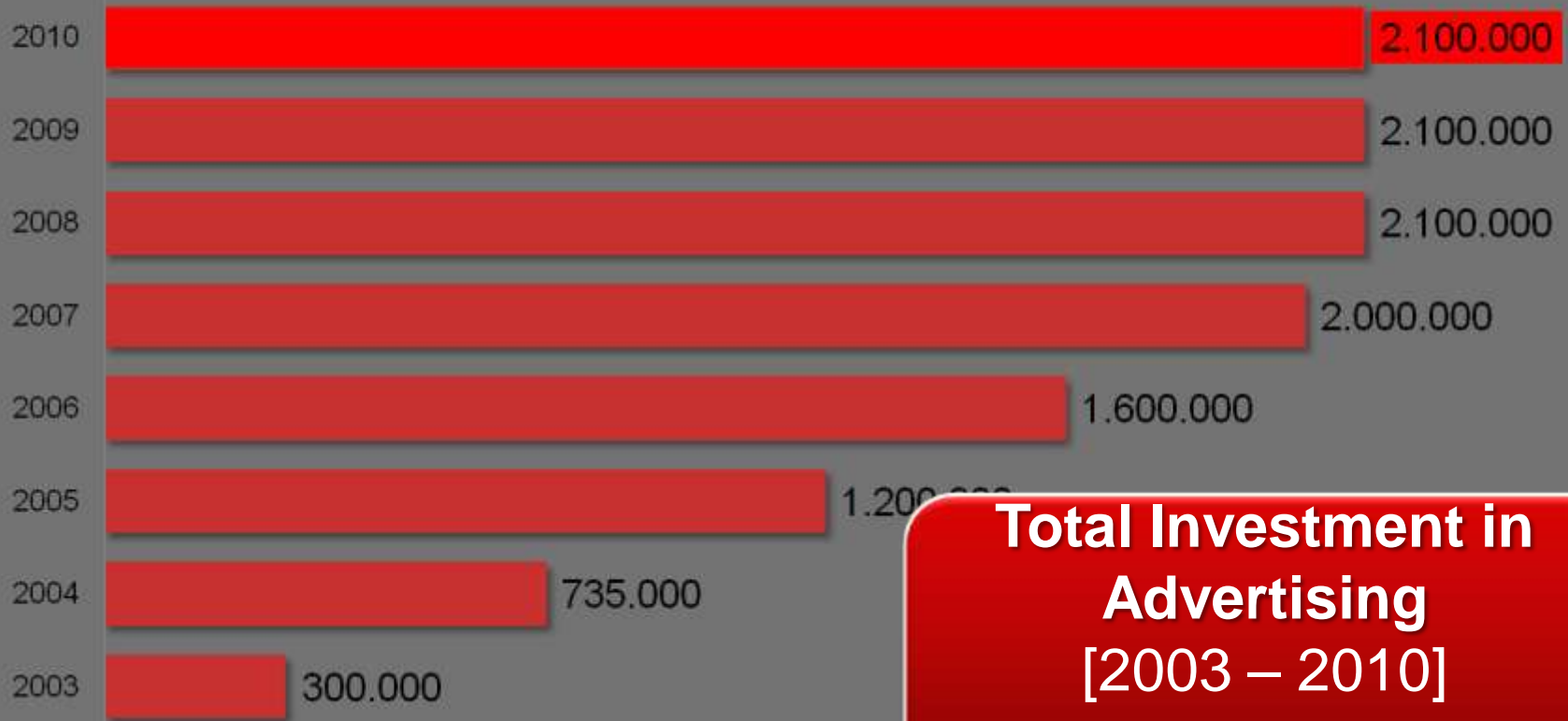


- **We are by far the largest advertiser in our field!**
- **Our strategy these past years has been to change the perception that MEDIA STROM is an expensive brand!**
- **Our objective was and is to enlarge our base, by targeting and attracting more consumers to our stores!**

Advertising Spending



Διαφημιστική Επένδυση Περιόδου [2003 – 2010]



**Total Investment in
Advertising
[2003 – 2010]**

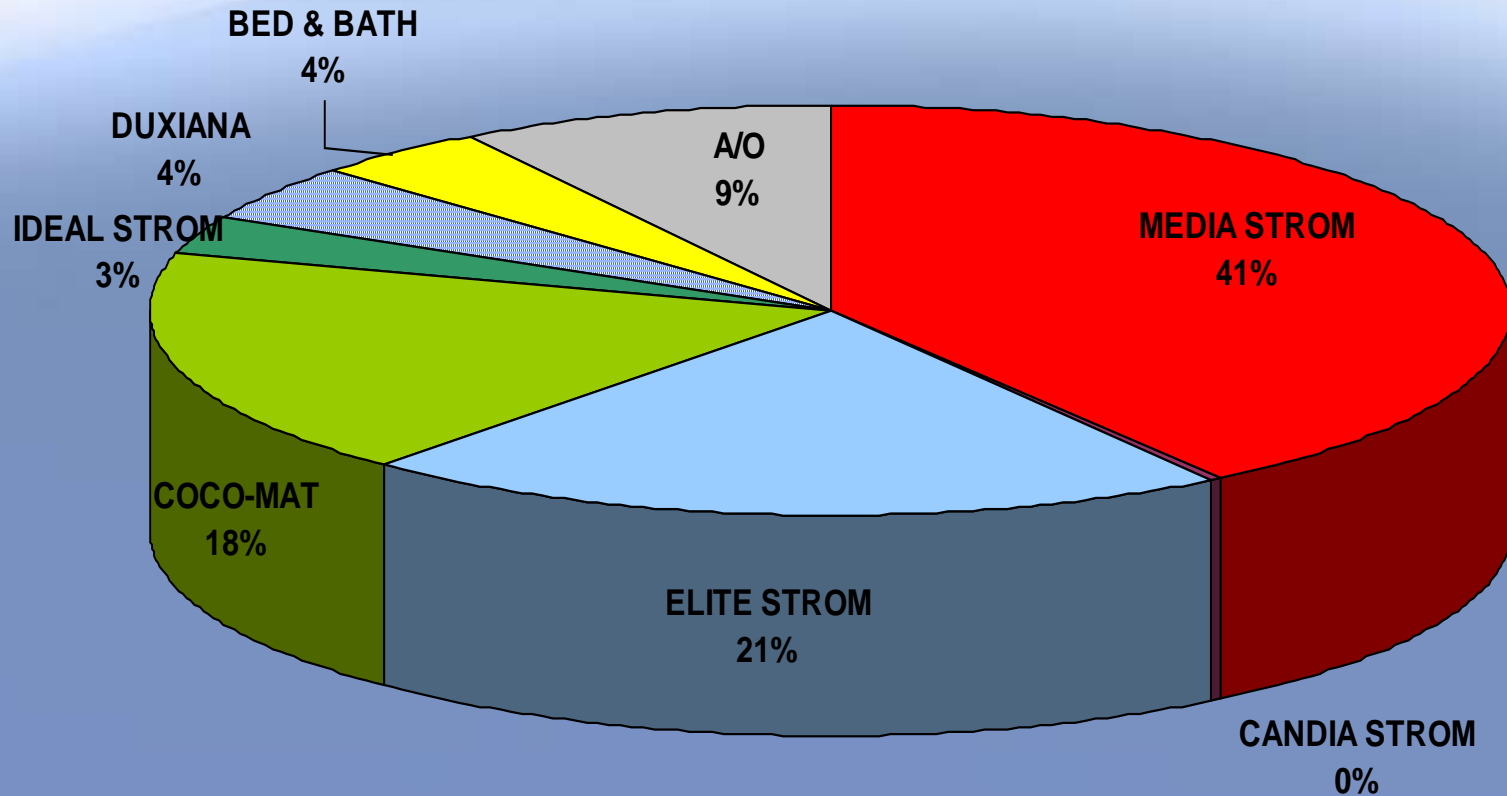
12.000.000 €

Mattress Companies

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Share of Advertising Spending in 2010



Advertising 2008

« *Whatever you live... it starts on a mattress !* »



The Marketing Dept. after evaluating the consumer research findings in February 2008, created a new campaign with emphasis **on people and their quality of life!**

On a mattress you will spend your most important moments:

You will fall in love...

You will succeed...

You will cry.... [MEDIA STROM VITRINA 40 SEC.mpg](#)



Advertising 2009 «Hugs»



feeling



Hug



life

[2009 TV spot Aqalies 40".mpg](#)

sleep

Advertising 2010

‘ core values of Media Strom ’

- **Differentiation of Media Strom from Competition and emphasis on core values!**
- **The New Factory used as the vehicle for our communication**



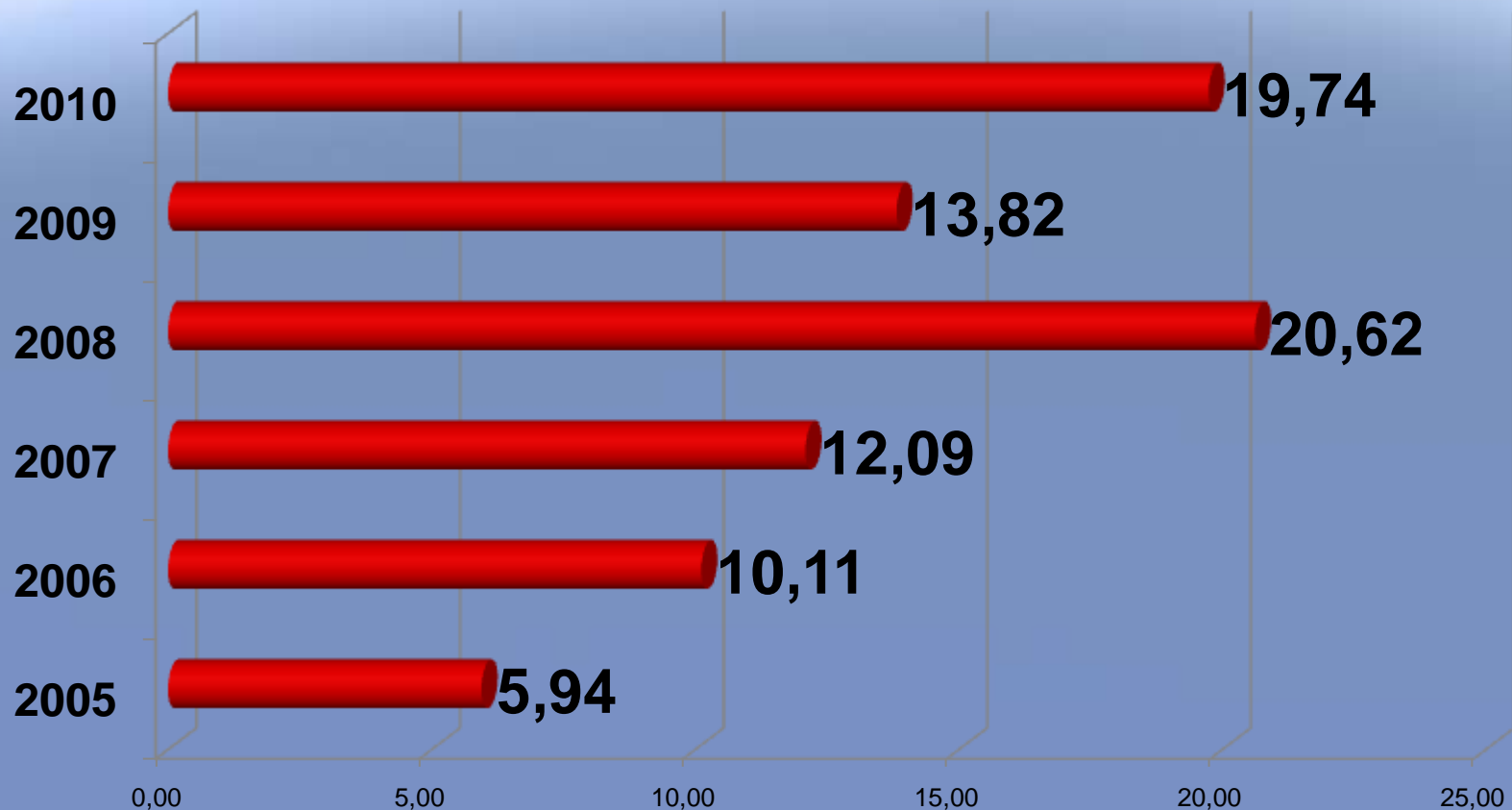
[AXIES](#)

ATHINAIKI BED MATTRESS INDUSTRY SA

Our Investments!



Investments in Millions €





FACTORY INSTALLATIONS

Past





NEW -State of the art- FACTORY

Today : 19,000 sq. m. of buildings in 42,000 sq. m. land



Future FACTORY BUILDINGS & INSTALLATIONS

**MEDIA
STROM**



Tomorrow: A super sophisticated Logistics Installation



Our Next Steps

- *We have created the conditions for expansion*
- *We have excess capacity*
- *We have researched the international markets*

.....

*... So we are ready to
START EXPORTING our top
quality products in 2012,
...to help improve peoples' sleep
all over the world!!!*



In

**MEDIA
STROM®**

*We stay awake... so that you can
sleep better!!!*

