

GREEK DAILY BRIEF

Friday Jan. 7, 2011

Statistics

Athens Stock Exchange

			Shares
MCap(€bn)	53.7		▲ 32
Turnover (€mn / mn shares)	94.3 / 25.78		— 129
Blocks (€mn / mn shares)	4.6 / .77		▼ 130

Indices	06.01.11	(%) 1day	(%) 30day	(%) Ytd
ASE General	1,373.91	-1.62	-7.97	-2.83
FTSE 20	640.05	-1.82	-10.07	-3.48
FTSE 40	1,466.09	-1.01	-3.34	-2.17
FTSE 80	246.05	-2.08	-8.16	-3.29
FTSE International	1,693.42	-1.76	-9.43	-3.37
Banks	1,190.92	-1.85	-12.88	-4.80
Telecoms	1,789.17	2.85	-12.75	6.04
Travel & Leisure	2,152.11	-4.11	-10.88	-4.66
Construction	2,294.77	-2.51	-0.72	-3.61
ETF Alpha FTSE 20 Idx	6.40	-3.03	-12.33	-4.90
DAX 30	6,981.39	0.60	-0.29	0.97
CAC 40	3,904.42	-0.00	2.46	2.62
FTSE 100	6,019.51	-0.40	3.63	2.03
Dow Jones	11,697.31	-0.22	2.98	1.03
Nasdaq	2,709.89	0.28	4.29	2.15
S&P 500	1,273.85	-0.21	4.09	1.29
Nikkei 225	10,541.04	0.11	3.94	3.05
Hong Kong (HSI)	23,757.52	-0.12	1.41	3.13
Russia (RTS)	1,772.53	0.13	10.97	0.13
Turkey (ISE 100)	69,311.23	1.60	2.12	5.01
Romania (Bucharest)	5,542.79	2.24	7.66	5.20
Bulgaria (Sofix)	364.58	0.06	2.53	0.62
Cyprus	976.25	-3.54	-13.06	-7.48
Commodities				
Brent ICE (\$/bbl)	93.79	0.15	12.43	11.13
WTI NYM (\$/bbl)	90.73	0.28	10.88	7.11
Gold CMX (\$/troy oab.)	1,387.50	0.01	0.57	25.36
Aluminum LME (\$/mt)	2,462.00	1.11	7.60	10.40
Copper LME (\$/mt)	9,350.00	0.44	12.79	26.78
Carbon Fut. (€/mt)	14.31	0.00	-6.47	7.43
Currencies				
EUR/USD	1.3148	0.04	-3.24	-8.75
USD/JPY	83.08	0.51	0.36	11.19
EUR/GBP	0.852	0.14	0.14	4.73
Rates				
Euribor 3m (%)	-	-	1.02	
10Yr Bond (GR)	67.20	12.40		
10Yr Bund (GE)	107.24	2.73		
10Yr Bond (US)	100.59	3.04		

ASE Ind. Fut.	06.01.11	(%) day	Prem/Disc % / bps	Volume	Open Interest	Days to Expiry
FT20 Dec	#N/A	N/A	-	#N/A	#N/A	#N/A

Greek Banks	06.01.11	(%) 1 day	(%) 1 month	(%) Ytd
National Bank	5.98	-1.6	-14.7	-1.2
EFG Eurobank	3.56	0.3	-19.1	-5.1
Alpha Bank	3.65	-2.4	-22.3	-3.9
Piraeus Bank	3.09	-1.9	-4.3	-15.3
Bank of Cyprus	2.33	-4.1	-21.8	-9.7
Marfin Popular Bank	1.07	0.0	-5.2	-2.8
ATEbank	0.66	-4.3	-16.5	-10.8
Emporiki Bank	1.48	-2.0	-16.4	-5.1
Hellenic PostBank	2.72	-5.6	-14.7	-7.2
Bank of Greece	28.03	-1.4	-7.8	-3.1
Egnaia Bank	0.65	8.3	-12.2	3.2
Geniki Bank	2.09	3.5	4.5	-1.4
Bank of Attica	0.88	-2.2	-17.0	-6.4
Aspis bank	#N/A	N/A	#N/A	N/A
Proton Bank	0.65	-3.0	-22.6	-5.8
FTASE 20				
National Bank	5.98	-1.6	-14.7	-1.2
OTE	6.50	2.8	-13.6	6.0
Coca Cola HBC	19.25	-0.1	-7.0	-0.6
EFG Eurobank	3.56	0.3	-19.1	-5.1
Alpha Bank	3.65	-2.4	-22.3	-3.9
OPAP	12.35	-3.9	-10.5	-4.6
Piraeus Bank	3.09	-1.9	-4.3	-15.3
PPC	10.15	-5.8	-12.0	-5.5
Bank of Cyprus	2.33	-4.1	-21.8	-9.7
Marfin Pop. Bank	1.07	0.0	-5.2	-2.8
MIG	0.65	-3.0	-14.5	-7.1
ATEbank	0.66	-4.3	-16.5	-10.8
Hellenic Petroleum	5.78	-1.4	1.0	-1.4
Titan Cement	16.05	-1.5	1.6	-2.3
Jumbo	4.83	-1.8	-7.5	-2.2
Hellenic Technodomiki	3.06	-6.7	-8.9	-8.7
Hellenic PostBank	2.72	-5.6	-14.7	-7.2
Motor Oil	7.46	-1.8	-3.1	-0.5
Viohalco	3.59	-3.0	-2.7	-11.4
Mytilineos	4.18	-3.2	-5.2	-5.4

* ranked by Market Cap.

Note: Commodities, currencies and rates as at 08:30 today

Source: Bloomberg

Market Comment

The Greek market fell also on Wednesday (-1.62%) with large caps and banks on a clear downward path. European and US markets yesterday stood mixed with only Dax in positive territory.

European and US markets closed mixed on Thursday's session, with investors appearing somewhat indecisive ahead of today's unemployment report for December in the US after the government reported an increase in the number of applications for unemployment benefits last week. European futures opened lower today. Domestic sentiment is seen to remain weak in today's open, with the banking sector in the forefront of woes.

[Anthony Christofidis AChristofidis@ate.gr](mailto:Anthony.Christofidis@ate.gr) +30 210 36 87 852
[Nikos Papadopoulos NiPapadopoulos@ate.gr](mailto:Nikos.Papadopoulos@ate.gr) +30 210 36 87 857

Highlights

Economic News

- At a conference in Paris **Prime Minister George Papandreou** denied that Greece was engaged in talks to restructure its debt. In addition, he reconfirmed the issuance of Eurobonds, seeing support rising for the creation of common euro zone bonds to enable troubled member states such as Greece borrow more cheaply.
- MoF** issued a formal statement postponing the capital gains tax. Until further news, the MoF maintains the 0.15% tax on stock sales. When enforced, the capital gains tax will be 20% on profits for shares sold within 3 months from acquisition and 10% on profits for shares sold within 3-12 months. No tax will be applied on shares sold more than 12 months after their acquisition.
- Portugal raised €500mn from 6 month T-bills with 3.7% interest (from 2% in September).
- Eurozone PMI**, according to Markit, remained stable at 55.5 points in December (as in November). Services PMI somewhat retreated to 54.2 points; nevertheless stood above expectations.
- Suisse central bank** is reportedly not accepting Irish government bonds for repo agreements from December due to the recent multiple digit downgrade of the country's sovereign status by Moody's made in mid November.
- The Chinese government** is reportedly determined to support the European south by purchasing Spanish bonds amounting to €6bn. In its latest visit to Spain, the Chinese deputy prime minister Mr. Li Keqiang seemed committed for such a move. Meanwhile, China also intends to buy another €6bn in Portuguese and Greek bonds.
- European Banks refinancing**: Major European banks are reportedly rushing to penetrate the US bond market as competition among deficit-laden European countries and governments that are looking to refinance mature debts increases. Banks taking aggressive steps in this direction include among others Deutsche Bank and Rabobank, while European banks are due to repay €600bn of debt in 2011. As new regulations for European financial institutions come in to effect this week, concerns among traders and executives are mounting. London's financial sector is worried that the four new EU regulatory bodies planned with the aim of forming common rules and protecting the industry from systemic risks may be overtaken by political agendas. Bankers also worry that the entities will not give enough importance to the need to maintain Europe's competitiveness. Meanwhile, the European Union may give national regulators of cross-border banks the authority to demand changes to legal or operational structures if a certain lender requires extraordinary public financial support. Globally, investment banks lending volumes in 2010 reached \$2.6 trillion, marking a 52% increase over that in 2009, according to a survey by Thomson Reuters. The growth came mainly on the back of corporate deals and refinancing projects. Meanwhile, in Europe and the Middle East lending surged 40% also because of mergers and acquisitions.
- Industrial producer prices** up by 0.3% in euro area and up by 0.5% in EU27 in November 2010 compared with October 2010.
- Industrial new orders** up by 1.4% in euro area and up by 0.6% in EU27 in October 2010 compared with September 2010.

Corporate News

- Piraeus Bank** Shares trade ex-rights on Monday January 10th, with the subscription period from January 17th until January 31st. The rights will trade from January 17th until January 25th. The new shares arising from the rights issue will start trading on ATHEX on February 10th.
- Folli-Follie** The 60.6mn new shares resulting from the merger of the three group companies (Folli-Follie, HDFS, Elmec) start trading Today at a new trading price of €11.81.
- OPAP** Agents announced that the pre-announced 48h strike will be postponed for 14th-15th January (instead of 7th-8th January), since the agents' representatives will meet the MoF officials on January 12th.

See Important Disclosures and Analyst Certification at the end

Economic News

Corporate News

DISCLOSURES

GENERAL DISCLOSURES

- The contents of this report have been prepared and issued by ATE Securities SA, a subsidiary of ATEbank.
ATE Securities SA (License no. 85/8.10.1996, 2/301/14.05.2004, 19/469/18.4.2008) is supervised by the Hellenic Capital Market Commission (HCMC).
- The included material is for informative purposes only and under no circumstances should it be considered as an offer to sell or as a solicitation of an offer to buy any security. ATE Securities SA may do and/or seeks to do business with the companies mentioned herein. ATE Securities SA employees and/or its Directors could have a different opinion and/or hold a different position and/or make markets in the named securities. As a result, investors should be very prudent and consider this report and views expressed herein, as only a single factor in making their investment decisions. Securities referred to in this document may be susceptible to investment risks, including possible partial or full loss of the capital invested.
- ATE Securities SA has internal procedures and regulations in order to regulate the objectivity of the flow of information and conflicts of interest that may rise. In specific:
 - (i) The Research & Analysis Department is located at a separate location from Investment Banking, Capital Market Sales and the Asset Management departments of the company and research reports are produced away from the aforementioned departments.
 - (ii) Chinese Walls are set between the different Departments in order to secure confidentiality of flow of information and market abuse behaviour and
 - (iii) The analysts of the Department make use of any public non material information, make company visits and take every effort to ensure the credibility of their sources.

ANALYST CERTIFICATION

ATE Securities SA research analysts certify that:

- (i) The views expressed in this research report **accurately reflect** their personal view about the relevant securities or issuers on the date the report is issued.
- (ii) **No part of their compensation** was, is, or will be, directly or indirectly, related to the specific views or recommendations expressed in the report.

COMPANY-SPECIFIC DISCLOSURES

Share Price

All financial data calculated, are based on the closing price of the previous day, unless otherwise stated.

Frequency of Disclosures

There is no predetermined period for revision updates. ATE Securities SA policy, however, outlines that any major developments in the companies mentioned, should be carefully screened, and it is the analyst's decision whether any such developments materially change their view or opinion stated herein, in order to proceed for an update.

Companies Mentioned in the Report

Company	BBG-RIC Code	Price	Date	View	Disclosures
Piraeus Bank	TPEIR GA / BOPr.AT	€ 3.70	05.01.2011	NR	-
OPAP	OPAP GA / OPAr.AT	€ 12.82	05.01.2011	O	-
Folli Follie	FOLLI GA / FOLr.AT	€ 18.10	05.01.2011	UR	-

Disclosure Outline

- 1 ATE Securities SA and / or any of its affiliates owns 5% or more of the total share capital of the Company
- 2 The Company and / or its affiliates owns 5% or more of the total share capital of ATE Securities SA and / or its affiliates
- 3 ATE Securities SA acts as a market maker for the securities of the Company
- 4 ATE Securities SA has been asked to prepare and or will receive compensation from the company for the preparation of the report
- 5 ATE Securities SA, its affiliates or subsidiaries has acted as manager/co-manager in the underwriting or placement of securities of this company within the past 12 months
- 6 ATE Securities SA, its affiliates or subsidiaries has received compensation for investment banking services from this company within the past 12 months
- 7 ATE Securities SA, provides, or has provided the company with non-investment-banking, securities related services in the past 12 months
- 8 ATE Securities SA, receives, or has received non-investment-banking, securities related services by the company, in the past 12 months
- 9 ATE Securities SA, receives, or is expected to receive investment banking services from this company within the next 3 months
- 10 ATE Securities SA, receives, or is expected to receive non-investment-banking, securities related services from this company, in the next 3 months
- 11 i ATE Securities SA has sent this report to the company prior to publication for factual verification
- ii ATE Securities SA has altered the contents of the report sent initially, on the following issues:

NO ALTERATION

EQUITY RATING SYSTEM

As of Aug.1 2006, ATE Securities SA has adopted a new rating system. Under the old rating system, ratings and definitions were: Buy, when the estimated valuation fair value exceed current market price by 20% or more, Sell, when the current market price exceed the estimated valuation fair value by 20% or more and Hold, when the estimated valuation fair value falls between the two above range points.

ATE Securities SA - Universe

ATE Securities SA Universe has a universe focused mainly on large capitalisation stocks that represents approx. 76% of ATHEX Market Cap.

Guide to Investment Research Rating System

Under the new Investment Research Rating System, in effect as of Aug.1 2006, **Investment Outlook** refers to the overall view of the analyst covering the company and is not a recommendation. The overall assessment of the company includes a *three factor rating system*: **Investment Rating (O, N, U, NR, UR, R, RS, CS) - Risk Rating (1, 2, 3) - Income Rating (1, 2, 3, 4)**.

Quantitative factors are updated at least quarterly or when deemed necessary.

Investment Rating

The five different categories are indicative of expectations of stock return. Stock return includes price appreciation over the next 6-12 months. In specific:

VIEW	Prefix	Definition
Overweight	O	Stock Return > +9%
Neutral	N	Stock Return in the range [-9%, +9%]
Underweight	U	Stock Return < -9%
Not Rated	NR	The company is not covered by ATE Securities SA Research & Analysis Department
Under Review	UR	Rating not currently available
Restricted	R	ATE Securities SA policy and/or law prohibits investment recommendation
Rating Suspended	RS	There is no sufficient fundamental basis for determining an investment rating or target.
Coverage Suspended	CS	We have suspended coverage on this company

Risk Rating

Risk is measured by a 2-factor equally-weighted model, which takes into account (i) Stock Volatility and (ii) Liquidity

Risk Factor	Definition	Quantification ⁽¹⁾
Stock Volatility	The stocks' standard deviation annualized (log scale)	Bottom 25% percentile
		Medium 25% percentile
		Top 50% percentile
Liquidity	Net Shares traded as % of total shares over a 12-month period	Top 20% percentile
		Medium 40% percentile
		Bottom 40% percentile

(1) percentiles of ATE Securities SA Universe

Source: Athens Stock Exchange, Bloomberg, Effect Finance Database

We use a scale of 1 to 3 to describe Low, Medium, High risk respectively, also taking into account qualitative factors.

When a rating is applied on an IPO, the scale 3 - "High Risk" is applied for a 12-month period.

Income Rating

An Income Rating is produced, based on the forecasted dividend yield for a 12-month period. This is then compared with the YtM of the 10-yr Greek Government bond, as shown below:

Income Measure	Definition	Quantification
Equity Div. Yield	Relative performance w.r.t. the 10-yr Greek Government bond	More than 50bps
		Within the range [-50bps, +50bps]
		Less than 50bps
		No dividend
		<i>High Div. Yelder</i> <i>Medium Div. Yelder</i> <i>Low Div. Yelder</i> <i>No Cash div. Yelder</i>

We use a scale of 1 to 4 to describe Low, Medium, High and No Div. income rating respectively.

ATE Securities SA Ratings Distribution

Ratings Distribution	Total	Overweight	Neutral	Underweight	Not Rated	Under Review	Restricted	Rating Suspended	Coverage Suspended
Equity Universe	25	5 (20%)	1 (4%)	0 (0%)	14 (56%)	4 (16%)	1 (4%)	-	-
Inv est. Banking Services (per category)	0	-	-	-	-	-	-	-	-

© 2011 ATE Securities SA. All Rights Reserved. No part of this document may be reproduced, re-distributed, in whole or in part, without the prior written permission of ATE Securities SA.

ATE Securities SA, Member of the ATEbank Group

Member of the Athens Stock Exchange, Member of the Derivatives Stock Exchange

Head Office: 1 Filellinon Street, 10557 Athens, Greece. Email: atex@ate.gr, Tel: +30 210 36.87.700, Fax : +30 210 36.44.481

Internet address: www.atesecurities.gr

Name	Email	Telephone	Fax
Research & Analysis		ateresearch@ate.gr ateresearch@bloomberg.net	+30 210 36.87.850
Anthony Christofidis	achristofidis@ate.gr	+30 210 36.87.852	
Electra Dourmas	edourmas@ate.gr	+30 210 36.87.853	
Nikos Papadopoulos	nipapadopoulos@ate.gr	+30 210 36.87.857	
Institutional Sales			
George Bogiatzis	gbogiatzis@ate.gr	+30 210 36.87.750	
Equities Trading			+30 210 36.44.530
Vassilios Tatarakis	vtatarakis@ate.gr	+30 210 36.87.711-741	
Ioannis Voidonikolas	ivoidonikolas@ate.gr	+30 210 36.87.777-888	
Konstantinos Mpallios	kbalios@ate.gr	+30 210 36.87.708	
Fotis Karalis	fkarak@ate.gr	+30 210 36.87.719	
Derivatives			
Michael Matsoukas	mmatsoukas@ate.gr	+30 210 36.87.828	
Othonas Siakoulis	osiakoulis@ate.gr	+30 210 36.87.705	