



“DUTY-FREE SHOPS, SOCIETE ANONYME EXPLOITING DUTY FREE SHOPS AND INDUSTRIAL, MANUFACTURING, TECHNICAL AND COMMERCIAL SOCIETE ANONYME S.A.”

REG. NO.: 14216/06/B/86/06

23RD KM ATHENS – LAMIA HIGHWAY 145 65, AG. STEFANOS, ATTICA

INTERIM FINANCIAL STATEMENTS

FOR THE PERIOD 01.01.2011 TO 30.06.2011

PURSUANT TO LAW NO 3556/2007

THE ATTACHED INTERIM FINANCIAL STATEMENT FOR THE PERIOD 01.01.-30.06.2011 WERE APPROVED BY THE COMPANY BOARD OF DIRECTORS ON 29TH OF AUGUST 2011 AND WERE PUBLISHED BY BEING POSTED ON THE INTERNET, AT WWW.DUTYFREESHOPS.GR **and** WWW.FOLLIFOLLIEGROUP.COM. THEY HAVE BEEN TRANSLATED FROM THE ORIGINAL STATUTORY FINANCIAL STATEMENTS THAT HAVE BEEN PREPARED IN GREEK. IN THE EVENT THAT DIFFERENCES EXIST BETWEEN THIS TRANSLATION AND THE ORIGINAL GREEK FINANCIAL STATEMENTS, THE GREEK FINANCIAL STATEMENTS WILL PREVAIL OVER THIS DOCUMENT.

Interim Financial Statements for the period 01.01.2011-30.06.2011

Contents

Statement of the Members of Board of Directors, according to article 5 §2 of L. 3556/2007...	4
Management Report of the Board of Directors, for the period 01.01.2011-30.06.2011.....	5
1 Statements of financial position for the Group and the Company.....	22
2 Statement of Comprehensive Income for the Group	24
3 Statement of Changes in Equity	26
3.1 Statement of Changes in Equity for the Group	26
3.2 Statement of Changes in Equity for the parent company	27
4 Statement of cash flow	28
5 Information about the Group	29
5.1 General Information.....	29
5.1.1 Group structure	30
5.2 Important accounting policies of the Group	31
5.2.1 Consolidation.....	32
5.2.1.1 Subsidiaries	32
5.2.1.2 Currency translations	33
5.3 Financial Information per segment.....	33
5.4 Own-used tangible assets – Investments in real property.....	36
5.5 Intangible Assets	38
5.6 Other long term Assets	39
5.7 Inventories.....	40
5.8 Trade receivables and other current Assets.....	40
5.9 Cash and cash equivalents	40
5.10 Equity shareholders and parent company.....	41
5.11 Borrowings	41
5.12 Other Long Term Liabilities.....	42
5.13 Long Term provisions	42
5.14 Other Long Term Liabilities.....	44
5.15 Trade and other Liabilities	44
5.16 Current income tax and current tax liabilities	44
5.17 Deferred Income Tax	45
5.18 Revenues	46
5.19 Other Income	46
5.20 Administrative and Selling expenses	47
5.21 Other expenses	48
5.22 Financial Income-Expenses	48
5.23 Related party transactions (according IAS 24).....	49
5.24 Seasonality	50
5.25 Probable obligations and unavoidable commitments.....	50

5.26	Number of employed personnel	50
5.27	Post Balance Sheet events	50
5.28	Reformulation of funds due to the acquisition	50
6	Report for Funds raised.....	53

Under the aforementioned status, especially being assigned for this purpose by the Board of Directors of the Societe Anonyme under the name "**DUTY FREE SHOPS, A CORPORATION OPERATING DUTY FREE SHOPS AND LARGE AND SMALL SCALE INDUSTRIAL OPERATIONS, TECHNICAL AND COMMERCIAL COMPANY S.A.**", from now on called "Duty Free Shops S.A.", we declare and confirm that, to the best of our knowledge:

(i) The first half 2011 Financial Report, which has been conducted in accordance with the international accounting standards, give a true and fair view of the assets, liabilities, equity and financial results of the Company and the Group "Folli Follie", as well as of the companies that are included in the consolidation taken as a whole, in accordance with § 3-5 of article 5 of Law 3556/2007.

(ii) The first half 2011 Financial Report of the Board of Directors, shows in a true manner the progress, performance and position of Folli Follie Group and the companies included in consolidation as a whole, including the description of principal risks and uncertainties faced.

Agios Stefanos, 29th August 2011

The members of the Board of Directors.:

1. Dimitrios Koutsolioutsos, Chairman – Executive Member of the Board of Directors
2. George Koutsolioutsos, C.E.O. – Executive Member of the Board of Directors
3. George Velentzas, Deputy C.E.O.- General Manager, Executive Member of the Board of Directors

The current Board of Directors' First Half Financial Report of 2011 was compiled according to the provisions of §6 article 5 of L. 3556/2007 and the issued executive decision 7/448/11.10.2007 and 1/434/3-7-2007 of the Securities and Exchange Committee Board of Directors.

The Report includes the information determined in the above provisions which according to the management provides a correct display of the Company's development, performance and position in the period considered. Also included are additional information, where deemed necessary and suitable, regarding the risks that may emerge in relation to the company's size and complexity, in order to provide essential and documented information on the activity of incorporation "DUTY FREE SHOPS, A CORPORATION OPERATING DUTY FREE SHOPS AND LARGE AND SMALL SCALE INDUSTRIAL OPERATIONS, TECHNICAL AND COMMERCIAL COMPANY S.A." and its Group.

The current report is included along with the Company's financial statements; other data and statements required by law, in the First Half 2011 report and is divided into the following sections:

A. Review for the First Half 2011

2011 is a difficult year for the Group. The impact of the crisis with all the consequences of this in Greece and Southeastern Europe is not left unaffected by our Group. Although the global economy moves upward, especially in developing economies like China and India, in developed economies, the recovery occurred slowly. The following are basic data tables of results, where the apparent effect of these events in the six-month financial statements.

Consolidated results

In mn €

	1/1-30/06/2011	1/1-30/06/2010
Sales	488,8	464,7
EBITDA	97,8	103,3
EBT	61,6	64,8
Earnings after taxes and minorities	49,3	43,1

More detailed, revenues reached €488,8 mn in the first half of 2011, from €464,7 mn. in 2010, increased by 5,2%. **EBITDA** reached €97,8 mn from €103,3 mn., decreased by (5,3%). EBT reached €61,6 mn from €64,8 mn, decreased by (4,9%) while net income after taxes and minorities of the Group reached €49,3 mn vs €43,1 mn in 2010, improved by almost 14%.

Sales per segment

FF GROUP operates in four core business segments:

- a) the design, processing and marketing of jewellery, watches and other similar accessories (bags, belts, pashminas, sunglasses, small leather goods, etc.)
- b) travel retail, including duty free and duty paid sales, conducted at airports, stations, ports, and border stations
- c) the operation of department stores and outlets
- d) wholesale and retail of branded clothing and footwear and
- e) other activities.

The Group, apart from the Greek market that accounts to 50% of the Group, operates through subsidiary companies in countries of Europe, North America, Middle East, Africa and Asia.

More specifically, operating segments are as follows:

a) Jewellery - Watches - Accessories

This segment deals with the design, manufacturing, processing and marketing of jewellery, watches and other similar fashion accessories like handbags, small leather goods, belts, pashminas and sunglasses.

This commercial activity includes the wholesale and retail of products primarily under the brand Folli Follie in 24 countries. In addition, through its subsidiary company Links (London) Limited, products are available through an extensive network of outlets across Europe, Middle East, Africa and North America and wholesale at selected outlets internationally.

b) Travel Retail

The Group's travel retail operation includes duty free and duty paid sales at airport terminals, border stations and ports in Greece, sales of duty paid products at retail points that allow to purchase products even for those customers not travelling, through the subsidiary company "HELLENIC DISTRIBUTIONS S.A." and wholesale of goods of traditional products of travel goods to embassies and armed forces.

The duty-free sales are made solely by the parent company of the Group, to departing passengers from foreign countries, within customs controlled areas, airports, ports and border stations, according to the current legislation and customs regulations.

The Company has 97 shops in 47 locations (25 airports, 11 border stations and 11 ports). Especially at the Athens International Airport, the Company operates a total of twenty two (22) shops at the premises to departing travellers. The subsidiary "Hellenic Distributions S.A.", operates a total of 16 stores, 10 of them at the Athens International Airport.

c) Department Stores

The operation of two department stores of the Group, under the brand name "attica" at the city centre of Athens and at the mall "Golden Hall" respectively, through its subsidiaries, "Attica Department Stores S.A." and "North Landmark S.A.". Further to this, the operation of two discount department stores under the brand name "Factory Outlet" at Piraeus Street and at the commercial park of Athens International Airport.

d) Clothing - Footwear

The clothing and footwear sector is operated by the Group's subsidiaries Elmec Romania SRL, Elmec Sport Bulgaria EOOD, Logistics Express S.A., Ice Cube S.A., Collective Patras S.A., Moustakis S.A. and LAPFOL

The Group's retail distribution network covers more than 30.000 m² in the three countries, Greece, Romania and Bulgaria.

This activity includes the following details:

- i. Wholesale of clothing, shoes and accessories. The collaborations includes: sports apparel and footwear collections, general active wear and street wear, clothing, footwear and fashion accessories (fashion), children's clothing, footwear and travel goods.
- ii. Retail sale of footwear and clothing accessories for mono-brand/ and multi-brand) retail apparel, footwear and accessories.

e) Other activities

The sector includes diverse activities of the Group.

The Group represents the brand TechnoGym in Greece which is a leading manufacturer of sports equipment and sports institutions. In addition, the Group represents and sells motorcycles and spare parts of Harley-Davidson and Buell, and has developed an autonomous sales department, which deals with surveillance and security systems. Yacht Yards Planaco, located on island thereof Aegina complements the other activities of the Group.

Sales per segment (after eliminations)

in mil euro	30/6/2011	30/6/2010	chg %	% of total
Jewellery-Watches-Accessories	256,0	237,8	7,7%	52,4%
Travel retail	114,8	101,6	13,0%	23,5%
Department stores	61,9	68,6	-9,7%	12,7%
Retail wholesale	52,9	55,6	-4,8%	10,8%
Other	3,1	1,1	172,4%	0,6%
Total	489	465	5,2%	100,0%

Revenues of the segment "**Jewellery-Watches-Accessories**" rose during the first half of 2011 by 7.7% to € 256 million compared to € 237,8 million in the corresponding previous first half of year 2010.

Sales in the segment "**Travel Retail**" increased in the first half of 2011 by 13% to € 114,8 million compared to € 101,6 million in the corresponding previous half year 2010.

In particular, revenues of the retail sector of the travel trade directed at four main channels: Athens International Airport (AIA), Other Airports, Ports and Border Stations and linked to three key indicators: (i) the traffic, (ii) the average proof per customer and (iii) penetration. Specifically, for each of the above indicators are marked as follows:

*Passenger traffic in the first half of 2011: 11.5 million departing passengers, against 11 million passengers in the first half of 2010, an increase of 4.9%

*Average ticket per customer first half 2011: € 41,9 versus € 39,9 in 2010 an increase of 5% compared to the same period last year.

*Penetration in the first half 2011: 25.49% compared to 25.28% in the same period of 2010, increased by 0.8%.

The results of this sector are impressive if you calculate the following parameters:

A) The first half of the travel retail industry does not qualify for its special performance. B) The operation of the new stores are not matured to record a positive contribution to results.

The **"department store"** sales in the first half of 2011 declined by 9.7% with revenues reaching € 62,0 million from € 68,6 million in the corresponding half year of 2010.

Subsequently, the sector of **"retail and wholesale"** in 2011 reported sales of € 52,9 million from € 55,6 million in 2010 decreasing by 4.8% over the corresponding first half of 2010.

Revenues of **"Other activities"** reached in the first half of 2011 € 3,1 million from € 1,1 million in the corresponding first half of 2010.

Financial Position of the Group and ratios

Analysis of activity and performance of the Group are listed in the following ratios. But it is worth mentioning that the cash balances increased by € 39 million from year end 2010, net debt stood at €584 million versus €652 million at the end of 2010, significantly reduced by € 68 million.

FF GROUP

Liquidity	2011	2010
General	2,51	2,74
Direct	1,60	1,81
Cash	46,81%	42,02%
Working Capital	479.971.642,45	448.723.866,47
Activity		
Velocity of money	0,53	0,53
Recovery	238,93	240,26
Inventory turnover	0,78	0,80
days Inventory	466,91	454,11
Financial		
Indebtedness	60,66%	65,60%
Loans to Equity	1,54	1,91
Profitability		
Gross profit	49,19%	51,28%
Return on Assets	3,08%	2,76%
Return on Equity	7,82%	8,02%

B. Significant events during the first half of 2011

-External environment

Since the beginning of the year the Group is headed into a difficult economic environment, the result of international financial turmoil that erupted in the early autumn of 2008 and the recent financial crisis in Greece and Europe in general. The international financial crisis of 2008 resulted in the intensity of concern about credit risk states and especially the countries of the Eurozone. With regard to Greece, concerns about high public debt and deficit and the possibility of the Greek state to repay its debt obligations, reflected in the increased price of Greek 10-year bonds and widening spreads for credit default swaps (CDS spreads) so that Greece cannot draw liquidity from the markets. In early May 2010 the Greek government agreed to integrate in a stability program with support from the International Monetary Fund, the European Central Bank and member countries of the Eurozone (the "Memorandum"), under which it agreed to be granted to Greece three economic support totalling € 110 billion. The objective of the MoU are to reduce public debt and deficit as a percentage of GDP, the permissible limits of the Eurozone under the Memorandum of the Greek government should take measures to increase tax revenues, reduce unfunded liabilities of the pension system and the amount of spending on health, economic competitiveness and release product and services. The Greek economy is evaluated every 3 months, as agreed in the Memorandum. GDP is expected to show negative growth in 2011.

-Business Developments of the Group

According to the notices to the Athens Stock Exchange on January 7th, 2011, new shares were introduced on the Athens Stock Exchange, as decided by the Extraordinary General Assembly on December 6th, 2010 of the merged companies, which was unanimously approved by a majority of the absorbed companies Folli Follie SA and Elmec Sport S.A. from HDFFS S.A. dated transformation balance sheet of 30.6.2010. The beneficiaries were the shareholders of the three companies (HDFS S.A., Folli Follie S.A. and Elmec Sport S.A.) on January 4th 2011. The prospectus, namely of Article 4 of N 3401/2005, submitted to the competent authorities and the approval has been available from 4.1.2011 on the websites of the merging companies. The shareholders participation rates of the merged companies were as follows:

- Shareholders FOLLI FOLLIE S.A., 83,5% of shares
- Minority Shareholders HDFFS S.A., 16.25% of shares
- Minority Shareholders ELMEC SPORT S.A., 0,25% of shares

Shareholders	Shares pre Merger	Exchange Ratio	Shares post Merger	Participation % in Share Capital after Merger
H.D.F.S. S.A.	52.675.000	1 old HDFS share to 0.43498235 new HDFS share	9.845.584	16,25%
FOLLI FOLLIE	32.946.875	1 Folli share to 1.53553730 new HDFS shares	50.591.155	83,50%
ELMEC	55.400.000	1 Elmec share to 0.06214769 new HDFS share	151.471	0,25%
Total			60.588.210	100,00%

Also,

- An important development was the decision of the Ministry of Finance, which allowed the operation of duty free petrol stations at the border Kipi Evros, Kakkavias and Evzoni. More specifically, the petrol station in Kipi Evros, is in operation since April 1st, 2011, the petrol station at Evzoni operates since July 1st, 2011 and the petrol station in Kakavia is expected to operate within the next few weeks.
- Floor space expansion in the "Travel Retail" segment. More specifically, the Group added in total 630 sq.m. at the airports of Rhodes, Thessaloniki, Kos, Zakynthos and Corfu. New floor space was also added at the Extra Schengen area of the Heraklion airport with the new usable area reaching 720 m². Also, a new store opened in the port of Santorini with 180 m², one new store was added at the airport of Anchialos with 170 m² and the store in Nike (Florina) was extended by 400m² reaching a surface of 1000 m². Athens International Airport, started the operation two new stores in the arrivals hall.
- Mid March of this year a deadly tsunami hit Japan which destroyed one store, while three of our other shops suffered minor damage. The Group management expressed its support to the people of Japan.
- On May 4th, 2011 the Folli Follie Group announced, that the Board of Directors decided to sign a Memorandum of Understanding (MoU) with the Group FOSUN INTERNATIONAL. Under the MoU, the largest private investment group of China became a shareholder of the Group Folli Follie Group with a stake of 9.5%. To this end, the share capital of the Company increased at € 1.908.000, by issuing 6.360.000 new common registered voting shares, at nominal value € 0.30 each and at a price of € 13.30 per share (total funds raised € 84.588.000), with the rights of existing shareholders ceased, in favour of Group Fosun International. For this reason, the Board of Directors decided to convene an Extraordinary General Meeting on May 26th, 2011, in order to enable the participation of Fosun Group's shareholding at the Company. The Board of Directors believes that the agreement reached with Fosun International opens the way for significant investments and significant synergies that will arise for Greece, for example, enhancement of the Greek tourism and travel retail. Moreover, the cooperation

with Fosun will accelerate and strengthen the Group's expansion for the two brands Folli Follie and Links of London in the Chinese market.

- On June 15th, 2011 the Company informed that on June 14th, 2011 the Board of Directors met for the certification of payment of the sum of €84.588.000 to increase its share capital, as was decided on May 26th, 2011 by the Extraordinary General Meeting of shareholders. The coverage of that capital took cover after removing the preferential right of existing shareholders, in accordance with Article 13, paragraph 6 of Law 2190/1920, decided at that general meeting, the companies under the names "FOSUN INTERNATIONAL LIMITED" and "PRAMERICA - FOSUN CHINA OPPORTUNITY FUND, LP", which assume respectively 3.758.702 and 2.601.298 new common, dematerialized, registered, voting shares, totaling 6.360.000 shares, respectively after the capital increase at participation of 5.61% and 3.89% respectively, giving a total participation for both companies of 9.5%, at a nominal value of €0.30 and price of €13.30 each. Specifically, the shareholder "FOSUN INTERNATIONAL LIMITED" deposited the sum of € 49.990.736,60 Euro and the shareholder "PRAMERICA - FOSUN CHINA OPPORTUNITY FUND, LP" the amount of €34.597.263,40. The Board of the Company, at its June 14th 2011 meeting, unanimously proclaimed the payment of €84.588.000, to cover the amount of the approved increase of share capital.
- On June 24th 2011, the Company announced that the Board of the Securities and Exchange Commission approved the prospectus for the listing on the Athens Stock Exchange of 6.360.000 new common intangible, registered, voting shares resulting from the increase its share capital for the funds in cash amounting to €84.588.000.
- On June 30th, 2011 the ASE approved the listing of 6.360.000 new common intangible, registered, voting shares that resulted from the increase in share capital. So the Group's share capital amounts to € 20.084.463, divided into 66.948.210 common registered voting, shares of nominal value € 0.30 each.

- General meetings of shareholders resolutions

The most important decisions of the Group's General Meetings held during the first half of 2011 are as follows:

- At the Extraordinary General Meeting held on May 26th, 2011, which mainly concerned the approval of the share capital of the Company for which has become a reference above. At the same time the EGM decided the election of a new non-executive member of the Board, Mr. Jiannong QIAN in replacement of Mr. Nicholas Kezos.
- At the Annual General Meeting held on June 24th, 2011, among others decided to acquire the Company's own shares in accordance with Article 16 of Law 2190/1920. In particular, the Company shall be entitled within 24 months from now to make a buyback of up to one tenth (1/10) of the total issued share capital, a minimum price of EUR 5 and a maximum purchase price of EUR 25 per share. For the calculation of one tenth (1/10) will be taken into account already purchased shares, of which

the Company owns. The Company intends to comply in relation to the conduct of the market for those shares, as referred to in Article 5 of Regulation 2273/2003 of the Commission on the price and volume of purchases, and referred to in Article 6 § 1 thereof. It also decided that the Board authorized the Company for any such decision, the conduct of any action and regulation of every detail to implement the above decision.

-Also approved the provision of corporate guarantees for the subsidiaries' HELLENIC DISTRIBUTIONS S.A. ", " LINKS OF LONDON Ltd. ", " ELMEC ROMANIA SRL ", and " ELMEC SPORT BULGARIA EOOD ", to the total amount of € 50.000.000. Also confirmed the election of members of the Audit Committee which now consists of:

Zacharias Mantzavinos, non-executive member

George Aronis, independent non-executive member, and

Epaminondas Dafermos, independent non-executive member.

- Treasury shares

Total treasury shares as of 30.06.11 are 357.675, the purchase price which at that date amounted to € 8,9 million. At the Annual General Meeting held on 24/06/2011, among others decided to acquire the Company's own shares in accordance with Article 16 of Law 2190/1920. In particular, the Company shall be entitled within 24 months from now to make a buyback of up to one tenth (1 / 10) of the total issued share capital, a minimum price of EUR 5 and a maximum purchase price of EUR 25 per share.

C. Significant events after the period until the date of the Report

On 4.7.2011 the new shares from the capital increase started trading, as described in detail above. The paid up share capital of the Company as of 31.03.2011 amounted to € 18.176.463 divided into 60.588.210 ordinary shares, at nominal value € 0,30 each. The certification of the share capital increase by the Board the Company held in the meeting on 14.06.2011. The record of certification was filed in the Companies Register of the Ministry of Economy and Finance.

Number of shares before the share capital increase	60.588.210
Issue of new shares with cash with the right of the exexisting shareholders ceases	6.360.000
Total number of shares after the share capital increase	66.948.210
Nominal value	0,3
Trading price	13,3
Unit of trading	1 share
Raised funds	84.588.000

The main risks of the current financial year at the discretion of the Board are:

RISKS ASSOCIATED WITH THE MACROECONOMIC ENVIRONMENT

- The uncertainty that stems from the Greek financial crisis is likely to continue to adversely affect the business, the operating results and financial position of the Group.
- Changes in consumer behaviour.
- The Group is subject to economic and political risks and uncertainties that exist in some countries where it operates.
- Enlargement of the European Union and any strengthening of the euro against other currencies like the Japanese yen and dollar would adversely affect the business travel retail sector.
- Market Risk
 - Interest Rate Risk
 - Foreign Exchange Risk
 - Prices - Inflation
- Credit Risk
- Liquidity Risk
- Inventory Risk

Description of main risks and uncertainties.

The main risks of the current financial year according to the management's judgment are the following:

Market Risk

i) Interest Rate Risk: The loan liabilities of the company and Group are linked to the Euribor index. Thus, the Group is exposed to significant interest rate change risk. In the attempts to deal with this risk, the Group uses interest rate swap (IRS) tools. It has also proceeded to the compilation of a common debenture loan with favorable terms.

ii) Foreign Exchange Risk: a) Risk of reduced gross profitability due to appreciation of foreign currencies: The risk is derived from the fact that the company (and the group) purchases the greatest part of its products in prices expressed in USD and sells these products to the markets in which it is active in prices expressed in local currencies. The Group's products' sales prices are finalized several months before their receipt and repayment and any possible dollar revaluation, in relation to local currencies, would increase the cost of sales, without allowing the increase of sale prices, thus depriving the Group from a part of its gross profit. Also, part of the Group's disposal expenses, and mostly royalties, is expressed in US dollars. Thus, any possible US dollar revaluation in relation to the

Euro would increase the Group's operating expenses. The management of this risk is performed by the Group's cash management department, in collaboration with the pertinent commercial management, and the strategy and general planning are provided by the company's Board of Directors. Commercial managements take into consideration the foreign exchange rate change risk during the determination of their products' retail sale prices. The Group also uses foreign exchange risk setoff products, mostly forward type agreements. B) Risk from the conversion of financial statements expressed in foreign currency: The Group has investments in foreign companies, which operate in currencies other than Euro and thus their financial statements are not prepared in Euro. The Group is exposed to a risk from the conversion of the said financial statements to Euro, in order to be consolidated in the Group's financial statements.

iii) Price risk - Inflation: According to the administration, the Group runs no risk from price fluctuation, since it does not own a significant securities portfolio and the prices of the products it sells do not present particular fluctuations. Thus, the international increase of inflation pressure in combination with the disturbance of the international financial system may modify consuming habits, affecting the group's sales and profitability.

Credit Risk

This is the risk of breaching contractual obligations on part of the other party. With regard to dealing with credit risk from wholesale, the Group performs most of these sales with known department stores in the countries in which it is active and in a network of selected franchisee. Also, as a general measure, it compiles credit insurance contracts.

Liquidity risk

Despite the unprecedented financial crisis and the limitation of liquidity internationally, the Group retains high liquidity thanks to the retail nature of the largest part of its sales and provides for further reinforcement of this liquidity, with the successful creation of discount outlets to dispose older stock and the limitation of expenses.

Inventory risk

This risk is created by the retaining of old stock from certain companies of the Group and regards the inability to dispose of this stock or its disposal in prices lower than its evaluation. The management of this risk is provided via specialized disposal area-markets such as: Outlet type discount department stores, discount outlets and large hotel units, in countries in which the Group is active. The Group has evaluated its older stock at its net realizable value, evaluated based on the administration experience and the actual market data. The Management believes that this evaluation method (essentially forecasting for stock evaluation) covers fully the inventory risk.

External factors that may affect the results and share price

The supply and demand for products and thus the costs, sales and results of the the Group in general, are affected by various factors external to their activity, such as political instability, financial uncertainty and the recession, which affect each company in various degrees, regardless of the sectors in which they are active.

The international crisis or the unstable course of the international money markets and capital markets, the adverse financial conditions in Greece, the investors' behaviours, the threat of a significant terrorist attack, the passenger traffic, the pan-Hellenic strikes and demonstrations, the prohibition of smoking in airports, are indicative factors which our Group cannot forecast or control and which may possibly affect the results both on a corporate and group level and consequently, the share price.

G. Transactions with Affiliates

The Group companies' receivables and liabilities, from and to the parent company, as well as the income and expenses of each company caused by their transactions with the parent company within 2010, according to IAS 24, are the following

<i>Nature of transaction</i>	1/1- 30/06/2011		1/1- 30/06/2010	
	<i>Directors</i>	<i>Other related parties</i>	<i>Directors</i>	<i>Other related parties</i>
<u>Services</u>				
HDFS S.A.	0,00	0,00	0,00	33.333,94
Total	0,00	0,00	0,00	33.333,94
<u>Transactions and fees of directors</u>				
HDFS S.A.	1.806.391,60	0,00	2.382.144,33	0,00
GREEK DISTRIBUTION S.A.	127.657,00	0,00	101.172,00	0,00
NORTHLANDMARK S.A.	100.444,99	0,00	0,00	0,00
ATTICA DEPARTMENT STORES S.A.	141.381,00	0,00	0,00	0,00
Total	2.175.874,59	0,00	2.483.316,33	0,00
<u>Assets</u>				
HDFS S.A.	0,00	0,00	3.700,00	0,00
Total	0,00	0,00	3.700,00	0,00
<u>Liabilities</u>				
HDFS S.A.	0,00	355.000,24	285.394,00	36.124,00
Total	0,00	355.000,24	285.394,00	36.124,00

For the parent

Nature of transaction	1/1- 30/06/2011		1/1- 30/06/2010		1/1- 30/06/2011		1/1- 30/06/2010		
Sale of goods				Services/other income					
FOLLI-FOLLIE H.K. - Group	79.461,19	40.985,33	FOLLI-FOLLIE H.K. - Group	645,83	2.359.072,62				
FOLLI-FOLLIE JAPAN LTD	0,00	0,00	FOLLI-FOLLIE JAPAN LTD	587,46	577,63				
FOLLI FOLLIE UK LTD	0,00	0,00	FOLLI FOLLIE UK LTD	0,00	0,00				
FOLLI FOLLIE FRANCE SA	1.107,32	-2.310,03	FOLLI FOLLIE FRANCE SA	1.406,45	3.641,30				
FOLLI FOLLIE SPAIN SA	39.199,73	-8.433,08	FOLLI FOLLIE SPAIN SA	3.100,98	6.912,05				
MFK FASHION LTD	136.455,19	143.660,13	MFK FASHION LTD	3.477,58	6.602,61				
PLANACO ABEE	0,00	0,00	PLANACO ABEE	752,14	3.002,39				
HELLENIC DITRIBUTIONS S.A.	2.128.677,00	1.410.577,47	HELLENIC DITRIBUTIONS S.A.	36.281,96	5.928,00				
LINKS OF LONDON LTD	4.153.056,13	5.202.515,89	LINKS OF LONDON LTD	5.262,20	1.706,43				
HDFS SKOPJE DOO (Π.Γ.Δ.Μ.)	0,00	0,00	HDFS SKOPJE DOO (Π.Γ.Δ.Μ.)	0,00	0,00				
HELLENIC TOURIST BUREAU A.E.	0,00	0,00	HELLENIC TOURIST BUREAU A	0,00	0,00				
ELMEC ROMANIA	5.833.827,43	6.551.292,59	ELMEC ROMANIA	221,00	4.171,47				
ELMEC SPORT BULGARIA EOOD	2.455.797,27	3.208.551,00	ELMEC SPORT BULGARIA EOC	8.994,00	0,00				
MOUSTAKIS	486.063,00	491.232,00	MOUSTAKIS	0,00	0,00				
LOGISTICS EXPRESS S.A.	792.132,46	502.676,00	LOGISTICS EXPRESS S.A.	24,85	0,00				
ATTICA DEPARTMENT STORES S.A.	2.378.986,99	1.493.061,83	ATTICA DEPARTMENT STORES	0,00	-903,40				
NORTHLANDMARK S.A.	1.528.748,21	825.595,46	NORTHLANDMARK S.A.	0,00	0,00				
ICS ELMEC SPORT SRL	0,00	0,00	ICS ELMEC SPORT SRL	0,00	0,00				
ICE CUBE S.A.	525.532,51	0,00	ICE CUBE S.A.	1.170,00	0,00				
COLLECTIVE S.A.	131.043,20	0,00	COLLECTIVE S.A.	769,56	0,00				
Total	20.670.087,63	19.859.404,59	Total	62.694,01	2.390.711,10				
	1/1- 30/06/2011	1/1- 30/06/2010		1/1- 30/06/2011	1/1- 30/06/2010				

Purchase of goods			Services/other income				
FOLLI-FOLLIE H.K. - Group	3491015,62	490772,33	FOLLI-FOLLIE H.K. - Group	5090,61	0		
FOLLI-FOLLIE JAPAN LTD	0,00	0,00	FOLLI-FOLLIE JAPAN LTD	0,00	0,00		
FOLLI FOLLIE UK LTD	0,00	0,00	FOLLI FOLLIE UK LTD	0,00	0,00		
FOLLI FOLLIE FRANCE SA	0,00	0,00	FOLLI FOLLIE FRANCE SA	0,00	0,00		
FOLLI FOLLIE SPAIN SA	0,00	0,00	FOLLI FOLLIE SPAIN SA	0,00	0,00		
MFK FASHION LTD	0,00	0,00	MFK FASHION LTD	0,00	0,00		
PLANACO ABEE	184.510,20	133.932,90	PLANACO ABEE	1.445,00	2.094,80		
HELLENIC DITRIBUTIONS S.A.	519.880,09	274.597,30	HELLENIC DITRIBUTIONS S.A.	0,00	3.907,50		
LINKS OF LONDON LTD	200.613,96	124.851,52	LINKS OF LONDON LTD	4.569,13	11.814,38		
HDFS SKOPJE DOO (Π.Γ.Δ.Μ.)	0,00	0,00	HDFS SKOPJE DOO (Π.Γ.Δ.Μ.)	0,00	0,00		
HELLENIC TOURIST BUREAU A.E.	0,00	0,00	HELLENIC TOURIST BUREAU A	0,00	0,00		
ELMEC ROMANIA	125.051,45	258.646,00	ELMEC ROMANIA	0,00	0,00		
ELMEC SPORT BULGARIA EOOD	50.819,00	0,00	ELMEC SPORT BULGARIA EOC	0,00	0,00		
MOUSTAKIS	0,00	0,00	MOUSTAKIS	204,26	0,00		
LOGISTICS EXPRESS S.A.	923,58	0,00	LOGISTICS EXPRESS S.A.	0,00	0,00		
ATTICA DEPARTMENT STORES S.A.	93.712,00	127.420,00	ATTICA DEPARTMENT STORES	92.290,00	40.364,14		
NORTHLANDMARK S.A.	0,00	125.216,00	NORTHLANDMARK S.A.	6.087,00	1.358,00		
ICS ELMEC SPORT SRL	0,00	0,00	ICS ELMEC SPORT SRL	0,00	0,00		
ICE CUBE S.A.	613,01	0,00	ICE CUBE S.A.	0,00	0,00		
COLLECTIVE S.A.	96.639,24	0,00	COLLECTIVE S.A.	0,00	0,00		
Total	4.763.778,15	1.535.436,05	Total	109.686,00	59.538,82		

For the Parent Company	1/1- 30/06/2011		1/1- 31/12/2010		1/1- 30/06/2011		1/1- 31/12/2010		
Receivables				Payables					
FOLLI-FOLLIE H.K. - Group	1.158.741,61	1.087.905,44	FOLLI-FOLLIE H.K. - Group	422.104,39	0,00				
FOLLI-FOLLIE JAPAN LTD	7.093.102,39	1.347,68	FOLLI-FOLLIE JAPAN LTD	0,00	0,00				
FOLLI FOLLIE UK LTD	4.441,77	4.441,77	FOLLI FOLLIE UK LTD	0,00	0,00				
FOLLI FOLLIE FRANCE SA	0,00	0,00	FOLLI FOLLIE FRANCE SA	183.283,82	246.577,19				
FOLLI FOLLIE SPAIN SA	3.075.600,81	1.293.300,10	FOLLI FOLLIE SPAIN SA	0,00	0,00				
MFK FASHION LTD	887.725,32	747.792,55	MFK FASHION LTD	0,00	0,00				
PLANACO S.A.	376.598,27	4.946,05	PLANACO S.A.	0,00	0,00				
LINKS OF LONDON LTD	9.895,60	2.161.645,57	LINKS OF LONDON LTD	1.102.910,69	5.241.489,88				
HELLENIC DISTRIBUTION S.A.	2.785.615,42	1.452.815,64	HELLENIC DISTRIBUTION S.A.	2.067.636,44	977.432,34				
HDFS SKOPJE DOO S.A.	0,00	0,00	HDFS SKOPJE DOO S.A.	0,00	0,00				
HELLENIC TOURIST BUREAU S.A.	0,00	0,00	HELLENIC TOURIST BUREAU S.A.	0,00	0,00				
ELMEC ROMANIA S.R.L.	6.144.629,31	5.869.004,03	ELMEC ROMANIA S.R.L.	55.690,12	-69.361,00				
ELMEC SPORT BULGARIA EOOD	496.334,34	362.141,00	ELMEC SPORT BULGARIA EOOD	320.591,54	269.772,00				
MOUSTAKIS S.A.	723.960,34	656.937,00	MOUSTAKIS S.A.	303,69	0,00				
LOGISTICS EXPRESS SA	1.533.686,96	1.108.931,00	LOGISTICS EXPRESS SA	1.136,01	0,00				
ATTIKA DEPARTMENT STORES S.A.	4.765.015,70	4.488.238,70	ATTIKA DEPARTMENT STORES S.A.	179.546,00	156.397,37				
NORTHLANDMARK SA	2.779.763,75	2.687.645,68	NORTHLANDMARK SA	6.416,53	80.109,33				
ICS ELMEC SPORT SRL	0,00	0,00	ICS ELMEC SPORT SRL	0,00	0,00				
ICE CUBE SA	1.059.223,73	963.137,00	ICE CUBE SA	754,00	0,00				
COLLECTIVE PATRAS S.A.	0,00	213.737,00	COLLECTIVE PATRAS S.A.	200.165,74	0,00				
Total	32.885.335,32	23.103.966,21	Total	4.540.538,97	6.902.417,11				

Trends, Prospects and expected development of the Group for the second half of 2011

The adverse economic climate is reflected most graphically in the micro and macro-economic figures of the Greek economy: unemployment, inflation, declining consumption, negative growth rates. Received government measures such as increasing VAT, reducing salaries and pensions, increasing the corporate income tax may be aimed at the reduction of public debt but seem to affect negatively the growth rate of Gross Domestic Product.

With consumption and entrepreneurship deeply hurt, it seems to remove the immediate overthrow of the economic climate and the prospect of financial growth.

For this reason, the Group remains cautious in issuing long-term forecasts and considers the treatment of economic events "step by step" as one way to evaluate carefully all the market data as judged by the administration that even in such circumstances, the opportunities in travel retail which may arise directly is possible but very difficult to predict. All group companies faced with high vigilance the situation and are ready for the challenges that lie ahead..

Comparative advantage and an important asset for the Group, is the diversified portfolio of activities and the presence in major markets worldwide. Also the merger of the companies brought people with important knowledge and skills that can contribute decisively to create added value for the Group in the volatile economic and political environment.

It is obvious that the operation of the petrol stations during the second half and the maturity of operation in the renovated store in conjunction with the importance of the second half in the turnover in travel retail, will further improve the results of 2011. Seasonality has a significant effect on the Group, particularly in the travel retail, the seasonality observed in the period May - October due to increased passenger traffic compared to the rest of the year. Also noted that seasonality of the Group lies in Clothing & Footwear wholesale and retail, during the first and third quarter of each year. In these quarters wholesale sales are affected positively by planning purchases of big wholesale customers for years Spring / Summer, Fall / Winter. For the activity jewellery, watches and accessories, a seasonality can be observed in the holiday seasons (Christmas - Easter) and the summer season due to discounting. The prospects of the Greek economy do not seem encouraging, the recession exceeded 4.5% of GDP, increased unemployment, reduced purchasing power and the decline in consumer and business confidence, leave no room for optimism since the activities of the Company are related with those of the Greek economy. The outlook for tourism is illustrated positive for the touristic summer season with an increase in arrivals of non-residents at the main airports of the country standing at 10% for the period January-July 2011 (provisional data SETE). But events such as

the exclusion of airports and ports affect negatively tourism and threaten the prospects of the so important sector for the Greek economy.

Ag. Stefanos, 29 August 2011

THE CHAIRMAN OF THE BOARD

THE MANAGING DIRECTOR

Dimitrios Koutsolioutsos
ID Card No. H-159150

Georgios Koutsolioutsos
ID Card No. AB-593469

A' DEPUTY MANAGING
DIRECTOR & GENERAL
MANAGER

___Georgios Velentzas
ID Card No. AB-285760

AUDITOR'S REVIEW REPORT ON INTERIM FINANCIAL STATEMENTS

To the Shareholders of **"DUTY FREE SHOPS INDUSTRIAL MANUFACTURING TECHNICAL COMMERCIAL AND BUSINESS COMPANY S.A. under the trade name "FOLLI FOLLIE GROUP"**

Introduction

We have reviewed the accompanying statement of financial position of **"DUTY FREE SHOPS INDUSTRIAL MANUFACTURING TECHNICAL COMMERCIAL AND BUSINESS COMPANY S.A." under the trade name "FOLLI FOLLIE GROUP"** as at 30 June 2011, and the related statements of comprehensive income, changes in equity and cash flows for the six-month period then ended, as well as the selected explanatory notes that constitute the interim condensed financial information, which is an integral part of the interim financial report under article 5 of L. 3556/2007. Management is responsible for the preparation and presentation of this interim condensed financial information in accordance with International Financial Reporting Standards as adopted by the European Union (EU) and apply to interim financial information ("IAS 34"). Our responsibility is to express a conclusion on this interim condensed financial information based on our review.

Scope of Review

We conducted our review in accordance with International Standard on Review Engagements 2410, "Review of Interim Financial Information Performed by the Independent Auditor of the Entity". A review of interim financial information consists of making inquiries, primarily to persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Greek Auditing Standards and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

Conclusion

Based on our review, nothing has come to our attention that causes us to believe that the accompanying interim financial information is not prepared, in all material respects, in accordance with International Accounting Standard "IAS 34".

Report on Other Legal Requirements

Our review has not detected any inconsistency or mismatch between the other elements of the six month report provided by article 5 of Law 3556/2007 and the accompanying financial information.



BAKER TILLY HELLAS

Certified Public Accountants S.A.

396, Mesogion Avenue

153 41 Ag.Paraskevi –

Athens Greece

SOEL Reg.No: 148

Athens, 30 August 2011

The Certified Public Accountant

Georgios I. Varthalitis

SOEL Reg.No: 10251

1 Statements of financial position for the Group and the Company

1.1 STATEMENT OF FINANCIAL POSITION OF THE GROUP

	The Group	
	30.06.2011	31.12.2010
Assets		
Non-current assets		
	<u>Notes</u>	
Tangible fixed assets	229.024.476,58	232.028.033,67
Investment Property	74.327.446,20	74.851.786,86
Intangible assets	103.291.559,12	105.464.913,61
Goodwill	252.828.647,37	252.828.647,37
Investments in subsidiaries	0,00	0,00
Investments available for sale	725.528,05	485.950,80
Deferred tax claims	11.737.394,20	12.541.435,19
Other long term assets	25.710.942,05	27.270.988,72
Total non-current	697.645.993,57	705.471.756,22
Current assets		
Inventories	338.464.678,91	296.954.560,36
Trade receivables	304.845.192,50	335.068.910,51
Other current assets	111.753.119,90	110.843.864,44
Derivatives	89.617,63	285.452,08
Other financial assets at fair value through profit	80.822,86	382.128,20
Cash & cash equivalent	172.598.870,93	133.765.665,18
Total current assets	927.832.302,73	877.300.580,77
Total assets	1.625.478.296,30	1.582.772.336,99
Equity & Liabilities		
Equity of shareholders of the parent company		
Share capital	20.084.463,00	18.176.463,00
Share Premium	145.211.731,47	62.531.731,47
Other reserves	-13.080.753,42	-12.922.626,41
Other equity	-163.541.170,57	-124.141.821,67
Retained earnings	634.681.505,18	585.529.812,67
	623.355.775,66	529.173.559,06
Minority interests	16.047.715,09	15.287.457,27
Total equity	639.403.490,75	544.461.016,33
Liabilities		
Long-term liabilities		
Long-term borrowings	551.656.905,99	649.430.022,20
Deferred tax liabilities	20.160.737,69	20.837.117,96
Employee benefit liabilities	9.571.137,12	9.426.821,76
Total long-term provisions	4.276.915,25	4.328.843,92
Other long-term liabilities	31.330.112,02	34.367.737,19
Total long-term liabilities	616.995.808,07	718.390.543,03
Short-term liabilities		
Short-term borrowings	205.740.768,52	136.621.173,23
Derivatives	0,00	242.246,00
Trade and other payables	144.754.252,52	163.246.129,25
Current Income tax	13.232.901,13	13.056.914,47
Current tax liabilities	5.271.179,83	6.674.422,27
Dividends payable	79.895,48	79.892,41
Total short term liabilities	369.078.997,48	319.920.777,63
Total liabilities	986.074.805,55	1.038.311.320,66
Total equity & liabilities	1.625.478.296,30	1.582.772.336,99

1.2 STATEMENT OF FINANCIAL POSITION OF THE COMPANY

	The Company	
	30.06.2011	31.12.2010
Assets		
Non-current assets		
	<u>Notes</u>	
Tangible fixed assets	108.709.641,40	108.317.089,63
Investment Property	74.327.446,20	74.851.786,86
Intangible assets	94.697.025,90	96.216.358,41
Goodwill	200.171.794,84	200.171.794,84
Investments in subsidiaries	131.045.213,64	131.045.186,98
Investments available for sale	723.034,05	483.456,80
Deferred tax claims	8.012.154,75	8.666.423,10
Other long term assets	15.929.852,22	16.148.081,54
Total non-current	633.616.163,00	635.900.178,16
Current assets		
Inventories	122.501.348,37	97.242.586,17
Trade receivables	58.593.619,48	68.231.554,52
Other current assets	26.984.460,70	26.931.065,13
Derivatives	0,00	186.640,00
Other financial assets at fair value through profit	80.822,86	382.128,20
Cash & cash equivalent	69.239.574,27	12.585.398,80
Total current assets	277.399.825,68	205.559.372,82
Total assets	911.015.988,68	841.459.550,98
Equity & Liabilities		
Equity of shareholders of the parent company		
Share capital	20.084.463,00	18.176.463,00
Share Premium	145.211.731,47	62.531.731,47
Other reserves	-17.369.303,71	-17.204.960,59
Other equity	-85.554.366,48	-85.554.366,48
Retained earnings	62.837.243,14	61.958.587,29
	125.209.767,42	39.907.454,69
Minority interests	0,00	0,00
Total equity	125.209.767,42	39.907.454,69
Liabilities		
Long-term liabilities		
Long-term borrowings	472.424.362,89	555.501.410,00
Deferred tax liabilities	18.813.782,10	19.513.480,66
Employee benefit liabilities	8.202.586,60	8.180.539,61
Total long-term provisions	3.546.874,00	3.471.874,00
Other long-term liabilities	31.329.551,02	34.329.737,19
Total long-term liabilities	534.317.156,61	620.997.041,46
Short-term liabilities		
Short-term borrowings	179.220.566,81	106.243.124,52
Derivatives	0,00	242.246,00
Trade and other payables	67.100.843,59	67.983.949,85
Current Income tax	1.820.211,13	5.017.541,70
Current tax liabilities	3.267.547,64	988.300,35
Dividends payable	79.895,48	79.892,41
Total short term liabilities	251.489.064,65	180.555.054,83
Total liabilities	785.806.221,26	801.552.096,29
Total equity & liabilities	911.015.988,68	841.459.550,98

2 Statement of Comprehensive Income for the Group

	The Group			
	01.01. - 30.06.2011	01.01. - 30.06.2010	01.04-30.06.2011	01.04-30.06.2010
	Continuing operations	Continuing operations	Continuing operations	Continuing operations
Total sales	488.789.280,97	464.680.536,41	269.566.151,04	235.293.161,12
Cost of goods	-248.365.356,76	-226.383.925,04	-135.933.509,20	-113.871.366,67
Gross Profit	240.423.924,21	238.296.611,37	133.632.641,84	121.421.794,45
% Gross Profit	49,19%	51,28%	49,57%	51,60%
Other operating income	15.996.175,36	16.569.610,69	5.912.882,30	7.476.971,59
Administration expenses	-25.853.335,94	-24.737.012,14	-13.024.845,12	-12.941.835,60
Selling expenses	-139.332.592,40	-134.527.932,35	-73.614.455,72	-70.529.615,41
Other operating expenses	-5.421.548,37	-3.324.347,36	-4.666.774,82	-1.963.681,42
Operating income	85.812.622,87	92.276.930,21	48.239.448,48	43.463.633,61
Financial income	7.573.279,04	5.892.222,43	4.861.292,25	4.270.430,80
Financial expenses	-31.756.348,24	-33.396.681,90	-17.931.273,71	-20.575.501,02
Profit/Loss (before the tax)	61.629.553,67	64.772.470,74	35.169.467,02	27.158.563,39
Income tax	-12.246.414,16	-21.782.723,25	-8.171.684,87	-13.636.572,01
Deferred Tax	631.847,86	676.117,13	-115.608,19	442.536,63
Profit/Loss (after the tax)	50.014.987,37	43.665.864,62	26.882.173,96	13.964.528,01
Depreciation & amortization	11.947.344,64	11.072.776,74	5.989.902,18	5.579.597,37
Profit before taxes depreciation & amortisation	97.759.967,51	103.349.706,95	54.229.350,66	49.043.230,98
Other comprehensive income / (expenses): Recognised in Equity				
Financial assets available for sale	11.369,60	0,00	16.291,46	0,00
Valuation of Assets	0,00	0,00	0,00	0,00
Valuation of financial instruments	3.015.359,09	656.979,57	3.304.485,49	2.486.571,59
Income tax relating to items of the total income	-603.071,81	-161.845,20	-603.071,81	-161.845,20
Deferred taxes non-participants in Profit	0,00	0,00	-55.606,00	-416.478,88
Profit / loss from associates	0,00	0,00	0,00	0,00
Other income / expenses not participating in profit for the period	-2.288,00	0,00	0,00	0,00
Foreign translation exchange differences	-39.493.467,42	74.264.990,10	-9.667.497,05	47.169.708,85
Other comprehensive income, net of taxes	-37.072.098,54	74.760.124,47	-7.005.397,91	49.077.956,36
Total comprehensive income after taxes	12.942.888,83	118.425.989,09	19.876.776,05	63.042.484,37
Profit is attributable to:				
Shareholders of the parent company	49.256.371,30	43.100.479,27	26.343.304,55	14.002.178,66
Non controlling interests	758.616,07	565.385,35	538.869,41	-37.650,65
Total	50.014.987,37	43.665.864,62	26.882.173,96	13.964.528,01
Total comprehensive income				
Attributable to :				
Shareholders of the parent company	12.191.183,86	117.858.806,47	19.344.817,74	63.078.337,75
Non controlling interests	751.704,97	567.182,62	531.958,31	-35.853,38
Total	12.942.888,83	118.425.989,09	19.876.776,05	63.042.484,37
Earnings per share				
Basic and diluted (in euros):	0,81780	0,72551	0,43735	0,23389

FOR THE COMPANY

	The Company			
	01.01. - 30.06.2011	01.01. - 30.06.2010	01.04-30.06.2011	01.04-30.06.2010
	Continuing operations	Continuing operations	Continuing operations	Continuing operations
Total sales	171.497.987,18	162.107.439,57	96.413.555,70	82.116.122,75
Cost of goods	-86.505.053,03	-80.180.761,17	-44.133.349,94	-38.714.593,09
Gross Profit	84.992.934,15	81.926.678,40	52.280.205,76	43.401.529,66
% Gross Profit	49,56%	50,54%	54,22%	52,85%
Other operating income	6.973.936,60	11.881.111,51	932.877,41	6.664.388,40
Administration expenses	-11.510.925,57	-11.161.817,81	-6.727.497,74	-6.093.268,03
Selling expenses	-54.031.529,26	-53.429.798,25	-30.253.357,44	-28.251.466,12
Other operating expenses	-2.272.668,24	-2.013.595,94	-2.146.731,79	-982.397,46
Operating income	24.151.747,68	27.202.577,91	14.085.496,20	14.738.786,45
Financial income	6.287.310,59	5.247.071,66	4.016.375,14	3.876.142,70
Financial expenses	-28.980.240,86	-30.153.335,72	-16.745.367,64	-18.813.931,98
Profit/Loss (before the tax)	1.458.817,41	2.296.313,85	1.356.503,70	-199.002,83
Income tax	-1.284.269,58	-11.050.659,69	-1.259.744,98	-9.199.467,56
Deferred Tax	704.108,02	376.465,46	-73.525,74	155.716,01
Profit/Loss (after the tax)	878.655,85	-8.377.880,38	23.232,98	-9.242.754,38
Depreciation & amortization	5.890.625,47	5.268.531,33	2.940.840,56	2.670.875,70
Profit before taxes depreciation & amortisation	30.042.373,15	32.471.109,24	17.026.336,76	17.409.662,15
Other comprehensive income / (expenses): Recognised in Equity				
Financial assets available for sale	11.369,60	-456.000,42	16.291,46	-378.610,08
Valuation of Assets	0,00	0,00	0,00	0,00
Valuation of financial instruments	3.015.359,09	809.225,99	3.304.485,49	2.544.554,67
Income tax relating to items of the total income	-603.071,81	-161.845,20	-603.071,81	-161.845,20
Deferred taxes non-participants in Profit	0,00	0,00	-55.606,00	-416.478,88
Profit / loss from associates	0,00	0,00	0,00	0,00
Other income / expenses not participating in profit for the period	0,00	0,00	0,00	0,00
Foreign translation exchange differences	0,00	0,00	0,00	0,00
Other comprehensive income, net of taxes	2.423.656,88	191.380,37	2.662.099,14	1.587.620,51
Total comprehensive income after taxes	3.302.312,73	-8.186.500,01	2.685.332,12	-7.655.133,87
Profit is attributable to:				
Shareholders of the parent company	878.655,85	-8.377.880,38	23.232,98	-9.242.754,38
Non controlling interests	0,00	0,00	0,00	0,00
Total	878.655,85	-8.377.880,38	23.232,98	-9.242.754,38
Total comprehensive income				
Attributable to :				
Shareholders of the parent company	3.302.312,73	-8.186.500,01	2.685.332,12	-7.655.133,87
Non controlling interests	0,00	0,00	0,00	0,00
Total	3.302.312,73	-8.186.500,01	2.685.332,12	-7.655.133,87
Earnings per share				
Basic and diluted (in euros):	0,01459	-0,14103	0,00038	-0,15564

Due to the reverse merger through absorption of "FOLLI – FOLLIE S.A." and "ELMEC SPORT S.A." by HELLENIC DUTY FREE SHOPS S.A., the financial statements of the company for the first half of 2010, include for comparability purposes the results and assets and liabilities of the two acquired companies. As a result, the present figures and information of the financial statements of the Company, with regard to the financial statement of the same period in 2010, are different from those initially published.

3 STATEMENT OF CHANGES IN EQUITY

3.1 STATEMENT OF CHANGES IN EQUITY FOR THE GROUP

The Group												
	Notes	Share Capital	Share Premium	Consolidation Differences	Fair Value Reserves	own shares	Other Reserves	Retained earnings	Currency exchange differences	Total shareholders' equity	Minority Interests	Total Equity
Balance at 1.1.2010		18.176.463,00	62.531.731,47	-88.927.927,73	0,00	-14.602.091,47	8.119.006,08	501.893.092,92	-59.715.791,52	427.474.482,75	13.621.543,80	441.096.026,55
Earnings After taxes		0,00	0,00	0,00	0,00	0,00	0,00	43.100.479,27	0,00	43.100.479,27	565.385,35	43.665.864,62
Valuation of financial assets		0,00	0,00	0,00	0,00	0,00	656.979,57	0,00	0,00	656.979,57	0,00	656.979,57
Valuation of investments available for sale		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Exchange Differences		0,00	0,00	0,00	0,00	0,00	0,00	0,00	74.264.990,10	74.264.990,10	0,00	74.264.990,10
Other income not calculated in profit for the period		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Subsidiary's Capital increase Expenses		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Income tax relating to items of the total income		0,00	0,00	0,00	0,00	0,00	-161.845,20	0,00	0,00	-161.845,20	0,00	-161.845,20
Total comprehensive income for the period,net of tax		0,00	0,00	0,00	0,00	0,00	495.134,37	43.100.479,27	74.264.990,10	117.860.603,74	565.385,35	118.425.989,09
Capital increase		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Various Expenses/Income in Equity		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Capital increase expenses		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Minority interest resulted from Subsidiaries' rates change		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	-193.105,20	-193.105,20
Dividends payable		0,00	0,00	0,00	0,00	0,00	0,00	-3.953.623,22	0,00	-3.953.623,22	0,00	-3.953.623,22
Acquisition of minority shareholding		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Transfers		0,00	0,00	0,00	0,00	0,00	7.399.721,67	-7.848.057,83	73.271,45	-375.064,71	375.064,71	0,00
Liquidation of Participations		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Purchase of own shares		0,00	0,00	0,00	0,00	2.169.954,91	0,00	1.124.531,31	0,00	3.294.486,22	0,00	3.294.486,22
Balance at 30st June 2010		18.176.463,00	62.531.731,47	-88.927.927,73	0,00	-12.432.136,56	16.013.862,12	534.316.422,45	14.622.470,03	544.300.884,78	14.368.888,66	558.669.773,44
Balance at 1.1.2011		18.176.463,00	62.531.731,47	-87.027.854,86	0,00	-8.992.342,92	-3.930.283,49	585.529.812,67	-37.113.966,81	529.173.559,06	15.287.457,27	544.461.016,33
Earnings After taxes		0,00	0,00	0,00	0,00	0,00	0,00	49.256.371,30	0,00	49.256.371,30	758.616,07	50.014.987,37
Valuation of financial assets		0,00	0,00	0,00	0,00	0,00	3.015.359,09	0,00	0,00	3.015.359,09	0,00	3.015.359,09
Valuation of investments available for sale		0,00	0,00	0,00	0,00	0,00	11.369,60	0,00	0,00	11.369,60	0,00	11.369,60
Exchange Differences		0,00	0,00	0,00	0,00	0,00	0,00	0,00	-39.486.556,32	-39.486.556,32	-6.911,10	-39.493.467,42
Other income not calculated in profit for the period		0,00	0,00	0,00	0,00	0,00	-2.288,00	0,00	0,00	-2.288,00	0,00	-2.288,00
Subsidiary's Capital increase Expenses		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Income tax relating to items of the total income		0,00	0,00	0,00	0,00	0,00	-603.071,81	0,00	0,00	-603.071,81	0,00	-603.071,81
Total comprehensive income for the period,net of tax		0,00	0,00	0,00	0,00	0,00	2.421.368,88	49.256.371,30	-39.486.556,32	12.191.183,86	751.704,97	12.942.888,83
Capital increase		1.908.000,00	82.680.000,00	0,00	0,00	0,00	0,00	0,00	0,00	84.588.000,00	0,00	84.588.000,00
Various Expenses/Income in Equity		0,00	0,00	0,00	0,00	0,00	-414,41	0,00	0,00	-414,41	0,00	-414,41
Capital increase expenses		0,00	0,00	0,00	0,00	0,00	-2.588.000,00	0,00	0,00	-2.588.000,00	0,00	-2.588.000,00
Minority interest resulted from Subsidiaries' rates change		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Dividends payable		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Acquisition of minority shareholding		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Transfers		0,00	0,00	0,00	0,00	0,00	8.918,52	-104.678,79	87.207,42	-8.552,85	8.552,85	0,00
Liquidation of Participations		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Purchase of own shares		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Balance at 30st June 2011		20.084.463,00	145.211.731,47	-87.027.854,86	0,00	-8.992.342,92	-4.088.410,50	634.681.505,18	-76.513.315,71	623.355.775,66	16.047.715,09	639.403.490,75

3.2 STATEMENT OF CHANGES IN EQUITY FOR THE PARENT COMPANY

The Company												
	Notes	Share Capital	Share Premium	Consolidation Differences	Fair Value Reserves	own shares	Other Reserves	Retained earnings	Currency exchange differences	Total shareholders' equity	Minority Interests	Total Equity
Balance at 1.1.2010		18.176.463,00	62.531.731,47	-85.554.366,48	0,00	-14.713.340,73	-572.839,51	79.804.789,93	0,00	59.672.437,68	0,00	59.672.437,68
Earnings After taxes		0,00	0,00	0,00	0,00	0,00	0,00	-8.377.880,37	0,00	-8.377.880,37	0,00	-8.377.880,37
Valuation of financial assets		0,00	0,00	0,00	0,00	0,00	809.225,99	0,00	0,00	809.225,99	0,00	809.225,99
Valuation of investments available for sale		0,00	0,00	0,00	0,00	0,00	-456.000,42	0,00	0,00	-456.000,42	0,00	-456.000,42
Exchange Differences		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Other income not calculated in profit for the period		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Subsidiary's Capital increase Expenses		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Income tax relating to items of the total income		0,00	0,00	0,00	0,00	0,00	-161.845,20	0,00	0,00	-161.845,20	0,00	-161.845,20
Total comprehensive income for the period,net of tax		0,00	0,00	0,00	0,00	0,00	191.380,37	-8.377.880,37	0,00	-8.186.500,00	0,00	-8.186.500,00
Capital increase		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Various Expenses/income in Equity		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Capital increase expenses		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Minority interest resulted from Subsidiaries' rates change		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Dividends payable		0,00	0,00	0,00	0,00	0,00	0,00	-3.953.623,22	0,00	-3.953.623,22	0,00	-3.953.623,22
Acquisition of minority shareholding		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Transfers		0,00	0,00	0,00	0,00	0,00	11.461.996,32	-11.461.996,32	0,00	0,00	0,00	0,00
Liquidation of Participations		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Purchase of own shares		0,00	0,00	0,00	0,00	2.169.955,01	0,00	1.124.531,21	0,00	3.294.486,22	0,00	3.294.486,22
Balance at 30st June 2010		18.176.463,00	62.531.731,47	-85.554.366,48	0,00	-12.543.385,72	11.080.537,18	57.135.821,23	0,00	50.826.800,68	0,00	50.826.800,68
Balance at 1.1.2011		18.176.463,00	62.531.731,47	-85.554.366,48	0,00	-8.992.342,92	-8.212.617,67	61.958.587,29	0,00	39.907.454,69	0,00	39.907.454,69
Earnings After taxes		0,00	0,00	0,00	0,00	0,00	0,00	878.655,85	0,00	878.655,85	0,00	878.655,85
Valuation of financial assets		0,00	0,00	0,00	0,00	0,00	3.015.359,09	0,00	0,00	3.015.359,09	0,00	3.015.359,09
Valuation of investments available for sale		0,00	0,00	0,00	0,00	0,00	11.369,60	0,00	0,00	11.369,60	0,00	11.369,60
Exchange Differences		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Other income not calculated in profit for the period		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Subsidiary's Capital increase Expenses		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Income tax relating to items of the total income		0,00	0,00	0,00	0,00	0,00	-603.071,81	0,00	0,00	-603.071,81	0,00	-603.071,81
Total comprehensive income for the period,net of tax		0,00	0,00	0,00	0,00	0,00	2.423.656,88	878.655,85	0,00	3.302.312,73	0,00	3.302.312,73
Capital increase		1.908.000,00	82.680.000,00	0,00	0,00	0,00	0,00	0,00	0,00	84.588.000,00	0,00	84.588.000,00
Various Expenses/income in Equity		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Capital increase expenses		0,00	0,00	0,00	0,00	0,00	-2.588.000,00	0,00	0,00	-2.588.000,00	0,00	-2.588.000,00
Minority interest resulted from Subsidiaries' rates change		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Dividends payable		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Acquisition of minority shareholding		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Transfers		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Liquidation of Participations		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Purchase of own shares		0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Balance at 30st June 2011		20.084.463,00	145.211.731,47	-85.554.366,48	0,00	-8.992.342,92	-8.376.960,79	62.837.243,14	0,00	125.209.767,42	0,00	125.209.767,42

4 STATEMENT OF CASH FLOW

2nd Alternate: Indirect method	The Group		The Company	
	01.01. - 30.06.2011	01.01. - 30.06.2010	01.01. - 30.06.2011	01.01. - 30.06.2010
	Continuing operations	Continuing operations	Continuing operations	Continuing operations
Cash Flows related to Operating Activities				
Net Profit before taxes (Continuing operations)	61.629.553,67	64.772.470,74	1.458.817,41	2.296.313,85
Adjustments				
Depreciation and Amortisation	11.947.344,64	11.072.776,74	5.890.625,47	5.268.531,33
Provisions	897.752,72	814.619,03	795.126,24	524.186,43
Exchange differences	-24.573.669,27	29.219.634,92	0,00	0,00
Results (income, expenses, gains and losses) from investing activities	5.228.557,78	9.857.800,87	5.883.553,79	12.705.635,88
Interest and related expenses	18.664.839,02	18.448.834,27	16.809.376,48	12.128.064,49
Adjustments related to working capital or other operating activities				
Decrease/(increase) of Inventories	-45.281.231,07	-59.617.027,80	-25.258.762,20	-23.562.652,62
Decrease/(increase) of Receivables	19.738.120,44	-20.917.374,10	9.309.220,29	-10.173.669,10
Increase/(decrease) of payable accounts (except Banks)	-33.860.342,87	298.948,59	-1.390.827,67	16.941.806,75
Minus				
Interest paid and similar expenses	-18.261.695,67	-15.449.244,70	-16.463.733,13	-13.134.345,70
Income Tax paid	-9.495.731,74	-13.910.816,58	-4.406.600,15	-7.831.073,74
Net cash inflows/(outflows) from Operating Activities (a)	-13.366.502,35	24.590.621,98	-7.373.203,47	-4.837.202,43
Investing Activities				
Purchases of subsidiaries, associates and other investments	-228.231,31	0,00	-228.231,31	-42,00
Acquisition of minorities	0,00	0,00	0,00	0,00
Purchases of tangible and intangible assets	-8.903.038,06	-15.902.725,76	-4.284.987,61	-6.549.976,48
Proceeds from sale of tangible and intangible assets	262.222,29	3.999.469,56	45.483,54	161.696,03
Interest received	887.611,93	282.047,47	228.603,05	86.343,47
Dividends received	0,00	90.604,00	0,00	90.604,00
Proceeds from sale of financial assets	-6.012.058,01	-13.295.788,33	-5.810.851,50	-13.479.254,33
Decrease/(increase) of other long-term receivables	2.178.918,69	-111.361,21	218.229,32	-919,72
Net cash inflows/(outflows) from Investing Activities (b)	-11.814.574,47	-24.937.754,27	-9.831.754,51	-19.691.549,03
Financing Activities				
Capital increase	84.588.000,00	0,00	84.588.000,00	0,00
Proceeds from Loans	19.000.000,00	17.383.631,27	17.500.000,00	15.840.965,00
Proceeds from leases	15.384,16	5.000.000,00	0,00	5.000.000,00
Payment of Loans	-36.809.376,15	-14.657.119,83	-26.472.898,29	-8.924.848,83
Payments for leases	-2.496.107,06	-1.415.382,94	-1.472.349,88	-1.316.531,94
Own Stock	0,00	3.294.486,22	0,00	3.294.486,22
Expenses related to capital increase	-283.618,38	0,00	-283.618,38	0,00
Dividends paid	0,00	-123.482,00	0,00	-123.482,00
Net cash inflows/(outflows) from Financing Activities (c)	64.014.282,57	9.482.132,72	73.859.133,45	13.770.588,45
Net increase / (decrease) in cash and cash equivalents	38.833.205,75	9.135.000,43	56.654.175,47	-10.758.163,01
(a) + (b) + (c)				
Cash and cash equivalents at beginning of period	133.765.665,18	119.476.328,10	12.585.398,80	28.974.494,31
Cash and cash equivalents at end of period	172.598.870,93	128.611.328,53	69.239.574,27	18.216.331,30

5 Information about the Group

5.1 General Information

The company titled "**DUTY-FREE SHOPS, SOCIETE ANONYME EXPLOITING DUTY FREE STORES AND INDUSTRIAL, MANUFACTURING, TECHNICAL AND COMMERCIAL SOCIETE ANONYME**" is a Societe Anonyme registered in Greece, in the Registry of Societes Anonymes with number: 14216/06/B/86/06 and its registered seat is in Agios Stefanos, Attica. The company is active in the fields of travel retail manufacturing of jewelleries and in the field of apparel and footwear.

In the fiscal year 2010, significant changes took place in the Group; the most important one was the completion of the reverse merger through absorption of "FOLLI-FOLLIE INDUSTRIAL AND COMMERCIAL SOCIETE ANONYME FOR JEWELRY – CLOCKS – APPAREL – FOOTWEAR – ACCESSORIES" and "ELMEC SPORT INDUSTRIAL, COMMERCIAL, TECHNICAL SOCIETE ANONYME" Companies by "HELLENIC DUTY-FREE SHOPS S.A.". The Board of Directors of "HELLENIC DUTY-FREE SHOPS S.A." (HDFS), "FOLLI -FOLLIE S.A." and "ELMEC SPORT S.A." decided, on their respective BoD meetings on June 24th, 2010 to propose to the General Assemblies of their shareholders a reverse merger, through the absorption of FOLLI-FOLLIE S.A. (acquired company, owns 56,78% of the acquiring company) and of ELMEC SPORT S.A. (2nd acquired company, and subsidiary, par 95,6%, of the acquiring company) by DUTY-FREE SHOPS S.A, and by following the clauses of codified law 2190/1920, article 1 to 5, law 2166/1993 and in general of the commercial and pertinent legislation of the capital market, as such currently apply, setting 30.06.2010 as the starting date for the merger procedure and for the preparation of the transformation balance. On November 3rd, 2010, the pertinent draft of the merger contract was registered in the Registry of Societes Anonymes. The final approval of this merger, by the respective shareholders of each company, was performed during Extraordinary General Assemblies on December 6th, 2010, at the head offices of the companies, as well as with the decision, ref. no.: K2-11763/30.12.2010, issued by the Ministry for Finance, Competitiveness and Mercantile Marine, which was registered on 30.12.2010 in the pertinent Register of Societes Anonymes.

The new company name resulting after the merger is the following: "**DUTY-FREE SHOPS, SOCIETE ANONYME EXPLOITING DUTY FREE STORES AND INDUSTRIAL, MANUFACTURING, TECHNICAL AND COMMERCIAL SOCIETE ANONYME** ", with the distinctive title: "**FOLLI – FOLLIE GROUP**".

With the decision of 05.26.2011 of the Extraordinary General Meeting of shareholders of the company's share capital was increased by EUR 1.908.000.00 in cash and issue 6,360,000 new ordinary shares at par value € 0,30 each, price of € 13,30 and the abolition of the preferential right of existing shareholders. The difference between nominal value and issue price resulting amount of EUR 82.680.000 was brought to the credit of the Reserve from issuing shares above par. Following the above the Company's share capital amounted to 20,084,463 euros divided into 66.948.210 million common registered voting shares of a nominal value of Euro 0.30 each and are fully paid

These financial statements include the financial statements of «FOLLI FOLLIE GROUP» and its subsidiaries, together referred to as Group covering the period from January 1, 2011 up to June 30, 2011, approved by the Board the Company on August 29, 2011.

5.1.1 Group structure

The consolidated financial statements include the financial statements of the parent company and of its subsidiaries. The structure of the Group, as this has been formed after the merger of the three companies, is presented in the following table

Company Name	Head Office	Direct % Participation	Indirect % Participation	Total
HELLENIC DITRIBUTION S.A.	GREEECE	100,00%		100,00%
HELLENIC TOURIST BUREAU S.A.	GREEECE	100,00%		100,00%
MOUSTAKIS S.A.	GREEECE	100,00%		100,00%
ATTIKA DEPARTMENT STORES S.A.	GREEECE	25,00%	25,00%	50,00%
LOGISTICS EXPRESS S.A.	GREEECE	100,00%		100,00%
NORTH LANDMARK S.A.	GREEECE	35,00%		35,00%
FOLLI FOLLIE UK LTD	UK	99,99%		99,99%
FOLLI FOLLIE FRANCE SA	FRANCE	100,00%		100,00%
FOLLI FOLLIE SPAIN SA	SPAIN	100,00%		100,00%
MFK FASHION	CYPRUS	100,00%		100,00%
FOLLI FOLLIE JAPAN LTD	JAPAN	100,00%		100,00%
FOLLI FOLLIE HONG KONG LTD	HONG KONG	99,99%		99,99%
HDFS SKOPJE DOO	FYROM	100,00%		100,00%
ELMEC ROMANIA SRL	ROMANIA	100,00%		100,00%
ELMEC SPORT BULGARIA EOOD	BULGARIA	100,00%		100,00%
PLANACO S.A.	GREEECE	100,00%		100,00%
ICE CUBE S.A.	GREEECE	25,00%		25,00%
COLLECTIVE S.A.	GREEECE	80,00%		80,00%
FOLLI FOLLIE ASIA LTD	HONG KONG		99,99%	99,99%
FOLLI FOLLIE TAIWAN LTD	TAIWAN		99,99%	99,99%
FOLLI FOLLIE KOREA LTD	S.KOREA		99,99%	99,99%
FOLLI FOLLIE SINGAPORE LTD	SINGAPORE		99,99%	99,99%
BLUEFOL GUAM LTD	GUAM		99,99%	99,99%
BLUEFOL HAWAII LTD	HAWAI		99,99%	99,99%
BLUEFOL HONG KONG LTD	HONG KONG		99,99%	99,99%
FOLLI FOLLIE MACAU LTD	MACAU		99,99%	99,99%
FOLLI FOLLIE MALAYSIA LTD	MALAYSIA		99,99%	99,99%
FOLLI FOLLIE THAILAND LTD	THAILAND		99,99%	99,99%
FOLLI FOLLIE CHINA (PILION LTD)	CHINA		85,00%	85,00%
LAPFOL	HONG KONG		75,00%	75,00%
LINKS (LONDON) LIMITED	UK		100,00%	100,00%
LINKS OF LONDON (INTERNATIONAL) LTD	UK		100,00%	100,00%
LINKS OF LONDON COM LTD (UK)	UK		100,00%	100,00%
LINKS OF LONDON INC (USA)	USA		100,00%	100,00%
LINKS OF LONDON (FRANCE)	FRANCE		100,00%	100,00%

The attached financial statements include the financial details of Ice Cube SA and Collective Patras SA companies, which have not been included in the respective period of the previous fiscal year. The consolidation of these companies has not changed the financial volumes of the Group at a percentage greater than 25%.

In addition, the attached financial statements do not include the financial figures for ICS Elmec Sport Srl company, which is under liquidation; its use value has been impaired for the fiscal year per 100%.

The subsidiaries in the separate financial statements have been evaluated at their acquisition cost, minus any impairment losses.

5.2 Important accounting policies of the Group

The accounting policies and calculation methods followed in preparing these condensed interim financial statements, the significant assumptions adopted by management, as well as the main sources of uncertainty affecting the estimates are identical to those which have been adopted and published annual financial statements for the year ended December 31, 2010.

At present no indication of implementing new standards, interpretations or amendments by the IASB and IFRIC, have issued new Standards and Interpretations and modified existing, effective for annual periods beginning after 01/01/2011. These standards and the estimated impact on the financial statements of the Group and the Company are as follows:

Amendment of IFRS 7 "Financial Instruments – Disclosures"; this applies to fiscal years starting on or after 01.07.2011 and provides for the presentation of disclosures in note of the financial statements, concerning transferred financial assets that have not been deleted, as well as any on-going involvement in these assets. It is not expected to have a significant impact on the financial statements of the Company and Group.

IFRS 9 "Financial Instruments", issued on November 2009, applicable to fiscal years starting on or after 01.01.2013. The new standard is the first step for replacing IAS 39 and states that the financial assets shall be registered based on the business model applied for the management and shall be measured either at their reasonable value or at their depreciable acquisition cost. This is not expected to have a substantial impact on the Group and Company.

IFRS 10 "Consolidated Financial Statements" applicable to fiscal years starting on or after 01.01.2013.,IFRS 10 replaces all of the guidance on control and consolidation in IAS 27. The new standard changes the definition of control for the purpose of determining which entities should be consolidated. This definition is supported by extensive application guidance that addresses the different ways in which a reporting entity (investor) might control another entity (investee). The revised definition of control focuses on the need to have both power (the current ability to direct the activities that significantly influence returns) and variable returns (can be positive, negative or both) before control is present. The new standard also includes guidance on participating and protective

rights, as well as on agency/ principal relationships. It is not expected to have a significant impact on the financial statements of the Company and Group. It is not expected to have a significant impact on the financial statements of the Company and Group.

IFRS 11 "Joint Arrangements", applicable to fiscal years starting on or after 01.01.2013., IFRS 11 provides for a more realistic reflection of joint arrangements by focusing on the rights and obligations of the arrangement, rather than its legal form. The types of joint arrangements are reduced to two: joint operations and joint ventures. Proportional consolidation of joint ventures is no longer allowed. Equity accounting is mandatory for participants in joint ventures. Entities that participate in joint operations will follow accounting much like that for joint assets or joint operations today. The standard also provides guidance for parties that participate in joint arrangements but do not have joint control. It is not expected to have a significant impact on the financial statements of the Company and Group.

IFRS 12 "Disclosure of Interests in Other Entities" applicable to fiscal years starting on or after 01.01.2013. IFRS 12 requires entities to disclose information, including significant judgments and assumptions, which enable users of financial statements to evaluate the nature, risks and financial effects associated with the entity's interests in subsidiaries, associates, joint arrangements and unconsolidated structured entities. It is not expected to have a significant impact on the financial statements of the Company and Group.

IFRS 13 "Fair Value Measurement" applicable to fiscal years starting on or after 01.01.2013., IFRS 13 provides new guidance on fair value measurement and disclosure requirements. IFRS 13 provides a precise definition of fair value and a single source of fair value measurement and disclosure requirements for use across IFRSs. Disclosure requirements are enhanced and apply to all assets and liabilities measured at fair value, not just financial ones. It is not expected to have a significant impact on the financial statements of the Company and Group.

5.2.1 Consolidation

5.2.1.1 Subsidiaries

The consolidated financial statements include the financial statements of the company and of its controlled businesses (subsidiaries). Control is considered when the company is able to define the financial and operational activities of a business with the purpose of acquiring a benefit. The results, assets and liabilities of subsidiaries have been integrated in the financial statements using the

complete consolidation method. The financial statements of the subsidiaries have been prepared by following the same accounting policies followed by the company. Company to company transactions, inter-company balances and inter-company incomes and expenses are deleted during consolidation. The goodwill resulting during the acquisition of businesses, if it is positive, is registered as a non-depreciable asset, subjected annually to an audit for the impairment of its value. If it is negative, it is registered as income in the results of operations for the Group. The goodwill refers to the balance between the price for acquiring and the reasonable value of the separate assets, the liabilities and probable liabilities of the acquired business.

5.2.1.2 Currency translations

(a) Operating currency and presentation currency

The figures of the financial statements for the Group's companies and for the company are noted in Euro; which is the currency of the financial environment within which they operate (functional currency).

(b) Transactions and balances

Any transactions in foreign currencies are converted to the functional currency, based on the exchange rates valid during the transactions' dates. Any profits and damages from currency differences, resulted from the liquidation of such transactions during the fiscal year and from the conversion of the of the currency elements expressed in a foreign currency with the current exchange rates, applicable on the date of the Balance Sheet are registered in results. Any foreign currency differences from non-currency elements evaluated at their reasonable price are considered as a section of the reasonable value; thus they are registered in the same section with the differences of reasonable value. The figures of the financial statements of the Group's companies are measured based on the currency of the financial environment for the specific country where each Group company is active. The separate financial statements of the companies participating in the consolidation, which had initially presented in a currency other than the Group's presentation currency, have been converted into €. Assets and liabilities have been translated into € at the closing exchange rate on the date of the balance sheet. Incomes and expenses have been translated to the Group's presentation currency based on the average exchange rate for each stated fiscal year. Any differences resulting from this procedure are transferred to the reserve fund for translating subsidiary balance sheets in a foreign currency, in the net position, through the remaining total earnings.

5.3 Financial Information per segment

The functional sectors of Group are strategic units selling different goods. They are monitored and managed separately by the board, because these goods are of completely different nature in terms of market demand and gross margin.

The sectors of Group are the followings:

- Jewellery, Watches, Accessories:

This sector includes the treatment and marketing of jewels, watches and accessories.

- Travel retail:

The sector Travel Retail includes duty free and duty paid sales at airport terminals, border stations and ports.

- Department Stores:

This sector deals with the operation of the department stores.

- Clothing - Footwear:

This sector concerns retail and wholesale sale of branded clothing and footwear.

- Other:

This sector includes sales to exterior customers below 5%.

The accounting policies for the operating sectors are the same as those used for the financial statements. The outcome of the sectors is calculated upon the profitability, on a pre tax profit and without taking into account figures such as non recurring and foreign exchange transactions.

Results per segment for the period 30.06.11 Vs 30.06.10

FF GROUP								
<i>Amounts in euro th.</i>	Travel Retail	Clothing - Footwear	Jewellery - Watch - Accessories	Department stores	Other segment	Total	Eliminations	Consolidated data
Reference period								
<i>Sales to external customers</i>	115.348	64.378	264.868	63.050	3.114	510.758	-21.969	488.789
<i>Sales intersectoral</i>	520	2.735	1.204	112	305	4.876	-4.876	0
<i>Cost of sales</i>	-54.646	-43.171	-133.047	-36.903	-2.686	-270.453	22.088	-248.365
<i>Cost of sales sectors</i>	-185	-639	-240	-3.907	0	-4.971	4.971	0
Gross Margin	61.037	23.303	132.785	22.352	733	240.210	214	240.424
<i>Other operating income</i>	8.296	1.178	5.527	1.647	206	16.854	-858	15.996
<i>Selling Cost</i>	-32.029	-23.201	-64.542	-18.916	-1.045	-139.733	400	-139.333
<i>Selling expenses crosscutting</i>	-1	0	0	0	0	-1	1	0
<i>Administration cost</i>	-4.905	-3.371	-15.488	-1.769	-817	-26.350	497	-25.853
<i>Administrative expenses crosscutting</i>	0	-72	-1	0	-32	-105	105	0
<i>Other operating cost</i>	-1.413	-1.682	-2.168	-119	-39	-5.421	0	-5.421
Segment operating earnings (EBIT)	30.985	-3.845	56.113	3.195	-994	85.454	359	85.813
Previous Reporting Period								
<i>Sales to external customers</i>	101.617	68.853	246.322	68.737	1.276	486.805	-22.125	464.680
<i>Sales intersectoral</i>	1.696	1.082	1.223	735	1	4.737	-4.737	0
<i>Cost of sales</i>	-44.388	-43.047	-110.337	-46.844	-1.272	-245.888	19.504	-226.384
<i>Cost of sales sectors</i>	-2.747	-594	-418	-282	0	-4.041	4.041	0
Gross Margin	56.178	26.294	136.790	22.346	5	241.613	-3.317	238.296
<i>Other operating income</i>	8.955	3.003	5.644	1.975	11	19.588	-3.019	16.569
<i>Selling Cost</i>	-32.316	-25.235	-61.426	-17.693	-174	-136.844	2.316	-134.528
<i>Selling expenses crosscutting</i>	-16	-3	-136	0	0	-155	155	0
<i>Administration cost</i>	-5.742	-3.926	-16.091	-1.062	-548	-27.369	2.632	-24.737
<i>Administrative expenses crosscutting</i>	-6	-16	0	0	-1	-23	23	0
<i>Other operating cost</i>	-617	-1.354	-1.276	-3	-74	-3.324	0	-3.324
Segment operating earnings (EBIT)	26.436	-1.237	63.505	5.563	-781	93.486	-1.210	92.276

Balance Sheet of group at 30.06.11

FF GROUP								
	Travel Retail	Clothing - Footwear	Jewellery - Watch - Accessories	Department stores	Other segment	Total	Eliminations	Consolidated data
<i>amounts in euro th.</i>								
30.06.2011								
Tangible and Intangible assets	238.740	152.511	112.733	50.707	52.431	607.122	52.350	659.472
Inventories	77.736	46.820	166.304	45.376	3.635	339.871	-1.407	338.464
Trade and other receivables	20.952	39.714	356.080	20.021	7.587	444.354	-57.379	386.975
Cash & cash equivalent	40.468	17.855	90.559	21.464	2.253	172.599	0	172.599
	377.896	256.900	725.676	137.568	65.906	1.563.946	-6.436	1.557.510
Other assets Unallocated						261.717	-193.749	67.968
Total						1.825.663	-200.185	1.625.478
30.06.2010								
Trade and other payables	45.022	27.138	60.984	67.556	6.836	207.536	-57.377	150.159
Other liabilities Unallocated						840.064	-4.148	835.916
Equity						778.063	-138.660	639.403
Total						1.825.663	-200.185	1.625.478

5.4 OWN-USED TANGIBLE ASSETS – INVESTMENTS IN REAL PROPERTY

The book value of assets, for the Group and Company respectively, as shown in the consolidated balance sheet for the periods presented were as follows:

GROUP								
	Land	Buildings & Building Installations	Plant & Machinery	Vehicles	Furniture, fittings & equipment	PPE in course of construction	Total	Investment Property
Cost								
Balance at 1.1.2010	34.856.482,18	126.122.113,68	12.291.530,08	3.503.588,13	81.807.788,12	45.750.934,87	304.332.437,06	76.915.225,52
Additions	0,00	6.807.980,90	1.482.988,02	273.281,51	8.436.758,78	2.696.226,16	19.697.235,37	371.872,00
Disposals	0,00	-1.381.260,94	-643.184,76	-427.199,75	-1.132.947,97	0,00	-3.584.593,42	-4.840,00
Transfers	5.761.736,58	-4.100.873,20	-120.399,55	136,00	-464.338,98	67.956,90	1.144.217,75	0,00
Exchange Differences	172.959,79	1.664.021,13	153.828,89	19.718,41	985.060,95	-49.620,04	2.945.969,13	0,00
Balance at 31.12.2010	40.791.178,55	129.111.981,57	13.164.762,68	3.369.524,30	89.632.320,90	48.465.497,89	324.535.265,89	77.282.257,52
Balance at 1.1.2011	40.791.178,55	129.111.981,57	13.164.762,68	3.369.524,30	89.632.320,90	48.465.497,89	324.535.265,89	77.282.257,52
Additions	0,00	2.159.515,24	495.238,74	154.654,31	3.133.602,05	2.263.252,39	8.206.262,73	0,00
Disposals	0,00	-1.203.940,67	-351.184,70	-28.042,88	-857.262,10	-29.592,77	-2.470.023,12	407.812,74
Transfers	0,00	4.670.727,59	0,00	-0,29	40.384,46	-4.566.951,46	144.160,30	0,16
Exchange Differences	-189.211,66	-1.774.678,02	-237.147,76	-15.445,54	-1.200.241,96	37.473,14	-3.379.251,80	0,00
Balance at 30.06.2011	40.601.966,89	132.963.605,71	13.071.668,96	3.480.689,90	90.748.803,35	46.169.679,19	327.036.414,00	77.690.070,42
Accumulated amortisation								
Balance at 1.1.2010	0,00	14.369.398,84	8.953.053,90	2.646.268,68	50.837.740,07	0,00	76.806.461,49	1.375.392,09
Amortisation charge	0,00	8.030.013,07	1.230.130,53	222.987,17	7.915.344,57	0,00	17.398.475,34	0,00
Fair value impairment	0,00	0,00	0,00	0,00	0,00	0,00	0,00	1.055.078,57
Decrease of amortisation	0,00	-1.117.567,93	-649.367,26	-231.615,83	-690.203,96	0,00	-2.688.754,98	0,00
Transfers	0,00	-2.111,00	-99.449,94	0,00	-443.557,79	0,00	-545.118,73	0,00
Exchange Differences	0,00	638.982,51	127.477,12	-27.012,95	796.722,42	0,00	1.536.169,10	0,00
Balance at 31.12.2010	0,00	21.918.715,49	9.561.844,35	2.610.627,07	58.416.045,31	0,00	92.507.232,22	2.430.470,66
Balance at 1.1.2011	0,00	21.918.715,49	9.561.844,35	2.610.627,07	58.416.045,31	0,00	92.507.232,22	2.430.470,66
Amortisation charge	0,00	4.231.224,11	685.189,81	101.857,00	4.087.364,64	0,00	9.105.635,56	0,00
Fair value impairment	0,00	0,00	0,00	0,00	0,00	0,00	0,00	524.340,82
Decrease of amortisation	0,00	-1.027.674,45	-351.039,66	-5.487,62	-831.529,41	0,00	-2.215.731,14	407.812,74
Transfers	0,00	194.526,21	0,00	0,00	54.014,74	0,00	248.540,95	0,00
Exchange Differences	0,00	-750.789,71	-172.608,72	-8.271,49	-702.070,25	0,00	-1.633.740,17	0,00
Balance at 30.06.2011	0,00	24.566.001,65	9.723.385,78	2.698.724,96	61.023.825,03	0,00	98.011.937,42	3.362.624,22
Net Book amount 31.12.2010	40.791.178,55	107.193.266,08	3.602.918,33	758.897,23	31.216.275,59	48.465.497,89	232.028.033,67	74.851.786,86
Net Book Amount 30.06.2011	40.601.966,89	108.397.604,06	3.348.283,18	781.964,94	29.724.978,32	46.169.679,19	229.024.476,58	74.327.446,20

The Company								
	Land	Buildings & Building Installations	Plant & Machinery	Vehicles	Furniture, fittings & equipment	PPE in course of construction	Total	Investment Property
<u>Cost</u>								
Balance at 1.1.2010	25.051.808,90	84.683.734,05	5.681.397,16	2.404.925,54	40.494.051,24	4.596.313,05	162.912.229,94	79.223.098,00
Additions	0,00	1.787.755,84	223.714,10	178.576,49	2.976.467,33	1.316.475,31	6.482.989,07	371.872,00
Disposals	0,00	0,00	-1.200,00	-375.137,22	-307.063,86	0,00	-683.401,08	-4.840,00
Transfers	0,00	4.367,03	0,00	0,00	0,00	-4.367,03	0,00	0,00
Exchange Differences	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Balance at 31.12.2010	25.051.808,90	86.475.856,92	5.903.911,26	2.208.364,81	43.163.454,71	5.908.421,33	168.711.817,93	79.590.130,00
Balance at 1.1.2011	25.051.808,90	86.475.856,92	5.903.911,26	2.208.364,81	43.163.454,71	5.908.421,33	168.711.817,93	79.590.130,00
Additions	0,00	600.315,61	214.517,23	79.999,88	1.218.077,00	1.742.595,76	3.855.505,48	0,00
Disposals	0,00	-623.568,89	-339.855,12	-28.042,88	-580.714,85	-29.592,77	-1.601.774,51	407.812,74
Transfers	0,00	4.686.727,18	0,00	-0,01	0,00	-4.686.727,33	-0,16	0,16
Exchange Differences	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Balance at 30.06.2011	25.051.808,90	91.139.330,82	5.778.573,37	2.260.321,80	43.800.816,86	2.934.696,99	170.965.548,74	79.997.942,90
<u>Accumulated amortisation</u>								
Balance at 1.1.2010	0,00	19.904.893,26	4.037.369,42	1.778.382,07	27.936.462,30	0,00	53.657.107,05	3.683.264,57
Amortisation charge	0,00	3.430.032,95	343.339,01	124.326,56	3.255.006,29	0,00	7.152.704,81	0,00
Fair value impairment	0,00	0,00	0,00	0,00	0,00	0,00	0,00	1.055.078,57
Decrease of amortisation	0,00	0,00	-293,00	-189.232,70	-225.557,86	0,00	-415.083,56	0,00
Transfers	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Exchange Differences	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Balance at 31.12.2010	0,00	23.334.926,21	4.380.415,43	1.713.475,93	30.965.910,73	0,00	60.394.728,30	4.738.343,14
Balance at 1.1.2011	0,00	23.334.926,21	4.380.415,43	1.713.475,93	30.965.910,73	0,00	60.394.728,30	4.738.343,14
Amortisation charge	0,00	1.711.230,55	145.445,55	58.747,98	1.495.384,44	0,00	3.410.808,52	0,00
Fair value impairment	0,00	0,00	0,00	0,00	0,00	0,00	0,00	524.340,82
Decrease of amortisation	0,00	-623.571,89	-339.855,12	-5.487,62	-580.714,85	0,00	-1.549.629,48	407.812,74
Transfers	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Exchange Differences	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Balance at 30.06.2011	0,00	24.422.584,87	4.186.005,86	1.766.736,29	31.880.580,32	0,00	62.255.907,34	5.670.496,70
<u>Net Book amount</u>								
31.12.2010	25.051.808,90	63.140.930,71	1.523.495,83	494.888,88	12.197.543,98	5.908.421,33	108.317.089,63	74.851.786,86
<u>Net Book Amount</u>								
30.06.2011	25.051.808,90	66.716.745,95	1.592.567,51	493.585,51	11.920.236,54	2.934.696,99	108.709.641,40	74.327.446,20

5.5 Intangible Assets

The Group					
	Concessions, Licenses & Similar Rights	Rental rights	Amortisable expenses	Total	Goodwil
<u>Cost</u>					
Balance at 1.1.2010	19.412.829,69	7.834.859,58	114.113.135,80	141.360.825,07	253.052.516,22
Additions	484.133,97	3.233.901,14	3.275.255,13	6.993.290,24	0,00
Disposals	-8.326,71	-1.552.667,53	-3.013.380,30	-4.574.374,54	-514.330,84
Transfers	-3.324.871,62	3.340.000,00	0,00	15.128,38	0,00
Exchange Differences	260.275,76	-69.614,28	79.644,53	270.306,01	290.461,99
Balance at 31.12.2010	16.824.041,09	12.786.478,91	114.454.655,16	144.065.175,16	252.828.647,37
Balance at 1.1.2011	16.824.041,09	12.786.478,91	114.454.655,16	144.065.175,16	252.828.647,37
Additions	488.025,33	8.750,00	0,00	496.775,33	0,00
Disposals	-1.728,85	-71.498,10	-351.721,29	-424.948,24	0,00
Transfers	-86.896,21	763.638,14	-676.741,92	0,01	0,00
Exchange Differences	-98.318,98	-272.341,74	-225.979,22	-596.639,94	0,00
Balance at 30.06.2011	17.125.122,38	13.215.027,21	113.200.212,73	143.540.362,32	252.828.647,37
<u>Accumulated amortisation</u>					
Balance at 1.1.2010	15.936.203,19	1.442.478,99	16.359.002,66	33.737.684,84	0,00
Amortisation charge	857.460,91	929.894,56	2.567.779,74	4.355.135,21	0,00
Decrease of amortisation	-7.052,05	-31.044,16	-39.387,00	-77.483,21	0,00
Transfers	-1.583.675,84	1.577.073,78	0,00	-6.602,06	0,00
Exchange Differences	203.861,87	375.351,98	12.312,92	591.526,77	0,00
Balance at 31.12.2010	15.406.798,08	4.293.755,15	18.899.708,32	38.600.261,55	0,00
Balance at 1.1.2011	15.406.798,08	4.293.755,15	18.899.708,32	38.600.261,55	0,00
Amortisation charge	361.330,90	693.860,59	1.262.176,77	2.317.368,26	0,00
Decrease of amortisation	-1.728,85	-71.498,10	-351.721,29	-424.948,24	0,00
Transfers	-120.635,99	311.407,89	-190.771,90	0,00	0,00
Exchange Differences	-87.735,46	-154.909,98	-1.232,93	-243.878,37	0,00
Balance at 30.06.2011	15.558.028,68	5.072.615,55	19.618.158,97	40.248.803,20	0,00
<u>Net Book amount</u>					
31.12.2010	1.417.243,01	8.492.723,76	95.554.946,84	105.464.913,61	252.828.647,37
<u>Net Book Amount</u>					
30.06.2011	1.567.093,70	8.142.411,66	93.582.053,76	103.291.559,12	252.828.647,37

The Company					
	Concessions, Licenses & Similar Rights	Rental rights	Amortisable expenses	Total	Goodwil
<u>Cost</u>					
Balance at 1.1.2010	8.312.290,43	4.282.735,14	111.204.556,02	123.799.581,59	200.171.794,84
Additions	363.665,85	2.014.400,00	139.160,97	2.517.226,82	0,00
Disposals	0,00	0,00	0,00	0,00	0,00
Transfers	-3.340.000,00	3.340.000,00	0,00	0,00	0,00
Exchange Differences	0,00	0,00	0,00	0,00	0,00
Balance at 31.12.2010	5.335.956,28	9.637.135,14	111.343.716,99	126.316.808,41	200.171.794,84
Balance at 1.1.2011	5.335.956,28	9.637.135,14	111.343.716,99	126.316.808,41	200.171.794,84
Additions	436.143,62	0,00	0,00	436.143,62	0,00
Disposals	0,00	0,00	-351.721,29	-351.721,29	0,00
Transfers	-86.896,21	763.638,13	-676.741,92	0,00	0,00
Exchange Differences	0,00	0,00	0,00	0,00	0,00
Balance at 30.06.2011	5.685.203,69	10.400.773,27	110.315.253,78	126.401.230,74	200.171.794,84
<u>Accumulated amortisation</u>					
Balance at 1.1.2010	5.545.182,66	1.592.459,99	19.137.289,00	26.274.931,65	0,00
Amortisation charge	494.480,47	839.413,60	2.491.624,28	3.825.518,35	0,00
Decrease of amortisation	0,00	0,00	0,00	0,00	0,00
Transfers	-1.577.073,78	1.577.073,78	0,00	0,00	0,00
Exchange Differences	0,00	0,00	0,00	0,00	0,00
Balance at 31.12.2010	4.462.589,35	4.008.947,37	21.628.913,28	30.100.450,00	0,00
Balance at 1.1.2011	4.462.589,35	4.008.947,37	21.628.913,28	30.100.450,00	0,00
Amortisation charge	257.182,20	478.488,34	1.219.805,59	1.955.476,13	0,00
Decrease of amortisation	0,00	0,00	-351.721,29	-351.721,29	0,00
Transfers	-120.635,99	311.407,89	-190.771,90	0,00	0,00
Exchange Differences	0,00	0,00	0,00	0,00	0,00
Balance at 30.06.2011	4.599.135,56	4.798.843,60	22.306.225,68	31.704.204,84	0,00
<u>Net Book amount 31.12.2010</u>					
	873.366,93	5.628.187,77	89.714.803,71	96.216.358,41	200.171.794,84
<u>Net Book Amount 30.06.2011</u>					
	1.086.068,13	5.601.929,67	88.009.028,10	94.697.025,90	200.171.794,84

5.6 Other long term Assets

Other long term assets	The Group		The Company	
	30.06.2011	31.12.2010	30.06.2011	31.12.2010
<i>Bills and checks receivable</i>	464.730,71	1.083.383,00	410.327,71	1.083.383,00
<i>Rental deposits</i>	14.343.273,57	14.786.025,04	5.519.524,51	5.064.698,54
<i>Other non current assets</i>	10.902.937,77	11.401.580,68	10.000.000,00	10.000.000,00
Total	25.710.942,05	27.270.988,72	15.929.852,22	16.148.081,54

5.7 Inventories

Inventories	The Group		The Company	
	30.06.2011	31.12.2010	30.06.2011	31.12.2010
<i>Merchandise</i>	337.830.448,86	298.765.232,89	118.363.775,54	95.211.255,38
<i>Products - Raw Materials & Consumables</i>	6.058.217,41	4.324.672,73	5.782.942,36	3.754.830,71
<i>Packing materials</i>	1.183.150,20	813.980,37	695.573,41	617.442,95
<i>Less: Provisions for obsolescence</i>	-6.607.137,56	-6.949.325,63	-2.340.942,94	-2.340.942,87
Total	338.464.678,91	296.954.560,36	122.501.348,37	97.242.586,17

5.8 Trade receivables and other current Assets

Trade receivables	The Group		The Company	
	30.06.2011	31.12.2010	30.06.2011	31.12.2010
<i>Trade receivables (customers via open balances)</i>	288.458.672,49	317.712.149,81	43.981.016,93	52.455.118,67
<i>Cheques/promissory notes receivables</i>	18.572.164,12	18.654.845,16	15.862.281,73	16.750.795,85
<i>Balance provision of bad debts 01.01.2011</i>	-1.300.569,37	-967.988,32	-974.360,00	-844.857,32
<i>Expense for the period</i>	-906.409,61	-760.188,46	-275.319,18	-490.487,00
<i>Deletions / Recovery period</i>	21.334,87	430.092,32	0,00	360.984,32
<i>Balance provision of bad debts 30.06.2011</i>	-2.185.644,11	-1.298.084,46	-1.249.679,18	-974.360,00
Total	304.845.192,50	335.068.910,51	58.593.619,48	68.231.554,52

Other current assets	The Group		The Company	
	30.06.2011	31.12.2010	30.06.2011	31.12.2010
<i>Trade receivables (customers via credit cards)</i>	15.005.359,30	17.656.901,40	1.755.188,57	1.805.807,41
<i>Short-term Loan Claims</i>	0,00	453.097,14	9.367.684,66	0,00
<i>Receivables from public sector</i>	5.778.294,17	6.504.902,97	3.115.494,21	3.152.786,27
<i>Advances to suppliers</i>	49.430.338,71	48.196.859,05	3.431.010,65	4.942.465,75
<i>Personel advances</i>	342.272,72	144.605,71	166.022,23	131.245,66
<i>Purchases under settlement</i>	2.498.988,57	1.481.882,51	1.848.759,19	1.355.217,82
<i>Other receivables</i>	29.309.586,59	28.842.291,00	6.563.828,57	14.408.092,13
<i>Prepaid expenses</i>	8.773.912,03	6.940.474,40	186.472,62	619.648,43
<i>Accrued income</i>	614.367,81	622.850,26	550.000,00	515.801,66
Total	111.753.119,90	110.843.864,44	26.984.460,70	26.931.065,13

5.9 Cash and cash equivalents

Cash & cash equivalent	The Group		The Company	
	30.06.2011	31.12.2010	30.06.2011	31.12.2010
<i>Cash on hand</i>	6.090.203,94	10.978.017,36	2.829.614,03	1.253.563,53
<i>Cash at bank</i>	166.508.475,12	122.785.388,81	66.409.960,24	11.330.138,81
<i>Credit cards</i>	191,87	2.259,01	0,00	1.696,46
Total	172.598.870,93	133.765.665,18	69.239.574,27	12.585.398,80

5.10 Equity shareholders and parent company

Equity of shareholders of the parent company	The Group		The Company	
	30.06.2011	31.12.2010	30.06.2011	31.12.2010
Share capital	20.084.463,00	18.176.463,00	20.084.463,00	18.176.463,00
Share Premium	145.211.731,47	62.531.731,47	145.211.731,47	62.531.731,47
Own shares	-8.992.342,92	-8.992.342,92	-8.992.342,92	-8.992.342,92
Other reserves	-4.088.410,50	-3.930.283,49	-8.376.960,79	-8.212.617,67
Currency translated differences	-76.513.315,71	-37.113.966,81	0,00	0,00
Differences due Consolidation	-87.027.854,86	-87.027.854,86	-85.554.366,48	-85.554.366,48
Retained earnings	634.681.505,18	585.529.812,67	62.837.243,14	61.958.587,29
Total	623.355.775,66	529.173.559,06	125.209.767,42	39.907.454,69

With the decision of 26th May, 2011 of the Extraordinary General Meeting of shareholders, the company's share capital was increased by €1.908.000 in cash and issue 6.360.000 new ordinary shares at par value € 0,30 each, price of € 13,30 with the right of existing shareholders ceased. The difference between nominal value and issue price resulting amount of €82.680.000 was brought to the credit of the Reserve from issuing shares above par. Following the above the Company's share capital amounted to €20.084.463 divided into euro 66.948.210 common registered voting shares of a nominal value of €0.30 each and are fully paid.

These financial statements include the financial statements of «FOLLI FOLLIE GROUP» and its subsidiaries, together referred to as Group covering the period from January 1st, 2011 up to June 30th, 2011, approved by the Board the Company on August 29th, 2011.

5.11 Borrowings

Borrowings	The Group		The Company	
	30.06.2011	31.12.2010	30.06.2011	31.12.2010
Borrowed funds				
Bond Loans	592.429.321,27	606.750.639,59	535.814.770,43	541.708.718,99
Bank Loans	107.951.415,42	120.202.074,43	69.464.334,06	72.197.640,44
Leases	57.016.937,82	59.098.481,42	46.365.825,21	47.838.175,09
Total	757.397.674,51	786.051.195,43	651.644.929,70	661.744.534,52
Long-term borrowings	551.656.905,99	649.430.022,20	472.424.362,89	555.501.410,00
Short-term borrowings	205.740.768,52	136.621.173,23	179.220.566,81	106.243.124,52
Total	757.397.674,51	786.051.195,43	651.644.929,70	661.744.534,52
Bond Loans				
More than 5 years	12.500.000,00	13.693.619,89	12.500.000,00	12.500.000,00
From 1 to 5 years	471.836.766,99	560.345.044,44	416.164.532,68	497.916.670,00
Up to 1 year	108.092.554,28	32.711.975,26	107.150.237,75	31.292.048,99
Total	592.429.321,27	606.750.639,59	535.814.770,43	541.708.718,99
Bank Loans				
More than 5 years	0,00	15.600.780,42	0,00	0,00
From 1 to 5 years	14.992.187,64	4.495.144,71	0,00	0,00
Up to 1 year	92.959.227,78	100.106.149,30	69.464.334,06	72.197.640,44
Total	107.951.415,42	120.202.074,43	69.464.334,06	72.197.640,44
Leases				
More than 5 years	32.080.752,90	34.207.200,07	32.072.739,21	33.597.404,00
From 1 to 5 years	20.247.198,46	21.088.232,67	11.687.091,00	11.487.336,00
Up to 1 year	4.688.986,46	3.803.048,68	2.605.995,00	2.753.435,09
Total	57.016.937,82	59.098.481,42	46.365.825,21	47.838.175,09

In the current period, the parent company repaid loans amounting to EUR 26 million and concluding a new loan of EUR 17.5 million. Correspondingly, the Group proceeded to repay loans amounting to EUR 36 million and signing new EUR 19 million.

5.12 Other Long Term Liabilities

Employee benefit liabilities	The Group		The Company	
	30.06.2011	31.12.2010	30.06.2011	31.12.2010
Liabilities balance principle	9.556.041,84	9.222.377,70	8.180.539,30	8.014.426,00
Formation of provision	534.230,48	1.519.121,88	448.795,30	1.297.689,61
Provision used in period	-519.135,20	-1.314.677,82	-426.748,00	-1.131.576,00
Employee benefit liabilities	9.571.137,12	9.426.821,76	8.202.586,60	8.180.539,61

5.13 Long Term provisions

Total long-term provisions	The Group		The Company	
	30.06.2011	31.12.2010	30.06.2011	31.12.2010
Remaining provisions for additional taxes 01/01/2011	1.673.682,89	1.467.847,16	1.321.874,00	1.166.178,00
Formation of provision	74.910,00	220.000,00	75.000,00	170.000,00
Provision used in period	0,00	-14.304,00	0,00	-14.304,00
Provisions for additional taxes 30.06.2011	1.748.592,89	1.673.543,16	1.396.874,00	1.321.874,00
Provisions for exposure & expenses 01.01.2011	2.511.131,06	2.655.300,76	2.150.000,00	2.150.000,00
Formation of provision	17.191,30	0,00	0,00	0,00
Provision used in period	0,00	0,00	0,00	0,00
Provisions for exposure & expenses 30.06.2011	2.528.322,36	2.655.300,76	2.150.000,00	2.150.000,00
Total	4.276.915,25	4.328.843,92	3.546.874,00	3.471.874,00

In regards to the unaudited fiscal years of the parent company, we have the following to state:

- HDFS (Duty-Free Shops S.A.) has been audited, tax-wise, until 2004 fiscal year. Currently, a tax audit is under way concerning 2005-2007 fiscal years; its result has not been finalized.

For the absorbed companies we have the following:

- Folli Follie S.A. has been audited by ordinary tax audits until 2007 fiscal year, while audit is performed concerning 2008-2009 fiscal years and 01.01-30.06.2010

- Elmec Sport S.A. has been audited by ordinary tax audits until 2008 fiscal year.

The unaudited fiscal years of the remaining Group companies are analysed in the table below:

Company Name	Unaudited Tax Years
FOLLI FOLLIE UK LTD	2005-2010
FOLLI FOLLIE FRANCE SA	2006-2010
FOLLI FOLLIE SPAIN SA	2002-2010
MFK FASHION	2002-2010
PLANACO ABEE	2007-2010
FOLLI FOLLIE JAPAN LTD	2006-2010
FOLLI FOLLIE HONG KONG LTD	2002-2010
FOLLI FOLLIE ASIA LTD	2002-2010
FOLLI FOLLIE TAIWAN LTD	2006-2010
FOLLI FOLLIE KOREA LTD	2006-2010
FOLLI FOLLIE SINGAPORE LTD	2004-2010
FOLLI FOLLIE MACAO LTD	2008-2010
BLUEFOL GUAM LTD	2002-2010
BLUEFOL HAWAII LTD	2002-2010
BLUEFOL HONG KONG LTD	2002-2010
FOLLI FOLLIE MALAYSIA LTD	2004-2010
FOLLI FOLLIE THAILAND LTD	2002-2010
FOLLI FOLLIE CHINA (PILION LTD)	2006-2010
LAPFOL	2009-2010
HELLENIC DISTRIBUTIONS S.A.	2006-2010
LINKS (LONDON) LIMITED	2006-2010
LINKS OF LONDON (INTERNATIONAL) LTD	2006-2010
LINKS OF LONDON COM LTD (UK)	2006-2010
LINKS OF LONDON ASIA LTD (HK)	2006-2010
LINKS OF LONDON INC (USA)	2006-2010
LINKS OF LONDON (FRANCE)	2006-2010
LINKS OF LONDON INC (MACAU) LTD	2008-2010
LINKS OF LONDON JAPAN Co LTD	2008-2010
HDFS SKOPJE DOO (Π.Γ.Δ.Μ.)	2006-2010
HELLENIC TOURIST BUREAU AE	2006-2010
ELMEC ROMANIA SRL	2007-2010
ELMEC SPORT BULGARIA EOOD	2005-2010
MOUSTAKIS S.A.	2010
LOGISTICS EXPRESS S.A	2010
ATTICA DEPARTMENT STORES S.A.	2007-2010
NORTH LANDMARK S.A.	2009
ICE CUBE S.A.	2010
COLLECTIVE PATRAS S.A.	2010

Apart from the provisions for additional taxes from future tax audits, the companies of the Group have formulated the following provisions:

Provision for litigious cases

This provision is equal to €2,150 mil. and is based on the fact that a company of the Group is facing court action; the Greek State is the plaintiff in these cases and the above amount is a reliable evaluation of the amounts required to be paid if the final decision is against the Company.

Provision for the forfeiture of penalty clauses

This provision is equal to €349 thousand and stems from the fact that the Group's subsidiary company may be required to pay certain amounts as penalty clauses to its suppliers with whom the company has contracted a shop-in-shop commercial cooperation contract, if such cooperation is prematurely terminated, under specific conditions and terms.

These provisions are re-examined in each balance sheet date and are adjusted in order to show the

present value of the expense anticipated in order to settle the obligation.

5.14 Other Long Term Liabilities

Other long-term liabilities	The Group		The Company	
	30.06.2011	31.12.2010	30.06.2011	31.12.2010
Other liabilities	15.733,92	38.000,00	15.172,92	0,00
Valuation from financial hedging instruments	31.314.378,10	34.329.737,19	31.314.378,10	34.329.737,19
Special contribution tax	0,00	0,00	0,00	0,00
Total	31.330.112,02	34.367.737,19	31.329.551,02	34.329.737,19

The item "valuation from financial hedging instruments" it reflects interest rate swaps (IRS) which are held as hedging instruments cash flow variable rate financial liabilities, which cover 93% of the loan liabilities. The total contract expires after 2013. The fair values of derivative financial products based on market valuation (mark to market), as confirmed by credit institutions which have signed the contracts. These changes in valuation of hedging instruments are recognized as "reserves" in equity funds, through the statement of other comprehensive income and are credited to income when the hedged cash flows affect them.

5.15 Trade and other Liabilities

Trade and other payables	The Group		The Company	
	30.06.2011	31.12.2010	30.06.2011	31.12.2010
Suppliers	110.076.106,77	103.356.005,38	55.712.427,04	42.546.707,92
Cheques / promissory notes payables	6.099.992,76	12.207.183,62	3.116.956,47	5.666.206,55
Advances from customers	6.400.902,64	14.677.004,59	5.114.345,64	13.472.386,24
Personnel payroll payable	1.450.398,08	1.037.471,04	918.974,28	817.579,94
Other creditors payable	4.408.659,89	2.103.268,40	80.123,32	54.601,30
Social security contribution	2.727.205,88	4.114.696,65	1.242.720,32	2.494.310,62
Other liabilities	2.653.019,48	19.531.624,88	121.804,48	1.998.116,56
Accrued expenses	10.844.813,68	5.909.656,85	793.492,04	931.366,47
Deferred revenue	93.153,34	309.217,85	0,00	2.674,25
Total	144.754.252,52	163.246.129,25	67.100.843,59	67.983.949,85

5.16 Current income tax and current tax liabilities

Current Income tax	The Group		The Company	
	30.06.2011	31.12.2010	30.06.2011	31.12.2010
Income tax	11.522.251,26	7.828.328,16	143.677,37	313.683,39
Taxes from tax audits	34.116,11	102.349,00	0,00	0,00
Special contribution tax	1.676.533,76	5.126.237,31	1.676.533,76	4.703.858,31
Total	13.232.901,13	13.056.914,47	1.820.211,13	5.017.541,70

Current tax liabilities	The Group		The Company	
	30.06.2011	31.12.2010	30.06.2011	31.12.2010
V.A.T.	2.874.212,12	2.377.393,36	1.434.373,72	0,00
Other taxes	2.396.967,71	4.297.028,91	1.833.173,92	988.300,35
Total	5.271.179,83	6.674.422,27	3.267.547,64	988.300,35

5.17 Deferred Income Tax

	The Group				The Company			
	30.06.2011		31.12.2010		30.06.2011		31.12.2010	
	Deferred Tax Claim	Deferred Tax Obligation	Deferred Tax Claim	Deferred Tax Obligation	Deferred Tax Claim	Deferred Tax Obligation	Deferred Tax Claim	Deferred Tax Obligation
Deferred tax Claims-liabilities								
Current assets								
Tangible fixed assets	1.008.374,74	5.540.733,76	791.402,50	5.536.941,18	708.716,22	5.093.725,88	519.373,25	5.093.725,88
Investment Property	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Intangible assets	0,00	13.228.143,23	-181.771,71	12.692.790,88	0,00	12.078.319,31	-181.771,71	11.732.902,88
Leases	0,00	1.386.897,42	0,00	1.134.536,43	0,00	1.258.184,42	0,00	1.009.628,43
Long Term receivables	23.920,78	0,00	23.920,78	0,00	23.920,78	0,00	23.920,78	0,00
Valuations	30.881,75	0,00	28.243,00	0,00	28.243,00	0,00	28.243,00	0,00
Non-current assets								
Receivables	0,00	1.022.670,70	0,00	1.034.395,98	0,00	1.022.670,70	0,00	1.034.395,98
Provisions	1.123.682,65	0,00	1.124.440,57	0,00	789.276,93	0,00	789.276,93	0,00
Def.Tax recognised in Equity	6.207.269,63	0,00	6.865.947,44	0,00	6.207.269,63	0,00	6.865.947,44	0,00
Losses	3.166.054,57	0,00	3.281.534,92	0,00	0,00	0,00	0,00	0,00
Long-term liabilities	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Employee benefit liabilities	1.579.082,59	0,00	1.574.673,13	0,00	1.411.372,83	0,00	1.406.963,37	0,00
Accruals	0,00	1.602.820,24	-175.508,96	1.229.899,97	0,00	1.611.049,76	-175.508,96	1.252.848,49
Liabilities	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
effect of rate change	1.218.655,15	0,00	0,00	0,00	1.093.523,33	0,00	0,00	0,00
Total	14.357.921,86	22.781.265,35	13.332.881,67	21.628.564,44	10.262.322,72	21.063.950,07	9.276.444,10	20.123.501,66
offsetting	-2.620.527,66	-2.620.527,66	-791.446,48	-791.446,48	-2.250.167,97	-2.250.167,97	-610.021,00	-610.021,00
Total	11.737.394,20	20.160.737,69	12.541.435,19	20.837.117,96	8.012.154,75	18.813.782,10	8.666.423,10	19.513.480,66

5.18 Revenues

Total sales	The Group		The Company	
	01.01. - 30.06.2011	01.01. - 30.06.2010	01.01. - 30.06.2011	01.01. - 30.06.2010
Sales of Merchandise	477.533.876,24	450.508.531,29	161.784.629,36	149.237.969,97
Sales of Products	4.745.756,34	4.972.654,43	4.132.496,00	4.824.869,81
Sales of other goods	185.371,53	102.982,53	163.330,94	102.853,55
Sales of services	6.324.276,86	9.096.368,16	5.417.530,88	7.941.746,24
Total	488.789.280,97	464.680.536,41	171.497.987,18	162.107.439,57

5.19 Other Income

Other operating income	The Group		The Company	
	01.01. - 30.06.2011	01.01. - 30.06.2010	01.01. - 30.06.2011	01.01. - 30.06.2010
Income from Marketing	7.270.403,89	4.061.136,13	3.397.835,44	4.061.136,13
Income from Promoters & Merch.	3.436.440,71	4.291.814,12	831.652,71	2.095.859,55
Other income	2.645.280,90	1.145.273,88	1.356.008,51	1.090.476,70
Received grants	91.227,84	20.449,00	35.705,94	18.411,00
Rental income	265.074,91	870.872,33	138.875,16	112.268,00
Foreign exchange gains	1.767.172,21	2.753.678,10	801.693,60	1.872.870,15
Other operating & extraordinary income	462.554,32	858.316,64	354.144,66	71.153,43
Prior year income	58.020,58	2.568.070,49	58.020,58	2.558.936,55
Total	15.996.175,36	16.569.610,69	6.973.936,60	11.881.111,51

The funds titled "Income from Marketing / Promoters and Merchandising" and "Other income" include income related to advertisement and promotional actions, as well as income coming from subsidiary companies and refers to services and expenses charged by them to the businesses operating sale corners inside department stores, such as internal decoration expenses, telecom expenses, expenses for joint advertisement actions.

5.20 Administrative and Selling expenses

Administration expenses	The Group		The Company	
	01.01. - 30.06.2011	01.01. - 30.06.2010	01.01. - 30.06.2011	01.01. - 30.06.2010
Total Fees & staff	12.412.515,82	12.478.428,19	5.413.988,29	5.446.180,64
Legal-professional-other fees	3.407.296,50	3.016.944,76	1.568.810,93	1.451.288,55
Credit card commissions	8.649,42	0,00	18,31	0,00
Postage & telecommunication	384.462,41	429.259,55	120.603,84	138.312,03
Rent expenses	1.746.982,74	2.461.242,82	217.740,51	262.099,51
Car rentals & car leases	106.399,18	103.183,69	98.377,11	100.239,19
Insurance	313.541,85	260.001,85	189.395,15	185.508,98
Repairs & Maintenance	249.312,92	608.278,43	155.295,88	151.018,70
Utilities & cleaning	273.052,75	321.434,82	179.544,34	162.965,71
Other taxes (not income tax)	464.011,88	416.530,70	169.834,18	235.027,78
Transportation expenses	691.469,52	388.330,77	153.735,12	141.515,97
Advertising & promotional expenses	459.249,70	429.593,50	81.550,61	111.786,19
Fairs & exhibition expenses	402.851,47	230.032,79	0,00	0,00
Stationery & consumables	229.112,83	338.857,39	64.329,63	77.938,90
Other expenses	1.018.343,91	965.100,13	429.748,69	531.775,94
Depreciation & amortization	3.386.181,80	2.256.293,28	2.537.073,60	2.051.594,67
Provision for retirement	279.154,74	33.499,47	130.879,38	114.565,05
Other Provisions	20.746,50	0,00	0,00	0,00
Total	25.853.335,94	24.737.012,14	11.510.925,57	11.161.817,81

Selling expenses	The Group		The Company	
	01.01. - 30.06.2011	01.01. - 30.06.2010	01.01. - 30.06.2011	01.01. - 30.06.2010
Total Fees & staff	55.995.081,02	55.198.510,92	25.871.210,45	25.752.554,63
Legal-professional-other fees	9.861.225,14	11.671.540,08	2.474.683,15	2.900.535,75
Credit card commissions	2.194.799,61	1.767.074,45	833.419,99	471.305,42
Postage & telecommunication	912.315,47	1.032.531,96	372.045,30	416.091,93
Rent expenses	38.129.448,15	34.049.278,23	12.942.760,04	12.910.909,90
Car rentals & car leases	433.246,32	471.646,39	393.834,49	422.007,77
Insurance	815.373,87	881.699,94	512.478,45	556.711,33
Repairs & Maintenance	1.623.911,30	1.805.554,96	492.856,62	516.115,55
Utilities & cleaning	3.364.364,92	4.160.063,36	1.473.708,05	1.103.517,06
Other taxes (not income tax)	956.092,64	716.199,16	395.322,08	256.565,51
Transportation expenses	2.550.311,13	2.252.757,60	1.236.480,81	1.358.957,37
Advertising & promotional expenses	9.373.892,65	10.193.437,03	1.898.931,11	1.975.551,44
Fairs & exhibition expenses	217.248,41	43.949,98	52.529,03	42.444,98
Stationery & consumables	729.246,01	1.243.491,07	142.062,35	291.119,03
Other expenses	3.186.017,12	1.591.510,93	1.197.902,70	1.255.575,25
Depreciation & amortization	8.491.694,61	7.542.803,63	3.352.376,96	2.828.017,47
Provision for retirement	498.324,02	0,00	388.927,68	371.817,86
Other Provisions	0,00	-94.117,34	0,00	0,00
Total	139.332.592,40	134.527.932,35	54.031.529,26	53.429.798,25

5.21 Other expenses

Other operating expenses	The Group		The Company	
	01.01. - 30.06.2011	01.01. - 30.06.2010	01.01. - 30.06.2011	01.01. - 30.06.2010
Penalties & fines	7.877,50	84.584,32	167,21	4.345,97
Duties and taxes on deficits	3.794,22	0,00	0,00	0,00
Impairment of assets	0,00	0,00	0,00	0,00
Stock loss & damage	308.572,46	100.768,30	0,00	0,00
Loss from claims not susceptible of collection	2.043,62	0,00	0,00	0,00
Provisions for exposure & expenses	754.803,62	93.054,13	0,00	74.559,45
Foreign exchange losses	2.797.885,24	2.297.909,54	1.599.308,56	1.326.193,61
Prior years' expenses	776.726,65	18.476,75	225.094,98	605.694,51
Other expenses	769.845,06	729.554,32	448.097,49	2.802,40
Total	5.421.548,37	3.324.347,36	2.272.668,24	2.013.595,94

5.22 Financial Income-Expenses

Financial income	The Group		The Company	
	01.01. - 30.06.2011	01.01. - 30.06.2010	01.01. - 30.06.2011	01.01. - 30.06.2010
Gain on sale of investments	0,00	0,00	0,00	0,00
Gains from forex instruments	3.907.187,58	3.862.766,48	3.907.187,58	3.862.766,48
Gains from invest. At fair value revaluation	0,00	0,00	0,00	0,00
Gains from derivatives	2.701.234,40	1.266.977,94	2.148.591,70	962.999,94
Dividends from subsidiaries	0,00	0,00	0,00	0,00
Dividends from investments fair value	0,00	0,00	0,00	0,00
Dividends from other investments	0,00	102.419,64	0,00	90.604,00
Interest on reserves	813.785,98	280.861,75	171.252,33	110.010,50
Other interests	73.825,95	17.743,30	57.350,72	18.121,74
Profits from sale of assets	2.928,26	100.713,00	2.928,26	19.103,00
Other financial income	74.316,87	260.740,32	0,00	183.466,00
Total	7.573.279,04	5.892.222,43	6.287.310,59	5.247.071,66

Financial expenses	The Group		The Company	
	01.01. - 30.06.2011	01.01. - 30.06.2010	01.01. - 30.06.2011	01.01. - 30.06.2010
Losses from sale of investments	0,00	0,00	0,00	0,00
Losses from foreign exchange products	5.800.069,12	11.549.625,13	5.800.069,12	11.549.625,13
Loss on valuation of investment at fair value	301.305,34	100.045,84	301.305,34	100.045,84
Losses on valuation of other investments	0,00	0,00	0,00	0,00
Losses on derivatives	6.521.934,12	3.903.347,62	6.069.390,25	3.155.395,62
Losses from the disposal of assets	107.039,48	124.035,56	-0,24	10.667,17
Assets Valuation	0,00	0,00	0,00	0,00
Other financial expenses	22.834,34	648.455,89	99,91	62.728,17
Impairment of investments	0,00	0,00	0,00	0,00
Interest expenses (Loans)	17.174.271,70	13.629.593,15	15.387.632,90	12.738.649,87
Interest expenses (Leases)	999.084,42	869.318,91	995.795,82	858.793,53
Other interests	88.339,55	0,00	0,00	0,00
Bank commission & taxes	741.470,17	2.572.259,80	425.947,76	1.677.430,39
Total	31.756.348,24	33.396.681,90	28.980.240,86	30.153.335,72

5.23 Related party transactions (according IAS 24)

Transactions between parent and subsidiary		
	01.01. - 30.06.2011	01.01. - 30.06.2010
Sales of goods	20.670.087,63	19.859.404,59
Sales Services	62.694,01	2.390.711,10
RENTALS - OTHER	0,00	0,00
Purchases	4.763.778,15	1.535.436,05
Reception - OTHER	109.686,00	59.538,82

Parent transactions with other related parties		
	01.01. - 30.06.2011	01.01. - 30.06.2010
Sales of goods	0,00	0,00
Sales Services OTHER RENTALS	0,00	0,00
Purchases	0,00	0,00
Reception - OTHER	0,00	33.333,94

Transactions and Fees with managers		
	01.01. - 30.06.2011	01.01. - 30.06.2010
The Company	1.806.391,60	2.382.144,33
The Group	2.175.874,59	2.483.316,33

Group's transactions with other related parties		
	01.01. - 30.06.2011	01.01. - 30.06.2010
Sales of goods	0,00	0,00
Sales Services OTHER RENTALS	0,00	0,00
Purchases	0,00	0,00
Reception - OTHER	0,00	33.333,94

Balances at end of period		
	1.1- 30.06.2011	1.1- 31.12.2010
The Company		
From subsidiaries		
Requirements	32.885.335,32	23.103.966,21
Obligations	4.540.538,97	6.902.417,11
From other related parties		
Requirements	0,00	0,00
Obligations	355.000,24	355.000,24
by executives		
Requirements	0,00	3.100,00
Obligations	0,00	0,00
The Group		
From other related parties		
Requirements	0,00	0,00
Obligations	355.000,24	365.369,79
by executives		
Requirements	0,00	3.100,00
Obligations	0,00	0,00

5.24 Seasonality

The operating results for the period ending on 30.06.2011 are not directly comparable to the Full Year financial 2011 results due to seasonality effects, mainly deriving from one business segment of the Group, which is the travel retail. The revenues of this segment are affected by the tourism during the summer while other activities report increasing revenues during the second half.

5.25 Probable obligations and unavoidable commitments

During the examined period no probable obligations arise.

5.26 Number of employed personnel

On 30.6.2011 the Group employed 6.146 personnel versus 5.938 on 30.6.2010, and for the company 2.593 from 2.447.

5.27 PoST BALANCE SHEET EVENTS

There are no other events that occurred after June 30, 2011 which could have a significant influence on the financial position and results of the Group as at 30 June 2011.

5.28 Reformulation of funds due to the acquisition

The company reformulated the funds of the Income Statement and Total Revenue Statement, concerning the Group's 2010 first half, in order to provide more sufficient information, as analysed in the table below:

	30.06.2010 initially published	restatement	30.06.2010 restated
Total sales	464.680.536,41		464.680.536,41
Cost of goods	-226.383.925,04		-226.383.925,04
Gross Profit	238.296.611,37		238.296.611,37
% Gross Profit	51,28%		51,28%
Other operating income	16.569.610,69		16.569.610,69
Administration expenses	-24.737.012,14		-24.737.012,14
Selling expenses	-134.527.932,35		-134.527.932,35
Other operating expenses	-3.324.347,36		-3.324.347,36
Operating income	92.276.930,21		92.276.930,21
Financial income	5.892.222,43		5.892.222,43
Financial expenses	-33.396.681,90		-33.396.681,90
Profit/Loss (before the tax)	64.772.470,74		64.772.470,74
Income tax	-21.782.723,25		-21.782.723,25
Deferred Tax	676.117,13		676.117,13
Profit/Loss (after the tax)	43.665.864,62		43.665.864,62
Profit is attributable to:			
Shareholders of the parent company	38.258.408,15	4.842.071,12	43.100.479,27
Non controlling interests	5.407.456,47	-4.842.071,12	565.385,35
Total	43.665.864,62		43.665.864,62
	0,00		0,00
Other comprehensive income, net of taxes	74.760.124,47		74.760.124,47
Total	118.425.989,09		118.425.989,09
Total comprehensive income			
Attributable to :			
Shareholders of the parent company	112.560.587,95	5.298.218,52	117.858.806,47
Non controlling interests	5.865.401,14	-5.298.218,52	567.182,62
Total	118.425.989,09		118.425.989,09

Agios Stefanos, 29 August 2011

THE CHAIRMAN OF THE BOARD

Dimitrios Koutsolioutsos
ID Card No. H-159150

A' DEPUTY MANAGING
DIRECTOR & GENERAL
MANAGER

Georgios Velentzas
ID Card No. AB-285760

THE MANAGING DIRECTOR

Georgios Koutsolioutsos
ID Card No. AB-593469

THE FINANCE MANAGER

Vasileios Kalamatianos
ID Card No. AE-011034

THE CHIEF ACCOUNTANT

Georgios Alavanos
ID Card No. AI-518859
Lic. No. OEE 0008211 A'
CLASS

6 Report for Funds raised

"DUTY-FREE SHOPS, SOCIETE ANONYME EXPLOITING DUTY FREE STORES AND INDUSTRIAL, MANUFACTURING, TECHNICAL AND COMMERCIAL SOCIETE ANONYME S.A."

REG. NO.: 14216/06/B/86/06

23RD KM OF ATHENS – LAMIA NATIONAL HIGHWAY 145 65, AG. STEFANOS, ATTICA

Disclosed in accordance with the decision of the Board of Directors of the ATHEX on 30/06/2011 with No. 15985 that the increase in share capital in cash and abolition of the preferential right of existing shareholders, in favor of companies "FOSUN International Limited "and" Pramerica - Fosun China Opportunity Fund, LP ", which took place according to the 26/05/2011 decision of the Extraordinary General Meeting of Shareholders and under Case No. 1/590/24.06.2011 Board of the SEC approving the prospectus, net funds raised EUR 82 million (EUR 84,588,000 less issue costs of EUR 2.588 million).

Of the increase of share capital issued 6,360,000 new ordinary shares. Certification of payment of the share capital by the Board of Directors held on 14/06/2011.

The funds raised in connection with the prospectus, available until 30/06/2011, as follows:

A/A	METHOD OF DISPOSAL OF FUNDS RAISED	FUNDS RAISED TO SUPPLY	JUNE 2011 - AUGUST 2011	JUNE 2011 - DECEMBER 2011	JUNE 2011 - DECEMBER 2012	JUNE 2011 JUNE 2013	TOTAL	TOTAL DISBURSEMENTS UNTIL 30.06.11	REMAINING FOR DISTRIBUTION 30.06.11
1.	REDUCTION OF BANK LOANS	35.000.000,00	35.000.000,00				35.000.000,00	23.000.000,00	12.000.000,00
2.	EXPANSIONS OF STORE NETWORK OF THE COMPANY IN GREECE	11.000.000,00				11.000.000,00	11.000.000,00		11.000.000,00
3.	IMPROVEMENT-BUILDING RENOVATION IN ROMANIA	3.000.000,00				3.000.000,00	3.000.000,00		3.000.000,00
4.	EXPANSIONS OF STORE NETWORK IN ASIA AND EUROPE	6.000.000,00			6.000.000,00		6.000.000,00		6.000.000,00
5.	WORKING CAPITAL	27.000.000,00			27.000.000,00		27.000.000,00	1.500.000,00	25.500.000,00
6.	ISSUE EXPENSES	2.588.000,00		2.588.000,00			2.588.000,00	283.618,00	2.304.382,00
		84.588.000,00	35.000.000,00	2.588.000,00	33.000.000,00	14.000.000,00	84.588.000,00	24.783.618,00	59.804.382,00

Note:

1. The above table distribution of the disbursements until 30/06/2011, amounted to EUR 24,783,618.
2. The remainder to be disposed of 30/06/2011 EUR 59,804,382.00 shall be deposited in short term deposits and included in the item "Cash and cash equivalents"

Ag. Stefanos, 29 August 2011

THE CHAIRMAN OF THE BOARD

Dimitrios Koutsolioutsos
ID Card No. H-159150

THE MANAGING DIRECTOR

Georgios Koutsolioutsos
ID Card No. AB-593469

A' DEPUTY MANAGING
DIRECTOR & GENERAL
MANAGER

Georgios Velentzas
ID Card No. AB-285760

Finance Manager

Vasileios Kalamatianos

Report of Rights Issue Proceeds from Share Capital Increase in Cash Payment

To the Board of Directors

"DUTY-FREE SHOPS, SOCIETE ANONYME EXPLOITING DUTY FREE SHOPS AND INDUSTRIAL, MANUFACTURING, TECHNICAL AND COMMERCIAL SOCIETE ANONYME S.A."

According to the mandate received from the Board of Directors' **"DUTY FREE SHOPS SA HELLENIC DUTY FREE SHOPS FARM AND INDUSTRIAL MANUFACTURING, CONSTRUCTION AND TRADING COMPANY"** (the Company), performed the following agreed upon procedures in those under the regulatory framework of Stock Athens and the legal framework of the capital, on the Report on the Company raised funds, on the share capital increase through cash payment which was conducted in 2011. Management is responsible for preparing the aforementioned report. We undertook this task in accordance with International Standard on Related Services 4400, which applies to "Assignment Execution of agreed upon procedures related to financial reporting." Our responsibility is to perform the following agreed upon procedures and report our findings.

Procedures:

1. We compared the amounts reported as disbursements in the accompanying "Report on funds raised from the capital increase in cash", with the amounts recognized in the books and records of the Company during the period they relate.
2. We examined the completeness of the report and therefore its content to those given in the Prospectus issued by the Company for this purpose, and with the relevant resolutions and statements of the Company's competent bodies.

Findings: i. The amounts shown as disbursements in the accompanying "Report on funds raised by the increase in share capital in cash," the books and records of the Company, the period they relate.

ii. The contents of the report include the minimum information provided for this purpose by the regulatory framework of the Athens Stock Exchange and the legal framework of the capital and is consistent with those mentioned in the relevant Prospectus and the relevant resolutions and statements of relevant bodies Company.

Given that the procedures do not constitute an audit or a review made in accordance with International Standards on Auditing or International Standards on Review Engagements, we do not express any assurance other than those mentioned above. Had we performed additional procedures or had we performed an audit or review may have come to our attention and other issues, other than those mentioned in the previous paragraph.

This report is addressed solely to the Board of Directors, in compliance with the requirements of the normative framework of the Athens Stock Exchange and the legal framework of the capital. Hence this Report may not be used for other purposes is limited only to the items specified above and does not extend to the financial statements prepared by the Company for the period from 01/01/2011 until 30/06/2011 for which we issued separate audit report.



Athens, 29/08/2011
The auditor, George Varthalitis
ID 1025