



Το καλό ΠΑΙΧΝΙΣΤΙ

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 Oraiokastro County of Thessaloniki
FINANCIAL STATEMENTS INFORMATION January 1st ended in March 31st 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.
for quarterly financial statements : May 25th 2010

1. BALANCE SHEET				
Amounts expressed in €				
ASSETS	GROUP		COMPANY	
	31.03.2010	31.12.2009	31.03.2010	31.12.2009
Tangible fixed assets	8.115.921,64	8.203.334,04	8.115.921,64	8.203.334,04
Intangible fixed assets	26.373,70	27.157,27	26.373,70	27.157,27
Other non-current assets	243.838,82	245.083,82	243.838,82	245.083,82
Inventories	6.220.753,81	5.416.061,53	6.220.753,81	5.416.061,53
Trade debtors	17.034.371,74	13.051.553,96	17.034.371,74	13.051.553,96
Other current assets	4.073.439,00	4.066.500,90	4.073.439,00	4.066.500,90
TOTAL ASSETS	35.714.698,71	31.009.691,52	35.714.698,71	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	11.212.570,68	9.995.683,91	11.212.570,68	9.995.683,91
Total Shareholder's Equity (a)	19.525.716,68	18.308.829,91	19.525.716,68	18.308.829,91
Minority Rights (b)	0,00	0,00	0,00	0,00
Total Equity (c) = (a) + (b)	19.525.716,68	18.308.829,91	19.525.716,68	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	1.274.134,24	890.673,64	1.274.134,24	890.673,64
Short term borrowing liabilities	801.900,02	1.085.209,07	801.900,02	1.085.209,07
Other short term liabilities	6.908.947,77	5.520.978,90	6.908.947,77	5.520.978,90
Total liabilities (d)	16.188.982,03	12.700.861,61	16.188.982,03	12.700.861,61
TOTAL SHAREHOLDERS EQUITY & LIABILITIES (c) + (d)	35.714.698,71	31.009.691,52	35.714.698,71	31.009.691,52

4. CASH FLOW STATEMENT				
Amounts expressed in €				
	GROUP		COMPANY	
	1.1 to 31.03.2010	1.1 to 31.03.2009	1.1 to 31.03.2010	1.1 to 31.03.2009
Operating activities				
Profit before tax	1.604.541,12	1.907.738,30	1.604.541,12	2.013.140,93
<i>Increase / Decrease adjustments for:</i>				
Depreciation	110.080,70	113.946,94	110.080,70	103.553,24
Provisions	0,00	16.996,73	0,00	0,00
Foreign Exchange Differences	-64.544,13	-3.265,89	-64.544,13	-3.265,89
Investing Activities Results (income, expenses, profit & loss)	58.408,15	53.464,84	58.408,15	5.320,39
Interest Expense	38.123,55	86.391,48	38.123,55	78.776,46
<i>Increase / Decrease adjustments for working capital:</i>				
Decrease/(increase) in inventories	-804.692,28	-1.067.633,99	-804.692,28	-938.018,35
Decrease/(increase) in receivables	-3.360.235,00	-3.300.702,17	-3.360.235,00	-3.098.990,46
(Decrease)/increase in current liabilities (excluding borrowings)	1.414.435,01	118.079,83	1.414.435,01	100.552,17
Minus :				
Interest Paid	-38.123,55	-86.391,48	-38.123,55	-78.776,46
Income taxes paid	0,00	0,00	0,00	0,00
Total cash flows from operating activities (a)	-1.042.006,43	-2.161.375,41	-1.042.006,43	-1.817.707,97
Investing Activities				
Subsidiary	0,00	0,00	0,00	0,00
Purchase of tangible and intangible assets	-21.884,73	-59.523,13	-21.884,73	-30.853,83
Proceeds from sales of tangible and intangible assets	0,00	23.320,86	0,00	0,00
Proceeds from sales of securities	0,00	0,00	0,00	0,00
Interest income	4.398,23	1.855,61	4.398,23	0,06
Dividends income	0,00	0,00	0,00	0,00
Total cash flows from investing activities (b)	-17.486,50	-34.346,66	-17.486,50	-30.853,77
Financing activities				
Proceeds from minority rights in subsidiary's Paid up share capital	0,00	0,00	0,00	0,00
Proceeds from increased capital	0,00	0,00	0,00	0,00
Proceeds from borrowings	1.716.690,95	1.907.365,71	1.716.690,95	1.916.514,25
Inflow from Government Programs	0,00	69.327,00	0,00	69.327,00
Borrowings paid	0,00	0,00	0,00	0,00
Payments of leasing liabilities	-26.466,14	-16.883,43	-26.466,14	-16.883,43
Dividends paid	0,00	0,00	0,00	0,00
Total cash flows from Financing activities (c)	1.690.224,81	1.959.809,28	1.690.224,81	1.968.957,82
Net increase / (Decrease) in cash and cash equivalents (a) + (b) + (c)	630.731,88	-235.912,79	630.731,88	120.396,08
Cash and cash equivalents opening balance	2.869.849,86	931.599,60	2.869.849,86	293.737,10
Cash and cash equivalents closing balance	3.500.581,74	695.686,81	3.500.581,74	414.133,18

Θεσσαλονίκη, 25 Μαΐου 2010

VICE-PRESIDENT OF THE B.O.D.

FINANCE DIRECTOR

EFSTRATIOS K. ANDREADIS
Identity Card No AB 691316

ANASTASIA E. ANDREADOU

PANAGIOTIS V. PAPASPYROU
Identity Card No AE 032224

2. STATEMENT OF COMPREHENSIVE INCOME				
Amounts expressed in €				
	GROUP		COMPANY	
	1.1 to 31.03.2010	1.1 to 31.03.2009	1.1 to 31.03.2010	1.1 to 31.03.2009
Sales Turnover	7.958.960,95	7.946.891,93	7.958.960,95	7.513.730,57
Gross profit / (loss)	4.482.361,19	4.444.199,99	4.482.361,19	4.309.179,01
Profit/(loss) before tax, interest, investing results	1.639.477,44	1.994.529,73	1.639.477,44	2.094.172,89
Profit/(loss) before tax	1.604.541,12	1.907.738,30	1.604.541,12	2.013.140,93
Profit/(loss) after tax (A)	1.216.886,77	1.429.119,92	1.216.886,77	1.509.451,01
- Owners of the parent	1.216.886,77	1.429.119,92	1.216.886,77	1.509.451,01
- 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)	1.216.886,77	1.429.119,92	1.216.886,77	1.509.451,01
- Owners of the parent	1.216.886,77	1.429.119,92	1.216.886,77	1.509.451,01
- Minority Shareholders'	0,00	0,00	0,00	0,00
Profit after tax per share in (€)	0,0556	0,0653	0,0556	0,0690
Profit/(loss) before tax, interest, investing results and depreciation	1.749.558,14	2.108.476,66	1.749.558,14	2.197.726,13

3. STATEMENT OF CHANGES IN EQUITY				
Amounts expressed in €				
	GROUP		COMPANY	
	31.03.2010	31.03.2009	31.03.2010	31.03.2009
Opening balance (01.01.2010 & 01.01.2009 accordingly)	18.308.829,91	17.928.724,43	18.308.829,91	18.097.171,55
Year's Profit / (loss)	1.216.886,77	1.429.119,92	1.216.886,77	1.509.451,01
Dividends	0,00	0,00	0,00	0,00
Net income towards equity	0,00	28.081,30	0,00	0,00
Year's end equity (31.03.2010 & 31.03.2009 accordingly)	19.525.716,68	19.385.925,65	19.525.716,68	19.606.622,56

5. NOTES

- The basic accounting principles applied are consistent with those applied for the balance sheet as at 31/12/2009.
- 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 reported 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, subsidiary COSMOKID S.A., which was absorbed by the mother company in 2009, figures were included, during the current fiscal year the Groups Financial Statements are posted for reasons of comparison.
- 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 while other provisions amount to € 1.200.749,78.
- The number of staff employed by the Company is 77 as at the end of the reported period and was 74 accordingly at the end of the respective period.
- 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.
- 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:

	GROUP	COMPANY
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	0,00	174.033,48
f) Receivables from managerial staff and the board	0,00	0,00
g) Liabilities towards managerial staff and to board	0,00	0,00