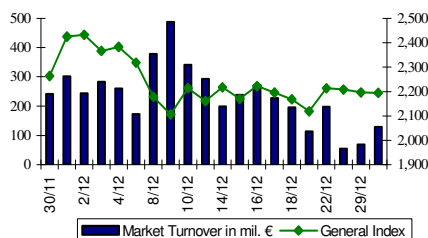


# Daily Market Report



Thursday, 31 December 2009

**BETA SECURITIES SA**  
Member of the Athens Stock Exchange



## Market Comment

Greek market posted marginal losses closing down 0.07%. Trading activity at €129m. Banks closed at -1.15%, with Proton Bank soaring 8.29% as a total of 19.6m shares were sold to Alapis at 3.6 euros. On the contrary, Bank of Cyprus (-1.82%), NBG (-1.55%), Alpha Bank (-1.36%), Piraeus Bank (-1.36%) HTO (-1.06%). PPC (+1.41%), OPAP (+0.32%).

We expect low volumes today and a quiet session due to New Years Eve.

## Corporate News

TPEIR/ Piraeus said on Wednesday it had sold its entire 31.3 percent Proton stake for 70.7 million euros to entrepreneur Lavrentis Lavrentiadis, who owns a stake in foodstuffs and veterinary products maker Alapis and has several media holdings. A total of 19.6 million Proton shares were sold at 3.6 euros.

OPAP/ Greece appointed a new management team to the company, and asked it to lower costs by cutting waste and excessive salaries. OPAP shareholders approved the appointment of Yannis Spanoudakis, a senior Athens 2004 Olympics organiser, as chief executive and Haris Stamatoopoulos as the new chairman, the company said on Wednesday.

## Greek Macro

Greek Oct retail sales fall 15.3 pct y/y

Greece's retail sales by volume fell 15.3 percent year-on-year in October after a 8.7 percent drop in September.

Credit has tightened and unemployment rose in Greece, as the nation's economy goes through its first recession in 16 years.

KEY FIGURES	OCT	SEP	AUG	JUL
Retail sales				
by volume (y/y)	-15.3	-8.7	-4.5	-10.2
Retail sales				
by revenue (y/y)	-14.0	-7.5	-3.1	-9.1
(in pct)				
Supermarkets	-5.2	-8.0		
Department stores	-16.4	-18.8		
Fuels, lubricants	-43.5	-2.6		
Food, beverage, tobacco	-3.2	-3.3		
Drugs, cosmetics	+6.8	+8.1		
Apparel, footwear	-6.0	-7.9		
Furniture, appliances	-15.1	-12.2		
Books, paper goods	-17.7	-24.7		

Growth in Greek household borrowing slowed further in November, to an annual 3.1 percent pace from 3.3 percent in October, the central bank said on Wednesday.

Household loan balances grew by 401 million euros in November. Mortgages grew at a slower 3.7 percent annual pace, or 270 million euros, from 4.0 percent in October.

Consumer credit expanded by 2.1 percent, down from 2.4 percent in October.

The Bank of Greece said credit to business also slowed, to an annual 5.2 percent clip in November from 5.4 percent in October.

Greek Indices	Value	Chg: %	30 days %	YTD %
Athens General	2,194	-0.1%	-2.8%	22.8%
FTSE /ASE 20	1,122	-0.6%	-4.4%	20.3%
FTSE /ASE Mid 40	2,605	1.6%	1.2%	37.0%

International Indices	Closing	Chg: %	30 days %	YTD %
Dow Jones	10,549	0.0%	2.0%	20.2%
Nasdaq	2,291	0.1%	6.8%	45.3%
S&P 500	1,126	-0.1%	2.8%	24.7%
FTSE-100	5,398	-0.7%	4.0%	21.7%
DAX-30	5,957	-0.9%	5.9%	23.8%
CAC-40	3,936	-0.6%	6.9%	22.3%
NIKKEI-225	10,546	-0.9%	12.8%	19.0%
HANG SENG	21,873	1.7%	0.2%	52.0%

### Market Statistics

Market Turnover (in mil. euros)	129.1
P/E 2009 Beta Universe	10.2
Advances	116
Declines	67
Unchanged	53
Total Movers	236

Futures Delivery	Settlement	Prem/Disc	Open Interest	Traded Volume
March 2010	1,117.33	-0.43%	21,794	5,187

Short Selling (SS)	SS Trade Value	% in total vol.	Buy to close Trade Value	% in total vol.
National Bank	1,041,029	6.79		
Bank of Piraeus	234,526	12.5		
Alpha Bank	218,156	5.9		

### Calendar of Events

14/01/10 ETE EGM



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