



Το Καλό Παιχνίδι

AS COMPANY S.A. COMMERCIAL INDUSTRIAL COMPUTER & TOY COMPANY
 Company's Number in the Register of Societies Anonymes 22949/06/B/90/107 Headquarters: Municipality of Oraioakastro County of Thessaloniki
FINANCIAL STATEMENTS INFORMATION January 1st ended in June 30th 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
 Approval date from the B.O.D. : August 25th 2010
 Certified Auditor Accountant : Evaggelos N. Pagonis - L.C./ Association of Certified Auditors 14211
 Auditing Association & Certified Auditing Firm : BAKER TILLY HELLAS AE - L.C./ Association of Certified Auditors E 148
 Type of Review Opinion : Unqualified

ASSETS	GROUP		COMPANY	
	30.06.2010	31.12.2009	30.06.2010	31.12.2009
Tangible fixed assets	8.015.339,01	8.203.334,04	8.015.339,01	8.203.334,04
Intangible fixed assets	37.775,60	27.157,27	37.775,60	27.157,27
Other non-current assets	242.734,48	245.083,82	242.734,48	245.083,82
Inventories	6.271.366,42	5.416.061,53	6.271.366,42	5.416.061,53
Trade debtors	14.812.983,00	13.051.553,96	14.812.983,00	13.051.553,96
Other current assets	5.022.194,24	4.066.500,90	5.022.194,24	4.066.500,90
TOTAL ASSETS	34.402.392,75	31.009.691,52	34.402.392,75	31.009.691,52
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	9.732.045,05	9.995.683,91	9.732.045,05	9.995.683,91
Total Shareholder's Equity (a)	18.045.191,05	18.308.829,91	18.045.191,05	18.308.829,91
Minority Rights (b)	0,00	0,00	0,00	0,00
Total Equity (c) = (a) + (b)	18.045.191,05	18.308.829,91	18.045.191,05	18.308.829,91
Long term liabilities	7.204.000,00	5.204.000,00	7.204.000,00	5.204.000,00
Provisions / Other long term liabilities	1.227.732,46	890.673,64	1.227.732,46	890.673,64
Short term borrowing liabilities	534.600,00	1.085.209,07	534.600,00	1.085.209,07
Other short term liabilities	7.390.869,24	5.520.978,90	7.390.869,24	5.520.978,90
Total liabilities (d)	16.357.201,70	12.700.861,61	16.357.201,70	12.700.861,61
TOTAL SHAREHOLDERS EQUITY & LIABILITIES (c) + (d)	34.402.392,75	31.009.691,52	34.402.392,75	31.009.691,52

3. STATEMENT OF CHANGES IN EQUITY	GROUP		COMPANY	
	30.06.2010	30.06.2009	30.06.2010	30.06.2009
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	830.196,14	1.812.479,41	830.196,14	1.934.575,65
Dividends	-1.093.835,00	-1.750.136,00	-1.093.835,00	-1.750.136,00
Net income towards equity	0,00	28.081,30	0,00	0,00
Year's end equity (30.06.2010 & 30.06.2009 accordingly)	18.045.191,05	18.019.149,14	18.045.191,05	18.281.611,22

4. CASH FLOW STATEMENT	GROUP		COMPANY	
	1.1 to 30.06.2010	1.1 to 30.06.2009	1.1 to 30.06.2010	1.1 to 30.06.2009
Operating activities				
Profit before tax	1.430.558,55	2.506.211,56	1.430.558,55	2.665.576,65
<i>Increase / Decrease adjustments for:</i>				
Depreciation	219.612,64	224.506,04	219.612,64	203.605,12
Provisions	-251.813,00	2.640,76	-251.813,00	0,00
Foreign Exchange Differences	-202.594,89	-84.293,29	-202.594,89	-84.293,29
Investing Activities Results (income, expenses, profit & loss)	165.594,61	129.855,21	165.594,61	82.413,44
Interest Expense	75.788,89	148.165,21	75.788,89	135.231,83
<i>Increase / Decrease adjustments for working capital:</i>				
Decrease/(Increase) in inventories	-855.304,89	-608.512,76	-855.304,89	-587.699,30
Decrease/(Increase) in receivables	-1.417.367,22	-1.271.101,55	-1.417.367,22	-1.311.395,88
(Decrease)/Increase in current liabilities (excluding borrowings)	909.537,63	-331.901,20	909.537,63	-135.527,78
Minus:				
Interest Paid	-75.788,89	-148.165,21	-75.788,89	-135.231,83
Income taxes paid	-79.638,03	-453.542,78	-79.638,03	-453.542,78
Total cash flows from operating activities (a)	-81.414,60	113.861,99	-81.414,60	379.136,18
Investing Activities				
Subsidiary	0,00	0,00	0,00	0,00
Purchase of tangible and intangible assets	-42.235,94	-146.344,18	-42.235,94	-115.698,68
Proceeds from sales of tangible and intangible assets	0,00	27.041,25	0,00	0,00
Proceeds from sales of securities	0,00	0,00	0,00	0,00
Interest income	30.355,43	3.281,60	30.355,43	723,37
Dividends income	0,00	0,00	0,00	0,00
Total cash flows from investing activities (b)	-11.880,51	-116.021,33	-11.880,51	-114.975,31
Financing activities				
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	1.449.390,93	2.000.000,00	1.449.390,93	2.000.000,00

2.a STATEMENT OF COMPREHENSIVE INCOME 1st SEMESTER	GROUP		COMPANY	
	1.1 to 30.06.2010	1.1 to 30.06.2009	1.1 to 30.06.2010	1.1 to 30.06.2009
Sales Turnover	10.510.496,21	13.001.450,32	10.510.496,21	12.233.156,00
Gross profit / (loss)	5.838.444,79	7.161.034,69	5.838.444,79	6.839.210,74
Profit/(loss) before tax, interest, investing results	1.478.488,41	2.651.842,69	1.478.488,41	2.800.832,63
Profit/(loss) before tax	1.430.558,55	2.506.211,56	1.430.558,55	2.665.576,65
Profit/(loss) after tax (A)	830.196,14	1.812.479,41	830.196,14	1.934.575,65
- Owners of the parent	0,00	0,00	0,00	0,00
- 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)	830.196,14	1.812.479,41	830.196,14	1.934.575,65
- Owners of the parent	830.196,14	1.812.479,41	830.196,14	1.934.575,65
- Minority Shareholders	0,00	0,00	0,00	0,00
Profit after tax per share in (€)	0,0379	0,0828	0,0379	0,0884
Profit/(loss) before tax, interest, investing results and depreciation	1.698.101,05	2.876.348,73	1.698.101,05	3.004.437,75

2.b STATEMENT OF COMPREHENSIVE INCOME 2nd TRIMESTER	GROUP		COMPANY	
	1.4 to 30.06.2010	1.4 to 30.06.2009	1.4 to 30.06.2010	1.4 to 30.06.2009
Sales Turnover	2.551.535,26	5.054.558,39	2.551.535,26	4.719.425,43
Gross profit / (loss)	1.356.083,60	2.716.834,70	1.356.083,60	2.530.031,73
Profit/(loss) before tax, interest, investing results	-160.989,03	657.312,96	-160.989,03	706.659,74
Profit/(loss) before tax	-173.982,57	598.473,26	-173.982,57	652.435,72
Profit/(loss) after tax (A)	-386.877,63	383.359,48	-386.877,63	425.124,64
- Owners of the parent	-386.877,63	383.359,48	-386.877,63	425.124,64
- 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)	-386.877,63	383.359,48	-386.877,63	425.124,64
- Owners of the parent	-386.877,63	383.359,48	-386.877,63	425.124,64
- Minority Shareholders	0,00	0,00	0,00	0,00
Profit after tax per share in (€)	-0,0177	0,0175	-0,0177	0,0194
Profit/(loss) before tax, interest, investing results and depreciation	-51.457,09	767.872,07	-51.457,09	806.711,62

- 5. NOTES**
- The basic accounting principles applied are consistent with those applied for the balance sheet of the previous fiscal year 2009.
 - 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 € 235.000,00 for the extraordinary one-off charge of social responsibility tax amount to € 252.000,00, while other provisions amount to € 1.200.749,78.
 - The number of staff employed by the Company was 71 as at the end of the reported period and was 72 accordingly at the end of the previous respective period.