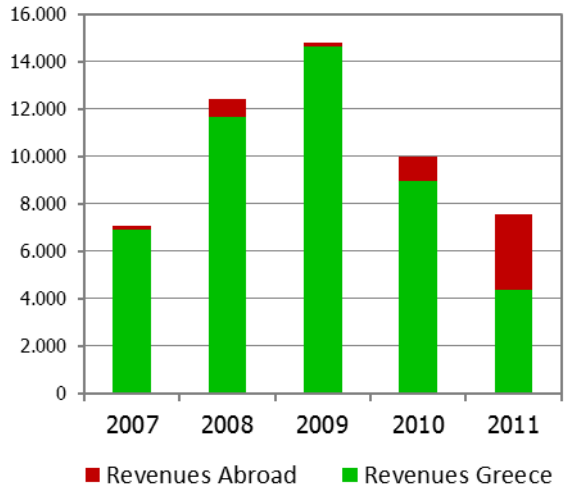
Website:	http://www.mls.gr
Bloomberg code:	MLS:GA
Reuters code:	MLSr.AT
ISIN code:	GRS422003004

COMPANY PROFILE

Founded in October 1995 in Thessaloniki, MLS Multimedia SA quickly became a leader in the development and implementation of interactive media technology. In 1998, the company was awarded the European Information Technology Grand Prize and, in May 2001, was officially listed on the Athens Stock Exchange. Today, the name MLS is intertwined with a wide variety of innovative, one-of-a-kind technology products, ranging in application from the automotive and education markets to office and entertainment.
The company has a record of creating innovative products that ensure the best value for its customers, based on a strong commitment to research and development (R&D). These continued investments in the R&D sector, combined with a focus on innovative solutions, spur MLS to continuously offer more advanced and useful products to its' current markets, while also expanding into new sectors that promote technology.
In 2001 MLS developed the first voice recognition application for the Greek language. In 2003, the company developed the first automatic navigation system in the Greek market and, in 2005, released the MLS Destinator, its standard-setting automotive navigation system, which quickly attained a leading market position. In 2006, ithe company marked another breakthrough with the release of the MLS Destinator Talk&Drive™, the first voice-recognition driven navigation system. Turning to the educational technology market, in 2010, MLS completed the development of its own innovative interactive touch board, the MLS IQBoard™, for use in all forms of classroom-based instructional technology. Since 2011, the company has begun a new course of international market expansion, with the roll-out of the MLS Destinator Talk&Drive™ navigation system to the Turkish, Chilean and Moroccan markets. In 2012 MLS developed MLS iQTalk™, the first Android smartphone with voice recognition in Greek and artificial intelligence.

REVENUES ANALYSIS (in € 000)



The company's navigation products, i.e. MLS Destinator Talk&Drive are currently exported to the Turkish, Chilean, Cypriot and Moroccan markets.

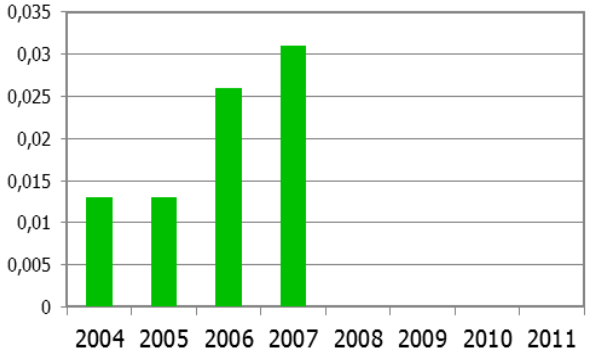
KEY INVESTMENT HIGHLIGHTS

Leading brand in technology with high awareness and unique products.
Talk&Drive worldwide innovation.
60% of Greek Navigation Market.

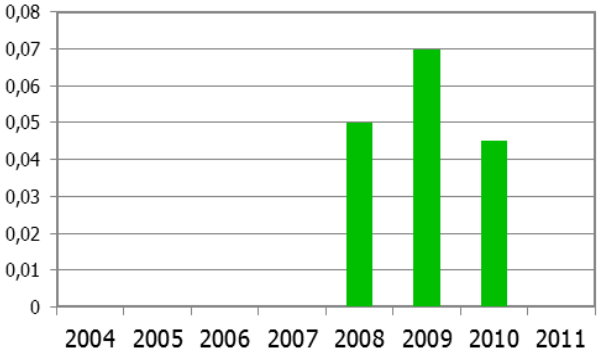
Main provider of educational boards to schools.
The first **Android Smartphone** with **Artificial Intelligence & Voice Recognition in Greek.**
Expansion in emerging and growing markets.
Entrance in **Turkish**,**Chilean and Moroccan Navigation Markets.**
Future entrance in **other growing markets worldwide.**
Strong **financial performance.**
High cash equivalents levels.
43.8% EBITDA margin Zero loans.

OVERVIEW - TRADING DATA (data of period 01/01 - 22/11/2012)			
Symbol:			MLS
Oasis Market:			MAIN MARKET
Market Cap (Mil. €): (22 Nov. 2012)			33
Shares Outstanding (Mil. €): (22 Nov. 2012)			12
Average Spread (%):			2,05%
Market Liquidity (%):			6,533%
Trading volume (no of shares):			2.199.605
Value of transactions (€):			4.744.978
Days to trade (1% of outstanding amount):			12,9
Turnover Velocity (Weighted):			46,095%
Historic Volatility	**30 days**	**60 days**	**90 days**
(annualised %)	38,31%	31,37%	31,99%

DIVIDEND POLICY-dps (in €)



CAPITAL RETURN-crps (in €)



CURRENT PROJECTS

Development of a personalized navigation system.
Development of 3D educational software for use along with the MLS Board.

FORTHCOMING PROJECTS/ INVESTMENTS – BUSINESS PLAN HIGHLIGHTS

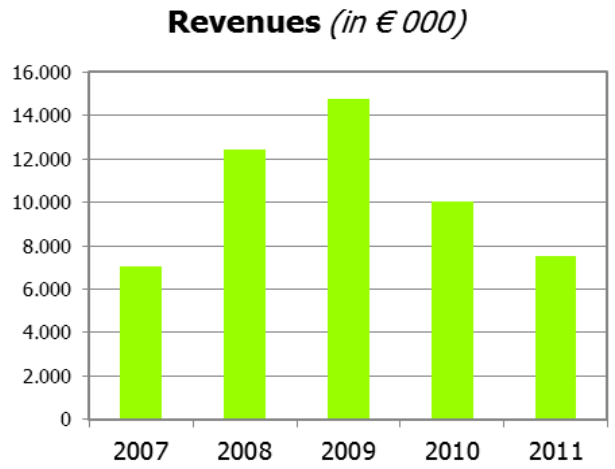
2013: Delivery of the privately owned building
2012-2015: All Greek high-schools will be equipped with interactive systems

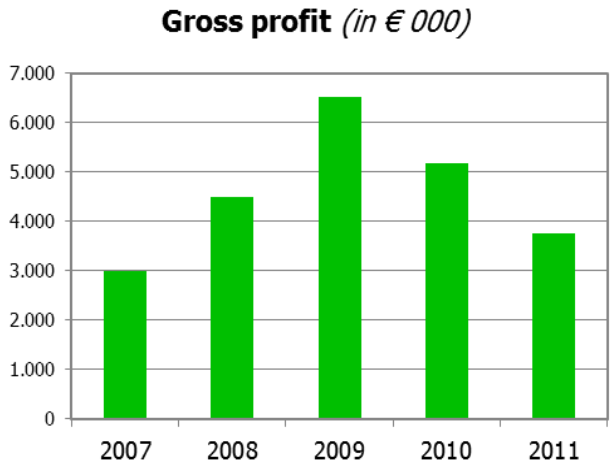
RECENT DEALS

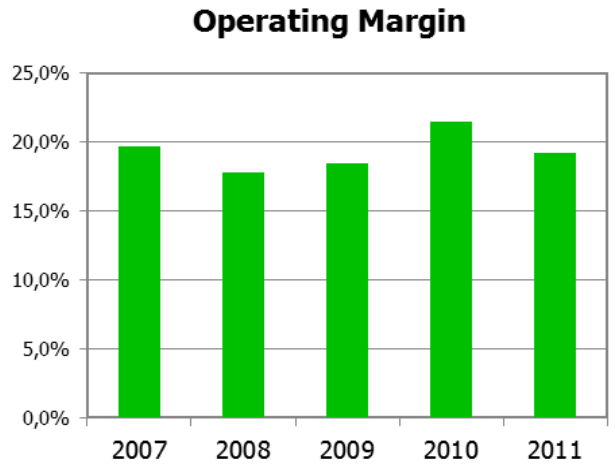
06-07-2012 Agreement with COSMOTE, the No1 provider in Greece, for exclusive distribution of MLS iQTalk for the first month following its launching to the market.

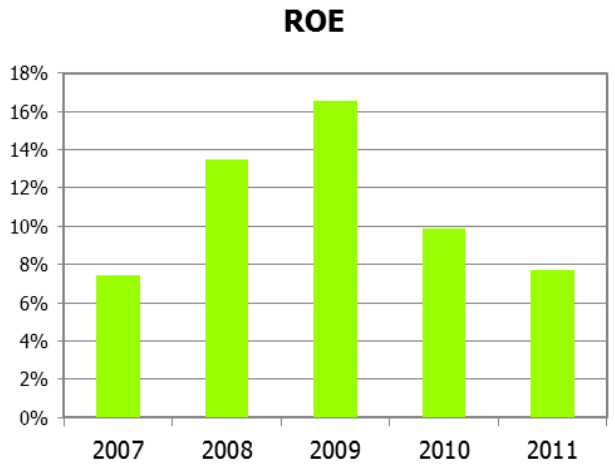
COMPANY'S PERFORMANCE

FINANCIAL OVERVIEW (company) (in € 000)	2009	2010	2011
Sales	14.788	10.017	7.541
Gross profit	6.526	5.183	3.760
EBIT	2.730	2.155	1.445
EBITDA	4.983	4.389	4.066
Earnings before tax	2.535	2.051	1.363
Earnings after tax	2.403	1.640	1.333
Earnings per share	0,2	0,14	0,11
Total equity	14.494	16.586	17.287
ROE	16,58%	9,89%	7,71%









MAJOR SHAREHOLDERS (>5%)	
Name	**%**
KAMATAKIS IOANNIS	63,12%
Total	**63,12%**

BOARD OF DIRECTORS	
Name	**Qualification**
KAMATAKIS IOANNIS	PRESIDENT/CEO/EXECUTIVE MEMBER
ZACHARIADOU PARASKEVI	VICE PRESIDENT/NON EXECUTIVE MEMBER
CHRISTODOULIDIS PANAGIOTIS	EXECUTIVE MEMBER
ATAROGLOU PANTELIS	EXECUTIVE MEMBER
KONSTANTOULAS DIMITRIOS	NON EXECUTIVE MEMBER
TRIANTAFILLIDIS STERGIOS	INDEPENDENT NON EXECUTIVE MEMBER
KOULIS NIKOLAOS	INDEPENDENT NON EXECUTIVE MEMBER
ZANNAS IOANNIS	EXECUTIVE MEMBER

MANAGEMENT TEAM PROFILE

Ioannis Kamatakis: Mr. Ioannis Nikolaos Kamatakis is Executive Chairman of the Board, Chief Executive Officer of MLS Multimedia SA. He holds a degree in Civil Engineering from the Aristotle University of Thessaloniki. He is the founder of MLS Multimedia SA.

Paraskevi Zachariadou: Ms. Paraskevi Dimitrios Zachariadou was appointed Non-Executive Vice Chairman of the Board of MLS Multimedia SA on June 29, 2007. Previously she was appointed Vice Chairman of the Board on June 30, 2002. She is the co-founder of the Company.

Panagiotis Christodoulidis: Mr. Panagiotis Thalis Christodoulidis is Executive Director, General Manager at MLS Multimedia SA since 2004J. Previously he was appointed Managing Director, Director of the Company on June 30, 2002. He holds a degree in Mathematics from Aristotle University of Thessaloniki and a postgraduate degree in Human Computer Interaction from Herriott –Watt University, Edinburg.

Pantelis Ataroglou: Mr. Pantelis Stefanos Ataroglou is Executive Director, Commercial Director at MLS Multimedia SA since June 30, 2002. He holds an Engineering degree from the National Technical University of Athens.

Dimitrios Konstantoulas: Mr. Dimitrios Velisarios Konstantoulas was appointed Non-Executive Director, Legal Advisor of MLS Multimedia SA on June 29, 2007. Previously he served as Executive Director, Legal Advisor since June 30, 2002. On March 19, 2012 he was appointed Member of the Audit Committee of the Company. He is a graduate of the Law School of the Aristotle University of Thessaloniki specialised in Informatics and Copyright matters.

Stergios Triantafyllidis: Mr. Stergios Ioannis Triantafyllidis is Non-Executive Independent Director of MLS Multimedia SA since December 18, 2009. Previously he was appointed Non-Executive Director on November 19, 2009. He is a graduate of Economics from the Aristotle University of Thessaloniki. He worked at the National Bank of Greece until 2009 from where he resigned as Manager of one of the Bank's Branch.

Nikolaos Koulis: Mr. Nikolaos Koulis was appointed Non-Executive Independent Director at MLS Multimedia SA on March 19, 2012.

Ioannis Zannas: Mr Ioannis Zannas is Chief Operating Officer at MLS Multimedia S.A .He is a graduate of Economics School of University of Thessali.

Konstantinos Papadopoulos: Mr. Konstantinos V. Papadopoulos is Chief Financial Officer at MLS Multimedia SA. He holds a degree in Financial from Aristotle University of Thessaloniki and a postgraduate degree in Business Administration from University of Surrey. He holds a Diploma in International Financial Reporting Standards from the Association of International Accountants.

Georgios Tachtalidis: Mr. Georgios Tachtalidis is Investors Relations Manager at MLS Multimedia SA since November 2002. He is a graduate of the Law and Economics School of the Aristotle University of Thessaloniki.

The information contained in this report is supplied by ATHEX and by the listed companies. While all reasonable efforts have been taken to ensure the accuracy of the information contained in the report, it cannot be guaranteed. No liability is accepted by ATHEX and/or any listed company. This report does not constitute financial or investment advice.
The present document is property of Athens Exchange S.A. (ATHEX) and the rights over it are protected under the stipulations about intellectual property rights. Copyright © 2012 Athens Exchange S.A.