



Website:	HTTP://www.ascompany.gr
Bloomberg code:	ASCO:GA
Reuters code:	ASCr.AT
ISIN code:	GRS404253007

COMPANY PROFILE

Established in 1990, AS Company SA is a Greece-based manufacturing and trading company, with its main business activities revolving around toys. AS imports toys, as well as develops and manufactures its own toys.

Apart from the toy business AS Company has expanded in the children's clothing with the Italian brand "IDEXE" the last 4 years. AS Company has added new categories in its business with Home Deco, Accessories, Gifts and Light Furniture products.

Leveraging on its deep know-how in the toys business, its extensive POS network (more than 1,800 points around Greece), and its robust licensing portfolio, AS Company has become one of the key players in the Southeast Europe Toy market.

AS Company is positioning itself exceptionally well in the toy market, holding approximately 12% share, 2nd largest share.

The company has also established a Logistics Centre, in order to support sales and better serve its customers. The privately owned building in Thessaloniki covers an area of 16,000 m²

AS success is mostly based on a) being exclusive representative of globally known products with highly aware brands b) a dedicated marketing and R & D department c) long term relationships with toy & game retail chains, supermarkets and hypermarkets and d) healthy balance sheet that can support financing requirements of working capital and investments.

EXPORTS

AS Company SA has achieved a significant export sales momentum (€3,2M in 2012 vs €1,6M in 2011).

The strengthening of export sales in the toy sector comprises a key priority for the Company's future business growth.

2013 Exports estimated at €3M

AS Company has presence in the major toy fairs in Europe to support its export activity.

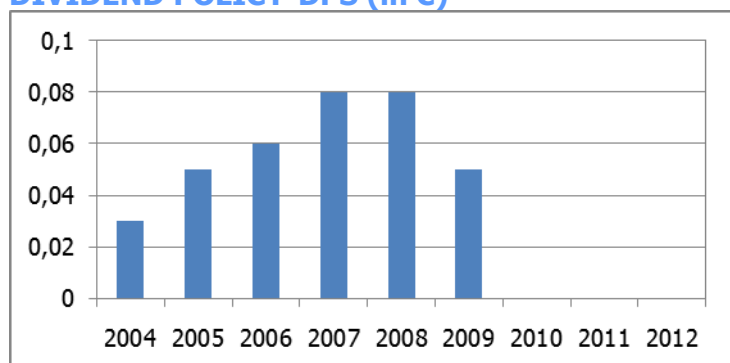
KEY INVESTMENT HIGHLIGHTS

Having invested € 1.881.222 over the last 6 years in children apparel POS and logistics infrastructure modernization, AS Company will continue to implement a selective investments strategy through initiating high added value investments.

OVERVIEW - TRADING DATA 1 Year (data of period 01/04/2012 - 28/03/2013)

Symbol:	ASCO		
Athex Market:	MAIN MARKET		
Market Cap (Mil. €): (28 March 2013)	7,8		
Shares Outstanding (number): (28 March 2013)	21.876.700		
Average Spread (%):	10,16%		
Market Liquidity (%):	7,045%		
Average Trading volume (no of shares):	17.876		
Total Value of transactions (€):	1.378.993		
Days to trade (1% of outstanding amount):	12,0		
Free Float (28 March 2013):	35,1%		
Turnover Velocity (F.F. Weighted):	68,5%		
Historic Volatility	30 days	60 days	90 days
(annualised %)	50,54%	51,60%	68,71%

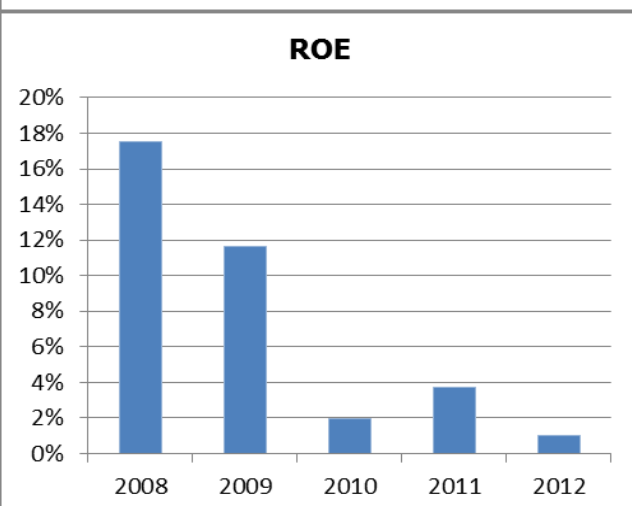
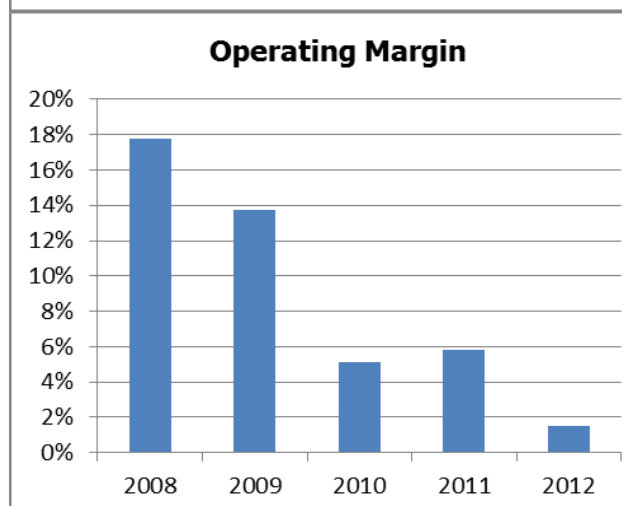
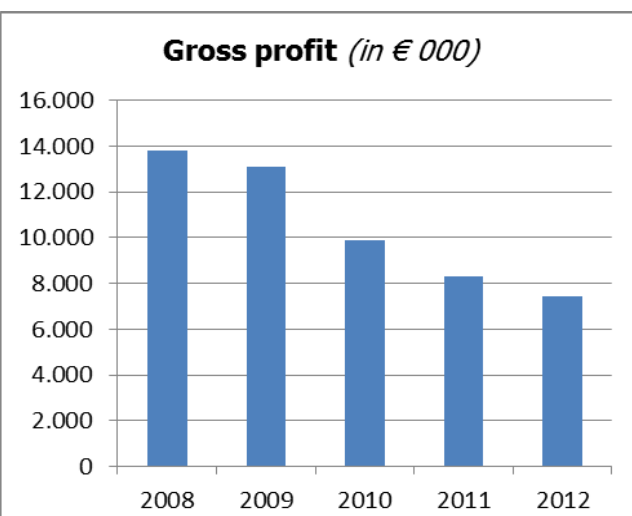
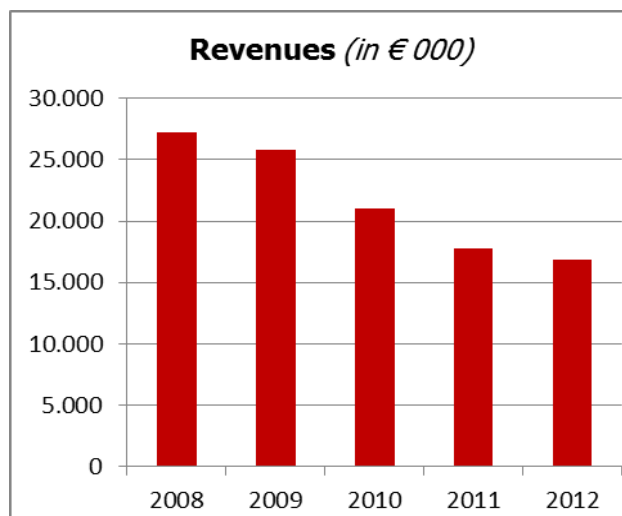
DIVIDEND POLICY-DPS (in €)



COMPANY'S PERFORMANCE

FINANCIAL OVERVIEW (company)

(in € 000)	2009	2010	2011	2012
Sales	25.832	20.976	17.738	16.824
Gross profit	13.106	9.874	8.300	7.461
EBIT	3.552	1.070	1.034	255
EBITDA	3.992	1.508	1.462	672
Earnings before tax	3.313	953	990	299
Earnings after tax	2.125	346	674	191
E.P.S.	0,10	0,02	0,03	0,00
Total equity	18.309	17.561	18.235	18.426
ROE	11,61%	1,97%	3,70%	1,04%
Debt Ratio	0,86	2,19	-0,48	-5,83



MAJOR SHAREHOLDERS (>5%)	
Name	%
ANDREADIS K. EFSTRATIOS	33,11%
ANDREADOU ANASTASIA	31,84%
Total	64,95%
BOARD OF DIRECTORS	
Name	Qualification
ANDREADIS K. EFSTRATIOS	PRESIDENT/CEO/EXECUTIVE MEMBER
ANDREADOU ANASTASIA	VICE PRESIDENT/EXECUTIVE MEMBER
ANDREADIS E. KONSTANTINOS	EXECUTIVE MEMBER
MEXTERIDIS I. THEOFILOS	NON EXECUTIVE MEMBER
VASILAKERIS V. MORFIS	NON EXECUTIVE MEMBER
IAKOVOU N. PETROS	INDEPENDENT NON EXECUTIVE MEMBER

MANAGEMENT TEAM PROFILE

Mr. Andreadis K. Efstratios, is Executive Chairman of the Board of Directors and Chief Executive Officer of AS Company SA. He is a graduate from Università degli Studi di Perugia with a degree in Mathematics. He founded AS Company SA in 1990.

Ms. Andreadou Anastasia, is Executive Vice Chairman of the Board of Directors of AS Company SA. She studied Accounting and Economics at Thessaloniki. She is a co-founder of the Company.

Mr. Andreadis E. Konstantinos, was appointed Executive Director of AS Company SA on June 29, 2009. He holds a BA in Business Administration from Kingston University and a MA in Marketing Management from Middlesex University, United Kingdom.

Mr. Mexteridis I. Theofilos, was appointed Non-Executive Director of AS Company SA on June 29, 2009. He holds a degree in Business Administration from the Technological Educational Institute of Kavala.

Mr. Vasilakeris V. Morfis, is Non-Executive Independent Director of AS Company SA. He holds a Degree in Law from Università degli Studi di Parma, Italy. He is a lawyer.

Mr. Iakovou N. Petros, was appointed Non-Executive Independent Director of AS Company SA on November 28, 2011. He holds a degree in Mathematical Statistics from the University of Ioannina, a MSc in Computer Science from Syracuse University and a MSc in Statistics from the same University.

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