

• **ADUS**

EXPANSION TO THE ISLANDS WITH A FOCUS ON FURTHER DEVELOPMENT

Andreas Sotirchos, Commercial Director, and Irini Christodouloupoulou, Head of Marketing & Business Development of the company, analyze the rationale and usefulness behind ADUS's expansion to the islands. As they point out, the island retail market is showing significant growth, while they note that daily work on the shelf is the strongest element of credibility for a brand.

It is often said that the Greek islands market is a critical growth factor for retail. Do you agree and why?

A. Sotirchos: The island market is now one of the most dynamic pillars of Greek retail, representing over 20% of total consumption. Tourism, the increasing duration of the season, and the particular requirements of points of sale create an environment where consistency and physical presence are decisive.

I. Christodouloupoulou: This is precisely the reason why we chose to communicate this specific strategy. The islands market is not simply "volume," but an indicator of maturity and execution capability for a company in the sector.

What moves has ADUS made to capitalize on this dynamic?

A. Sotirchos: In recent years, we have systematically invested in island coverage, commercially supporting more than 360 stores of national and local chains. Our approach is based on an organized plan of visits, sales, and merchandising, with the goal of consistently implementing our clients' commercial strategy.

I. Christodouloupoulou: For us, it was important that this investment not remain "invisible." The communication aims to capture a reality that already exists in the field and translate it into a clear message to the market.

How critical is the proper management of products and the shelf?

A. Sotirchos: It is decisive. Avoiding out-of-stocks, maintaining proper shelf appearance, and speed of response directly impact sales, especially in markets with strong seasonality that now extends from March to October, particularly this year



when Catholic Easter comes early (31/3 - 5/4/2026).

Do you operate as a substitute for the commercial departments of the companies you work with?

A. Sotirchos: Absolutely not. We function as a practical extension of their teams and their Sales Representatives, assisting at the point of sale. This way, we ensure that their merchandising & promotion strategy is consistently implemented even in geographically challenging areas.

What does this strategy signify for ADUS's future?

I. Christodouloupoulou: It signifies a more conscious and mature approach to growth. The communication does not come to "cover up" something, but to support and highlight a substantial operational strategy with a long-term perspective. Daily work on the shelf is also the strongest element of credibility for a brand. When execution is done right, the product's message reaches the consumer clearly, and this has value both commercially and in terms of communication..