

**FORM OF APPOINTMENT OF PROXY HOLDER/S** FOR PARTICIPATING IN THE EXTRAORDINARY GENERAL MEETING OF THE SHAREHOLDERS OF **the Company** "DUTY FREE SHOPS SOCIETE ANONYME FOR THE EXPLOITATION OF DUTY FREE SHOPS AND INDUSTRIAL, MANUFACTURING, TECHNICAL AND BUSINESS COMPANY SA". "FOLLI FOLLIE GROUP TO BE HELD ON JUNE 24th, 2011

FULL NAME/CORPORATE

NAME: .....

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ADDRESS: .....

ID Card Nr. / COMPANY REG. NR. ....

NUMBER OF SHARES: .....

INVESTORS SHARE ACCOUNT: .....

SECURITIES ACCOUNT: .....

FULL NAME/S OF THE LEGAL REPRESENTATIVE/S: .....

.....(Only for legal entities)

FULL NAME/S OF PROXY HOLDER/S ID Card Nr.

1.

2.

3.

MANNER OF VOTING (for example in case of appointment of more than one proxy holders all proxy holders may act jointly or each of them may act severally, so in case that more than one proxy holders, each of which may act severally, attend the General Meeting, the first one excludes the second and the third ones, and the second one excludes the third one, etc.):

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**ITEMS OF THE AGENDA:**

1. Submission and approval of the annual consolidated and companies financial statements for the fiscal year 2010 following the hearing of the reports of the Board of Directors and the Chartered Auditors-Accountants for the fiscal year 2010.
2. Approval for the appropriation of the net profits after taxes for the fiscal year 2010 and approval for not distribution of dividend to the shareholders.
3. Waiver of liability of the Members of the board of Directors and the Chartered Auditors-Accountants for the fiscal year 2010.

4. Election of one ordinary and of one substitute Chartered Auditor-Accountant for the year 2011
5. Validation for the election of new member of the Board of Directors in replacement of resigned member
6. Approval of a share buyback scheme according to the article 16 of the Law 2190/1920
7. Approval of companies guarantees in favor of the subsidiaries Hellenic Distributions S.A., Links of London LTD, Elmec Romania SRL, and Elmec Bulgaria EOOD, up to amount of EURO 50 million
8. Validation for the election of the Audit Committee members
9. Approval of remuneration or compensation for the members of the Board of Directors paid during 2010 and pre-approval of remuneration and compensation for the fiscal year 2011
10. Various announcements

Instructions for exercising the voting rights (for example, in the discretion of the proxy holder/s affirmative vote or no vote on the draft decisions as posted on the website of the company etc):

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I hereby inform you that I have notified my representative/s (proxy holder/s) of the obligation of disclosure arising from article 28a paragraph 3 of C.K. 2190/1920.

This proxy applies to the Extraordinary General Meeting of the Shareholders of the Company to be held on 24.06.2011, as well as any recurrence thereof, following adjournment or recess.

Revocation of this proxy will not be valid unless communicated to you in writing at least 3 days before the respective General Meeting.

....., ..... 2011

The appointing person

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(signature & full name  
& seal for a legal entity)