



Το Καλό Παιχνίδι

AS COMPANY S.A.
Company's Number in the Register of Societes Anonymes 22949/06/B/90/107 Headquarters: Municipality of Oraikastro County of Thessaloniki
FINANCIAL STATEMENTS INFORMATION January 1st 2007 ended in June 30th 2007

In agreance with decision 2/396/31.08.2006 of the Hellenic Comission of Market Capitalization

The figures presented below provide information about the financial position of AS COMPANY S.A.

The reader who seeks to draft a completed figure of the company's financial statement and financial results, could get access to the Company's web site, where the annual financial statements according to International Accounting Standards and Certified Auditors Accountant Audit Report are posted.

COMPANY'S INFORMATION DATA

Supervising Authority : Ministry of DevelDepartment of SA companies
Approval date from the B.O.D. : 20th August 2007
of quarterly periodic financial statements : Evaggelos N. Pagonis - L.C./ Accociation of Certified Auditors: 14211
Certified Auditor Accountant : BAKER TILLY HELLAS AE - L.C./ Accociation of Certified Auditors: E 148
Auditing Association & Certified Auditing Firm : With no qualification
Type of Review Opinion : www.ascompany.gr
Company's web site :

BALANCE SHEET
Amounts expressed in €

	COMPANY	
	30.06.2007	31.12.2006
ASSETS		
Non-current assets		
Tangible fixed assets	8.559.370,13	8.737.598,96
Intangible fixed assets	72.813,93	21.886,56
Investing activities and other long term receivables	83.110,69	96.765,94
Current assents		
Inventories	4.280.643,58	3.550.394,34
Trade debtors	15.957.684,19	13.297.972,00
Short term investing activities	31.998,88	13.108,00
Other assets	392.710,61	304.948,25
Cash and cash equivalents	472.696,49	351.041,97
TOTAL ASSETS	29.851.028,50	26.373.716,02
SHAREHOLDERS' EQUITY AND LIABILITIES		
Long term liabilities		
Borrowings	4.459.407,12	4.347.826,10
Other long term liabilities	1.276.384,01	747.415,72
Short term liabilities		
Debts to trade creditors	2.874.577,38	2.486.442,27
Borrowings	994.293,92	828.868,45
Other short term liabilities	4.877.811,37	3.086.207,69
Total liabilities (a)	14.482.473,80	11.496.760,23
Share capital and Reserves		
Paid up share capital	8.313.146,00	8.313.146,00
Share premium	74.509,17	74.509,17
Reserves	1.464.844,03	1.369.022,72
Profits	5.516.055,50	5.120.277,90
Total Shareholders Equity (b)	15.368.554,70	14.876.955,79
Minority Rights (c)	0,00	0,00
Total Equity (d) = (b) + (c)	15.368.554,70	14.876.955,79
TOTAL SHAREHOLDERS EQUITY AND LIABILITIES (e) = (a) + (d)	29.851.028,50	26.373.716,02

PROFIT AND LOSS STATEMENT
Amounts expressed in €

	COMPANY			
	1.1 to 30.06.2007	1.1 to 30.06.2006	1.4 to 30.06.2007	1.4 to 30.06.2006
Sales Turnover	11.154.312,71	7.994.160,77	4.243.815,76	3.759.022,67
Cost of goods sold	-5.138.377,02	-3.864.643,97	-2.105.617,19	-1.755.214,29
Gross profit	6.015.935,69	4.129.516,80	2.138.198,57	2.003.808,38
Other income	22.431,18	47.088,64	22.093,44	20.157,68
Administration expenses	-652.739,16	-528.040,00	-290.713,54	-294.625,12
Selling and Distribution expenses	-2.621.435,38	-1.812.689,74	-911.911,18	-871.089,85
Research and Development expenses	-75.947,31	-68.569,58	-42.752,07	-34.576,24
Profit/(loss) before tax, interest, investing results and depreciation	2.788.245,02	1.767.306,12	914.915,22	823.674,85
Depreciation	-266.254,64	-258.141,91	-130.677,15	-124.642,67
Profit/(loss) before tax, interest, and investing results	2.521.990,38	1.509.164,21	784.238,07	699.032,18
Financing activities expenses	-206.155,10	-152.895,87	-98.755,78	-73.844,56
Profit/(loss) before tax	2.315.835,28	1.356.268,34	685.482,29	625.187,62
Less:Taxes	-511.634,37	-564.866,21	-174.251,14	-399.029,22
Profit/(loss) after tax from continued operations (a)	1.804.200,91	791.402,13	511.231,15	226.158,40
Profit/(loss) after tax from discontinued operations (b)	0,00	0,00	0,00	0,00
Profit/(loss) after tax (continued and discontinued operations) (a) + (b)	1.804.200,91	791.402,13	511.231,15	226.158,40
Distribution:				
Company's shareholders	1.804.200,91	791.402,13	511.231,15	226.158,40
Minority Shareholders'	0,00	0,00	0,00	0,00
Profit after tax per share in (€)	0,082	0,036	0,023	0,010

STATEMENT OF CHANGES IN EQUITY
Amounts expressed in €

	COMPANY	
	30.06.2007	30.06.2006
Opening balance (01.01.2007& 01.01.2006 respectively)	14.876.955,79	14.224.116,48
Year's Profit / (loss) after taxes	1.804.200,91	791.402,13
Dividends	-1.312.602,00	-1.093.835,00
Net income towards equity	0,00	0,00
Bought / (Sold) own shares	0,00	0,00
Year end equity (30.06.2007 & 30.06.2006 respectively)	15.368.554,70	13.921.683,61

CASH FLOW STATEMENT
Amounts expressed in €

	ΕΤΑΙΡΕΙΑ	
	1.1 έως 30.06.2007	1.1 έως 30.06.2006
Operating activities		
Profit before tax	2.315.835,28	1.356.268,34
<i>Increase / Decrease adjustments for:</i>		
Depreciation	266.254,64	258.141,91
Provisions	0,00	0,00
Investing Activities Results (income, expences, profit & loss)	14.928,07	3.693,36
Interest Expense	222.216,20	167.788,92
<i>Increase / Decrease adjustments for working capital:</i>		
Decrease/(increase) in inventories	-730.249,24	-455.198,15
Decrease/(increase) in receivables	-2.747.474,55	2.606.425,57
(Decrease)/increase in current liabilities (excluding borrowings)	2.420.297,35	-3.205.084,80
Minus :		
Interest Received	-222.216,20	-167.788,92
Income taxes paid	-240.558,56	-346.708,03
Total cash flows from operating activities (a)	1.299.032,99	217.538,20
Investing Activities		
Purchase of tangible and intangible assets	-138.953,18	-95.919,12
Proceeds from sales of tangible and intangible assets	0,00	0,00
Proceeds from sales (purchase) of securities	-7.752,21	0,00
Interest income	4.922,43	9.383,05
Dividends income	0,00	0,00
Total cash flows from ivesting activities (b)	-141.782,96	-86.536,07
Financing activities		
Proceeds from share capital increase	0,00	0,00
Proceeds from borrowings	277.006,49	232.674,04
Borrowings paid	0,00	0,00
Dividends paid	-1.312.602,00	-201.964,00
Total cash flows from Financing activities (c)	-1.035.595,51	30.710,04
Net increase / (Decrease) in cash and cash equivalents (a) + (b) + (c)	121.654,52	161.712,17
Cash and cash equivalents opening balance	351.041,97	274.762,42
Cash and cash equivalents closing balance	472.696,49	436.474,59

- Notes:
- The Company's tax returns have been audited by the tax authorities up to and including the fiscal year 2004, with the chance of an imposition of further taxation and surcharges throughout the year that will be reviewed and defined in the tax returns of the unaudited fiscal years. The results of the audit can not be projected at this time and therefore no relevant projection has been made that depicts the effect on the financial statements.
 - No circumstance in regards to changes in accounting principles and projections existed that would effect the comparability of the data presented.
 - There were no, during the present fiscal period, any buyouts, consolidations, sell-off, secession, or reorganization of any of the company's parts.
 - There were no changes in the company's fiscal year period, therefore all information presented is comparable.
 - The company does not report on a consolidated basis, or are its financial statements consolidated with another company's.
 - There is no mortgaging over company's fixed assets.
 - There do not exist any types of arbitration or pending litigation matters that could have a material adverse effect on AS Company S.A. financial condition.
 - The number of staff employed by the Company as at the end of period is 60 and it was 55at the end of the respective period.
 - As of 31.12.2005 the Company has acquired through the Athens Stock Exchange 94.730 same shares at an average price of € 0,766 total € 72.559,90.
 - The amounts of sales and purchases from the beginning of the fiscal period and the balance of receivables and liabilities 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:

a) Sales of goods and services	0,00
b) Purchase of goods and services	0,00
c) Trade debtors	0,00
d) Liabilities	0,00
e) Transactions & salaries of managerial staff and the board	276.420,99
f) Receivables from managerial staff and the board	0,00
g) Liabilities towards managerial staff and te board	32.935,12

Thessaloniki, August 20th 2007

CHAIR-MAN OF THE B.O.D.	FINANCE DIRECTOR & MEMBER OF THE B.O.D.	HEAD ACCOUNTANT
ANDREADIS K. EUSTRATIOS AB 691316	PAPASPUROU V. PANAGIOTIS AE 032224	BAGIOKI I. OLYMBIA AE 671215