



DUTY FREE SHOPS S.A.

REGISTRY NR. 14216/06/B/86/06

INVITATION

to the Shareholders of the Company

DUTY FREE SHOPS AND INDUSTRIAL, MANUFACTURING, TECHNICAL AND BUSINESS
COMPANY SA. "FOLLI FOLLIE GROUP"

To the Annual Ordinary General Assembly

Following a decision of the Board of Directors of the Company "DUTY FREE SHOPS AND INDUSTRIAL, MANUFACTURING, TECHNICAL AND BUSINESS COMPANY S.A.", under the trade name "FOLLI FOLLIE GROUP" (hereafter "the Company"), adopted at its Meeting on 26.5.2011 the Shareholders of the Company are called to the Annual Ordinary General Assembly, on 24.06.2011, Friday at 12:00 pm, at the Company's premises in Agios Stefanos, Attika, 23rd km. National Road Athens Lamia, in order to discuss and resolve on the following items:

ISSUES 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