



**MATHIOS
REFRACTORIES S.A.**



Konrad
Adenauer
Stiftung



Mathios Refractories S.A

2002 – 2012

“An unforgettable decade”

The Content of Growth
CONFERENCE
Athens, 24 January 2013



Corporate Profile



- 1890 Mathios Refractories Founded
- 1950-1970 has an important contribution in industrialization of Greece
- 1994 starts the production of stone veneer
- 2000 the company is listed in Athens Stock Exchange
- 2002 Mathios GmbH has been established
- 2004 the Bulgarian Subsidiary Mathios AD has been established
- Currently the total manpower of the group is 200 people



REFRACTORY PRODUCTS



DECORATIVE STONE



ECO FIREPLACES / ECO STOVES



THERMAL SYSTEMS



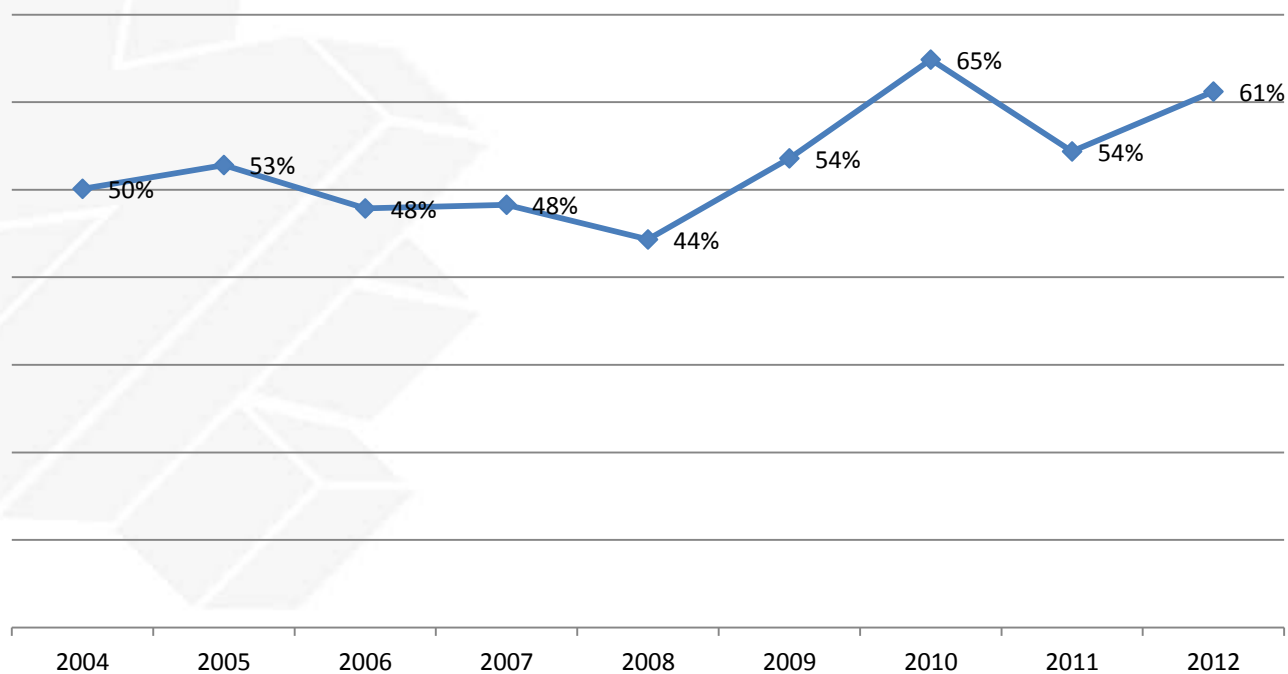
LAMINATE FLOORING

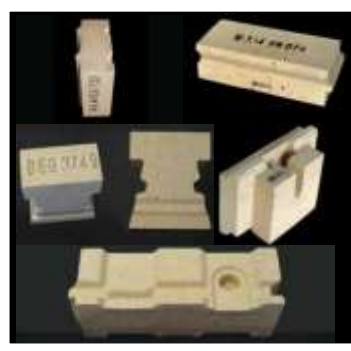
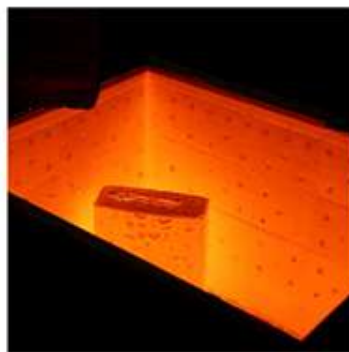


GLASSBLOCKS



Export Revenues Vs Total Revenues







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MATHIOSstone
ONLY NATURE AND GODS ART



MATHIOSbricks



Corporate Profile

- **Refractories**
 - Production *
 - Construction *
 - Design *
- **Man made stone**
 - Production *
- **Building materials**
 - Trade distribution in Greece

* **Exportable service**



**REFRACTORY
PRODUCTS**



**DECORATIVE
STONE**



**ECO FIREPLACES
/ ECO STOVES**



**THERMAL
SYSTEMS**



**LAMINATE
FLOORING**



GLASSBLOCKS



Mathios Stone®

- Mathios Stone exports since 1994
- in 55 Countries Worldwide
- Production Plants:
 - Attica Greece (inactive 2010)
 - Main production center since 2011 :Bulgaria (started 2005)
- R&D - Headquarters –Mold making : Athens, Greece



Mathios Stone®

Product advantages

- high quality
- Acceptable prices (competitive if needed)
- Rich product selection
- Continuous innovations
- Capacity and know how for big projects
- Local Raw Materials



Mathios Stone®

Organization advantages

- **Vision and Drive**
- Educational level of the Employees
- High level customer service
- Adaptability to any culture
- Competent in Foreign languages
- “Easy Passport”
- Geographical advantages



Mathios Stone®

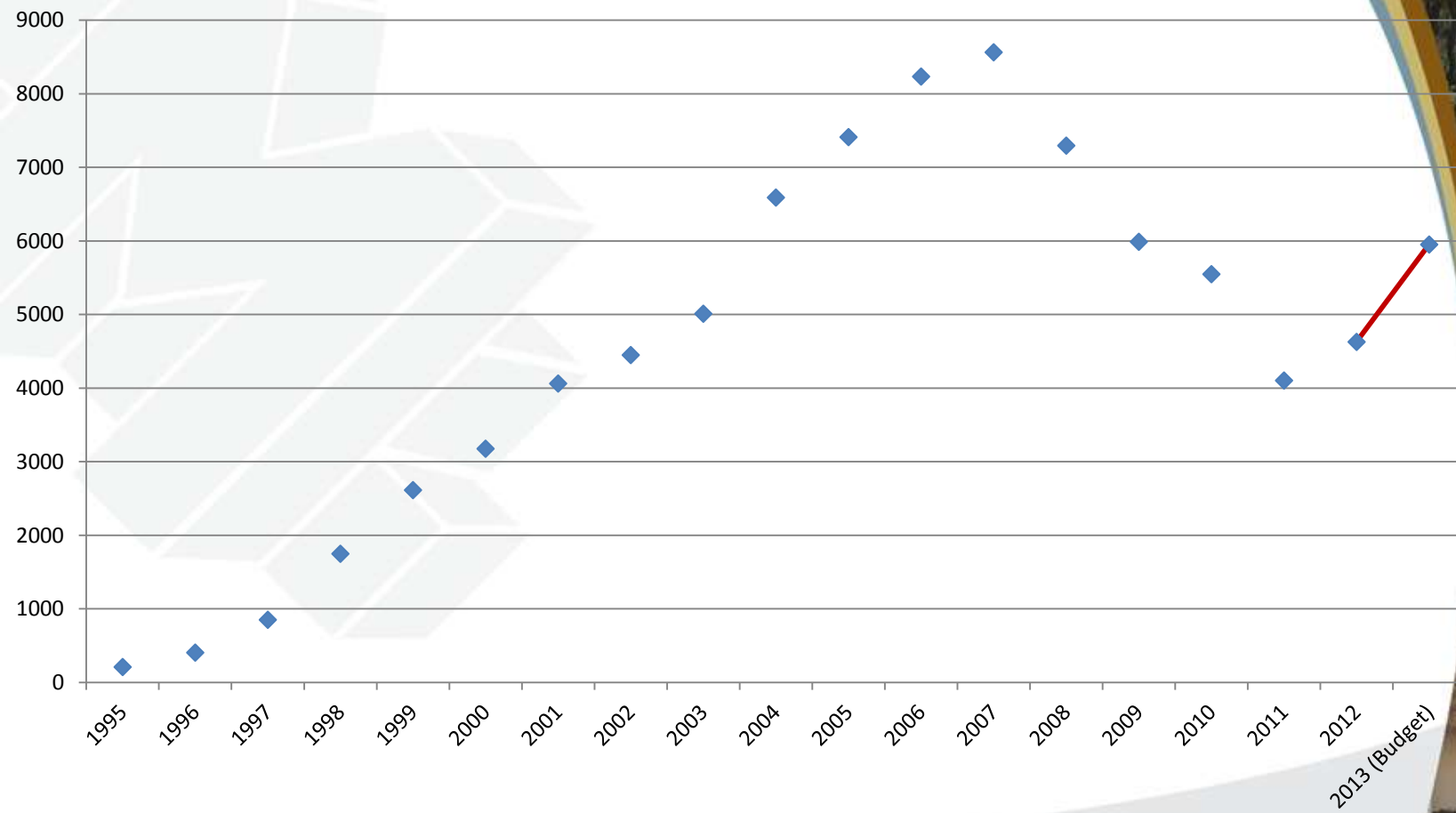
Challenges

- Two countries management
- Low quality competition in many countries
- Low investment for a small start (competitors' adv)
- Low local market



Mathios Stone® exports 1995 - 2012

Export Revenues

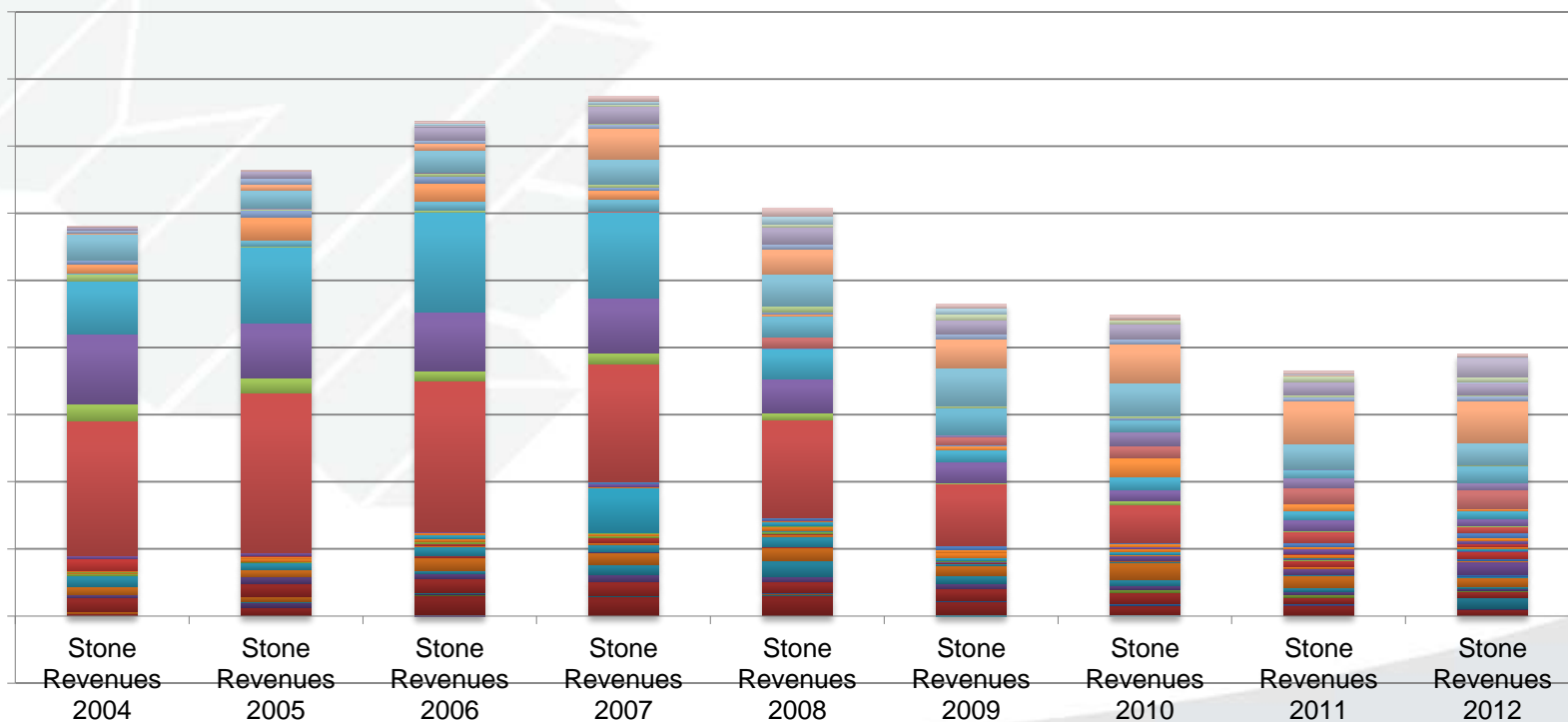


Mathios Stone® exports

2004: 3 Countries among 34 in total contribute 65% of total Exports

2007: 8 Countries among 47 in total, contribute 65% of total Exports

2012: 12 Countries among 55 in total, contribute 65% of total Exports



Mathios Stone®

Main Actions

- 2005 Production in Bulgaria
- 2011 100% of production in Bulgaria
- 2009 Change of customers' geography
- 2011-2012 Re-organization of Exports Team



Mathios Stone®

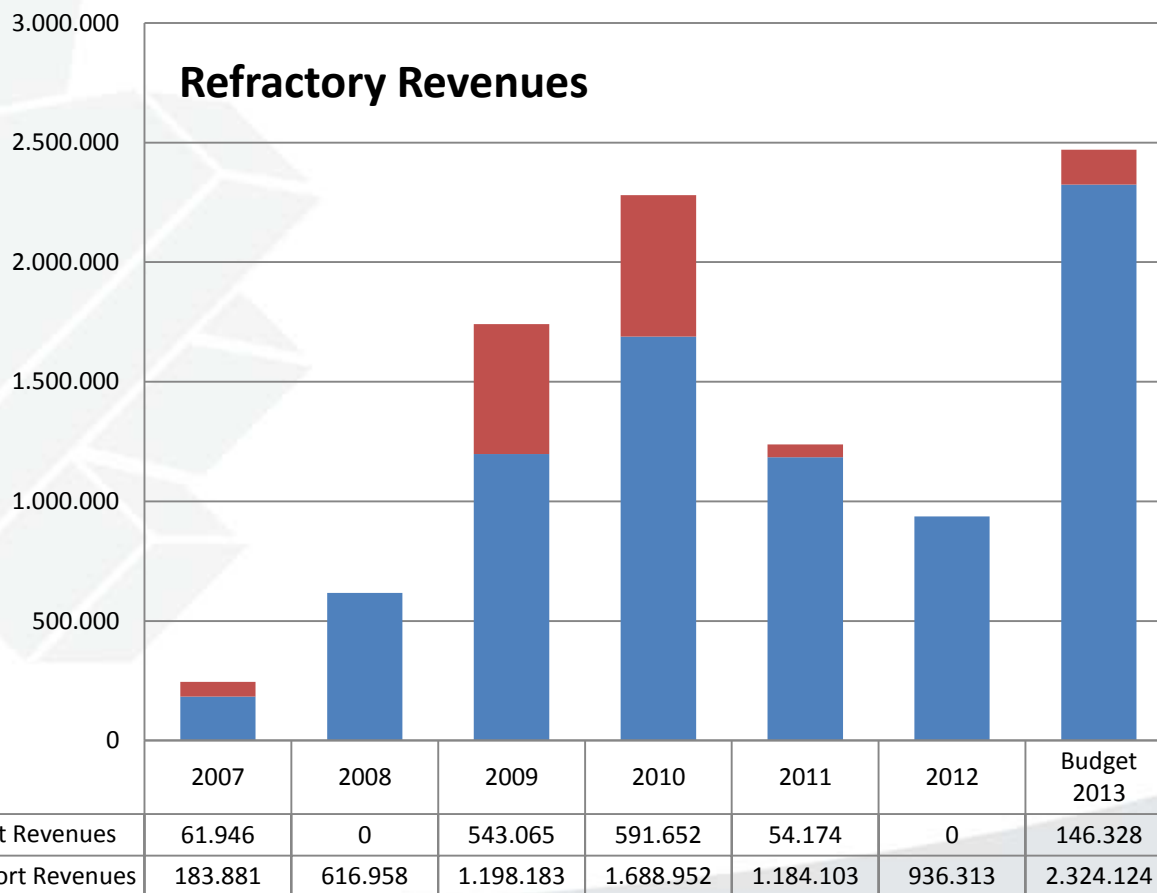
Expectations & Targets

- To regain and overpass historical sales numbers
- with more safe customers' distribution
- on a more aggressive tempo
- using our experience and skills



Mathios Refractory

Revenues



Mathios Refractory

Future

- Continuous expansion of exports due to:
 - Trust
 - Quality
 - Reputation
- To triple our refractory export in 2015,



Conclusion

- Exporting is a long term and well established culture
Needs:
 - Not only hard work but clear strategy
 - Drive and Vision
- Offers
A great return to the corporate
 - Safety, and
 - Pride



Barriers and areas to improve

- Banks
- Insurances
- Energy cost
- V.A.T
- Taxes (direct – indirect)
- Transport and trips
- Financial tools (Factoring, etc)
- Exposed to the bad economic environment





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China Export
Mark



European Conformance
CE Mark