



Το καλό Παιχνίδι

**AS COMPANY S.A. COMMERCIAL INDUSTRIAL COMPUTER & TOY COMPANY**  
Company's Number in the Register of Societes Anonymes 22949/06/B/90/107 Headquarters: Municipality of Oraiokastro County of Thessaloniki  
**FINANCIAL STATEMENTS INFORMATION January 1st ended in September 30<sup>th</sup> 2010**  
Published according to law 4/507/28.04.2009 of the B.O.D. of the Capital Markets Committee  
The figures presented below provide information about the financial position of 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 annual financial statements  
and Certified Auditors Accountant Audit Report are posted.

Company's web site : [www.ascompany.gr](http://www.ascompany.gr)  
Approval date from the B.O.D. : November 26<sup>th</sup> 2010

1. BALANCE SHEET					2.a STATEMENT OF COMPREHENSIVE INCOME1st SEMESTER				
Amounts expressed in €					Amounts expressed in €				
ASSETS	GROUP		COMPANY		Sales Turnover	GROUP		COMPANY	
	30.09.2010	31.12.2009	30.09.2010	31.12.2009		1.1 to 30.09.2010	1.1 to 30.09.2009	1.1 to 30.09.2010	1.1 to 30.09.2009
Tangible fixed assets	7.921.065,27	8.203.334,04	7.921.065,27	8.203.334,04	Gross profit / (loss)	7.560.814,59	10.629.540,99	7.560.814,59	10.154.580,81
Intangible fixed assets	46.486,47	27.157,27	46.486,47	27.157,27	Profit/(loss) before tax, interest, investing results	1.614.095,43	4.348.713,43	1.614.095,43	4.476.423,80
Other non-current assets	240.099,95	245.083,82	240.099,95	245.083,82	Profit/(loss) before tax	1.536.314,98	4.151.926,96	1.536.314,98	4.293.978,48
Inventories	8.024.730,71	5.416.061,53	8.024.730,71	5.416.061,53	Profit/(loss) after tax (A)	882.680,00	3.043.681,87	882.680,00	3.154.100,48
Trade debtors	12.207.657,25	13.051.553,96	12.207.657,25	13.051.553,96	- Owners of the parent	882.680,00	3.043.681,87	882.680,00	3.154.100,48
Other current assets	4.183.685,03	4.066.500,90	4.183.685,03	4.066.500,90	- Minority Shareholders'	0,00	0,00	0,00	0,00
<b>TOTAL ASSETS</b>	<b>32.623.724,68</b>	<b>31.009.691,52</b>	<b>32.623.724,68</b>	<b>31.009.691,52</b>	Other Profit/(loss) after tax (B)	0,00	0,00	0,00	0,00
<b>SHAREHOLDERS' EQUITY AND LIABILITIES</b>					Total Profit	0,00	0,00	0,00	0,00
Paid up share capital	8.313.146,00	8.313.146,00	8.313.146,00	8.313.146,00	after tax (A) + (B)	882.680,00	3.043.681,87	882.680,00	3.154.100,48
Other shareholders' equity	9.784.528,91	9.995.683,91	9.784.528,91	9.995.683,91	- Owners of the parent	882.680,00	3.043.681,87	882.680,00	3.154.100,48
<b>Total Shareholder's Equity (a)</b>	<b>18.097.674,91</b>	<b>18.308.829,91</b>	<b>18.097.674,91</b>	<b>18.308.829,91</b>	- Minority Shareholders'	0,00	0,00	0,00	0,00
Minority Rights (b)	0,00	0,00	0,00	0,00	Profit after tax per share in (€)	0,0403	0,1391	0,0403	0,1442
<b>Total Equity (c) = (a) + (b)</b>	<b>18.097.674,91</b>	<b>18.308.829,91</b>	<b>18.097.674,91</b>	<b>18.308.829,91</b>	Profit/(loss) before tax, interest, investing results and depreciation	1.942.899,43	4.681.223,72	1.942.899,43	4.777.587,06
Long term liabilities	7.204.000,00	5.204.000,00	7.204.000,00	5.204.000,00	<b>2.b STATEMENT OF COMPREHENSIVE INCOME 3<sup>rd</sup> TRIMESTER</b>				
Provisions / Other long term liabilities	1.290.527,03	890.673,64	1.290.527,03	890.673,64	Amounts expressed in €				
Short term borrowing liabilities	267.300,00	1.085.209,07	267.300,00	1.085.209,07	Sales Turnover	GROUP		COMPANY	
Other short term liabilities	5.764.222,74	5.520.978,90	5.764.222,74	5.520.978,90		1.7 to 30.09.2010	1.7 to 30.09.2009	1.7 to 30.09.2010	1.7 to 30.09.2009
<b>Total liabilities (d)</b>	<b>14.526.049,77</b>	<b>12.700.861,61</b>	<b>14.526.049,77</b>	<b>12.700.861,61</b>	Gross profit / (loss)	3.099.494,79	6.312.806,99	3.099.494,79	5.872.831,97
<b>TOTAL SHAREHOLDERS EQUITY &amp; LIABILITIES (c) + (d)</b>	<b>32.623.724,68</b>	<b>31.009.691,52</b>	<b>32.623.724,68</b>	<b>31.009.691,52</b>	Profit/(loss) before tax, interest, investing results	1.722.369,80	3.468.506,30	1.722.369,80	3.315.370,07
<b>3. STATEMENT OF CHANGES IN EQUITY</b>					Profit/(loss) before tax	135.607,02	1.696.870,74	135.607,02	1.675.591,17
Amounts expressed in €					Profit/(loss) before tax	105.756,43	1.645.715,40	105.756,43	1.628.401,83
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	Profit/(loss) after tax (A)	52.483,86	1.231.202,46	52.483,86	1.219.524,83
Year's Profit / (loss)	882.680,00	3.043.681,87	882.680,00	3.154.100,48	- Owners of the parent	52.483,86	1.231.202,46	52.483,86	1.219.524,83
Dividends	-1.093.835,00	-1.750.136,00	-1.093.835,00	-1.750.136,00	- Minority Shareholders'	0,00	0,00	0,00	0,00
Net income towards equity	0,00	28.081,31	0,00	0,00	Other Profit/(loss) after tax (B)	0,00	0,00	0,00	0,00
Year's end equity (30.09.2010 & 30.09.2009 accordingly)	<b>18.097.674,91</b>	<b>19.250.351,61</b>	<b>18.097.674,91</b>	<b>19.501.136,05</b>	Total Profit	0,00	0,00	0,00	0,00
<b>4. CASH FLOW STATEMENT</b>					after tax (A) + (B)	52.483,86	1.231.202,46	52.483,86	1.219.524,83
Amounts expressed in €					- Owners of the parent	52.483,86	1.231.202,46	52.483,86	1.219.524,83
Operating activities	GROUP		COMPANY		- Minority Shareholders'	0,00	0,00	0,00	0,00
	1.1 to 30.09.2010	1.1 to 30.09.2009	1.1 to 30.09.2010	1.1 to 30.09.2009	Profit after tax per share in (€)	0,0024	0,0563	0,0024	0,0557
Profit before tax	1.536.314,98	4.151.926,96	1.536.314,98	4.293.978,48	Profit/(loss) before tax, interest, investing results and depreciation	244.798,38	1.804.874,99	244.798,38	1.773.149,31
Increase / Decrease adjustments for:					<b>5. NOTES</b>				
Depreciation	328.804,00	332.510,29	328.804,00	301.163,26	1. The basic accounting principles applied are consistent with those applied for the balance sheet of the previous fiscal year 2009.				
Provisions	-251.813,00	2.074,64	-251.813,00	0,00	2. There were no changes such as, in accounting policies, appreciation, correction in accounting mistakes, changes of entries in financial statements, regarding last year.				
Foreign Exchange Differences	-469.948,17	-154.615,24	-469.948,17	-154.615,24	3. 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.				
Investing Activities Results (income, expenses, profit & loss)	434.796,96	153.199,80	434.796,96	153.199,80	4. There were no changes in the company's fiscal year period, therefore all information presented is comparable.				
Interest Expense	114.136,56	109.049,06	114.136,56	181.956,76	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 COSMOKID S.A., which was absorbed by mother company in 2009,during the current fiscal year Groups Financial Statements are posted for combarable reasons.				
Increase / Decrease adjustments for working capital:					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 € 260.000,00, for the extraordinary one-off charge of social responsibility amount to € 251.813,00 while other provisions amount to € 1.106.379,39.				
Decrease/(increase) in inventories	-2.608.669,18	-471.563,52	-2.608.669,18	-416.810,84	7. The number of staff employed by the Company was 70 as at the end of the reported period and was 67 accordingly at the end of the previous respective period.				
Decrease/(increase) in receivables	1.015.581,37	-806.671,62	1.015.581,37	-756.495,91	8. Mother Company has been audited by the tax authorities up to and including the fiscal year 2004 while subsidiary company COSMOKID S.A.was established in 2008 and has not been audited until its absorption in 30.06.2009.				
(Decrease)/increase in current liabilities (excluding borrowings)	450.401,95	-1.324.642,54	450.401,95	-1.088.415,21	9. Profit/(loss) before tax of the period burdened with the obligation imposed under Article 5 of Law 3845/2010, special one-off charge of social responsibility, financial year 2010 (fiscal year 2009), amount to € 251.813,00. This sum will be paid the next year 2011 once finalized after receipt of the amount due for payment by the competent tax office.				
Minus:					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:				
Interest Paid	-114.136,56	-200.588,12	-114.136,56	-183.495,82	GROUP	COMPANY			
Income taxes paid	-126.140,03	-1.279.471,28	-126.140,03	-1.279.471,28		0,00	0,00	0,00	0,00
<b>Total cash flows from operating activities (a)</b>	<b>309.328,88</b>	<b>675.121,98</b>	<b>309.328,88</b>	<b>1.050.994,00</b>	b) Purchase of goods and services	0,00	0,00	0,00	0,00
<b>Investing Activities</b>					c) Trade debtors	0,00	0,00	0,00	0,00
Subsidary	0,00	0,00	0,00	0,00	d) Liabilities	0,00	0,00	0,00	0,00
Purchase of tangible and intangible assets	-65.864,44	-247.401,68	-65.864,44	-215.244,28	e) Transactions & salaries of managerial staff and the board	509.031,27	509.031,27		
Proceeds from sales of tangible and intangible assets	0,00	28.581,62	0,00	78,57	f) Receivables from managerial staff and the board	0,00	0,00		
Proceeds from sales of securities	0,00	0,00	0,00	0,00	g) Liabilities towards managerial staff and te board	0,00	0,00		
Interest income	39.892,75	4.290,21	39.892,75	1.539,06					
Dividends income	0,00	0,00	0,00	0,00					
<b>Total cash flows from investing activities (b)</b>	<b>-25.971,69</b>	<b>-214.529,85</b>	<b>-25.971,69</b>	<b>-213.626,65</b>					
<b>Financing activities</b>									
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	1.182.090,93	1.070.416,77	1.182.090,93	1.070.416,77					
Inflow from Government Programs	0,00	52.167,49	0,00	52.167,49					
Borrowings paid	0,00	-9.148,54	0,00	0,00					
Payments of leasing liabilities	-81.018,08	-64.355,72	-81.018,08	-64.355,72					
Dividends paid	-1.093.835,00	-1.750.136,00	-1.093.835,00	-1.750.136,00					
<b>Total cash flows from Financing activities (c)</b>	<b>7.237,85</b>	<b>-701.056,00</b>	<b>7.237,85</b>	<b>-691.907,46</b>					
<b>Net increase / (Decrease) in cash and cash equivalents (a) + (b) + (c)</b>	<b>290.595,04</b>	<b>-240.463,87</b>	<b>290.595,04</b>	<b>145.459,89</b>					
<b>Cash and cash equivalents opening balance</b>	<b>2.869.849,86</b>	<b>931.599,60</b>	<b>2.869.849,86</b>	<b>293.737,10</b>					
<b>Cash and cash equivalents closing balance</b>	<b>3.160.444,90</b>	<b>691.135,73</b>	<b>3.160.444,90</b>	<b>439.196,99</b>					
Thessaloniki, November 26 <sup>th</sup> 2010									
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. PAPASPYROU Identity Card No AE 032224 License #: 0019079 A' Class							