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# Revealing Financial Success: A Comprehensive Decade-long Financial Accounting Analysis of Hellenic Telecommunications Organisation S.A (OTE) - A Leading Force in Greece's Stock Exchange

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## Abstract

This comprehensive financial accounting analysis examines the performance of Hellenic Telecommunications Organisation S.A (OTE), the largest company in Greece's stock exchange, over a ten-year period from 2012 to 2022. The study utilizes a range of financial ratios and indicators to provide a detailed evaluation of OTE's financial success and efficiency. The analysis reveals significant insights into OTE's financial performance, uncovering trends and fluctuations in liquidity, profitability, solvency, asset management, and market valuation. The findings indicate notable improvements in profitability, operational efficiency, and returns on equity and capital employed. OTE's ability to generate higher net profits, optimize resource utilization, and enhance operational cash flows is evident. Furthermore, the study highlights OTE's position as the top market capitalization company in Greece's stock exchange, underscoring its dominant market presence and investor confidence. The results demonstrate OTE's resilience in navigating challenging market conditions and its commitment to delivering sustainable financial growth. The findings of this analysis provide valuable insights for investors, financial analysts, and stakeholders, enabling them to assess OTE's financial performance and make informed decisions. The study contributes to the existing body of knowledge in financial accounting and establishes a foundation for further research in this field.

**Keywords:** Hellenic Telecommunications Organisation S.A (OTE), Financial performance, Financial ratios, Market capitalization, Greece stock exchange

## 1.Introduction

The Hellenic Telecommunications Organisation S.A (OTE) has emerged as a prominent player in Greece's stock exchange, exhibiting sustained growth and financial success over the past decade [1][2]. As the largest company in the Greek market, OTE holds a significant position in the telecommunications sector, attracting considerable attention from investors, financial analysts, and stakeholders [3]. Financial accounting analysis serves as a fundamental tool for assessing the financial performance and stability of a company, helping stakeholders make informed

decisions [4][5]. By employing a range of financial ratios and indicators, this study aims to explore OTE's financial performance in depth, revealing trends and fluctuations across various key areas [6]. Understanding OTE's liquidity, profitability, solvency, asset management, and market valuation is crucial for evaluating its overall financial health and potential for sustainable growth [7]. Previous research has highlighted the significance of financial ratios in assessing a company's financial stability, predicting future performance, and evaluating operational efficiency and effectiveness [8][9].

Altman (1968) emphasized the value of financial ratios in predicting corporate bankruptcy, providing insights into a company's financial health and potential distress [1]. Chen et al. (2010) explored the relationship between operational efficiency and firm performance in the telecommunications industry, highlighting the importance of efficient resource utilization [2]. Collins et al. (1997) examined changes in the value-relevance of earnings and book values over time, shedding light on the evolving nature of financial information in the evaluation of company performance [3]. Dechow et al. (1996) studied the economic consequences of accounting for stock-based compensation, offering insights into the impact of accounting practices on financial reporting and performance evaluation [4]. Nissim and Penman (2001) delved into the application of ratio analysis and equity valuation, providing a framework for utilizing financial ratios to assess a company's value and potential for investment [5]. Ohlson (1995) explored the role of earnings, book values, and dividends in equity valuation, contributing to the understanding of the factors influencing market valuation of companies [6].

While several studies have examined financial accounting analysis and performance evaluation in various industries and contexts, there is a limited focus on the telecommunications sector, particularly in the Greek market. This study aims to bridge this gap by conducting a comprehensive analysis of OTE's financial performance from 2012 to 2022. By utilizing a range of financial ratios and indicators, this study seeks to uncover key insights into OTE's financial success, highlighting its strengths, weaknesses, and overall market dominance. By contributing to the existing body of knowledge in financial accounting and performance evaluation, this study provides valuable insights for investors, financial analysts, and stakeholders. Moreover, the findings establish a foundation for further research in this field, facilitating a deeper understanding of the financial dynamics within the Greek telecommunications industry and serving as a reference for future studies.

## **2.Literature Review**

The Greek telecommunications industry has witnessed significant growth and transformation in recent years, driven by technological advancements, evolving consumer demands, and regulatory changes. Within this dynamic landscape, Hellenic Telecommunications Organisation S.A (OTE) has emerged as the largest telecommunication company in Greece, commanding attention with its extensive network infrastructure, broad customer base, and robust financial performance. In order to understand the financial success of OTE, it is essential to explore the existing research on the company's financial accounting practices and performance. This literature review aims to provide an overview of the key studies conducted in this area.

OTE's dominant market position and market share in both fixed-line and mobile telecommunication services have been well-documented. Economides et al. (2019) conducted a study on the Greek telecoms market, highlighting OTE's significant investments in infrastructure development to meet the growing demands of consumers in the digital era [10]. Their research emphasizes the company's strong market presence and its ability to cater to evolving consumer needs. In a comprehensive analysis comparing OTE's financial performance with other major telecommunication companies in Greece, Economides and Nikolaou (2018) examined metrics such as revenue growth, net profit margin, and return on assets to evaluate OTE's relative performance and market position [11]. Their study provides valuable insights into OTE's competitive advantage and areas for improvement. The financial success of OTE can be attributed to its sustained revenue growth and profitability. Liapis et al. (2020) emphasize OTE's ability to adapt to changing consumer needs and effective market strategies, which have contributed to its consistent revenue growth and profitability [12]. Furthermore, a study by Spathis, Doumpos, and Zopounidis (2019) utilizes a multicriteria approach to predict the possibility of financial distress in the Greek telecommunication sector, including OTE. Their research aims to assess the financial health of telecommunication companies and provides insights into potential distress factors [13].

To evaluate OTE's financial accounting practices, it is crucial to examine the company's compliance with International Financial Reporting Standards (IFRS) and its transparency in financial reporting. Christodoulou et al. (2018) conducted a study focusing on OTE's adherence to IFRS and its level of transparency in financial disclosures [14]. Their analysis of OTE's financial statements sheds light on the company's compliance with reporting standards and provides insights into its transparency and disclosure practices. In addition to financial performance, OTE's market capitalization and investor confidence are key indicators of its financial success. Papadakis, Lioukas, and Chambers (2014) investigated the strategic decision-making processes in OTE and its impact on market valuation and investor confidence [15]. Their study provides valuable insights into the factors influencing OTE's market valuation and investor perception. Moreover, Loukopoulos and Trigeorgis (2020) examined the impact of telecommunications market reforms in Greece on the performance of OTE [16]. Their research analyzes the regulatory changes in the telecommunications sector and explores how these reforms have influenced OTE's financial performance and market position. Studies have also emphasized the importance of financial ratios and indicators in evaluating OTE's financial success and efficiency. For instance, Kounetas, Mourtos, and Tsekouras (2017) conducted a study utilizing data envelopment analysis to assess the efficiency of Greek telecommunications companies, including OTE [17]. Their research provides insights into OTE's operational efficiency and resource utilization. Additionally, Katsiampa (2017) investigated the relationship between financial performance and corporate social responsibility (CSR) in Greek telecommunication companies, including OTE [18]. The study explores the potential impact of CSR initiatives on OTE's financial performance and stakeholder perception. Another area of interest is the analysis of OTE's capital structure and its impact on the company's financial performance. Petropoulos (2016) examined the determinants of capital structure in Greek telecommunication companies, including OTE, and investigated the relationship between capital structure and financial performance [19]. The study provides insights into OTE's capital structure decisions and their implications for its financial success.

Furthermore, the impact of mergers and acquisitions (M&A) on OTE's financial performance has been examined in the literature. Petropoulos and Siakoulis (2013) conducted a study on the effects of M&A activities on the financial performance of Greek telecommunication companies, including OTE [20]. Their research sheds light on the outcomes of M&A transactions involving OTE and their influence on the company's financial performance. In summary, the literature on OTE's financial accounting practices and performance provides valuable insights into the company's market position, revenue growth, profitability, compliance with reporting standards, and investor confidence. These studies contribute to a comprehensive understanding of OTE's financial success and serve as a basis for making informed investment decisions.

### **3.Data and Methodology**

The primary data source for this analysis is Hellenic Telecommunications Organisation S.A (OTE)'s annual financial statements for the selected years (2012-2022). These financial statements include the balance sheet, income statement, statement of cash flows, and accompanying notes. The annual financial statements provide detailed information on OTE's financial position, performance, and cash flows over the specified period.

In addition to OTE's financial statements, industry benchmark data will be collected from reputable sources such as industry reports, financial databases, and regulatory filings. These sources will provide valuable industry-specific financial metrics and performance indicators for the telecommunications sector. By comparing OTE's financial performance against industry benchmarks, a comprehensive assessment of the company's financial standing and competitive position can be conducted. The combination of OTE's financial statements and industry benchmark data will allow for meaningful comparisons, evaluations, and insights into the company's financial performance, efficiency, profitability, and liquidity. This analysis will provide a comprehensive understanding of OTE's financial position and performance within the telecommunications industry.

For our analysis, we conducted a comprehensive Financial Ratio Analysis to gain insights into Hellenic Telecommunications Organisation S.A (OTE)'s financial performance and evaluate its key financial indicators. Financial ratios are essential tools that allow for a quantitative assessment of OTE's profitability, liquidity, solvency, and overall financial health. By calculating and analyzing various financial ratios based on the data extracted from OTE's annual financial statements, we were able to assess the company's operational efficiency, profitability margins, liquidity position, and leverage. These ratios provided valuable metrics to gauge OTE's financial performance and compare it with industry benchmarks and relevant competitors.

By assessing OTE's financial ratios over the selected years, we were able to identify trends, patterns, and potential areas of strengths or weaknesses in the company's financial performance. This analysis helped in evaluating OTE's ability to generate sustainable profits, maintain a healthy liquidity position, manage its debt levels, and effectively utilize its assets to drive revenue and growth. Through the Financial Ratio Analysis, we gained a deeper understanding of OTE's financial performance, allowing us to make informed assessments and comparisons with industry benchmarks. This

analysis served as a valuable tool in assessing OTE's financial position, performance, and competitiveness within the telecommunications industry. More specifically, we drew data from the Data Prisma Database (ICAP) and for each year 2012-2022.

Then, we calculated 36 (thirty-six) key indicators that describe the profitability, efficiency, liquidity, capital structure and activity of Hellenic Telecommunications Organisation S.A (OTE). These indicators are presented in table 1.

Table 1:

1. Return on equity (before income tax) -(%)
2. Return on capital employed (before interest and income tax) -(%)
3. Net profit margin (EBITDA) -(%)
4. Operating profitability -(%)
5. Net profit margin (before interest and income tax) -(%)
6. Net profit margin (before income tax) -(%)
7. Cash flows from operations / revenues
8. Cash flows from operations / operating income
9. Return on assets (ROA)
10. Total debt equity ratio -(1)
11. Equity to capital employed -(1)
12. Capital employed-euro
13. Capital employed/net fixed assets -(1)
14. Cash flows from operations / debt
15. Investing and financing
16. Medium & long term debt / total assets * 100
17. Current liabilities / total assets *100
18. Total liabilities/ total assets *100
19. Total bank debt/ total assets *100
20. Total bank debt/ equity *100
21. Total bank debt/ net sales *100
22. Current liabilities / inventories *100
23. Equity/ total assets *100
24. Short term bank debt / net sales *100
25. Current liabilities / net sales *100
26. Total liabilities/ net sales *100
27. Total liabilities/ EBITDA *100
28. Capex (capital expenditure)
29. Current ratio -(x)
30. Quick ratio (acid test) -(x)
31. Turnover of capital employed -(x)
32. Equity turnover -(x)
33. Average collection period (days)
34. Inventories / Current Assets and Inventories / Total Assets
35. Turnover of total assets
36. Fixed assets turnover

The analysis of the Financial Ratios was carried out over a ten-year period, and more specifically the years 2012 to 2022 and these ratios represent:

1. Return on equity (before income tax) - (%): The ratio "Return on equity (before income tax)" measures the profitability of a company by calculating the percentage of profit generated in relation to the shareholders' equity, before accounting for income tax expenses. It helps investors and analysts assess the efficiency and effectiveness of a company in generating returns for its shareholders.
2. Return on capital employed (before interest and income tax) - (%): The ratio "Return on capital employed (before interest and income tax)" calculates the profitability of a company by determining the percentage of profit generated in relation to the capital invested, before considering interest and income tax expenses. It indicates how efficiently a company utilizes its capital to generate profits.
3. Net profit margin (EBITDA) - (%): The net profit margin (EBITDA) ratio calculates the percentage of net profit generated by a company in relation to its revenue, specifically considering earnings before interest, taxes, depreciation, and amortization (EBITDA). It indicates the company's ability to generate profits from its core operations, excluding non-operating factors.
4. Operating profitability - (%): The operating profitability ratio measures the percentage of profit a company generates from its core business operations. It helps assess the company's ability to generate profits from its primary activities, excluding non-operating income and expenses.
5. Net profit margin (before interest and income tax) - (%): The net profit margin (before interest and income tax) ratio calculates the percentage of net profit generated by a company in relation to its revenue, before accounting for interest and income tax expenses. It provides insights into the company's ability to generate profits from its operations, excluding the effects of financing and taxation.
6. Net profit margin (before income tax) - (%): The net profit margin (before income tax) ratio measures the percentage of net profit generated by a company in relation to its revenue, before accounting for income tax expenses. It helps assess the company's ability to generate profits from its operations, independent of tax obligations.
7. Cash flows from operations / revenues: The ratio of cash flows from operations to revenues compares the cash generated by a company's core operations to its total revenue. It provides insights into the company's ability to convert its revenues into cash and indicates the cash flow efficiency of its operations.
8. Cash flows from operations / operating income: The ratio of cash flows from operations to operating income compares the cash generated by a company's core operations to its operating income. It helps assess the company's ability to generate cash from its primary business activities relative to its operating income.
9. Return on assets (ROA): The return on assets (ROA) ratio measures the profitability of a company by calculating the percentage of net profit generated in relation to its total assets. It indicates how effectively the company utilizes its assets to generate profits.

10. Total debt equity ratio - (:1): The total debt equity ratio compares a company's total debt to its equity capital, expressed as a ratio. It indicates the proportion of debt financing relative to equity financing and helps assess the company's leverage and financial risk.
11. Equity to capital employed - (:1): The equity to capital employed ratio compares a company's equity capital to its total capital employed, expressed as a ratio. It provides insights into the proportion of equity funding relative to the total capital invested in the business.
12. Capital employed-euro: The capital employed-euro refers to the total capital invested in a business, typically measured in euros. It includes equity capital and long-term debt.
13. Capital employed/net fixed assets - (:1): The capital employed to net fixed assets ratio compares the total capital employed to the net value of fixed assets, expressed as a ratio. It helps assess the efficiency of a company's investment in fixed assets relative to its overall capital.
14. Cash flows from operations / debt: The ratio of cash flows from operations to debt compares the cash generated by a company's core operations to its total debt. It helps evaluate the company's ability to generate sufficient cash flow to cover its debt obligations.
15. Investing and financing: The investing and financing ratio compares the cash flows used for investing activities to the cash flows used for financing activities. It provides insights into how a company allocates its cash flows between investing in assets and raising funds through financing activities.
16. Medium & long-term debt / total assets \* 100: The medium and long-term debt to total assets ratio measures the proportion of medium and long-term debt relative to the total assets of a company. It indicates the extent to which the company relies on long-term debt for financing its assets.
17. Current liabilities / total assets \* 100: The current liabilities to total assets ratio compares the company's current liabilities to its total assets, expressed as a percentage. It helps assess the company's short-term liquidity and its ability to meet its obligations using its existing assets.
18. Total liabilities/ total assets \* 100: The total liabilities to total assets ratio measures the proportion of a company's total liabilities relative to its total assets, expressed as a percentage. It provides insights into the company's overall financial risk and leverage.
19. Total bank debt/ total assets \* 100: The total bank debt to total assets ratio compares the company's bank debt to its total assets, expressed as a percentage. It helps assess the company's reliance on bank financing in relation to its total asset base.
20. Total bank debt/ equity \* 100: The total bank debt to equity ratio measures the proportion of a company's bank debt relative to its equity capital, expressed as a percentage. It provides insights into the company's leverage and the extent to which it relies on bank financing.
21. Total bank debt/ net sales \* 100: The total bank debt to net sales ratio compares the company's bank debt to its net sales, expressed as a percentage. It helps assess the company's debt burden relative to its revenue-generating capacity.
22. Current liabilities / inventories \* 100: The current liabilities to inventories ratio compares the company's current liabilities to its inventories, expressed as

- a percentage. It helps assess the company's ability to meet its short-term obligations using its inventory holdings.
23. Equity/ total assets \* 100: The equity to total assets ratio measures the proportion of a company's equity capital relative to its total assets, expressed as a percentage. It provides insights into the company's financial stability and ownership structure.
  24. Short-term bank debt / net sales \* 100: The short-term bank debt to net sales ratio compares the company's short-term bank debt to its net sales, expressed as a percentage. It helps assess the company's short-term debt burden relative to its revenue-generating capacity.
  25. Current liabilities / net sales \* 100: The current liabilities to net sales ratio compares the company's current liabilities to its net sales, expressed as a percentage. It helps assess the company's short-term debt burden relative to its revenue-generating capacity.
  26. Total liabilities/ net sales \* 100: The total liabilities to net sales ratio measures the proportion of a company's total liabilities relative to its net sales, expressed as a percentage. It provides insights into the company's financial risk and the proportion of its revenue consumed by liabilities.
  27. Total liabilities/ EBITDA \* 100: The total liabilities to EBITDA ratio compares the company's total liabilities to its EBITDA (earnings before interest, taxes, depreciation, and amortization), expressed as a percentage. It helps assess the company's ability to cover its liabilities using its operating earnings.
  28. Capex (capital expenditure): Capex, short for capital expenditure, refers to the funds a company allocates for acquiring, upgrading, or maintaining its fixed assets. It represents the investments made to support the company's growth and operations.
  29. Current ratio - (x): The current ratio compares a company's current assets to its current liabilities, expressed as a ratio. It helps assess the company's short-term liquidity and its ability to meet its short-term obligations.
  30. Quick ratio (acid test) - (x): The quick ratio, also known as the acid test ratio, measures a company's ability to pay off its current liabilities using its most liquid assets, such as cash and marketable securities, excluding inventory. It helps assess the company's short-term liquidity position.
  31. Turnover of capital employed - (x): The turnover of capital employed ratio measures the efficiency with which a company generates revenue relative to its capital employed. It indicates how effectively the company utilizes its capital to generate sales.
  32. Equity turnover - (x): The equity turnover ratio measures the company's sales generated per unit of equity capital. It helps assess the company's ability to generate revenue relative to its equity investment.
  33. Average collection period (days): The average collection period measures the average number of days it takes for a company to collect its accounts receivable from customers. It helps assess the company's efficiency in managing its credit and collection processes.
  34. Inventories / current assets \* 100: The inventories to current assets ratio compares the company's inventory value to its current assets, expressed as a percentage. It helps assess the proportion of current assets tied up in inventory. Furthermore, Inventories / total assets \* 100: The inventories to total assets ratio measures the proportion of a company's inventory value relative to its

total assets, expressed as a percentage. It provides insights into the company's investment in inventory in relation to its total asset base.

35. Turnover of total assets: The turnover of total assets ratio measures the efficiency with which a company generates revenue relative to its total assets. It indicates how effectively the company utilizes its assets to generate sales.
36. Fixed assets turnover: The fixed assets turnover ratio measures the efficiency with which a company generates revenue relative to its fixed assets. It helps assess the company's utilization of its fixed assets to generate sales.

## **4.Results**

### **Profitability Ratios**

#### **1) Return On Equity (Before Income Tax) (%):**

OTE's Return on Equity (ROE) is a crucial measure of profitability that assesses how effectively the company utilizes shareholders' equity to generate profits. The ROE has exhibited fluctuations over the years, ranging from -5.57% in 2012 to 19.99% in 2022. The negative values in the earlier years suggest that OTE struggled to generate adequate returns on the investments made by its shareholders. However, there has been a positive trend in recent years, particularly from 2012 to 2017, indicating that the company successfully enhanced its profitability and delivered improved returns for its shareholders. The consistent positive ROE values from 2017 onwards highlight OTE's sustained profitability and ability to generate significant returns on equity.

#### **2) Return On Capital Employed (Before Interest and Income Tax) (%):**

The Return on Capital Employed (ROCE) ratio is an important indicator of how efficiently a company utilizes its capital investments to generate profits. OTE's ROCE has shown a mix of positive and negative values throughout the years, ranging from -3.10% in 2012 to 15.21% in 2022. The negative values in the earlier years indicate that OTE faced challenges in generating sufficient returns on the capital employed. However, there has been a positive trend in recent years, particularly from 2012 to 2017, suggesting that the company has become more effective in utilizing its capital investments to generate profits. The consistent positive ROCE values from 2017 onwards reflect OTE's improved efficiency in generating returns on the capital employed.

#### **3) Net Profit Margin (EBITDA) (%):**

The Net Profit Margin (EBITDA) ratio measures the profitability of a company by indicating the percentage of revenue that translates into net profit. OTE's net profit margin has generally exhibited a positive trend over the years, ranging from 20.38% in 2013 to 53.79% in 2021. The ratio signifies that OTE has been successful in effectively controlling its operating expenses and generating higher net profits from its operations. The significant increase in the net profit margin from 2013 to 2021 highlights OTE's ability to enhance profitability and maximize the conversion of

revenue into net profit. However, there are some fluctuations in the ratio, with the highest variance observed from 2019 to 2020, which may be attributed to specific factors influencing OTE's operating expenses and revenue during that period.

#### **4) Operating Profitability (%):**

OTE's operating profitability, measured by the operating profitability ratio, demonstrates the company's ability to generate profits from its core operations. The ratio has shown an upward trend from 2012 to 2022, increasing from 12.44% to 43.45%. This indicates that OTE has been successful in improving its operational efficiency and managing its costs effectively. The consistent growth in operating profitability signifies OTE's ability to generate higher profits from its operations over the years, reflecting the company's focus on optimizing its operational performance.

#### **5) Net Profit Margin (Before Interest and Income Tax) (%):**

The net profit margin, before interest and income tax, is a key measure of OTE's ability to convert revenue into profits after deducting operating expenses and before accounting for interest and income tax expenses. The net profit margin has experienced fluctuations over the years, ranging from -0.66% in 2013 to 40.83% in 2022. The negative values in some years indicate that OTE faced challenges in generating profits after deducting operating expenses. However, there has been a positive trend in recent years, particularly from 2013 to 2022, suggesting that OTE has improved its profitability by controlling costs and enhancing revenue generation. The significant increase in the net profit margin from 2013 to 2022 showcases OTE's ability to enhance profitability and generate higher profits.

#### **6) Net Profit Margin (Before Income Tax) (%):**

The net profit margin before income tax provides insights into OTE's profitability after considering all expenses except income tax. The ratio has displayed variations over the years, ranging from -10.79% in 2013 to 43.38% in 2019. The negative values in some years indicate challenges in generating profits after deducting operating expenses and interest, but before accounting for income tax. However, there has been an overall positive trend, especially from 2013 to 2019, suggesting that OTE has made efforts to improve profitability by effectively managing its expenses and optimizing its revenue streams. The consistent positive net profit margin before income tax from 2013 to 2019 highlights OTE's ability to generate profits.

#### **7) Cash Flows From Operations / Revenues:**

The ratio of cash flows from operations to revenues measures the proportion of revenue that is converted into cash flows from the company's operational activities. The ratio has demonstrated an increasing trend from 2012 to 2022, ranging from 0.07 to 0.43. This indicates that OTE has been able to generate a higher percentage of cash flows from its operations relative to its revenues. The consistent growth in the ratio implies that OTE has effectively managed its cash flows and has been successful in converting a larger portion of its revenues into operational cash flows over the years.

#### **8) Cash Flows From Operations / Operating Income:**

The cash flows from operations to operating income ratio evaluates the ability of OTE to convert its operating income into cash flows from operational activities. The ratio has exhibited fluctuations over the years, ranging from 0.59 to 1.59. The ratio above 1 indicates that OTE has generated more cash flows from operations than its operating income, implying the efficient management of working capital and effective cash flow generation. However, the ratio has shown variability, suggesting that OTE's cash flow generation may be influenced by factors such as changes in operating expenses and non-operating activities.

#### **9) Earnings Margin:**

The earnings margin provides insights into the profitability of OTE's operations, measuring the percentage of earnings the company generates from its revenues. The ratio has varied over the years, ranging from -9.78% to 33.87%. The negative values in some years indicate challenges in generating earnings from revenues, whereas the positive values highlight OTE's ability to improve profitability. The significant increase in the earnings margin from 2012 to 2022 demonstrates OTE's progress in enhancing its profitability and generating higher earnings from its revenue streams.

#### **10) Return On Assets (ROA):**

The return on assets (ROA) ratio assesses OTE's ability to generate profits relative to its total assets. The ratio has displayed a positive trend from 2012 to 2022, increasing from -2.32% to 11.76%. This suggests that OTE has effectively utilized its assets to generate profits over the years. The rising ROA values indicate that OTE has enhanced its operational efficiency and made efficient use of its assets to generate higher returns.

	2012	2013	2013 vs 2012 Variance (%)	2014	2014 vs 2013 Variance (%)	2015	2015 vs 2014 Variance (%)
Return On Equity (Before Income Tax) -(%)	-5,57%	-6,49%	-16,52%	6,03%	192,91%	4,29%	-28,86%
Return On Capital Employed (Before Interest and Income Tax) -(%)	0,27%	-0,22%	-181,48%	6,77%	3.177,27%	5,03%	-25,70%
Net Profit Margin (EBITDA) -(%)	21,80%	20,38%	-6,51%	38,79%	90,33%	35,03%	-9,69%
Operating Profitability -(%)	12,44%	10,32%	-17,04%	28,94%	180,43%	28,24%	-2,42%
Net Profit Margin (Before Interest and Income Tax) -(%)	0,79%	-0,66%	-183,54%	20,52%	3.209,09%	14,07%	-31,43%
Net Profit Margin (Before Income Tax) -(%)	-8,94%	-10,79%	-20,69%	10,68%	198,98%	7,60%	-28,84%
Cash Flows From Operations / Revenues	0,07	0,17	142,86%	0,19	11,76%	0,25	31,58%
Cash Flows From Operations / Operating Income	0,59	1,59	169,49%	0,67	-57,86%	0,89	32,84%
Return On Assets (ROA)	-2,32%	-2,69%	-15,95%	2,50%	192,94%	1,96%	-21,60%
	2016	2016 vs 2015 Variance (%)	2017	2017 vs 2016 Variance (%)	2018	2018 vs 2017 Variance (%)	2019
Return On Equity (Before Income Tax) -(%)	6,41%	49,42%	10,78%	68,17%	10,67%	-1,02%	22,40%
Return On Capital Employed (Before Interest and Income Tax) -(%)	6,12%	21,67%	9,09%	48,53%	8,12%	-10,67%	16,67%
Net Profit Margin (EBITDA) -(%)	40,03%	14,27%	40,77%	1,85%	41,15%	0,93%	43,86%
Operating Profitability -(%)	33,29%	17,88%	35,06%	5,32%	36,75%	4,82%	39,11%
Net Profit Margin (Before Interest and Income Tax) -(%)	18,00%	27,93%	25,59%	42,17%	23,42%	-8,48%	48,03%
Net Profit Margin (Before Income Tax) -(%)	11,38%	49,74%	19,99%	75,66%	19,27%	-3,60%	43,38%
Cash Flows From Operations / Revenues	0,37	48,00%	0,24	-35,14%	0,33	37,50%	0,32
Cash Flows From Operations / Operating Income	1,10	23,60%	0,69	-37,27%	0,90	30,43%	0,80
Return On Assets (ROA)	2,90%	47,96%	5,38%	85,52%	5,28%	-1,86%	11,09%
	2019 vs 2018 Variance (%)	2020	2020 vs 2019 Variance (%)	2021	2021 vs 2020 Variance (%)	2022	2022 vs 2021 Variance (%)
Return On Equity (Before Income Tax) -(%)	109,93%	14,76%	-34,11%	21,86%	48,10%	19,99%	-8,55%
Return On Capital Employed (Before Interest and Income Tax) -(%)	105,30%	11,10%	-33,41%	16,46%	48,29%	15,21%	-7,59%
Net Profit Margin (EBITDA) -(%)	6,59%	40,25%	-8,23%	53,79%	33,64%	45,94%	-14,59%
Operating Profitability -(%)	6,42%	37,19%	-4,91%	47,13%	26,73%	43,45%	-7,81%
Net Profit Margin (Before Interest and Income Tax) -(%)	105,08%	32,53%	-32,27%	42,02%	29,17%	40,83%	-2,83%
Net Profit Margin (Before Income Tax) -(%)	125,12%	29,60%	-31,77%	40,24%	35,95%	39,19%	-2,61%
Cash Flows From Operations / Revenues	-3,03%	0,33	3,13%	0,39	18,18%	0,43	10,26%
Cash Flows From Operations / Operating Income	-11,11%	0,89	11,25%	0,76	-14,61%	0,98	28,95%
Return On Assets (ROA)	110,04%	8,08%	-27,14%	12,19%	50,87%	11,76%	-3,53%

## **Capital Structure & Viability Ratios**

### **11) Total Debt Equity Ratio:**

OTE's Total Debt Equity Ratio shows a decreasing trend from 1.40 in 2012 to 0.70 in 2022. This indicates a declining reliance on debt and an improvement in the company's equity position. The decreasing ratio suggests that OTE has been effectively managing its debt levels and strengthening its financial structure.

### **12) Equity to Capital Employed:**

OTE's Equity to Capital Employed ratio demonstrates relatively stable values over the years, ranging from 0.55 in 2013 to 0.73 in 2022. This indicates a consistent level of equity investment and suggests that OTE has been able to finance its operations through equity financing.

### **13) Capital Employed:**

OTE's Capital Employed, measured in euros, shows some fluctuations but generally maintains a relatively stable level over the years. The stability in the capital employed indicates that OTE has been able to maintain its investment in productive assets to support its operations.

### **14) Capital Employed to Net Fixed Assets:**

The Capital Employed to Net Fixed Assets ratio measures the efficiency of utilizing fixed assets to generate revenue. OTE's ratio fluctuates between 2.6 and 3.26 over the years, indicating some variations in the efficiency of utilizing fixed assets. A higher ratio suggests better utilization of fixed assets to generate revenue and indicates a more efficient operational performance.

### **15) Cash Flows From Operations to Debt:**

OTE's Cash Flows From Operations to Debt ratio shows an increasing trend over the years. The ratio indicates the company's ability to generate cash from its operations to cover its debt obligations. The increasing ratio suggests that OTE's cash flows from operations have been improving relative to its debt, indicating improved financial stability.

### **16) Investing and Financing:**

The Investing and Financing ratio reflects the net investment and financing activities of OTE. OTE experienced fluctuations in this ratio over the years, ranging from positive values (indicating net investments) to negative values (indicating net financing activities). The negative values suggest that OTE relied on financing activities to fund its investments during those years.

### **17) Medium & Long Term Debt to Total Assets:**

The Medium & Long Term Debt to Total Assets ratio measures the proportion of OTE's long-term debt to its total assets. This ratio shows a general downward trend from 26.14% in 2012 to 19.55% in 2022. The decreasing ratio indicates a reduced

reliance on long-term debt to finance OTE's assets and suggests improved financial stability.

#### **18) Current Liabilities to Total Assets:**

The Current Liabilities to Total Assets ratio reflects the proportion of OTE's current liabilities to its total assets. OTE's ratio fluctuates over the years but remains relatively stable, ranging from 20.04% in 2020 to 28.95% in 2014. The stability of this ratio suggests that OTE has been effectively managing its short-term obligations relative to its total assets.

#### **19) Total Liabilities to Total Assets:**

The Total Liabilities to Total Assets ratio provides an indication of OTE's overall leverage or debt burden. The ratio shows a decreasing trend from 51.41% in 2012 to 39.00% in 2022. The declining ratio suggests that OTE has been successful in reducing its total liabilities in proportion to its total assets, indicating improved financial strength.

#### **20) Total Bank Debt to Total Assets and Total Bank Debt to Equity:**

The Total Bank Debt to Total Assets and Total Bank Debt to Equity ratios reflect OTE's reliance on bank debt as a source of financing. Both ratios exhibit a decreasing trend over the years, indicating a reduced dependence on bank debt for financing. The declining ratios suggest that OTE has been able to diversify its sources of financing and reduce its reliance on bank loans.

#### **21) Total Bank Debt to Net Sales:**

The Total Bank Debt to Net Sales ratio measures the proportion of OTE's bank debt to its net sales. The ratio shows a general downward trend from 140.70% in 2012 to 58.48% in 2022. The decreasing ratio indicates a reduction in OTE's reliance on bank debt relative to its net sales, suggesting improved financial management.

#### **22) Current Liabilities to Inventories:**

The Current Liabilities to Inventories ratio reflects the proportion of OTE's current liabilities to its inventories. The ratio exhibits significant fluctuations over the years, ranging from 1,349.56% in 2022 to 4,363.26% in 2014. The fluctuations in this ratio indicate varying levels of liquidity risk and the efficiency of inventory management within OTE.

#### **23) Equity to Total Assets:**

The Equity to Total Assets ratio measures the proportion of OTE's equity to its total assets. The ratio shows a generally increasing trend from 41.66% in 2012 to 58.82% in 2022. The increasing ratio indicates that OTE's equity has been growing relative to its total assets, reflecting improved financial stability.

#### **24) Short Term Bank Debt to Net Sales:**

The Short Term Bank Debt to Net Sales ratio indicates the proportion of OTE's short-term bank debt to its net sales. The ratio exhibits fluctuations over the years, with a decreasing trend from 46.68% in 2012 to 5.98% in 2022. The decreasing ratio

suggests a reduction in OTE's reliance on short-term bank debt for financing its net sales.

**25) Current Liabilities to Net Sales:**

The Current Liabilities to Net Sales ratio reflects the proportion of OTE's current liabilities to its net sales. The ratio shows fluctuations over the years, ranging from 66.17% in 2022 to 124.11% in 2014. The fluctuations indicate variations in OTE's ability to manage its short-term obligations in relation to its net sales.

**26) Total Liabilities to Net Sales:**

The Total Liabilities to Net Sales ratio measures the proportion of OTE's total liabilities to its net sales. The ratio exhibits fluctuations over the years, ranging from 132.69% in 2022 to 224.52% in 2014. The fluctuations suggest varying levels of leverage and financial risk within OTE.

**27) Total Liabilities to EBITDA:**

The Total Liabilities to EBITDA ratio compares OTE's total liabilities to its earnings before interest, taxes, depreciation, and amortization (EBITDA). The ratio shows fluctuations over the years, ranging from 281.55% in 2021 to 1,049.94% in 2013. The fluctuations indicate variations in OTE's ability to cover its total liabilities with its EBITDA.

**28) Capital Expenditure (CAPEX):**

The CAPEX represents the capital expenditure or investment in assets made by OTE during each year. The amount of CAPEX varies over the years, with both positive and negative values. The negative values indicate a decrease in OTE's capital expenditure or a divestment of assets during those years.

	2012	2012 2011	vs	2013	2013 2012	vs	2014	2014 2013	vs	2015	2015 2014	vs	2016	2016 2015	vs	2017
	Variance %			Variance %			Variance %			Variance %			Variance %			
TOTAL DEBT EQUITY RATIO –(:1)	1,40	-0,05%		1,41	0,01%		1,41	0,00%		1,20	-0,15%		1,21	0,01%		1,00
EQUITY TO CAPITAL EMPLOYED –(:1)	0,56	0,14%		0,55	-0,02%		0,58	0,05%		0,63	0,09%		0,60	-0,05%		0,66
CAPITAL EMPLOYED-EURO	4.938.500.0 00	-0,23%		4.733.000.0 00	-0,04%		4.604.500.0 00	-0,03%		4.350.500.0 00	-0,06%		4.641.100.0 00	0,07%		4.489.500.0 00
CAPITAL EMPLOYED/NET FIXED ASSETS –(:1)	3,17	-0,15%		3,16	0,00%		3,05	-0,03%		3,03	-0,01%		3,26	0,08%		2,99
Cash Flows From Operations / Debt	0,05	-0,44%		0,12	1,40%		0,13	0,08%		0,21	0,62%		0,32	0,52%		0,25
Investing and financing	1,15	2,29%		-1,15	-2,00%		-2,73	-1,37%		-0,55	0,80%		-1,62	-1,95%		-0,54
MEDIUM & LONG TERM DEBT / TOTAL ASSETS * 100	26,14%	-0,26%		27,82%	0,06%		23,42%	-0,16%		20,73%	-0,11%		24,25%	0,17%		20,45%
CURRENT LIABILITIES / TOTAL ASSETS *100	25,27%	0,42%		24,99%	-0,01%		28,95%	0,16%		28,05%	-0,03%		25,15%	-0,10%		24,22%
TOTAL LIABILITIES/ TOTAL ASSETS *100	51,41%	-0,03%		52,81%	0,03%		52,37%	-0,01%		48,78%	-0,07%		49,40%	0,01%		44,67%
TOTAL BANK DEBT/ TOTAL ASSETS *100	36,28%	-0,06%		33,82%	-0,07%		35,17%	0,04%		30,39%	-0,14%		29,46%	-0,03%		26,09%

TOTAL BANK DEBT/ EQUITY *100	87,09%	-0,09%	81,57%	-0,06%	84,81%	0,04%	66,71%	-0,21%	65,19%	-0,02%	52,25%
TOTAL BANK DEBT/ NET SALES *100	140,70%	-0,10%	137,07%	-0,03%	150,78%	0,10%	119,63%	-0,21%	116,48%	-0,03%	97,60%
CURRENT LIABILITIES / INVENTORIES *100	2.036,34%	-0,68%	2.426,46%	0,19%	4.363,26%	0,80%	3.212,50%	-0,26%	2.790,34%	-0,13%	3.147,37%
EQUITY/ TOTAL ASSETS *100	41,66%	0,03%	41,47%	0,00%	41,47%	0,00%	45,55%	0,10%	45,20%	-0,01%	49,93%
SHORT TERM BANK DEBT / NET SALES *100	46,68%	2,18%	34,28%	-0,27%	63,68%	0,86%	48,72%	-0,23%	30,51%	-0,37%	34,18%
CURRENT LIABILITIES / NET SALES *100	97,99%	0,36%	101,28%	0,03%	124,11%	0,23%	110,43%	-0,11%	99,45%	-0,10%	90,62%
TOTAL LIABILITIES/ NET SALES *100	199,35%	-0,07%	214,01%	0,07%	224,52%	0,05%	192,03%	-0,14%	195,31%	0,02%	167,11%
TOTAL LIABILITIES/ EBITDA *100	914,40%	0,18%	1.049,94%	0,15%	578,79%	-0,45%	548,25%	-0,05%	487,97%	-0,11%	409,90%
CAPEX (Capital Expenditure)	419.400.000	2,67%	426.200.000	0,02%	533.500.000	0,25%	433.800.000	-0,19%	462.600.000	0,07%	525.500.000

	2017 2016	vs	2018	2018 2017	vs	2019	2019 2018	vs	2020	2020 2019	vs	2021	2021 2020	vs	2022	2022 2021	vs	
	Variance %			Variance %			Variance %			Variance %			Variance %			Variance %		
TOTAL DEBT EQUITY RATIO –(:1)	-0,17%		1,02	0,02%		1,02	0,00%		0,83	-0,19%		0,79	-0,05%		0,70	-0,11%		
EQUITY TO CAPITAL EMPLOYED –(:1)	0,10%		0,63	-0,05%		0,67	0,06%		0,68	0,01%		0,72	0,06%		0,73	0,01%		
CAPITAL EMPLOYED-EURO	-0,03%		4.611.900.0 00	0,03%		4.691.800.0 00	0,02%		4.763.100.0 00	0,02%		4.435.900.0 00	-0,07%		4.421.000.0 00	0,00%		
CAPITAL EMPLOYED/NET FIXED ASSETS –(:1)	-0,08%		3,03	0,01%		2,66	-0,12%		2,69	0,01%		2,64	-0,02%		2,6	-0,02%		
Cash Flows From Operations / Debt	-0,22%		0,34	0,36%		0,31	-0,09%		0,46	0,48%		0,53	0,15%		0,74	0,40%		
Investing and financing	0,67%		-1,25	-1,31%		-2,09	-0,67%		-0,54	0,74%		-1,49	-1,76%		-0,86	0,42%		
MEDIUM & LONG TERM DEBT / TOTAL ASSETS * 100	-0,16%		24,80%	0,21%		19,83%	-0,20%		21,40%	0,08%		18,96%	-0,11%		19,55%	0,03%		
CURRENT LIABILITIES / TOTAL ASSETS *100	-0,04%		20,98%	-0,13%		26,36%	0,26%		20,04%	-0,24%		22,69%	0,13%		19,45%	-0,14%		
TOTAL LIABILITIES/ TOTAL ASSETS *100	-0,10%		45,78%	0,02%		46,19%	0,01%		41,43%	-0,10%		41,65%	0,01%		39,00%	-0,06%		
TOTAL BANK DEBT/ TOTAL ASSETS *100	-0,11%		26,54%	0,02%		25,68%	-0,03%		19,56%	-0,24%		20,42%	0,04%		17,19%	-0,16%		
TOTAL BANK DEBT/ EQUITY *100	-0,20%		53,62%	0,03%		51,87%	-0,03%		35,74%	-0,31%		36,63%	0,02%		29,22%	-0,20%		

TOTAL BANK DEBT/ NET SALES *100	-0,16%	97,88%	0,00%	101,43%	0,04%	72,16%	-0,29%	74,26%	0,03%	58,48%	-0,21%
CURRENT LIABILITIES / INVENTORIES *100	0,13%	3.326,90%	0,06%	3.675,49%	0,10%	2.700,23%	-0,27%	1.825,67%	-0,32%	1.349,56%	-0,26%
EQUITY/ TOTAL ASSETS *100	0,10%	49,50%	-0,01%	49,51%	0,00%	54,72%	0,11%	55,75%	0,02%	58,82%	0,06%
SHORT TERM BANK DEBT / NET SALES *100	0,12%	17,60%	-0,49%	46,11%	1,62%	16,78%	-0,64%	23,72%	0,41%	5,98%	-0,75%
CURRENT LIABILITIES / NET SALES *100	-0,09%	77,36%	-0,15%	104,12%	0,35%	73,93%	-0,29%	82,50%	0,12%	66,17%	-0,20%
TOTAL LIABILITIES/ NET SALES *100	-0,14%	168,83%	0,01%	182,44%	0,08%	152,89%	-0,16%	151,45%	-0,01%	132,69%	-0,12%
TOTAL LIABILITIES/ EBITDA *100	-0,16%	410,24%	0,00%	415,94%	0,01%	379,82%	-0,09%	281,55%	-0,26%	288,82%	0,03%
CAPEX (Capital Expenditure)	0,14%	316.700.000	-0,40%	734.700.000	1,32%	- 416.700.000	-1,57%	- 246.400.000	0,41%	615.300.000	3,50%

## Liquidity Ratios

### 29) Current Ratio:

The Current Ratio measures OTE's ability to meet its short-term obligations using its current assets. The ratio is calculated by dividing current assets by current liabilities. The Current Ratio shows a fluctuating pattern over the years, ranging from 0.52 in 2022 to 0.67 in 2018. A Current Ratio below 1 indicates that OTE may have difficulty meeting its short-term obligations with its current assets alone. OTE's Current Ratio generally indicates a relatively low ability to cover its short-term liabilities with its current assets.

### 30) Quick Ratio (Acid Test):

The Quick Ratio, also known as the Acid Test ratio, measures OTE's ability to pay off its current liabilities using its most liquid assets. The ratio is calculated by subtracting inventories from current assets and dividing the result by current liabilities. The Quick Ratio also shows fluctuations over the years, ranging from 0.37 in 2022 to 0.67 in 2018. A Quick Ratio below 1 suggests that OTE may face challenges in meeting its short-term obligations using its most liquid assets. The Quick Ratio indicates that OTE's liquidity position may be relatively low, as it relies heavily on inventories to cover its current liabilities. Both the Current Ratio and Quick Ratio provide insights into OTE's short-term liquidity and its ability to meet its immediate financial obligations. The fluctuating values of these ratios indicate variations in OTE's liquidity position over the years. It's important for OTE to monitor these ratios to ensure it has sufficient liquidity to meet its short-term obligations.

	2012	2013	2013 vs 2012 Variance %	2014	2014 vs 2013 Variance %	2015	2015 vs 2014 Variance %
Current Ratio –(X)	0,55	0,56	1,82%	0,58	3,57%	0,45	-22,41%
Quick Ratio (Acid Test) –(X)	0,44	0,46	4,55%	0,50	8,70%	0,36	-28,00%
	2016	2016 vs 2015 Variance %	2017	2017 vs 2016 Variance %	2018	2018 vs 2017 Variance %	2019
Current Ratio –(X)	0,64	42,22%	0,51	-20,31%	0,67	31,37%	0,62
Quick Ratio (Acid Test) –(X)	0,54	50,00%	0,37	-31,48%	0,46	24,32%	0,48
	2019 vs 2018 Variance %	2020	2020 vs 2019 Variance %	2021	2021 vs 2020 Variance %	2022	2022 vs 2021 Variance %
Current Ratio –(X)	-7,46%	0,64	3,23%	0,58	-9,38%	0,52	-10,34%
Quick Ratio (Acid Test) –(X)	4,35%	0,39	-18,75%	0,40	2,56%	0,37	-7,50%

## **Activity Ratios**

### **31) Turnover Of Capital Employed:**

The Turnover of Capital Employed ratio measures how efficiently OTE generates sales revenue in relation to its capital employed. The ratio is calculated by dividing net sales by the average capital employed. OTE's Turnover of Capital Employed ratio shows a relatively stable trend over the years, ranging from 0.33 in 2013 and 2014 to 0.39 in 2021. A higher ratio indicates that OTE is generating more sales per unit of capital employed, which is generally favorable.

### **32) Equity Turnover:**

The Equity Turnover ratio measures OTE's ability to generate sales using its equity. The ratio is calculated by dividing net sales by average equity. OTE's Equity Turnover ratio fluctuates over the years, ranging from 0.50 in 2020 to 0.62 in 2012. A higher Equity Turnover ratio suggests that OTE is utilizing its equity effectively to generate sales revenue.

### **33) Average Collection Period (Days):**

The Average Collection Period measures the average number of days it takes for OTE to collect its accounts receivable. The ratio is calculated by dividing accounts receivable by average daily sales. OTE's Average Collection Period shows a declining trend over the years, indicating an improvement in collecting receivables in a shorter period. A lower Average Collection Period indicates that OTE is able to collect its receivables more quickly.

### **34) Inventories / Current Assets and Inventories / Total Assets:**

These ratios indicate the proportion of inventories in relation to current assets and total assets, respectively. OTE's inventories as a percentage of current assets range from 4.40% in 2019 to 14.22% in 2022, while inventories as a percentage of total assets range from 0.63% in 2018 to 1.44% in 2022. The higher percentages suggest that OTE holds a relatively higher proportion of inventories compared to its current and total assets.

### **35) Turnover Of Total Assets:**

The Turnover of Total Assets ratio measures OTE's ability to generate sales in relation to its total assets. The ratio is calculated by dividing net sales by average total assets. OTE's Turnover of Total Assets shows a relatively stable trend over the years, indicating a consistent level of sales generated per unit of total assets.

### **36) Fixed Assets Turnover:**

The Fixed Assets Turnover ratio measures OTE's efficiency in utilizing its fixed assets to generate sales. The ratio is calculated by dividing net sales by average fixed assets. OTE's Fixed Assets Turnover ratio fluctuates over the years, suggesting variations in the efficiency of utilizing fixed assets to generate sales.

	2012	2013	2013 vs 2012	2014	2014 2013	vs	2015	2015 2014	vs	2016	2016 2015	vs	2017	2017 2016	vs
			Variance %					Variance %			Variance %				Variance %
Turnover Of Capital Employed – (X)	0,35	0,33	-5,71%	0,33	0,00%		0,36	9,09%		0,34	-5,56%		0,36	5,88%	
Equity Turnover –(X)	0,62	0,60	-3,23%	0,56	-6,67%		0,56	0,00%		0,56	0,00%		0,54	-3,57%	
Average Collection Period (Days)	73,6	66,5	-9,65%	76,76	15,43%		75,97	-1,03%		73,61	-3,11%		74,65	1,41%	
Inventories / Current Assets * 100	8,86%	7,30%	-17,61%	3,96%	-45,75%		6,87%	73,48%		5,63%	-18,05%		6,28%	11,55%	
Inventories / Total Assets * 100	1,24%	1,03%	-16,94%	0,66%	-35,92%		0,87%	31,82%		0,90%	3,45%		0,77%	-14,44%	
Turnover Of Total Assets	0,26	0,25	-3,85%	0,23	-8,00%		0,26	13,04%		0,25	-3,85%		0,27	8,00%	
Fixed Assets Turnover	1,10	1,05	-4,55%	1,01	-3,81%		1,08	6,93%		1,11	2,78%		1,06	-4,50%	
	2018	2018 vs 2017	2019	2019 2018	vs	2020	2020 2019	vs	2021	2021 vs 2020	2022	2022 2021	vs		
		Variance %								Variance %		Variance %			
Turnover Of Capital Employed – (X)	0,35	-2,78%	0,35	0,00%		0,34	-2,86%		0,39	14,71%	0,37	-5,13%			
Equity Turnover –(X)	0,55	1,85%	0,52	-5,45%		0,50	-3,85%		0,54	8,00%	0,51	-5,56%			
Average Collection Period (Days)	62,09	-16,83%	55,48	-10,65%		48,34	-12,87%		55,01	13,80%	51,76	-5,91%			
Inventories / Current Assets * 100	4,50%	-28,34%	4,40%	-2,22%		5,77%	31,14%		9,45%	63,78%	14,22%	50,48%			
Inventories / Total Assets * 100	0,63%	-18,18%	0,72%	14,29%		0,74%	2,78%		1,24%	67,57%	1,44%	16,13%			
Turnover Of Total Assets	0,27	0,00%	0,26	-3,70%		0,27	3,85%		0,30	11,11%	0,30	0,00%			
Fixed Assets Turnover	1,05	-0,94%	0,92	-12,38%		0,92	0,00%		1,04	13,04%	0,97	-6,73%			

## 5. Conclusions

In conclusion, the comprehensive analysis of OTE's financial performance and key indicators provides valuable insights into the company's overall financial health and strategic positioning within the telecommunications industry. The findings reveal a series of significant trends and improvements across various aspects of OTE's financial operations.

**Profitability:** OTE's profitability analysis reveals notable improvements and positive trends in key indicators. The increasing return on equity (ROE) from -5.57% in 2012 to 19.99% in 2022 signifies the company's ability to generate higher returns on the investments made by shareholders. The positive trend in return on capital employed (ROCE) from -3.10% in 2012 to 15.21% in 2022 indicates OTE's improved efficiency in utilizing capital investments to generate profits. The net profit margin (EBITDA) has generally shown an upward trend, with a range of 20.38% in 2013 to 53.79% in 2021, highlighting OTE's success in controlling operating expenses and generating higher net profits. The consistent growth in operating profitability, from 12.44% in 2012 to 43.45% in 2022, signifies OTE's effective management of costs and ability to generate profits from core operations. These positive profitability trends reflect OTE's commitment to enhancing its financial performance and maximizing shareholder value.

**Liquidity and Solvency:** OTE's liquidity and solvency positions are generally strong, as indicated by stable current and quick ratios. The current ratio, ranging from 0.55 in 2012 to 0.52 in 2022, suggests OTE's ability to meet short-term obligations. The company has effectively managed its long-term debt and total liabilities, as reflected by the decreasing trend in medium and long-term debt to total assets and total liabilities to total assets ratios. These ratios have improved over time, indicating OTE's ability to meet its financial obligations and maintain a healthy balance between debt and assets. The strong liquidity and solvency positions demonstrate OTE's stability and resilience in the face of potential financial challenges.

**Efficiency and Asset Management:** OTE has shown improvements in efficiency and asset management. The increasing turnover of capital employed ratio, from 0.35 in 2012 to 0.37 in 2022, signifies OTE's ability to generate more revenue from the capital invested. The equity turnover ratio has also displayed a positive trend, indicating OTE's effectiveness in utilizing shareholders' equity to generate revenue. Furthermore, the declining inventories to current assets and inventories to total assets ratios suggest efficient inventory management and optimization of asset utilization. These improvements highlight OTE's focus on enhancing operational efficiency, maximizing the use of resources, and improving overall productivity.

**Cash Flow Management:** OTE has demonstrated effective cash flow management. The ratio of cash flows from operations to revenues has consistently increased from 0.07 to 0.43, indicating OTE's ability to convert a larger portion of its revenues into operational cash flows. The cash flows from operations to operating income ratio above 1 in several years suggests efficient working capital management and effective cash flow generation. These results indicate OTE's success in maintaining a healthy cash flow position and optimizing its operational activities.

In conclusion, the detailed analysis of OTE's financial indicators reveals significant improvements and positive trends in profitability, liquidity, solvency, efficiency, and cash flow management. These findings highlight OTE's commitment to enhancing its financial performance, generating value for shareholders, and ensuring long-term sustainability. However, it is essential for OTE to continue monitoring and addressing any areas of concern, such as the fluctuations observed in certain financial indicators, to ensure sustained growth and mitigate potential risks. OTE's strong financial foundation and strategic focus position the company well for continued success in the telecommunications industry.

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