

“PREMIA SOCIETE ANONYME”

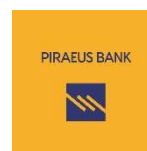
ANNOUNCEMENT – INVITATION TO INVESTORS

REGARDING THE PUBLIC OFFERING IN GREECE WITH PAYMENT IN CASH AND THE ADMISSION TO TRADING ON THE FIXED INCOME SECURITIES SEGMENT OF THE REGULATED MARKET OF THE ATHENS EXCHANGE OF THE BONDS OF THE COMPANY “PREMIA SOCIETE ANONYME”

WITH THE ISSUANCE OF A COMMON BOND LOAN

PUBLIC OFFERING FROM 19 JANUARY 2022 UNTIL 21 JANUARY 2022

JOINT COORDINATORS AND BOOKRUNNERS OF THE PUBLIC OFFERING



LEAD UNDERWRITERS OF THE PUBLIC OFFERING



UNDERWRITER



ISSUE ADVISORS



By virtue of the decision of the Board of Directors of the company “PREMIA SOCIETE ANONYME” (hereinafter “Issuer” or “Company”) dated 07.01.2022, the Issuer, *inter alia*, approved:

a) The issuance of a common bond loan by the Company (hereinafter “Bond Loan” or “CBL”), by virtue of Law 4548/2018, as in force, and the provisions of Greek Law 3156/2003 that remain in force, of a total amount of up to €100,000,000 with a duration of five (5) years, divided into up to 100,000 dematerialized, common, bearer

bonds, of a nominal value of €1,000 each (hereinafter the "Bonds"), that will be registered in the D.S.S. and admitted for trading on the Fixed Income Securities Category of the Regulated Market of the Athens Stock Exchange, as well as the specified terms of the Bond Loan, which constitute the CBL programme (hereinafter the "CBL Programme"),

(b) that disposal of the Bonds for subscription through a public offering to the entire investing public in Greece, namely to retail and qualified investors, within a period of three (3) business days during which the subscription of the Bond Loan will take place (hereinafter the "Public Offering"), via the Electronic Book Building service of the Athens Exchange (hereinafter the "E.BB." or "Electronic Book Building"),

(c) the determination of the offer price of each Bond at par, i.e. in the amount of €1,000 and the determination of the final yield of the Bonds and the interest rate of the Bond Loan, based on the final yield of the Bonds, through the Public Offering, by the Joint Coordinators and Bookrunners, with the Electronic Book Building process in accordance with the specific provisions of the prospectus that was approved by the Hellenic Capital Market Commission on 13.01.2022 (the "Prospectus").

If the CBL is not subscribed for an amount of at least €75,000,000, the issue of the Bond Loan will be cancelled and the amount corresponding to the blocked subscription amount of each Retail Investor will be released within two (2) business days at the latest, without interest.

DETERMINATION OF FINAL YIELD AND INTEREST RATE OF THE BONDS

The determination of the yield and the interest rate of the Bonds ("Interest Rate") shall be effected by way of the process of book building ("Book Building"), which shall be kept by the Joint Coordinators and Bookrunners, and will be conducted through the E.BB. process. In the E.BB. process only Qualified Investors may participate.

Furthermore, the Interest Rate and the final yield shall be defined by the Joint Coordinators and Bookrunners, within the range of the yield, by the Electronic Book Building, as further specified in the Prospectus, will be approved by a person authorized by the Board of Directors of the Issuer and will be announced on the Company's website and on the website of the Athens Exchange no later than the next business day after the Public Offering period.

The yield range shall be determined by the Joint Coordinators and Bookrunners and shall be published in the Daily Statistical Bulletin of ATHEX and on the Issuer's website, at the latest on the previous day of the commencement date of the Public Offering period, for the investors to be notified. It is noted that in order to determine the yield range, a pre-marketing process will be followed, i.e. a joint assessment of the conditions of the Greek and international capital markets, as well as the financial status and prospects of the Company's group. During the period that precedes the Electronic Book Building process (pre-marketing period), the Joint Coordinators and Bookrunners receive indicative offers by Qualified Investors, to determine, pursuant to professional criteria, the yield range that corresponds better to market demand.

The high end of the yield range may be greater than the low end by up to 150 base units.

The final yield and Interest Rate shall be notified to the Hellenic Capital Market Commission and shall be published on the website of the Issuer and ATHEX, at the latest on the next business day following the completion of the Public Offering.

The criteria and conditions, on the basis of which the final yield and Interest Rate shall be determined, include the bond market conditions, the volume of demand per yield by Qualified Investors, the volume and type of Qualified Investors, the volume of demand by Retail Investors (to the extent that the final allotment to them will exceed the minimum allotment percentage of 30%), as well as the loan service cost that the Issuer is willing to undertake in connection to the issuance of the bonds.

Indicatively, if the demand by Qualified Investors covers the Bond Loan up to the high end of the yield range but at the same time a material part of the Issue is subscribed at a lower level of yield, the lower level may be selected, even if this would result in a smaller amount of capital raised, and provided that the condition for the issuance of the Bonds is met.

Concurrently with the determination of the Final Yield, the final allocation of the Bonds will be decided. In any case, the Interest Rate shall be determined within the announced binding yield range. The Interest Rate and Offer Price will be common for all investors, Qualified and Retail, that will participate in the Issue of the Bonds by means of the Public Offering.

Within two (2) business days following the end of the Public Offering, a detailed announcement will be issued by the Joint Coordinators and Bookrunners regarding the outcome of the Public Offering, including the Interest Rate, which will be published in the Daily Statistical Bulletin of ATHEX. Detailed information on the final yield and interest rate is provided in section 4.3.3. "Determination of final yield and Interest Rate of the Bonds by means of a Public Offering by way of the Book Building" of the Prospectus.

BONDS OFFERING PROCESS

The offering of the Bonds for subscription, namely the offering of Bonds of a total nominal value up to €100,000,000, shall be conducted by way of a Public Offering to investors in Greece through the E.BB. process.

The title of one (1) Bond shall be the trading unit in ATHEX. Each investor may be registered and may file the relevant Subscription Application for the purchase of Bonds, via the E.BB. process for at least one (1) offered Bond or for an integral number of Bonds. The maximum amount for subscription for each investor is the total amount of the Public Offering, namely up to one hundred thousand (100,000) Bonds. The minimum amount for participation is one (1) Bond of a nominal value of €1,000.

The Public Offering and registration period for interested investors will have a duration of three (3) business days.

The Joint Coordinators and Bookrunners have been designated as coordinators of the E.BB. process, as set out in E.BB. Decision. In particular, the Public Offering will commence on January 19, 2022, at 10:00 a.m. Greek time and shall be concluded on January 21, 2022, at 4:00 p.m., Greek time.

The E.BB. shall remain open, throughout the term of the Public Offering from 10:00 a.m. until 5:00 p.m., except for January 21st 2022, on which day it will close at 4:00 p.m.

In order for an interested Investor to participate in the Public Offering of the Bonds, a Subscription Application for Bonds shall be submitted during the term of the Public Offering, pursuant to the terms and conditions of the Prospectus dated 13.01.2022 and approved, and the CBL Programme.

Amendment or cancellation of the Subscription Application for the offer to purchase Bonds is possible throughout the term of the Public Offering, following the same process for its initial submission.

In case that the Subscription Application is not properly filled in, pursuant to the terms and conditions for subscription in the Public Offering, according to the Prospectus, the CBL Program and the E.BB Decision, the Subscription Application will not be accepted.

Detailed information on the process for the Bonds offering is provided in section 4.3.5. "Offering process, Registration and Allocation of the Offered Bonds by means of a Public Offering" of the Prospectus.

PROCEDURE FOR PARTICIPATION OF RETAIL INVESTORS IN THE PUBLIC OFFERING

Interested Retail Investors may file their Subscription Applications directly at the branches of the Joint Coordinators and Bookrunners, namely "NATIONAL BANK OF GREECE S.A.", "ALPHA BANK S.A." and "PIRAEUS BANK S.A.", the Lead Underwriters, namely "OPTIMA BANK S.A." and "EUROXX SECURITIES S.A.", the Underwriter, namely "BETA SECURITIES S.A.", as well as the E.BB Members and the Participants of the D.S.S. that cooperate with E.BB. Members for the filing of Subscription Applications via the E.BB. service.

For their participation in the Public Offering, interested Retail Investors, who will directly attend the branches of the Joint Coordinators and Bookrunners, the Lead Underwriters and the Underwriter, must provide their identity card or passport, their tax identification number and a print-out of their D.S.S. data.

In case of a Subscription Application submitted on behalf of a Retail Investor through a Client Securities Account, including Joint Investor Shares, this application will be accepted only if said Retail Investor is the beneficiary or co-beneficiary of the Securities Accounts, by which the registration was conducted.

Interested Retail Investors will be registered at the lowest yield range that will be announced on the day prior to the commencement of the Public Offering. The value of subscription for Retail Investors is the product of the number of Bonds subscribed for multiplied by the nominal value of €1,000 per Bond.

Detailed information on the participation of Retail Investors is provided in section 4.3.5. "Offering Process, Registration and Allotment of the Offered Bonds by means of a Public Offering" of the Prospectus.

PROCEDURE FOR PARTICIPATION OF QUALIFIED INVESTORS IN THE ELECTRONIC BOOK BUILDING

Interested Qualified Investors, in order to participate in the Public Offering, must contact the Joint Coordinators and Bookrunners, the Lead Underwriters and the Underwriter and file the relevant Subscription Application.

The process for submission of offers by Qualified Investors will last from the first until the last day of the Public Offering.

The yield that will be included in the Subscription Application, within the range that will be announced, will be on increments of 5 basis points, namely 0.050%.

Offers submitted by Qualified Investors will be collected throughout the term of the Electronic Book Building process, which will be managed by the Joint Coordinators and Bookrunners, in order to determine the requested volume per alternative yield, as well as the total number of requested Bonds.

The Electronic Book Building will close on the last day of the Public Offering period (4.00 p.m. Greek time), and all offers, as in force at that time, will be considered as final.

Detailed information on the participation of Qualified Investors is provided in section 4.3.5. "Offering Process, Registration and Allotment of the Offered Bonds by means of a Public Offering" of the Prospectus.

PROCEDURE OF ALLOCATION

Following the determination of the final yield and Interest Rate, the Joint Coordinators and Bookrunners shall determine the size of the Issue and, subsequently, the Bonds will be allocated to investors as follows:

- at least 30% of the Bonds of the Public Offering (namely at least 30,000 Bonds in the event of full subscription of the CBL, i.e. issue of 100,000 Bonds) will be allocated to Retail Investors; and
- up to 70% of the Bonds of the Public Offering (namely up to 70,000 Bonds in the event of full subscription of the CBL, i.e. issue of 100,000 Bonds) will be allocated among Qualified Investors and Retail Investors.

As long as the subscriptions of Retail Investors for the 30% of the Bonds of the Public Offering will have been satisfied, the following will be taken into consideration, for the final determination of the percentage of allocation to each category of investors:

(a) the demand by Qualified Investors, (b) the demand by the remaining part of the 30% of Retail Investors, (c) the number of Subscription Applications submitted by Retail Investors, as well as (d) the need to create conditions for the smooth trading of the Bonds in the secondary market.

Detailed information on the allocation process is provided in section 4.3.6. "Process of allocation of the Public Offer" of the Prospectus.

PROSPECTUS AVAILABILITY

Further information about the Issuer, the Bonds and their offering are included in the Prospectus, which was approved by the Board of the Hellenic Capital Market Commission during its meeting on January 13, 2022, only

with regard to the compliance with the information requirements for investors, as set out in Regulation (EU) 2017/1129 and Delegated Regulations (EU) 2019/979 and (EU) 2019/980, and Greek Law 4706/2020, as in force.

The Prospectus will be available to investors, pursuant to article 21, para. 2 of Regulation (EU) 2017/1129, in an electronic form, on the following websites:

- Athens Exchange: <https://www.athexgroup.gr/el/web/guest/companies-new-listings>,
- Hellenic Capital Market Commission: <http://www.hcmc.gr/el%20GR/web/portal/elib/deltia>,
- The Company: <https://www.premia.gr/enimerotika-deltia/>,
- National Bank of Greece S.A.: <https://www.nbg.gr/el/retail/investment-products/enimerotika-deltia/deltia-epihirisewn>,
- Alpha Bank S.A.: <https://www.alpha.gr/el/idiotes/ependuseis/xrimatistiriakes-upiresies/enimerotika-deltia>,
- Piraeus Bank S.A.: <https://www.piraeusholdings.gr/premia>,
- Optima Bank S.A.: <https://www.optimabank.gr/business/investment-banking/enimerotika-pliroforiaka-deltia>,
- Euroxx Securities S.A.: <https://www.euroxx.gr/gr/content/article/premiaproperties>, and
- Beta Securities S.A.: <http://betasecurities.com/wp-content/uploads/2022/01/premia-sci-newsletter.pdf>

Moreover, throughout the term of the Public Offering, the Prospectus, if requested, will also be available to investors in hardcopy, free of charge, at the offices of the Company, 59 Vasilissis Sofias Av., Athens, 115 21, the branches of the Joint Coordinators and Bookrunners “NATIONAL BANK OF GREECE S.A.” (registered seat - 86 Aiolou Str., Athens, 105 59, tel. 2103337000), “ALPHA BANK S.A.” (registered seat - 40 Stadiou Str., Athens, 10252, tel. 210 3260000), “PIRAEUS BANK S.A.” (registered seat - 4 Amerikis Str., Athens, 10564, tel. 210 3288000), the Lead Underwriters “OPTIMA BANK.” (registered seat - 32 Aigialias Str., Marousi, 15125, tel. 210 8173000) and “Euroxx Securities S.A.” (registered seat - 7 Palaiologou Str, Chalandri, 152 32, tel. 210 6879400) and the Underwriter “BETA SECURITIES S.A.” (registered seat – 29 Alexandras Av., Athens 11473, tel. 210 6478900).

Investors interested in more information or clarifications may contact during working days and hours the Company’s offices, at 59 Vasilissis Sofias Av., Athens, 115 21, tel. 210 6967600 (responsible Mrs. Kopelousou Eleni).

Athens, 13 January 2022

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