



Tuesday 7th October 2025 draft5oct25

**10.30am Arrivals
11am -11.45am Ceremony
12.00h – 1pm Lunch**

Stelios Philanthropic Foundation Nicosia HQ

**NB Ceremony will be recorded and be available on YouTube
livestreaming 10.45h – 11.45h Cyprus time**



STELIOS PHILANTHROPIC
FOUNDATION



WWW.STELIOSFOUNDATION.COM.CY



Stelios foundation giving back to society in the Republic of Cyprus!

Helping young entrepreneurs in Cyprus to be their own bosses and create successful start up companies registered in Cyprus and paying taxes in Cyprus is the best way to create new jobs for the economy!

We will be running two awards in Cyprus in parallel for the long term:
The 2026 Bicommunal Business Awards in Cyprus are coming back soon! Working for lasting peace on the island of Cyprus !
Timetable: invite applications January 2026 until April 2026 and the award ceremony June 2026





GIVING BACK TO SOCIETY IN CYPRUS

Funded by donations from **easyGroup®**

A few words about the for-profit side of the business : 4-minute video on www.easyHistory.info that has had 104 million views on YouTube since 2024

Creating **easy**

In 1994 Stelios started creating the easy family of brands at the age of 27! *With financial help from his father Loucas who was born in Pedoulas, Cyprus in 1927.*



The **easy**® family of brands

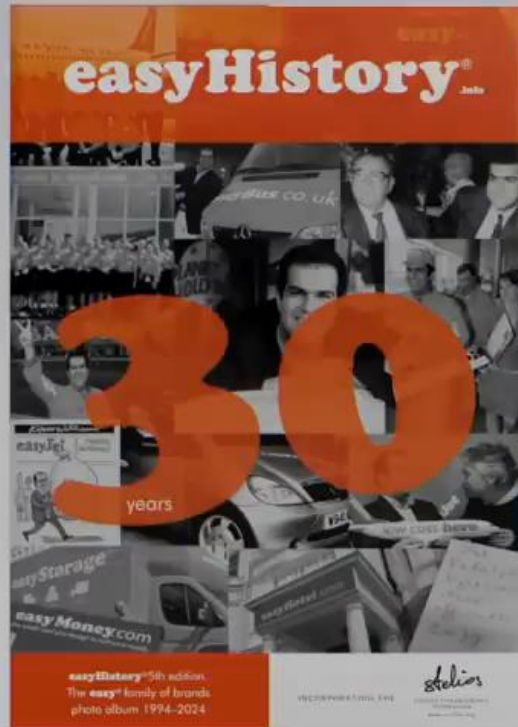
The **easy** family of brands
the business model for steady income
easyGroup donates most of its profits each year
to the Stelios Philanthropic Foundation
Which gives back to society

Stelios' private investment vehicle **easyGroup** kept the ownership of the **easyJet** brand after the airline's IPO in 2000.

Stelios and his family own 15% of the shares of **easyJet** PLC.

Please visit www.easy.com for more information

The **easy**[®] family of brands

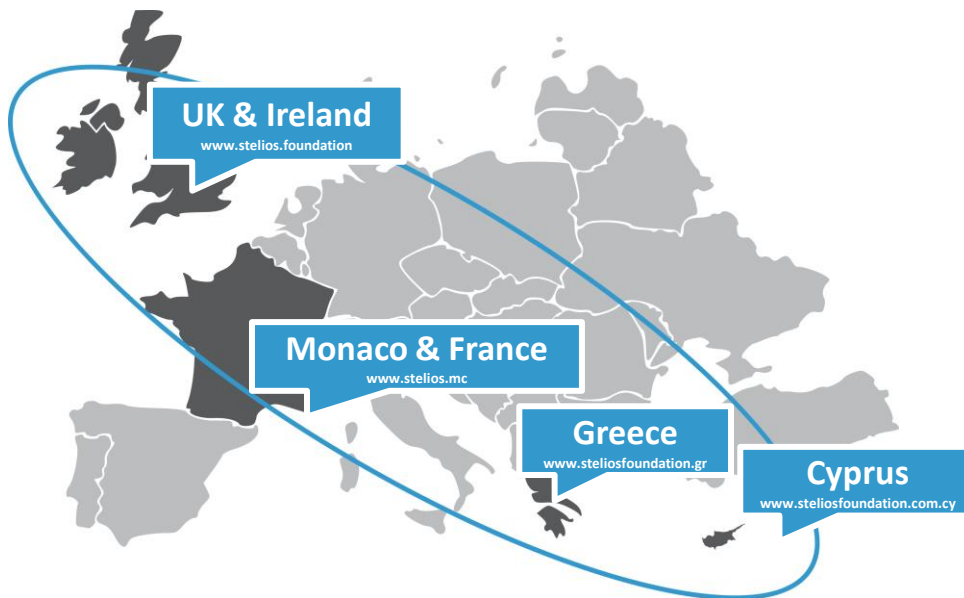




STELIOS PHILANTHROPIC
FOUNDATION

WWW.STELIOS.ORG

Mission Statement: To support a diverse range of good causes in our local communities below, what we call close to home.



Our Trustees

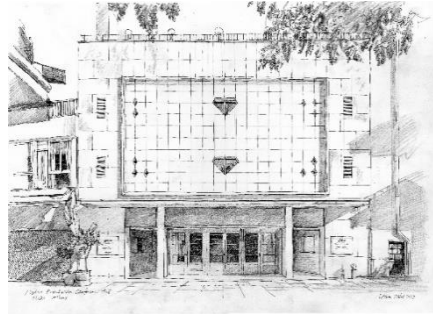


From left to right: Donald Manasse, David Watson, Jean-Claude Eude, Sir Stelios Haji-Ioannou, Rena Panou, Peter Barton & Nikos Mourkogiannis

The Stelios Philanthropic Foundation has headquarters based in the four main countries the charity operates in



**Head office in UK: 34 Thurloe Square,
London SW7 2SR**



**Stelios Foundation conference hall, Kidathinaion 22,
Plaka, Athens**



**Head office in Monaco: 14 Quai Antoine 1er,
Monaco MC98000**



Head office in Cyprus: Markou Drakou 5, Nicosia 1102

The Foundation's Properties in Cyprus

stelios

STELIOS PHILANTHROPIC
FOUNDATION



WWW.STELIOSFOUNDATION.COM.CY



5 Markou Drakou
Nicosia



10/5/2025



Limassol

Paleas Ilekrikis
Nicosia

Stelios Awards For Young
Entrepreneurs In Cyprus 7oct25



Pedoulas
Village



Lania
Village

Food from the heart programme

We currently hand out 300,000 snacks to 150,000 beneficiaries in Greece and Cyprus each month.



Operating since 2013 from 11 distribution points – the Foundation has handed out more than **40,000,000** snacks to date. This is normally our most expensive recurring programme, an **annual expenditure of about €2 million euros per year.** Now extended in the UK and Ireland and France.



10/5/2025

Stelios Awards For Young
Entrepreneurs In Cyprus 7oct25



Donations to Other Charities in Cyprus

stelios

STELIOS PHILANTHROPIC
FOUNDATION



WWW.STELIOSFOUNDATION.COM.CY



In total more than half a million euro
donated in FY2025



**Ανεξάρτητος Φορέας
Κοινωνικής Στήριξης**



**University
of Cyprus**

10/5/2025

Stelios Awards For Young
Entrepreneurs In Cyprus 7oct25



STELIOS PHILANTHROPIC
FOUNDATION



WWW.STELIOSFOUNDATION.COM.CY



STELIOS PHILANTHROPIC
FOUNDATION



WWW.STELIOSFOUNDATION.COM.CY



Criteria for the “Stelios Awards for Young Entrepreneurs in Cyprus 2025”

3rd YEAR €200,000 in cash prizes to be awarded
(1st prize €100,000, 2nd prize €60,000 and 3rd prize €40,000)

- Entrepreneur in Cyprus less than 34 years old (born in 1991 or later).
- Started their own business in the last 5 years.
- They must have registered a new on shore company in the Republic of Cyprus.
- Minimum turnover of 40,000€ per annum
- Employ at least 3 staff.
- Own at least 50% of the company.
- The entrepreneurs can be of any nationality provided their Cyprus registered company does business and pays taxes in Cyprus.



STELIOS PHILANTHROPIC
FOUNDATION



WWW.STELIOSFOUNDATION.COM.CY



STELIOS PHILANTHROPIC
FOUNDATION



WWW.STELIOSFOUNDATION.COM.CY



Presenting the winners of the 2025 “Stelios Awards for Young Entrepreneurs in Cyprus”

Thank you to all 77 applicants!

- So many excellent businesses and very difficult to choose the top three.
- All three winners are online and tech businesses.

stelios

STELIOS PHILANTHROPIC
FOUNDATION



WWW.STELIOSFOUNDATION.COM.CY



stelios

STELIOS PHILANTHROPIC
FOUNDATION



WWW.STELIOSFOUNDATION.COM.CY



3rd prize €40,000



10/5/2025

Stelios Awards For Young
Entrepreneurs In Cyprus 7oct25



stelios

STELIOS PHILANTHROPIC
FOUNDATION



WWW.STELIOSFOUNDATION.COM.CY



Presenting the 3rd prize will be last year's 2nd winner Maria Lafazani of Maria Lafazani Clinical Laboratories



10/5/2025

Stelios Awards For Young
Entrepreneurs In Cyprus 7oct25

Awards for Young Entrepreneurs, 2025

Stelios Philanthropic Foundation

Maria Lafazani
Director of Clinical Laboratory, Larnaca

Tuesday, 07/10/2025





Second place award

Prize € 30,000



Next day:

Ordered an instrument that carries out Immunology tests, necessary for the diagnosis of autoimmune diseases



Employed a biologist to handle it



Thank you



- To my scientific team for their everyday effort and dedication
- To my family, for their endless support
- To Sir Stelios Haji-Ioannou and all the members of the group, for the invitation!
- Warmest congratulations to this year's three winners, wishing them all the best!



Winners of 40K Euro prize

Harout Chouldjian & Panayiotis Franjeskos

<https://theluxmery.com/>



LUXMERY

10/5/2025

Stelios Awards For Young
Entrepreneurs In Cyprus 7oct25

Introducing Luxmery

Confidence. Comfort. Style.

- **Founded:** 2023 → Reached **\$11M in revenue**
- **Mission:** Helping women feel confident, supported, and stylish in everyday life
- **Flagship brand** of our Ecommerce Incubator
(building D2C brands with innovation + philanthropy)
- **Products:** Sculpting bodysuits, camis, bras, and dresses — designed to merge *fashion with comfort*



Who we serve

- **Core Audience:** Women aged 34–55, especially post-partum mothers
- **Customer Pain Point:** Tired of choosing between *feeling good* and *looking good*
- **USP:** Distinct influencer lead branding + competitive pricing → Comfort + style without compromise
- **Markets:** Shipping worldwide, with primary focus on **USA, Canada, UK, and Australia**

How we do it

- **Leverage & Speed:** We focus on maximum output in minimum time. Rapid testing, fast feedback loops, and clear planning keep us moving forward. No distractions, no wasted effort, only high-leverage actions that grow revenue.
- **Influencer Growth Engine:** We scale through a mix of established influencers and UGC creators. Their content drives structured tests, quick iterations, and whitelisted ads. Combined with strong storytelling, this builds trust, expands reach, and converts efficiently
- **Operations & Storytelling:** With warehouses in both the USA and China, we ensure smooth logistics and fast dispatch. At the same time, we are constantly researching and adding new products to keep revenue growing.

Our Mantra

Decide what matters. Get it done.

- We bring together people hungry to grow
- We challenge, support, and invest in our team
- We show up each day to inspire bold, positive change in the world
- Our profit donation model ensures that the more we grow, the more we give back, starting at 10% of profits and scaling up to 100%.

stelios

STELIOS PHILANTHROPIC
FOUNDATION



WWW.STELIOSFOUNDATION.COM.CY



stelios

STELIOS PHILANTHROPIC
FOUNDATION



WWW.STELIOSFOUNDATION.COM.CY



2nd prize €60,000



10/5/2025

Stelios Awards For Young
Entrepreneurs In Cyprus 7oct25



STELIOS PHILANTHROPIC
FOUNDATION



WWW.STELIOSFOUNDATION.COM.CY



STELIOS PHILANTHROPIC
FOUNDATION



WWW.STELIOSFOUNDATION.COM.CY



Presenting the Second Prize will be our Cyprus Trustee Mrs. Rena Rouvitha Panou



10/5/2025

Stelios Awards For Young
Entrepreneurs In Cyprus 7oct25



Winner of 60K Euro prize

Chrystallena Poulli

<https://www.cpherbalist.com/>



CP Herbal Skin Care

Natural Cosmetics Made in Cyprus

- Founded in 2018 by herbalist & entrepreneur **Chrystallena Poulli**
- A **woman-led, self-built** company rooted in botanical science

Mission:

To create high-performance, natural skincare & hair care that empowers people to feel confident in their own skin.



From *Start-up* to *Trusted Brand*

- From **1-woman start-up** → **team of 30**
- **3 flagship stores** in Nicosia & Limassol
- Thriving **e-commerce platform** serving thousands of clients locally & abroad / www.cpherbalist.com
- Growing **social media community** & loyal customer base

Mall of Cyprus, Nicosia



My Mall Limassol



8 Ithomis 3077, Limassol



Innovation & Impact

House of Cosmetic Production (HOCP) by Chrystallena Poulli

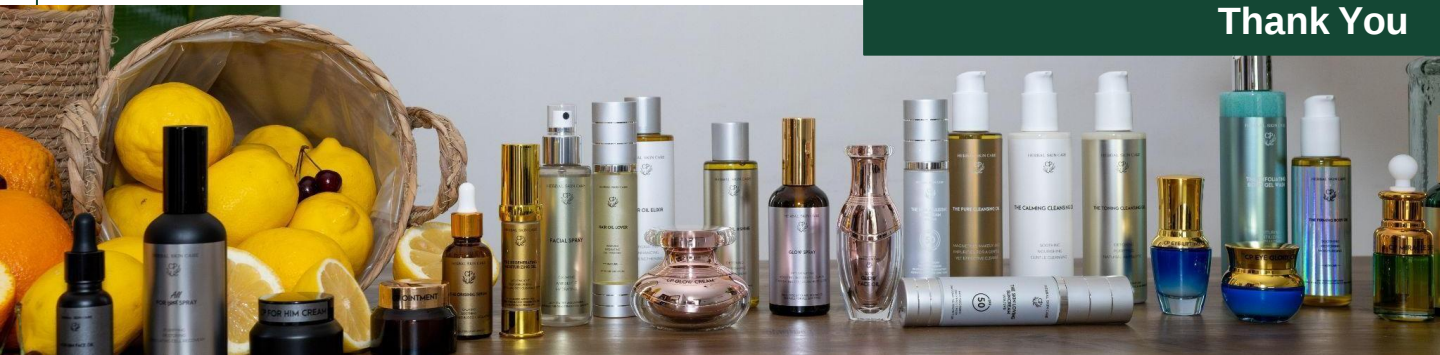


- In 2025: launched our own **eco-conscious, cruelty-free production facility**, fully EU-compliant
- Among the **few vertically integrated natural cosmetics houses in Cyprus**
- Creating **sustainable local jobs**
- Products with **proven results** and **outstanding customer feedback**

Scaling for the Future...

- Plan to **invest in advanced cream-production technology**
- Expand product range & accelerate **exports**
- Position Cyprus as an **emerging hub for ethical beauty**
- Continue growing as a **young, woman-led brand** that strengthens the local economy

Thank You



stelios

STELIOS PHILANTHROPIC
FOUNDATION



WWW.STELIOSFOUNDATION.COM.CY



stelios

STELIOS PHILANTHROPIC
FOUNDATION



WWW.STELIOSFOUNDATION.COM.CY



1st prize €100,000 Winner



10/5/2025

Stelios Awards For Young
Entrepreneurs In Cyprus 7oct25



STELIOS PHILANTHROPIC
FOUNDATION



WWW.STELIOSFOUNDATION.COM.CY



Presenting the 1st prize will be:
The First Lady of the Republic of Cyprus
Mrs Filippa Karsera Christodoulides
and President of the charity Cyprus Social Support
<https://socialsupport.gov.cy/>





Winner of 100K Euro George Chrysostomides

<https://shrine.io/>



10/5/2025

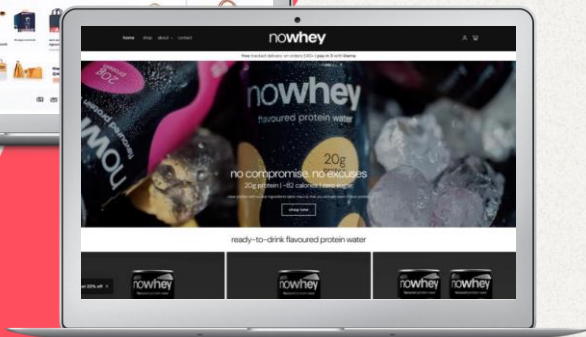
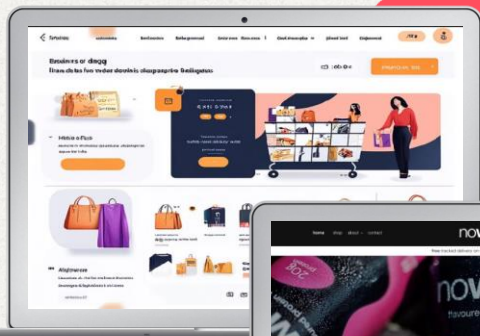
Stelios Awards For Young
Entrepreneurs In Cyprus 7oct25

SHRINE SOLUTIONS

THE #1 SHOPIFY THEME FOR HIGH- CONVERTING STORES

We help entrepreneurs scale faster with a premium Shopify theme built for growth, speed, and stunning design.





THE PROBLEM WITH E-COMMERCE TODAY



Generic store designs look outdated and fail to stand out



Slow themes = high bounce rates, low conversions



Entrepreneurs spend thousands on custom development to get what should come standard



THE SHRINE SOLUTION

ONE THEME. LIMITLESS CAPABILITIES.



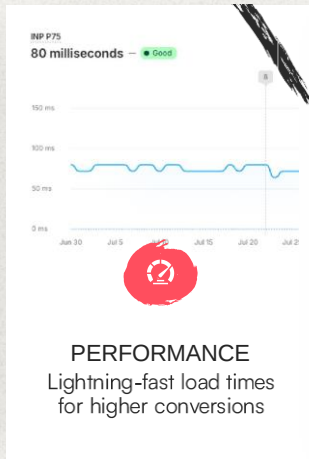
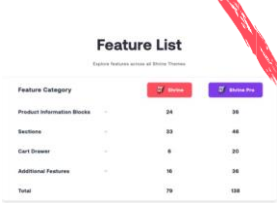
TRANSFORM YOUR ESSENCE

Goodbye to Forgettable Scents. Introducing Long Lasting Fragrance in Seconds.

WHY CHOOSE PHERO?

- Premium Quality Fragrance
- Customizable Scents
- Long Lasting Fragrance
- 100% Natural Ingredients
- 100% Satisfaction Guarantee

PREMIUM DESIGN
Built to look world-class out of the box

Feature List

Explore feature details of Shrine Themes

Feature Category	Basic	Pro
Product Information Brochure	24	24
Backlinks	22	48
Cart Drawer	6	20
Additional Features	16	26
Total	78	118

FLEXIBILITY
Customizable features across every niche Visuals



OUR GROWTH SO FAR

TRUSTED BY **30,000+** STORES WORLDWIDE

SHRINE CAN DOUBLE YOUR CONVERSION RATE OVERNIGHT



\$200M+ in sales processed
through Shrine stores



Customers in **150+** countries



Affiliate network with **250+**
active partners

OUR MISSION & FUTURE

Building the world's most powerful ecosystem for e-commerce growth.



Expanding into full e-commerce solutions (apps, design services, AI integrations)



Supporting entrepreneurs in every niche with premium tools



Scaling beyond Shopify to serve the future of digital commerce

Shrine is more than a theme. It's the foundation for tomorrow's e-commerce success.



**Thank you for joining us,
enjoy your lunch!**

stelios

STELIOS PHILANTHROPIC
FOUNDATION



WWW.STELIOSFOUNDATION.COM.CY

