

COMPANY PROFILE



THE COMPANY

Celebrating 30 years of successful presence

For 30 years, FORUM SA has been successfully operating in the fields of Professional Trade Shows and Publications for the Hotel and the wider Hospitality & Catering industry, by organizing 6 Trade Shows and publishing 6 professional magazines, and constantly acting with a sense of responsibility towards the bakery, pastry, coffee, foodservice and hospitality professionals.

Since its establishment in 1988, FORUM SA has come a long way towards developing and expanding its activities. Its high quality and widely distributed magazines have become an invaluable communication tool, while its Trade Shows are considered among the most important commercial forum for professionals of their respective industries.

Among the Strongest Companies in Greece

Since 2010, FORUM SA has been recognized by ICAP Group SA as one of the "STRONGEST COMPANIES IN GREECE", validating its financial strength and market credibility.



COMPANY

30 Consecutive years
of successful presence

6 Trade Shows

6 Professional Magazines

3,000 Clients

14,445,800€
Annual Turnover



New, privately owned offices

FORUM SA is entering a new, exciting and even more creative era, thanks to its new, privately-owned offices in Athens, Greece. The offices, located in Agios Dimitrios in the Southern suburbs of the Greek capital, develop into two floors and 600 sq.m. The premises were renovated using top quality materials, as well as the most modern equipment in order to house the company's increased activities.



**CREATING NEW BUSINESS
OPPORTUNITIES**



Nick Choudalakis
 President & CEO

OUR VISION

We never stop leading change

We look to the future with optimism, and we are committed to continuous progress, leading change and developments, and working, with a great sense of responsibility towards the improvement of the products and services we provide our customers.

OUR VALUES

Respect, reliability, consistency, commitment

For 30 years, we are inspired by the same key principles that made us part of our clients' growing success:

- Ethos, personal and entrepreneurial, that is translated in reliability and consistency in every aspect of our relationship with our customers
- Innovation and continuous market pioneering
- High quality of services
- Respect towards customers



We promise 100%
We commit for 110%
We strive for 120%

OUR STRATEGY

The implementation of a “dual model” doubles the benefits

FORUM SA, is recognized as a pioneer company in Greece, thanks to its dual activity that entails the simultaneous support of each Trade Show by a series of professional magazines addressing the specific needs of the fair's visitors. The implementation of this model has led to the promotion of both activities in favour of the company and its clients.



OUR TEAM

OUR PEOPLE

53 High net-worth executives

40 External partners

18 Collaborating companies

We envision our future by investing in our people

FORUM SA, recognizing the value of Human Capital as an important and competitive advantage, implements policies and initiatives that result in efficiently attracting, developing and retaining its employees.

Currently, we employ more than 50 people that constitute a team of experienced professionals. Our staff's knowledge and on the job training, allow them to provide the optimum business solutions to our customers.

FORUM SA has a collective culture and strategy, and actively cultivates the professional advancement and development of each and every employee. The management is fully committed to the professional evolution and satisfaction of our people ever since the establishment of the company.

We support our customers at any time & in any way

Our specialized and experienced personnel is completely customer-oriented, has an in-depth knowledge of the needs and complex challenges that every professional sector has to face, and is in the unique position to provide clients with the appropriate insight and solutions.



We create powerful and enduring relationships with our customers, based on mutually beneficial terms, accepted and respected by all parties.

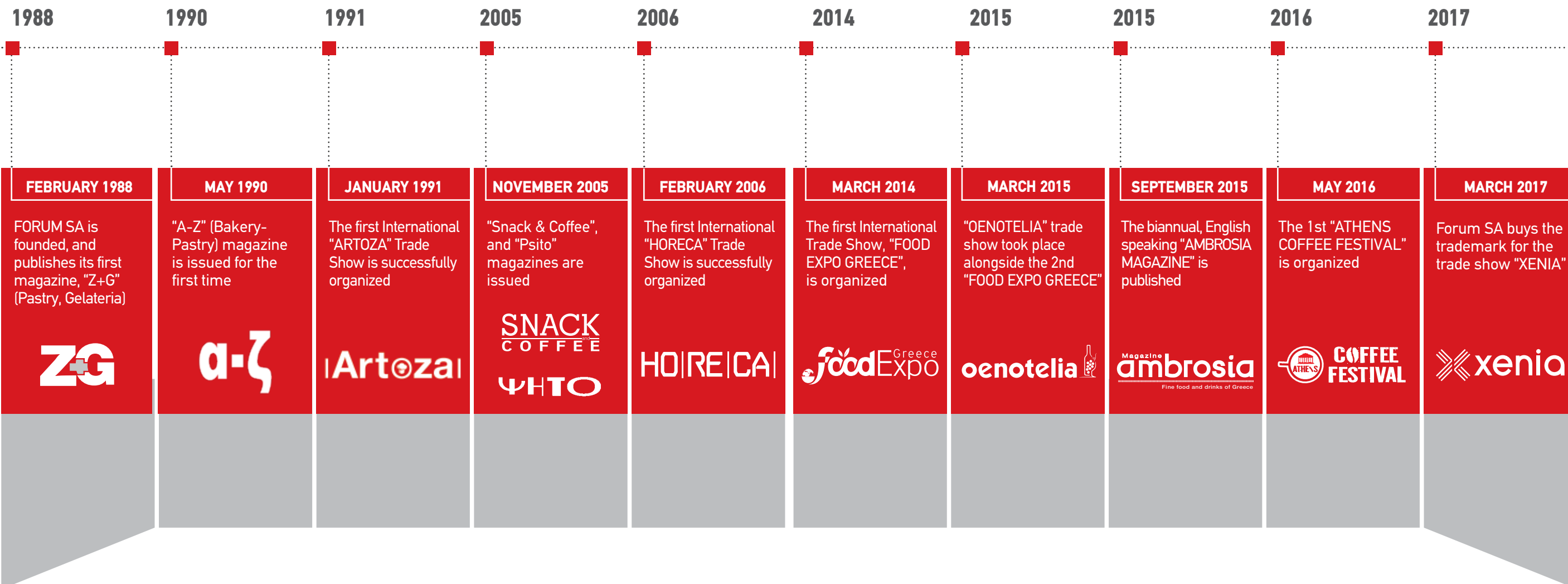


Organizational chart



OUR HISTORY MILESTONES

Since 1988, the FORUM SA timeline has been dotted with innovations that changed the Commercial Exhibitions & Publications industry in Greece. Check out all the major original initiatives we are proud of, below...



OUR TRADE FAIRS

6 Internationally famous Trade Shows



ARTOZA

A large International Trade Show targeting the Bakery, Pastry, Ice Cream and Chocolate sectors. It is held every two years at the ATHENS METROPOLITAN EXPO.



HORECA

The leading Trade Show in Greece on the latest trends and products in the Foodservice and Hospitality industry. It is held annually, on February at ATHENS METROPOLITAN EXPO.



FOOD EXPO GREECE

The leading International Food & Beverage Trade Show in Southeast Europe, which is held every year in March at ATHENS METROPOLITAN EXPO.



OENOTELIA

The International Trade Fair for Wine and Spirits is held annually (in March) at ATHENS METROPOLITAN EXPO alongside the "FOOD EXPO GREECE".



ATHENS COFFEE FESTIVAL

The annual International Festival for coffee and its surrounding culture is addressed equally to industry professionals, home baristas and the general public.



XENIA

It is an annual premium exhibition, exclusively targeted at professionals from the hotel industry. Xenia is held each November, at ATHENS METROPOLITAN EXPO.



INTERNATIONAL TRADE FAIR FOR THE BAKERY & PATISSERIE SECTORS

Artoza

 www.artoza.com

Iteration: 15th

Venue: Athens Metropolitan Expo

Frequency: Every 2 years

KEY FIGURES

29 Year presence

25,000 m²
 of exhibition area

250 Exhibitors

35,900 Visitors
 from 15,200 companies

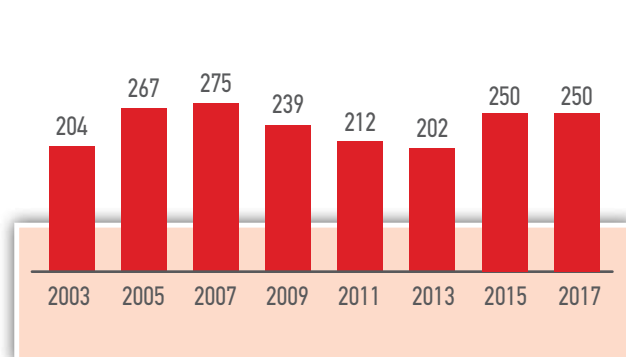
250,000€
 Advertising budget

The biggest exhibition for the Bakery & Pastry industry in the Balkans!

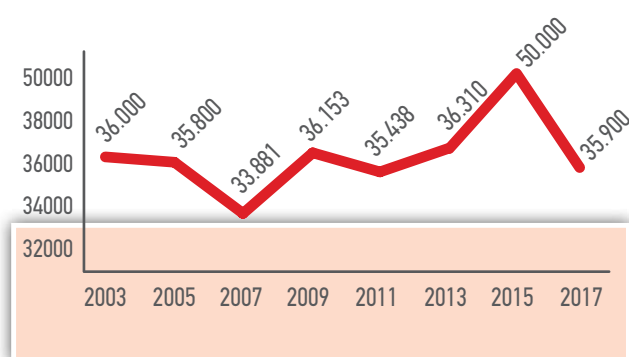
Having been established as one of the most successful trade shows in Greece and one of the best of its kind around the world, ARTOZA is justly considered an institution and a point of reference for the Greek Bakery and Pastry industry. In the extremely challenging economic climate of recent years, ARTOZA has managed to not only maintain its power, but also to further enhance the recognition and appeal it has acquired over the years, and to remain an unwavering trade show institution for the entire sector of the bakery and patisserie professionals.

Reaching the 29-year milestone in its history, during which it has known unrivalled success, ARTOZA is poised to embark on a new era. While following the rapid developments and restructuring of the industry, it is currently being renewed and enriched with new categories of exhibits, and targeted thematic events. ARTOZA aims at meeting the contemporary demands of professionals and helping them to respond to the changes arising from today's competitive market, providing, at the same time, a view to the future.

With the cooperation and participation of all institutional bodies and the contribution of the majority of suppliers in the sector, preparations are underway for the 16th ARTOZA. It is expected to attract thousands of professionals and to serve as a vast commercial forum that will mark the new path to recovery in the Bakery and Pastry sector in Greece, fulfilling the high expectations of both exhibitors and trade visitors.



EXHIBITORS PER EXHIBITION



VISITORS PER EXHIBITION



60% of industry professionals in total have already visited ARTOZA – a trade show penetration rate considered to be among the highest in the world





Iteration: 13th
 Venue: Athens Metropolitan Expo
 Frequency: Annual

KEY FIGURES

13 Year presence

50,000 m² of exhibition space

550 Exhibitors

125,000 Visitors
 from **49,712** companies

500,000€
 Advertising budget

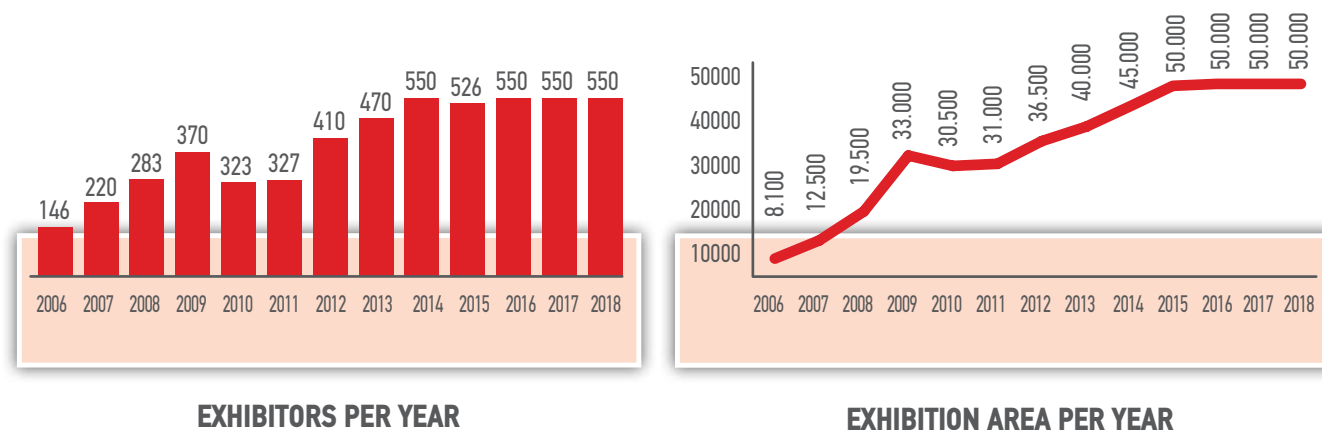
The largest exhibition for Hotels & Catering Services in S.E. Europe!

Every year, HORECA, the largest exhibition in Greece and one of the most extensive and best of its kind internationally, confirms its massive reputation by attracting tens of thousands of trade visitors, while operating as an effective commercial forum as well as a platform of innovative developments for the Hotel and wider Catering sectors.

Although its history comprises of only 13 years of activity, it is considered to be a model exhibition and has been imprinted upon everyone's conscience as the leading trade show for the Hospitality and Foodservice industry in Greece. HORECA is not just a great commercial event. It is a veritable social occasion that brings together Tourism and Gastronomy professionals and makes a real contribution to the upgrade of the country's tourist product.

The fastest growing exhibition in Greece!

Despite the economic disparities in recent years, HORECA, unlike other exhibitions, managed to considerably increase all its basic figures and become the largest exhibition in Greece! Very few trade shows, even at an international level, have managed to increase their exhibition size by 600% in only 13 years.



HORECA increased its exhibition size by 600%
 in just 13 years. During the same period the number
 of its exhibitors increased by **360%**




www.foodexpo.gr

Iteration: 5th
 Venue: Athens Metropolitan Expo
 Frequency: Annual

KEY FIGURES

5 Year presence

50,000 m²
 of exhibition area

1,300 Exhibitors

12 National pavilions

68,000 Visitors
 from 27,800 companies

2,930 International visitors

1,000,000€
 Advertising budget

The leading Food & Beverage exhibition in Southeast Europe!

The unanimous approval of FOOD EXPO GREECE by the industry professionals, laid the foundations for the establishment of a great institution for the Food & Beverage trade fairs in Greece.

Our vision is the establishment of a leading international exhibition for the Food & Beverage industry, hosting hundreds of Greek and international exhibitors and welcoming thousands of key trade visitors from the domestic and all major global markets. FOOD EXPO GREECE is a commercial hub that will showcase and promote products from Greece, the Mediterranean and the world, thus creating a leading event for the Food & Beverage sector in Southeast Europe.



Greek wine meets Global Markets!

Oenotelia is held under the auspices of the Greek Wine Federation and takes place along with FOOD EXPO GREECE. The joint organization of the exhibitions will cause extensive synergies, since Oenotelia wine exhibitors will have the opportunity to establish contacts with FOOD EXPO GREECE attendees, most of whom are hailing from Organized Trade, Wine & Spirits Wholesale, Hotels and Catering companies.



800 major International Food and Beverages Buyers were included in the FOOD EXPO GREECE 2018 Fully Hosted Buyer Program.



The 5th FOOD EXPO GREECE had a 300% increase in exhibitors, compared to the first year's trade show numbers, stating its dynamic growth and potential!

OUR MAGAZINES

www.forummagazines.gr

6 leading professional magazines



A-Z

With a continuous 27-year presence, tasteful, reliable and featuring in-depth information, A-Z is by far the leading magazine in terms of circulation and readership. It covers all the bakery, pastry and chocolate industry news.



Z&G

The most reliable magazine in the pastry industry. A magazine of refined aesthetics and among the best in its field in Europe, an invaluable tool in the hands of every Greek Pastry shop owner and executive Pastry Chef.



Artisanal Bakery and Pastry

A comprehensive publication covering all activities and initiatives taken by the Hellenic Federation of Bakers and local bakery associations, as well as all the latest trends in the Greek and international bakery and pastry field.

Psito

With its large circulation and constantly increasing reach in the foodservice companies and meat processing market, it provides the ultimate means of promotion and communication between suppliers and their customers.



Snack & Coffee

The only magazine to be mailed to 7,443 companies all over Greece. With its rich content and high quality, Snack & Coffee magazine contributes to the upgrade of the industry's services.



Ambrosia Magazine

The English speaking Forum SA magazine, is published twice a year and is one of the most professional and innovative efforts in recent years for promoting Greek Food and Beverages in all major markets around the globe.





5,000
 recipients

Z+G (PASTRY-GELATERIA)

The bible of the Greek...
 haute pâtisserie!

For 28 years now, Z+G magazine is published every two months and sent to more than 4,300 Greek and International pastry, ice cream and chocolate companies. It is the only trade magazine in Greece that has become a full member of the Euroclub of Pastry Magazines, a group in which only the best European magazines of the sector take part.

Z+G is undoubtedly the professional pastry magazine with the largest circulation and authority in Greece. An elegant publication providing deep understanding of the domestic and international pastry market; a magazine that has time and time again proved its commercial efficiency, as advertising in it is a priority to all the sector's suppliers that wish to promote their company and products effectively.

RECIPIENT ANALYSIS

3,405 Artisanal patisseries
 and gelateries

744 F&B managers and
 Executive pastry chefs

507 Ice cream & pastry
 industries

344 Trading companies



7,500
 recipients

A-Z (BAKERY-PASTRY)

The most reliable magazine
 for the Bakery and Pastry industry

Since 1990, A-Z has come a long way and has become the number one trade magazine in circulation and readership, dedicated to the Bakery & Pastry industry. It is published every two months, and sent to 7,500 bakery and pastry companies in Greece and Cyprus.

A tasteful magazine, with rich content and of high-quality print, A-Z offers features pioneering concepts, the latest trends in the Greek and international pastry and bakery sectors, information on food technology, articles on marketing and business administration, as well as original and traditional recipes, A-Z is undoubtedly the biggest and most reliable Bakery and Pastry trade magazine in Greece and among the best in Europe - an invaluable tool in the hands of the Greek baker and pastry entrepreneur.

RECIPIENT ANALYSIS

5,973 Bakeries

243 F&B managers &
 Master Bakers

326 Bread and Puff pastry
 industries

621 Trading companies

337 Pastry shops





5,500
recipients

ARTISANAL BAKERY & PASTRY

The official magazine of the Hellenic Bakers' Federation

Artisanal Bakery and Pastry, published every 2 months, is the official magazine of the Hellenic Bakers' Federation. Since October 2007, FORUM SA has taken on its publication, starting a new chapter in the magazine's history thanks to the enhancement and upgrade of its layout, and the evolution of its content.

It currently features all the news of the Federation along with the latest trends in the Greek artisanal bakery sector. Our vision is that Artisanal Bakery and Pastry will become a valuable tool in the hands of every professional artisan baker.

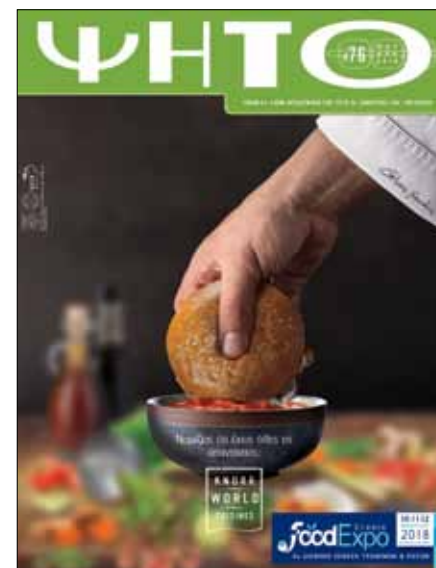


RECIPIENT ANALYSIS

4,612 Artisanal bakeries

434 Bread, Dough & Pastry Artisans

454 Trading companies



7,500
recipients

PSITO

The first magazine specializing in grill restaurants globally!

PSITO is the first magazine to target exclusively the grill house sector (taverns, steak houses, catering companies etc.) globally, offering each and every chophouse professional the opportunity to discover innovative ideas and access important information that will assist him in growing his business.

PSITO is published every two months, and is destined to fill a large gap in professional publications. It features everything regarding the grill house sector: news about the Greek and International markets, brand new products, original ideas and much more. The 7,500 recipients have already recognised PSITO as an effective tool between professionals and suppliers.

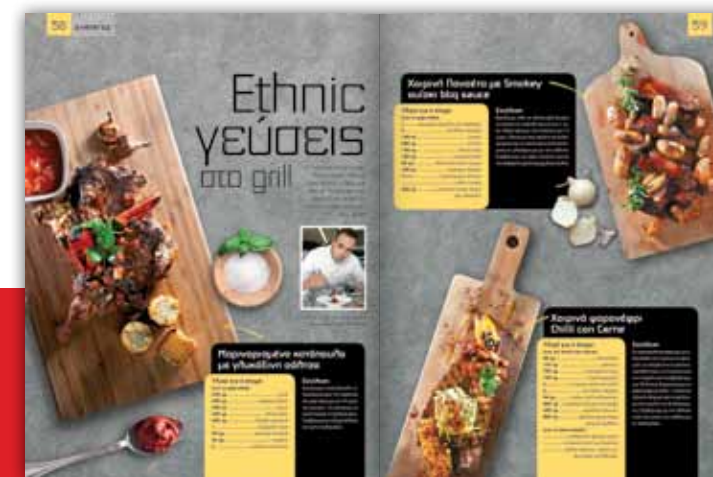
RECIPIENT ANALYSIS

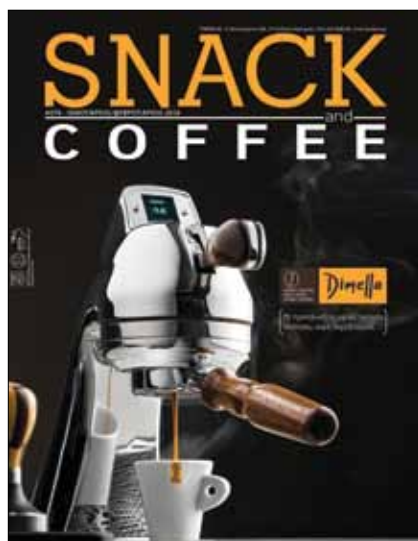
6,082 Restaurants & grill houses

376 Restaurant chains

414 Wholesalers & foodservers

628 Meat processing industries





7,500
recipients

SNACK & COFFEE

The first and only Greek magazine focused on the coffee industry!

Snack & Coffee magazine has been published every two months since January 2005, and is sent to more than 7,500 companies in Greece and Cyprus.

Snack & Coffee is the first Greek trade magazine that fully targets the fast food restaurant and coffee shop sector. These are the fastest growing industries in Greece, with massive potential for further development. It has also the largest circulation than any other trade magazine of this particular sector in Greece. With rich, original content, thorough reporting, high production and design standards, Snack & Coffee is set to enhance the efficiency and services of the specific industry.

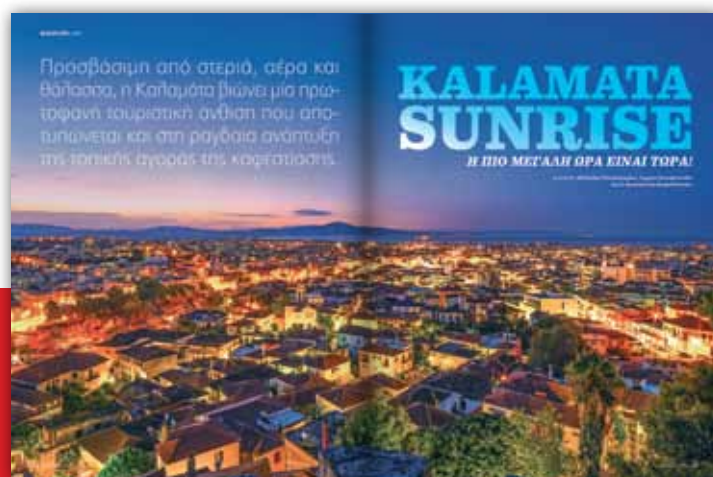
RECIPIENT ANALYSIS

6,425 Cafeterias, pizza restaurants & fast food chains

340 Wholesalers & foodservers

415 Bartenders-Baristas

320 Restaurant chains



50,000
recipients abroad

AMBROSIA magazine

Promoting Greek Food & Beverages in the global market!

As the number of Greek businesses interested in penetrating and establishing themselves in the international Food & Beverage markets is on the rise, the establishment of an international trade magazine has become imperative. A magazine that will be a means of communication and promotion of Greek products to the top distribution networks and retailers abroad.

Ambrosia magazine is the new informative, biannual publication in English, about Greek Food & Drinks that covers this emerging need and aims to promote and communicate Greek products to the international Food & Beverage markets, by asserting the superior quality and culinary value of Greek Food & Beverages on an international level.

RECIPIENT ANALYSIS

5,000 Selected major international buyers /hard copy

42,000 buyers in specific target-markets (big supermarket chains, retailers, distributors, wholesalers, foodservers, brokers) / digital form

3,000 issues are distributed during the international trade shows (PLMA, SUMMER FANCY FOOD SHOW, ANUGA, GULFOOD) / hard copy & digital form



For 30 years, FORUM SA has been successfully operating in the fields of professional trade shows and publications. During this time, the company has never resounded to business loans, and is strictly based on its own funds.

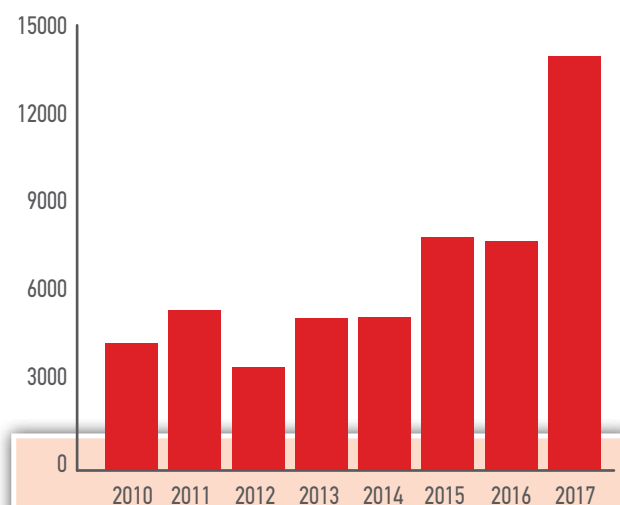
FINANCIAL HIGHLIGHTS

30 years of successful operation

Operating highlights	2010	2011	2012	2013	2014	2015	2016	2017
Total Sales	4,191	5,274	3,426	5,043	5,100	7,744	7,387	14,455
Key metrics: Earnings Before Interest, Taxes, Depreciation and Amortization - EBITDA	729	845	359	705	715	1,273	1,117	4,147

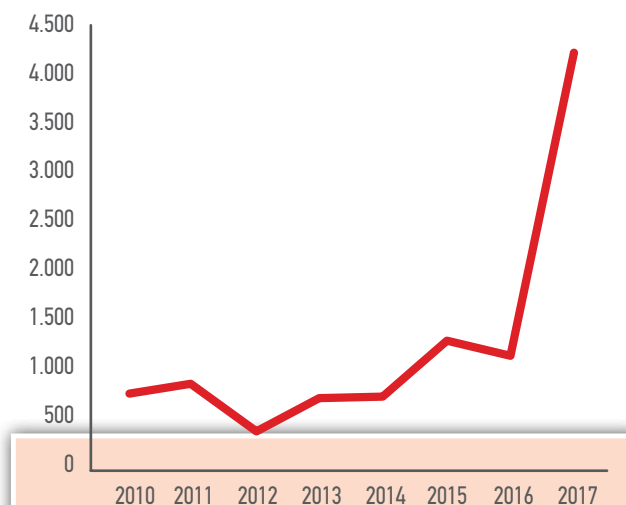
(As of the year ended December 31, in thousands €)

TURNOVER PROGRESSION



TOTAL SALES

STRONG EARNINGS GROWTH (EBITDA)



EBITDA



**WE CREATE FIRM FOUNDATIONS FOR
FUTURE GROWTH**

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