

AS COMPANY S.A. COMMERCIAL INDUSTRIAL COMPUTER & TOY COMPANY
Company's Number in the Register of Societes Anonymes 22949/06/8/90/107 Headquarters: Municipality of Oraiokastro County of Thessaloniki
FINNALIAL STATEMENTS INFORMALTION January 1th ended in December 31th 2010
Published according to law 2190/20, article 135 for companies publishing their Annual Consolidated and Non Consolidated Financial Statements in accordance to the International Accounting Standards
The fluor speciented below provide information about the financial or AS Company S.A.
The reader is recommended, before entering into any investment activity
with the company to access the Company's web site, where the Annuacial statements
and Certified Auditors Accountant Audit Report are posted.

COMPANY'S INFORMATION DATA

Supervising Authority
Company's web site
Approval date from the B.O.D.
for annual financial statements
Certified Auditor Accountant
Auditing Association & Certified Auditing Firm
Type of Review Opinion Ministry of Finance-Societe Anonyme : www.ascompany.gr

: March 24th 2011 : Evaggelos N. Pagonis - L.C./ Accociation of Certified Auditors 14211 : BAKER TILLY HELLS AE - L.C./ Accociation of Certified Auditors E 148 : Unqualified

COMPOSITION of the B.O.D.

ANDREADIS K. EFSTRATIOS : President & CEO of the B.O.D. : President & CEO of the : Vice-President of the B : Member of the B.O.D. ANDREADIS E. KONSTANTINOS RIZOPOULOS P. KONSTANTINOS VASILAKERIS V. MORFIS MEXTERIDIS I. THEOFILOS

Executive Member
Executive Member
Executive Member
Independent non-executive Member
Non-executive Member
Non-executive Member

 BALANCE SHEET Amounts expressed in € 				
	GRO	COMP	COMPANY	
ASSETS	31.12.2010	31.12.2009	31.12.2010	31.12.2009
Tangible fixed assets	7.846.303.91	8.203.334.04	7.846.303.91	8,203,334,04
Intangible fixed assets	40.751.42	27.157.27	40.751.42	27.157.27
Other non-current assets	269,985,25	245,083,82	269,985,25	245,083,82
Inventories	5.605.117.57	5,416,061,53	5.605.117.57	5.416.061.53
Trade debtors	12.718.906.55	13.051.553.96	12.718.906.55	13.051.553.96
Other current assets	4.682.732.15	4.066,500,90	4.682.732.15	4.066,500,90
TOTAL ASSETS	31.163.796.86	31.009.691.52	31.163.796.86	31.009.691,52
TOTALABOLIS	31.103.750,00	32.003.032/32	5212051750/00	31.003.031/32
SHAREHOLDERS' EQUITY AND LIABILITIES				
Paid up share capital	8.313.146.00	8.313.146.00	8.313.146.00	8.313.146.00
Other shareholders' equity	9,247,523,09	9.995,683,91	9,247,523,09	9,995,683,91
Total Shareholder's Equity (a)	17.560.669,09	18.308.829,91	17.560.669,09	18.308.829,91
Minority Rights (b)	0.00	0.00	0.00	0.00
Total Equity (c) = (a) + (b)	17.560.669,09	18.308.829,91	17.560.669,09	18.308.829,91
Laura Assess Rada (Maria	C 124 000 00	F 204 000 00	C 124 000 00	F 304 000 00
Long term liabilities	6.134.800,00	5.204.000,00	6.134.800,00	5.204.000,00
Provisions / Other long term liabilities	945.591,94	890.673,64	945.591,94	890.673,64
Short term borrowing liabilities	1.069.200,00	1.085.209,07	1.069.200,00	1.085.209,07
Other short term liabilities	5.453.535,83	5.520.978,90	5.453.535,83	5.520.978,90
Total liabilities (d)	13.603.127,77	12.700.861,61	13.603.127,77	12.700.861,61
TOTAL SHAREHOLDERS FOLLITY & LIARTITITES (c) + (d)	31 163 796 86	31 009 691 52	31 163 796 86	31 009 691 52

	GRO 1.1 to 31.12.2010	<u>1.1 to</u> 31.12.2009	COMP 1.1 to 31.12.2010	ANY 1.1 to 31.12.2009
4. CASH FLOW STATEMENT Amounts expressed in €				
TOTAL SHAREHOLDERS EQUITY & LIABILITIES (c) + (d)	31.163.796,86	31.009.691,52	31.163.796,86	31.009.691,5
Total liabilities (d)	13.603.127,77	12.700.861,61	13.603.127,77	12.700.861,6
Other short term liabilities	5.453.535,83	5.520.978,90	5.453.535,83	5.520.978,9
Short term borrowing liabilities	1.069.200,00	1.085.209,07	1.069.200,00	1.085.209,0
Provisions / Other long term liabilities	945,591,94	890,673,64	945,591,94	890,673,6
ong term ljabilities	6.134.800.00	5,204,000,00	6.134.800.00	5.204.000,0
Total Equity (c) = (a) + (b)	17.560.669,09	18.308.829,91	17.560.669,09	18.308.829,9
Minority Rights (b)	0,00	0,00	0,00	0,0
Total Shareholder's Equity (a)	17.560.669,09	18.308.829,91	17.560.669,09	18.308.829,9
Other shareholders' equity	9.247.523,09	9.995.683,91	9.247.523,09	9.995.683,9
Paid up share capital	8.313.146,00	8.313.146,00	8.313.146,00	8.313.146,0
SHAREHOLDERS' EQUITY AND LIABILITIES				
TOTAL ASSETS	31.163.796,86	31.009.691,52	31.163.796,86	31.009.691,52
Other current assets	4.682.732,15	4.066.500,90	4.682.732,15	4.066.500,9
Frade debtors	12.718.906,55	13.051.553,96	12.718.906,55	13.051.553,9

Amounts expressed in €				
	GROUP		COMPANY	
	1.1 to	1.1 to	1.1 to	1.1 to
	31.12.2010	31.12.2009	31.12.2010	31.12.2009
Operating activities				
Profit before tax	953,434,59	3.313.294.23	953,434,59	3,472,659,32
Increase / Decrease adjustments for:	,			
Depreciation	437.647,83	418,953,01	437,647,83	418.953,01
Previsions	0.00	11.144,13	0.00	11.144,13
Foreign Exchange Differences	-502,534,58	-72,632,52	-502,534,58	-72.632.52
Investing Activities Results (income, expences, profit & loss)	470,672,61	-770,504,29	470.672.61	-230,634,67
Interest Expense	160,953,67	229,915,75	160,953,67	229.915.75
Increase / Decrease adjustments for working capital:	100.555,07	225.525,75	100.555,07	223.515,75
Decrease/(increase) in inventories	-189.056.04	1.275.845.76	-189.056.04	1.275.845.76
Decrease/(increase) in receivables	758.183.43	1,436,669,38	758.183.43	1,436,669,38
(Decrease)/increase in current liabilities (excluding borrowings)	392,572,37	-1.117.778.12	392,572,37	-1.117.778.12
Minus:	332.372,37	1.117.770,11	332.372,37	1.117.770,11
Interest Paid	-160,953,67	-229,915,75	-160,953,67	-229.915.75
Income taxes paid	-935.965,41	-1.372.964,85	-935.965,41	-1.372.964,85
Total cash flows from operating activities (a)	1,384,954,80	3.122.026,73	1.384.954.80	3.821.261,44
Total cash nows from operating activities (a)	1.304.934,00	3.122.020,73	1.304.934,00	3.021.201,44
Investing Activities				
Subsidiary	0.00	390,000,00	0.00	390,000,00
Purchase of tangible and intangible assets	-101.615,12	-673.073,68	-101.615.12	-673.073,68
Proceeds from sales of tangible and intangible assets	34,69	64,73	34,69	64,73
Proceeds from sales of securities	0.00	0.00	0.00	0.00
Interest income	45.997,46	2,847,98	45,997,46	2.847.98
Dividends income	0.00	58.27	0.00	58,27
Total cash flows from ivnesting activities (b)	-55.582,97	-280.102.70	-55.582,97	-280.102.70
Financing activities	33.302/37	200.102,70	33.302/37	200:202//0
Proceeds from Subsidiary	0.00	0.00	0.00	0.00
Proceeds from increased capital	0.00	0.00	0.00	0,00
Proceeds from borrowings	914,790,93	830,733,45	914,790,93	830,733,45
Inflow from Government Programs	0.00	46,218,00	0.00	46.218.00
Borrowings paid	0.00	0.00	0.00	0,00
Payments of leasing liabilities	-114.567.24	-91.861.43	-114,567,24	-91.861.43
Dividends paid	-1.093.835.00	-1,750,136,00	-1.093.835.00	-1.750.136.00
Total cash flows from Financing activities (c)	-293.611.31	-965.045,98	-293.611.31	-965.045,98
Net increase / (Decrease) in cash		222.045/50		
and cash equivalents (a) + (b) + (c)	1.035.760.52	1.876.878.05	1.035.760.52	2.576.112.76
Cash and cash equivalents opening balance	2.869.849.86	992.971,81	2.869.849,86	293.737,10
Cash and cash equivalents opening balance	3.905.610,38	2.869.849,86	3.905.610,38	2.869.849.86
cash and cash equivalents closing balance	5.905.010,30	2.009.049,00	5.905.010,30	2.009.049,00

	Thessaloniki, March 24" 2011
ESIDENT & CEO	VICE-PRESIDENT OF THE B.O.D.

EFSTRATIOS K. ANDREADIS Identity Card No AB 691316

PANAGIOTIS V. PAPASPYROU Identity Card No AE 032224 License: 0019079 A' Class ANASTASIA E. ANDREADOU Identity Card No AH 181790

 STATEMENT OF COMPREHENSIVE INCOME Amounts expressed in € 					
	GRO	GROUP		COMPANY	
	1.1 to	1.1 to	1.1 to	1.1 to	
	31.12.2010	31.12.2009	31.12.2010	31.12.2009	
Sales Turnover	20.976.334,05	25.832.010,39	20.976.334,05	25.063.716,07	
Gross profit / (loss)	9.873.820,08	13.105.528,41	9.873.820,08	12.783.704,46	
Profit/(loss) before tax, interest,					
investing results	1.070.304,10	3.551.903,28	1.070.304,10	3.700.893,22	
Profit/(loss) before tax	953.434,59	3.313.294,23	953.434,59	3.472.659,32	
Profit/(loss) after tax (A)	345.674,17	2.124.839,02	345.674,17	2.246.935,27	
- Owners of the parent	345.674,17	2.124.839,02	345.674,17	2.246.935,27	
- Minority Shareholders'	0,00	0,00	0,00	0,00	
Other Profit/(loss) after tax (B) Total Profit	0,00	0,00	0,00	0,00	
after tax (A) + (B)	345.674,17	2.124.839,02	345.674,17	2.246.935,27	
- Owners of the parent	345.674,17	2.124.839,02	345.674,17	2.246.935,27	
-Minority Shareholders'	0,00	0,00	0,00	0,00	
Profit after tax per share in (€)	0,0158	0,0971	0,0158	0,1027	
Intended dividend per share (in €)	0,0000	0,0500	0,0000	0,0500	
Profit/(loss) before tax, interest,					
investing results and depreciation	1.507.951,93	3.991.757,21	1.507.951,93	4.119.846,23	

 STATEMENT OF CHANGES IN EQUITY Amounts expressed in € 					
Amounts expressed in C	GRO	GROUP		COMPANY	
	31.12.2010	31.12.2009	31.12.2010	31.12.2009	
Opening balance					
(01.01.2010 & 01.01.2009 accordingly)	18.308.829,91	17.928.724,43	18.308.829,91	18.097.171,57	
Year's Profit / (loss)					
after taxes	345.674,17	2.124.839,02	345.674,17	2.246.935,27	
Dividends	-1.093.835,00	-1.750.136,00	-1.093.835,00	-1.750.136,00	
Net income towards equity	0,00	5.402,46	0,00	-285.140,93	
Year's end equity					
(31.12.2010 & 31.12.2009 accordingly)	17.560.669,08	18.308.829,91	17.560.669,08	18.308.829,91	

5. NOTES

- 1. In the above financial statements the basic accounting principles applied are consistent with those applied for the balance sheet of the previous fiscal year.
- There were no changes such as, in accounting policies, appreciation, correction in accounting mistakes, changes of entries in financial statements, regarding last year.
- There weren't any company proceedings such as take over, sale, merger of other company or branch, secession of branch and reorganization, neither break in any operation.
 - ere no changes in the company's fiscal year period, therefore all information presented is comparable.
- 5. The Financial Statements are not included in other consolidated financial statements published by other companies. During the previous fiscal year in the Groups consolidated financial statements were included figures of subsidiary COSHOKID S.A., which was absorded by mother company in 2009,during the current fiscal year Groups Financial Statements are posted for combradbe reasons.
- 6. There do not exist any types of arbitration or pending litigation matters of the Company that could have a material adverse effect on financial condition or operation of the Company and therefore there do not exist any corresponding provisions. Provisions for the unaudited tax years of AS Company have been made which amount to e 2850000,00 while other provisions amount to e 1.3737.17.10, (Delease see note S.5 in financial statement notes).
- The number of staff employed by the Company was 72 as at the end of the reported period and was 75 accordingly at the end of the previous respective period.
- period.

 8. The Company has been audited by the tax authorities up to and including the fiscal year 2004 (please see note 5.4 in financial statement notes).
- Profit/(loss) before tax for the period were burdened with the obligation imposed under Article 5 of Law 3845/2010, special one-off charge of social responsibility, amounting to 6 250.820,21, this sum will be paid in 12 installments for year 2011. During 2010 the Company paid 12 installments the amount of 6274.807,51 regarding the extraordinary tax charge under Article 5 of Law 3808/2009.
- 10. The amounts of sales and purchases from the beginning of the fiscal period and the balance of receivables and liabilities of the Group and the Company at the end of the fiscal period which have resulted from transactions from related sectors, such as defined by IAS standard 24 are as follows:

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a) Sales of goods and services	0,00	0,00
b) Purchase of goods and services	0,00	0,00
c) Trade debtors	0,00	0,00
d) Liabilities	0,00	0,00
e) Transactions & salaries of managerial staff and the board	703.314,66	703.314,66
f) Receivables fron managerial staff and the board	0,00	0,00
g) Liabilities towards managerial staff and the board	0,00	0,00