



Το καλό ΠΑΥΧΙΣΙ

**COMPANY'S INFORMATION DATA**

Supervising Authority Ministry of Finance-Societe Anonyme  
 Company's web site : [www.ascompany.gr](http://www.ascompany.gr)  
 Approval date from the B.O.D. : March 24<sup>th</sup> 2011  
 for annual financial statements : Evaggelos N. Pagonis - L.C./ Association of Certified Auditors 14211  
 Certified Auditor Accountant : BAKER TILLY HELLAS AE - L.C./ Association of Certified Auditors E 148  
 Auditing Association & Certified Auditing Firm : Unqualified  
 Type of Review Opinion

**COMPOSITION of the B.O.D.**

ANDREADIS K. EFSTRATIOS : President & CEO of the B.O.D. Executive Member  
 ANDREADOU E. ANASTASIA : Vice-President of the B.O.D. Executive Member  
 ANDREADIS E. KONSTANTINOS : Member of the B.O.D. Executive Member  
 RIZOPOULOS P. KONSTANTINOS : Member of the B.O.D. Independent non-executive Member  
 VASILAKERIS V. MORFIS : Member of the B.O.D. Non-executive Member  
 MEXTERIDIS I. THEOFILIS : Member of the B.O.D. Non-executive Member

**1. BALANCE SHEET**  
Amounts expressed in €

ASSETS	GROUP		COMPANY	
	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
<b>TOTAL ASSETS</b>	<b>31.163.796,86</b>	<b>31.009.691,52</b>	<b>31.163.796,86</b>	<b>31.009.691,52</b>
<b>SHAREHOLDERS' EQUITY AND LIABILITIES</b>				
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
<b>Total Shareholder's Equity (a)</b>	<b>17.560.669,09</b>	<b>18.308.829,91</b>	<b>17.560.669,09</b>	<b>18.308.829,91</b>
Minority Rights (b)	0,00	0,00	0,00	0,00
<b>Total Equity (c) = (a) + (b)</b>	<b>17.560.669,09</b>	<b>18.308.829,91</b>	<b>17.560.669,09</b>	<b>18.308.829,91</b>
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
<b>Total liabilities (d)</b>	<b>13.603.127,77</b>	<b>12.700.861,61</b>	<b>13.603.127,77</b>	<b>12.700.861,61</b>
<b>TOTAL SHAREHOLDERS EQUITY &amp; LIABILITIES (c) + (d)</b>	<b>31.163.796,86</b>	<b>31.009.691,52</b>	<b>31.163.796,86</b>	<b>31.009.691,52</b>

**2. STATEMENT OF COMPREHENSIVE INCOME**  
Amounts expressed in €

	GROUP		COMPANY	
	1.1 to 31.12.2010	1.1 to 31.12.2009	1.1 to 31.12.2010	1.1 to 31.12.2009
<b>Sales Turnover</b>	<b>20.976.334,05</b>	<b>25.832.010,39</b>	<b>20.976.334,05</b>	<b>25.063.716,07</b>
<b>Gross profit / (loss)</b>	<b>9.873.820,08</b>	<b>13.105.528,41</b>	<b>9.873.820,08</b>	<b>12.783.704,46</b>
<b>Profit/(loss) before tax, interest, investing results</b>	<b>1.070.304,10</b>	<b>3.551.903,28</b>	<b>1.070.304,10</b>	<b>3.700.893,22</b>
<b>Profit/(loss) before tax</b>	<b>953.434,59</b>	<b>3.313.294,23</b>	<b>953.434,59</b>	<b>3.472.659,32</b>
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)	0,00	0,00	0,00	0,00
Total Profit after tax (A) + (B)	345.674,17	2.124.839,02	345.674,17	2.246.935,27
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
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
<b>Profit/(loss) before tax, interest, investing results and depreciation</b>	<b>1.507.951,93</b>	<b>3.991.757,21</b>	<b>1.507.951,93</b>	<b>4.119.846,23</b>

**3. STATEMENT OF CHANGES IN EQUITY**  
Amounts expressed in €

	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)	<b>17.560.669,08</b>	<b>18.308.829,91</b>	<b>17.560.669,08</b>	<b>18.308.829,91</b>

**5. NOTES**

- 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.
- There were no changes in the company's fiscal year period, therefore all information presented is comparable.
- 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 COSMOKID S.A., which was absorbed by mother company in 2009, during the current fiscal year Groups Financial Statements are posted for comparable reasons.
- 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 € 285.000,00 while other provisions amount to € 1.373.711,70. (please see note 5.5 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.
- 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 € 250.820,21, this sum will be paid in 12 instalments for year 2011. During 2010 the Company paid 12 instalments amounting to € 274.807,61 regarding the extraordinary tax charge under Article 5 of Law 3808/2009.
- 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:

	O.OMILAOI	H.ETAIPERIA
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 from managerial staff and the board	0,00	0,00
g) Liabilities towards managerial staff and the board	0,00	0,00

Thessaloniki, March 24<sup>th</sup> 2011

PRESIDENT & CEO

VICE-PRESIDENT OF THE B.O.D.

FINANCE DIRECTOR

EFSTRATIOS K. ANDREADIS  
Identity Card No AB 691316

ANASTASIA E. ANDREADOU  
Identity Card No AH 181790

PANAGIOTIS V. PAPANSPYROU  
Identity Card No AE 032224  
License: 0019079 A' Class