

INVITATION
to the Shareholders of the Company under the name
"IDEAL HOLDINGS S.A." and the distinctive title "IDEAL HOLDINGS"
General Electronic Commercial Registry (GEMI) No. 000279401000
IN ANNUAL GENERAL MEETING
On Tuesday, 30 May 2023, at 10:00 a.m.

In accordance with the provisions of Law 4548/2018 and the Articles of Association of the **company "IDEAL HOLDINGS S.A."**, with General Electronic Commercial Registry (GEMI) No. 000279401000 (hereinafter referred to as the **"Company"**), located in the Municipality of Athens, at 25 Kreontos Street, P.C. 104 42 and following the relevant decision of its Board of Directors (Meeting 08-05-2023), the shareholders of the Company are invited to participate in the Annual General Meeting ("**General Meeting**") which will be held on Tuesday, May 30, 2023, at 10:00 a.m., in a hybrid manner, i.e. with the physical presence of the shareholders at the registered office of Hellenic Stock Exchange - Athens Exchange Inc. 110 Athens Avenue and with the participation of the shareholders remotely via teleconference. In the same way, the persons of paragraphs 1 and 2 of article 127 of Law 4548/2018 may attend the General Meeting.

The items of the agenda of the General Meeting are as follows:

AGENDA ITEMS

1. Submission and approval of the Annual Financial Statements (Company and Consolidated) for the fiscal year 2022 (01.01.2022 - 31.12.2022), prepared in accordance with International Financial Reporting Standards (IFRS) and the relevant reports of the Board of Directors and the Auditor.
2. Approval of allocation of profits for fiscal year 01.01.2022-31.12.2022.
3. Increase of the Company's share capital by capitalizing part of the "Share Premium account" and simultaneous increase of the nominal value of the share, as well as a corresponding amendment of paragraph 1 of article 5 of the Articles of Association.
4. Reduction of the Company's share capital by reducing the nominal value of the share and returning the amount of the capital reduction in cash to the shareholders, as well as the corresponding amendment of paragraph 1 of Article 5 of the Articles of Association.
5. Submission of the Annual Report of the Audit Committee in accordance with article 44 (1) (i) of Law 4449/2017.
6. Submission of the Report of Independent Non-Executive Members of the Board of Directors pursuant to Article 9 paragraph 5 of Law 4706/2020.
7. Approval pursuant to article 108 of Law 4548/2018 of the overall management of the Company by the members of the Board of Directors and discharge of the Auditor pursuant to article 117 par. 1 (c) of Law 4548/2018 for the fiscal year 2022 (01.01.2022 - 31.12.2022).
8. Approval of the fees paid to the members of the Board of Directors for the fiscal year 01.01.2022 - 31.12.2022, determination of the fees for the fiscal year 2023 and pre-approval of their payment for the period until the next Annual General Meeting, pursuant to article 109 of Law 4548/2018.
9. Submission of the Remuneration Report for the members of the Board of Directors for the fiscal year 2022 (01.01.2022-31.12.2022) for discussion and vote in accordance with article 112 of Law 4548/2018.
10. Granting permission, pursuant to article 98 paragraph 1 of Law 4548/2018, to the members of the Board of Directors to participate in the Boards of Directors of other companies.
11. Election of Certified Public Accountants - Accountants from the Registry of Certified Public Accountants for the audit of the financial statements of the Company and the Consolidated Financial Statements for the fiscal year 2023 and the issuance of the tax certificate and determination of their fees.
12. Repeal of the existing and establishment of a new plan for the purchase of own shares.
13. Authorization to the Board of Directors to establish a plan for the free allocation of own shares to members of the Board of Directors and the staff of the Company and its affiliated companies within the meaning of article 32 of Law 4308/2014, pursuant to article 114 of Law 4548/2018.

In the event that the quorum required by law is not reached, the General Meeting will reconvene in a Repeat Meeting, without the publication of a new invitation, remotely in real time via videoconference, on **Tuesday, June 6, 2023, at 10:00 a.m.** (hereinafter " Repeat Meeting"), with the above-mentioned items of the Agenda. In the same way, the persons referred to in paragraphs 1 and 2 of article 127 of Law 4548/2018 may attend the General Meeting.

A. Right to participate and vote at the General Meeting

In the General Meeting (initial meeting, adjourned meeting and repeat general meeting) according to the provisions of article 124 paragraph 6 of Law 4548/2018, only persons (natural persons or legal entities) who have the shareholding status at the beginning of the fifth (5th) day prior to the day of the initial meeting of the General Meeting, i.e. on **25 May 2023** ("Record Date"), are entitled to participate and vote.

The Record Date of 25 May 2023 shall also apply in the case of the Repeat Meeting of **6 June 2023** (in the event that the quorum required by the Law and the Articles of Association for the adoption of resolutions on certain items on the initial agenda is not achieved on the date of 30.05.2023). The same Record Date shall also apply in the case of an adjourned meeting of the General Meeting, provided that the adjourned meeting is not more than thirty (30) days from the Record Date. If any adjourned meeting of the General Meeting is more than thirty (30) days from the Record Date, anyone who is a shareholder as defined above at the beginning of the third (3rd) day prior to the date of the adjourned General Meeting shall be entitled to attend the General Meeting.

In relation to the Company, a shareholder entitled to participate in the General Meeting and to exercise voting rights shall be deemed to be a shareholder of the Company who is registered on the Record Date in the Dematerialized Securities System (DSS), of the company "HELLENIC CENTRAL SECURITIES DEPOSITORY (ATHEXCSD)" or the one identified as such based on the relevant date through registered intermediaries or other intermediaries in compliance with the provisions of the legislation (Law 4548 /2018, N.4569/2018, N.4706/2020 and Regulation (EU) 2018/1212), as well as the Rulebook of Operation of the Hellenic Central Securities Depository (Government Gazette B/1007/16.03.2021).

The proof of shareholder status is provided by any legal means and in any case on the based-on information received by the Company up to and prior to the commencement of the General Meeting from the ATHEXCSD or through the aforementioned intermediaries in accordance with the aforementioned provisions. A shareholder may participate in the General Meeting on the basis of confirmations or notifications pursuant to Articles 5 and 6 of Regulation (EU) 2018/1212 provided by the intermediary, unless the meeting refuses such participation for an important reason that justifies its refusal in accordance with the applicable provisions (article 19 paragraph 1 of Law 4569/2018, article 124 paragraph 5 of Law 4548/2018).

It is noted that the exercise of participation and voting rights does not require the blocking of the beneficiary's shares or the observance of any other similar procedure, which restricts the possibility of selling and transferring them during the period between the Registration Date and the date of the General Meeting (initial or postponed or recurring).

Shareholders who do not comply with the deadline of par. 4 of article 128 of Law 4548/2018, i.e. they have not submitted in writing or by electronic means any appointment of a representative or proxy to the Company, at least forty-eight (48) hours prior to the date set for the General Meeting, shall participate in the General Meeting, unless the General Meeting refuses such participation on just and proper grounds that justify its refusal. The Company's Articles of Association provide the capacity to participate in the General Meeting remotely by audiovisual or other means, without the physical presence of the shareholder at the venue.

B. Participation and voting in the General Meeting remotely in real time via videoconference

In order for shareholders to participate and vote in the General Meeting of 30 May 2023 or its Repeat Meeting, if any, which will be held remotely in real time via videoconference by electronic means, without their physical presence, they or their proxies must create and use an electronic shareholder account at the electronic platform that has been developed by the Athens Exchange Group for the provision of services for the holding of General Meetings remotely in real time, by teleconference to listed companies on the website <https://axia.athexgroup.gr>.

The web platform is provided by the company "HELLENIC CENTRAL SECURITIES DEPOSITORY (ATHEXCSD)", while for videoconferencing the service ZOOM Meetings by Zoom Video Communications Inc. is used. Access to the web platform requires a computer or mobile phone of smartphone or tablet type, with an installed web browser and internet access.

The creation of the shareholder's or his/her proxy's account on the above web platform requires a valid email address and mobile phone number of the shareholder or his/her proxy, if any.

In the event that, upon entering the online platform, the above data entered by the shareholder are not identical to the data registered in the Dematerialized Securities System (DSS) or to the identification data that has been provided to the Company by the Hellenic Central Securities Depository or through intermediaries, as part of its services to facilitate shareholder identification for remote general meetings which are provided to listed companies pursuant to Part 3 of Decision No 8 of the Board of Directors of Hellenic Central Securities Depository, "Technical terms and procedures for the provision of the Registry, Corporate and Other Related Actions Service", as well as the document "Terms and Conditions for the remote General Meeting of Shareholders", shareholders must provide or update the information above, in order to create the account.

For this purpose and to avoid dysfunctions, shareholders are requested to contact without delay the Participant of the Securities Account in the DSS or other intermediary acting as custodian through which their shares are kept, in order to communicate and/or update their valid email address and mobile phone number for identification purposes.

Further instructions on how to participate in the General Meeting (initial and any reconvened General Meeting) via teleconference will be posted on the Company's website.

For any questions and instructions, shareholders may contact the Company's Investor Relations & Corporate Announcements Department by e-mail at ir@idealholdings.gr or by telephone at (+30) 210 5193 900 (responsible: Ms.Katerina Psifi) during working days, from 10:00 to 18:00.

In addition, from the publication of this document until the end of the General Meeting, information on support issues will be provided to shareholders and their proxies at +30 210 33.66.576 or by e-mail at athexagmteam@athexgroup.gr.

Shareholders who will participate in the General Meeting via real-time videoconferencing will be taken into account for the formation of a quorum and majority and will be able to exercise their rights effectively during the General Meeting.

On the date of the General Meeting, in order to participate in the proceedings of the General Meeting, the Shareholders must log in via the Online Platform in good time, at least fifteen minutes (15 minutes) before the opening time of the General Meeting announced in the Invitation, and indicate the number of voting rights with which they will participate in the General Meeting and vote and, if they wish, modify it (to the lowest).

Shareholders who have successfully logged on to the online platform will be able to participate in the General Meeting via real-time videoconference through a link that will be sent to them by email.

By activating the ZOOM video conference application via the link at the beginning of the General Meeting, shareholders will be able to:

- a) follow the proceedings of the General Meeting by electronic or audiovisual means,
 - b) address the General Meeting orally during the General Meeting,
- while at the same time, through the online platform, they will be able to:
- c) vote in real time during the General Meeting on the items on the agenda,
 - d) receive information on the recording of their votes.

C. Procedure for participation in the voting held before the General Assembly (Postal Vote)

Shareholders are provided with the opportunity to participate in person or by proxy, at the vote on the items of the General Meeting that will take place before the General Meeting, under the terms of article 126 of Law 4548/2018 and the provisions set out below:

Shareholders wishing to participate in the voting on the items of the General Meeting that will take place before the General Meeting, can make use of the following options:

a) Either to exercise their voting rights prior to the General Meeting through the online platform <https://axia.athexgroup.gr> , in which they will have previously created an account and successfully registered in accordance with the above under B', no later than twenty-four (24) hours before the date of the General Meeting (i.e. no later than 29.05.2023 at 10:00 a.m.).

b) Either complete, sign and send or deposit the "Form of Postal Vote", certified for authenticity of signature, at the Investor Relations & Corporate Announcements Department of the Company (at the address of Kreontos Street, no. 25, 10442 Athens), or digitally signed using a qualified certificate by the proxy or the shareholder, by e-mail at ir@idealholdings.gr , at least twenty-four (24) hours before the date of the General Meeting (i.e. no later than 29.05.2023 at 10:00 a.m.).

The "Form of Postal Vote" is available to the Shareholders in hard copy at the Company's registered office (at 25, Kreontos Street, 10442 Athens, Greece) and in electronic form on the Company's website (<https://www.idealholdings.gr/en/investor-relations/shareholders-briefing/>)

c) Either to participate based on confirmations or notifications provided by intermediaries pursuant to Articles 5 and 6 of Regulation (EU) 2018/1212.

Shareholders who vote in accordance with the above before the General Meeting shall be counted for the formation of a quorum and majority only if the relevant votes have been received by the Company no later than 30.05.2023 at 10:00 a.m.

II. Please note that shareholders wishing to appoint proxies to participate remotely in the voting on the matters to be voted on at the General Meeting held prior to the General Meeting may appoint up to one (1) proxy. The appointment of the proxy must be made at least forty-eight (48) hours prior to the date of the General Meeting (i.e. no later than 28.05.2023 at 10:00 a.m.), as more particularly set out below under D.II.

After this deadline, it will not be possible to participate by proxy in the voting to be held prior to the General Meeting.

III. In case the quorum required by the law and the Company's Articles of Association for the decision on the items on the agenda is not reached at the meeting of 30 May 2023, for the Repeat Meeting to be held on 6 June 2023, at 10:00 a.m., the right of absentee voting by postal vote **will have to be re-exercised** in a vote to be held before the Repetitive General Meeting, in the following ways:

a) Either by re-exercising the right to vote before the Repeat Meeting through the online platform <https://axia.athexgroup.gr>, in which they will have previously created an account and successfully registered as mentioned in point B above, from 31.05.2023 at 10:00 a.m. and no later than twenty-four (24) hours before the date of the Repeat Meeting (i.e. no later than 05.06.2023 at 10:00 a.m.).

b) Either by completing and sending or depositing the " Form of Postal Vote", certified for authenticity of signature at the Company's head office - Investor Relations & Corporate Announcements Department (at the address of 25 Kreontos Street, , 10442 Athens) or digitally signed using a qualified certificate by the proxy or the shareholder, by e-mail at ir@idealholdings.gr , at least twenty-four (24) hours before the date of the Repeat Meeting (i.e. no later than 05.06.2023 at 10:00 a.m.).

c) or to participate based on confirmations or notices pursuant to Articles 5 and 6 of Regulation (EU) 2018/1212 provided by intermediaries.

Shareholders who vote in accordance with the above before the Repeat Meeting shall be counted for the formation of the quorum and majority only if the relevant votes have been received by the Company no later than 05.06.2023 at 10:00 a.m.

IV. For any Repeat Meeting on 06.06.2023, shareholders who had not appointed a proxy at the General Meeting or shareholders who wish to replace the proxy they had appointed, in order to participate remotely in the voting to be held prior to the Repeat Meeting, **may appoint up to one (1) proxy, whose appointment must be made at least forty-eight (48) hours before the date of the Repeat Meeting (i.e. no later than 04. 06.06.2023 at 10:00 a.m.), as more specifically mentioned below in section D.II.**

After this date, it will not be possible to participate by proxy in the voting to be held **prior** to the Repeat Meeting.

Shareholders are requested to arrange for confirmation that the "Form of Postal Vote" has been successfully sent and received by the Company by contacting the Investor Relations & Corporate Announcements Department of the Company.

For any questions and instructions, shareholders may also contact the Company's Investor Relations & Corporate Announcements Department by e-mail at ir@idealholdings.gr , or by telephone at (+30) 210 5193 900 (responsible: Ms.Katerina Psifi) during working days from 10:00 to 18:00.

D. Participation process and vote by proxy

The shareholder participates in the General Meeting and votes either in person or by proxy. Each shareholder may appoint up to three (3) proxies. However, if the shareholder holds shares of the Company that are held in more than one Investor Securities Account, the above restriction cannot prevent the shareholder from appointing different proxies for the shares in each investor account in connection with the General Meeting. The granting of a proxy is freely revocable. A proxy appointment can be freely recalled. A proxy that acts for more than one shareholders can vote differently for each shareholder.

Shareholders may appoint a proxy for one or more General Meetings and for a specific period of time. The proxy votes in accordance with the shareholder's instructions, if there are any. Non-compliance by the proxy with the instructions received does not affect the validity of the decisions of the General Meeting, even if the proxy's vote was decisive in achieving the majority. The shareholder's proxy is required to file the voting instructions for at least one (1) year from the date of the initial General Meeting or the Repetitive General Meeting.

The shareholder proxy is obliged to notify the Company, before the start of the General Meeting, about any specific event, which may be useful to shareholders in order to assess the risk that the proxy may serve other interests

besides the interests of the shareholder. For the purposes of this paragraph, a conflict of interest may arise, in particular where the proxy holder: (a) is a shareholder controlling the Company or is another legal person or entity controlled by that shareholder; (b) is a member of the Board of Directors or the general management of the Company or a shareholder controlling the Company or another legal person or entity controlled by a shareholder, who exercises control over the Company; c) is an employee or statutory auditor of the Company or of a shareholder who exercises control over the Company or of another legal person or entity controlled by a shareholder who exercises control over the Company; d) is the spouse or first-degree relative of one of the natural persons referred to in cases a) to c).

The appointment and revocation or replacement of the proxy or representative takes place in writing or by electronic means that are submitted to the Company at least forty-eight (48) hours before the appointed date of the General Meeting. Notification of the appointment and revocation or replacement of the proxy by electronic means is by electronic mail at the email address on the Invitation to the General Meeting, or the case of shareholders that are identified through intermediaries, through confirmations or notifications of articles 5 and 6 of Regulation (EU) 2018/1212 provided by intermediaries.

II. Specifically for shareholder participation by proxy at the General Meeting on 30 May 2023 (or any Repeat Meetings), remotely in real-time by teleconference, or for shareholder participation by proxy in the vote on the items of the General Meeting that will take place before the General Meeting, **shareholder or Participant in the Securities Accounts in the DSS or other intermediaries acting as custodians of the shareholders through which the shares are kept, can appoint up to one (1) proxy, whose appointment must be made at least forty-eight (48) hours before the date of the General Meeting (i.e. by 10.00 on 28.05.2023 at the latest for the initial General Meeting and by 10.00 on 04.06.2023 at the latest for the Repeat Meeting).**

Upon receipt of the information above by the Company, and based on the email address and mobile telephone of the representative, as declared in the proxy document, the Company creates an account for the proxy on the electronic platform; the proxy is informed by email in order to activate the account in order to exercise the rights of the shareholder in accordance with what is referred to in B. and C. above. The Company has made available documents:

a) To appoint a proxy to participate in the General Meeting on 30 May 2022; and

b) To appoint a proxy to vote on the items of the General Meeting that will take place before the General Meeting.

These documents are available to shareholders in hard copy at the Investor Relations & Corporate Announcements Department of the Company (25, Kreontos Street, Athens) and in electronic form on the Company's website (<https://www.idealholdings.gr/en/investor-relations/shareholders-briefing/>).

The appropriate document must be filled-in, signed with the authenticity of the signature verified, and submitted to the Investor Relations & Corporate Announcements Department of the Company (at Kreontos Street, no. 25, 10442 Athens), or digitally signed using a qualified certificate, by email to ir@idealholdings.gr, at least 48 hours before the date of the General Meeting (i.e. no later than 28.05.2023 at 10:00 a.m.). The shareholder is requested to ensure the confirmation of the successful dispatch of the proxy appointment form and its receipt by the Company and may contact for this purpose the Investor Relations & Corporate Announcements Department of the Company, by e-mail at ir@idealholdings.gr, or by telephone at telephone number (+30) 210 5193 900 (responsible: Ms. Katerina Psifi) during working days from 10:00 to 18:00.

E. Minority Rights

The Company informs the Shareholders that, in accordance with the provisions of paragraphs 2, 3, 6 and 7 of article 141 of Law 4548/2018:

(a) Upon request of shareholders representing one twentieth (1/20) of the paid-up share capital of the Company, which must be received by the Board of Directors by May 15, 2023, i.e. at least fifteen (15) days prior to the General Meeting, the Board of Directors of the Company is obliged to include in the agenda of the General Meeting

additional items. The additional items must be published or notified, under the responsibility of the Company's Board of Directors, in accordance with article 122 of Law 4548/2018, at least seven (7) days before the General Meeting, i.e. by 22 May 2023. The request for the inclusion of additional items in the agenda shall be accompanied by a justification or a draft resolution for approval by the General Meeting and the revised agenda shall be published in the same manner as the previous agenda, on May 17, 2023, i.e. thirteen (13) days before the date of the General Meeting, and at the same time shall be made available to shareholders on the Company's website, together with the justification or the draft resolution submitted by shareholders in accordance with the provisions of article 123, of Law 4548/2018, as in force. If these items are not published, the requesting shareholders are entitled to request the postponement of the General Meeting, in accordance with paragraph 5 of article 141 of Law 4548/2018, and to proceed with the publication themselves, as provided for in the second subparagraph of this paragraph, at the Company's expense.

(b) Upon request of Shareholders representing 1/20 of the paid-up share capital of the Company, which must be submitted to the Board of Directors no later than 22 May 2023, i.e. seven (7) days before the date of the General Meeting, Shareholders are entitled to request to submit draft resolutions on the items included in the original or revised agenda of the General Meeting, pursuant to Article 141 par. 3 of Law 4548/2018, and the Board of Directors is obliged to make them available to the shareholders at least six (6) days before the date of the General Meeting, i.e. by 23 May 2023.

(c) At the request of any shareholder, which may be submitted to the Company until 24 May 2023, i.e. at least five (5) full days before the General Meeting, the Board of Directors shall provide the General Meeting with the specific information requested on the affairs of the Company, to the extent that it is useful for the actual assessment of the items on the agenda. The Board of Directors may reply in a single reply to requests from shareholders with the same content. There is no obligation to provide information when the relevant information is already available on the Company's website. Furthermore, upon request of shareholders representing 1/20th of the paid-up share capital, the Board of Directors is obliged to inform the General Meeting of the amounts paid to each member of the Board of Directors or the Company's directors during the last two years, as well as any benefits paid to these persons from any cause or contract of the Company with them.

(d) Shareholders representing 1/10 of the paid-up share capital of the Company are entitled to request the Company, until 24 May 2023, i.e. at least five (5) full days prior to the General Meeting, and the Board of Directors is obliged to provide the General Meeting with information on the progress of the Company's affairs and the Company's assets and liabilities. Please note that in order to exercise any of the rights referred to in this invitation, the shareholder exercising the relevant right must prove his/her shareholding status and the number of shares in the Company held at the time of exercising such right. Such proof may be provided by any legal means and in any case on the basis of information received by the Company from the entity in which the relevant securities are held. For further information on minority shareholders' rights, shareholders are invited to refer to the provisions of article 141 of Law 4548/2018.

F. Availability of documents and information

The information, the documents and the forms provided under par. 3 and 4 of article 123 of Law 4548/2018 as in force, are available in electronic form on the website of the Company (<https://www.idealholdings.gr/en/investor-relations/shareholders-briefing/>) and in hard copy at the Investor Relations & Corporate Announcements Department of the Company (at Kreontos 25, P.C 10442, Athens Greece) during business hours from 10:00 to 18:00

Athens, 8 May 2023

The Board of Directors