



# CENTRIC MULTIMEDIA S.A.

S.A. Registration No.: 34077/06/B/95/33 - Headquarters: Markriani 20, 18344, Moschato

Data and Information for the period from January 1 till June 30, 2010

(according to the decision No. 4/507/28.04.2009 of the Hellenic Capital Market Commission Board of Directors)

The following data and information aim at a general briefing on the financial position and results of CENTRIC MULTIMEDIA S.A. We suggest, therefore to the reader, before advancing any investing decision or other transaction with the company, to visit the website of the company where interim financial statements under International Financial Reporting Standards (IFRS) and chartered auditor - accountant's review report.

## COMPANY DATA

Prefecture of authority  
Company's Website Address  
Date of approval of the financial statements

Societe Anonyme Administration & Credit of the Ministry of Development  
www.centric.gr  
30 August 2010

Chartered Accountant - Auditor  
Certified Auditors  
Auditors certificate  
Evaggelos Pagonis  
BAKER TILLY HELLAS S.A.  
With Approval

## Statement of Financial Position (consolidated and non consolidated) amounts in €

	CONSOLIDATED		COMPANY	
	30.06.2010	31.12.2009	30.06.2010	31.12.2009
<b>ASSETS</b>				
Own use tangible assets	2.175.306,61	2.214.920,18	2.173.372,55	2.211.358,65
Intangible assets	30.433.338,31	30.508.122,46	1.920.308,31	1.996.030,63
Other non current assets	4.321.955,73	4.259.854,89	26.868.554,26	26.806.463,42
Inventories	38.245,82	1.635.015,35	38.245,82	1.635.015,35
Trade Receivables	15.168.242,48	12.275.216,02	6.754.644,29	8.167.597,84
Other current assets	3.799.571,10	3.829.941,08	1.974.569,64	860.509,18
Non current assets available for sale	0,00	0,00	0,00	0,00
<b>TOTAL ASSETS</b>	<b>55.936.660,05</b>	<b>54.723.069,97</b>	<b>39.729.704,87</b>	<b>41.676.975,07</b>
<b>OWN EQUITY AND LIABILITIES</b>				
Share Capital	9.630.679,32	9.630.679,32	9.630.679,32	9.630.679,32
Other Shareholders' Own Equity	15.004.114,82	12.011.578,86	6.301.272,10	6.242.995,34
Total Shareholders' Equity (a)	<b>24.634.794,14</b>	<b>21.642.258,18</b>	<b>15.931.951,42</b>	<b>16.455.674,66</b>
Minority Rights (b)	90.309,96	32.911,11	0,00	0,00
Total Equity (c)=(a)+(b)	<b>24.544.484,19</b>	<b>21.609.347,08</b>	<b>15.931.951,42</b>	<b>16.455.674,66</b>
Long-term bank liabilities	21.365.816,86	21.238.421,65	21.365.816,86	21.238.421,65
Provisions/Other long-term liabilities	52.175,50	65.138,00	50.883,50	63.436,00
Short-term bank liabilities	1.550.206,70	1.501.452,65	1.550.206,70	1.501.452,65
Other short-term liabilities	8.423.976,80	10.308.710,59	830.846,39	2.417.990,21
Liabilities of non current assets available for sale	0,00	0,00	0,00	0,00
Total Liabilities (d)	31392175,86	33113722,89	23797753,45	25221300,41
<b>TOTAL EQUITY AND LIABILITIES (c) + (d)</b>	<b>55936660,05</b>	<b>54723069,97</b>	<b>39729704,87</b>	<b>41676975,07</b>

## Statement of changes in equity (consolidated and non consolidated) amounts in €

	CONSOLIDATED		COMPANY	
	30.06.2010	30.06.2009	30.06.2010	30.06.2009
Total equity at the beginning of the period (01.01.2009 and 01.01.2008 respectively)	21609347,08	14931656,97	16455674,66	14221717,27
Cumulative Comprehensive earnings after tax (continued and discontinued operations)	3319971,025	3846812,015	-500710,47	412788,09
Increase / (decrease) of the share capital	0	648259,2	0	648259,2
Distributed dividends	-421510,2671	-1373632,54	-59688,12	-1019011,52
(Purchase) / sale of own shares	0	0	0	0
Other reserves	36676,35	149920,19	36676,35	149920,19
Other effect form changes in subsidiaries	0,00	-28.842,56	0,00	0,00
<b>Total equity at the end of the period (30.06.2010 and 30.06.2009 respectively)</b>	<b>24.544.484,19</b>	<b>18.174.173,27</b>	<b>15.931.951,42</b>	<b>14.413.673,23</b>

**ADDITIONAL DATA AND INFORMATION** The companies included in the consolidation along with their respective head office addresses, the percentages with which the Group participates in their share capital, as well as the consolidation method in the first half of 2010 in the interim condensed financial statements are listed in note 5 of Semiannual Financial Report. 2. The main accounting principles of the Financial Statements of 31 December 2009 have been followed. 3. There are no pledges on the Group and the Company's assets. 4. There are no litigations or under arbitration of any legal cases or arbitrary instruments that have significant impact in the Group's financial statement or operation. 5. The accrued amount of provisions at 30.06.2010, refers to Other Provisions amounting to 50,883.50€, which concern both the Group and the Company. The Parent Company 'Centric Multimedia S.A.' has not accounted for any provisions for additional taxes for the unaudited years 2008 and 2009, due to the accumulated tax losses. The management estimates that there will be no additional taxes from a prospective future tax audit by the pertinent tax authorities. Moreover, the other companies of the Group are not expected to bear any additional taxes beyond the corporate tax. The taxes unaudited years of the company and the group's companies are presented in note 15 of the Semi-annual Financial Report. 6. The 'Other comprehensive income after tax' for the group have been affected in the current period with foreign exchange differences from conversion of the financial statements in a foreign currency by the amount of € -12.174.96 and € -18.702.19 for the previous year period, respectively. 7. The number of people employed as at June 30, 2010 amounts to 21 persons for the Group and 16 persons for the company. In the corresponding year before period, the number of people employed amounted to 31 persons for the Group and 27 persons for the company. 8. During the fiscal year, the net investments in tangible and intangible assets amounted to EUR 50,183.38 for the Company and the Group. Relevant analysis is in the note 4 of the Semiannual Financial Report. 9. Regarding the twelfth conversion period which lasted from 06/07/2010 to 10/07/2010 no bond holder exercised his/her right to convert bonds into shares. 10. On June 25, 2010 a total of 211,500 stock options for the acquisition of company's shares matured, corresponding to an equal amount of company shares ('Stock Options'). The beneficiaries of the plan as they were determined pursuant to the resolution of the company's Board dated on 23.06.2009, reserved the right to exercise the said Stock Options during the period from 01/07/2010 to 02/07/2010. None of the offered stock options for the acquisition of the Company's shares was exercised by the beneficiaries. Under the terms of the Plan, the mature stock options for the acquisition of the Company's shares that were not exercised during the period described above, may be exercised by the beneficiaries during the options exercise period that will mature next year, the designated exercising period was determined to be from 4/7/2011 and 5/7/2011. Please note that the beneficiaries of the 37,567 stock options were company executives who are not employed anymore at the company and for that reason, under the terms of the Plan they are no longer entitled to exercise the stock options granted to them for the acquisition of company shares. Likewise, they have forgone 37,666 stock options for the acquisition of company's shares which will mature on 06/25/2011. 11. On March 2010 the company proceeds to the acquisition of a 3% stake of CD MEDIA SA, the value of the acquisition of the aforementioned stake amounted to euro 1.470.803 and was paid through the capitalization of an equal amount of our company's receivables by CD MEDIA SA. 12. The CENTRIC MULTIMEDIA S.A. Second Repeat Ordinary General Shareholders Meeting held on 20/07/2010 decided the recall of the decision of the company's General Shareholder's meeting decision about share capital increase in cash and the corresponding amendment of the company's Articles of Association. 13. During the continuation of the interrupted Second Repeat Ordinary General Shareholders Meeting dated 20.07.2010, which was held on 22.07.2010 shareholders representing 41.19% of the company's share capital, approved the following 1) increase of the company's share capital by contribution in kind, through the issue of new shares in favor of the owners of the contributed shares and the corresponding amendment of article 5 of the company's Articles of Association regarding share capital. Specifically, the General Meeting decided the following: a) The increase by €3,846,601.8 by issuing 10,685,005 new registered shares of nominal value €0.36 at offer price of €0.66 per share by contributing in kind 14% of CD Media stocks. b) The increase by €2,727,272.9 by issuing 7,575,758 new registered shares of nominal value €0.36 at offer price of €0.66 per share by contributing in kind 41.81% of USMAR shares. In total the GSM approved the increase of the company's share capital of nominal value amounting to €6,573,874.58 by issuing 18,260,763 new registered shares of nominal value €0.36 each and offer price amounting to €0.66 per share. Thus the total sum of the increase amounts to a sum of €12,052,103.58. After the completion of the above increase, CENTRIC's share capital will amount to €16,204,550.00 divided in 45,012,650 shares of nominal value €0.36 each. 2) the amendment of article 4 of the company's Articles of Association regarding the scope of business regarding the aforementioned General Shareholder's meeting about the increase of the company's share capital through contribution in kind (of shares) by issuing new shares in favor of the owners please note that: a) the company has already acquire the 3% of the CD MEDIA S.A. share capital as it has already mentioned and the acquisition of an additional 3% in cash paid. Consequently, after the completion of the share capital increase the company's participation in CD MEDIA SA will amount up to 20%, and b) Apart from the 41.81% stake of USMAR MANAGEMENT LTD contributed to the company the second has agreed to acquire additional 7.19% in cash. Consequently, with the completion of the fiscal year increase, the Company will acquire 49% stake of USMAR MANAGEMENT LTD. 14. The General Assembly approved the financial results of the fiscal year 01/01 - 31/12/2009 and distribution of the net profits of the year 2009 amounted to € 59,689.12, a dividend of € 0.0023 per share. After deducting the 10% tax, the net dividend per share to be paid will amount to 0.00207 euro per share. 15. The accumulated purchase and sales amounts from the beginning of the financial period and receivables and liabilities balances for the Group and the Company at the end of the current period resulted from the transactions of the Company from and to the related parties, as in IAS 24, are the following

	Group	Company
	30.06.2010	30.06.2010
a) Income	0,00	0,00
b) Expenses	0,00	0,00
c) Receivables	0,00	3,839.51
d) Liabilities	0,00	0,00
e) Remunerations of managerial executives and members of the Management:		
Short term management remuneration	143.716,52	143.716,52
Remunerations of executives member of BoD	329.792,99	212.027,99
Remunerations of non executives member of BoD	0,00	0,00
f) Receivables from managerial executives and members of the Management	746.362,21	746.362,21
g) Liabilities to managerial executives and members of the Management	0,00	0,00

From the above mentioned transactions, transactions and balances with the subsidiary companies have been eliminated from the Group's consolidated financial statements. 13. The Company, during the current period, acquired 854,123 treasury shares with average value of € 2.0106, totaling to € 1,717,306.74, by which amount the Company and the Group's net worth was decreased. The fair value on 30.06.2010 amounted to € 478,308.88.

Moschato, August 30, 2010

President and Managing Director  
**Rodolfo Odoni**  
Passport No. AA 3653858

Chief Financial Officer  
**Maria Anagnosti**  
Id. No. X575555 AAT T 060044 - REG. LICEN. 8235 A' Class

## ΕΤΟΙΧΕΙΑ ΚΑΤΑΤΑΞΗΣ ΣΥΝΟΛΙΚΩΝ ΕΞΟΔΩΝ (ενοποιημένα και μη ενοποιημένα) Ποσό εκφρασμένα σε €

	CONSOLIDATED		COMPANY	
	01.01 - 30.06.2010	01.01 - 30.06.2009	01.01 - 30.06.2010	01.01 - 30.06.2009
Turnover	362.949.445,22	382.760.507,07	2.648.708,14	2.680.889,37
Gross Profit / (loss)	8.659.233,96	8.504.584,56	94.844,60	486.611,95
Earnings / (losses) before interest and taxes (EBIT)	4.934.172,81	5.386.642,54	-1.532.826,49	-808.156,27
Earnings / (losses) before taxes (EBT)	4.460.992,60	5.042.173,41	-531.757,90	450.987,15
Earnings / (losses) after taxes (EAT) (A)	3.332.145,98	3.865.514,18	-500.710,47	412.788,09
-Shareholders	3.031.642,59	3.510.459,90	-500.710,47	412.788,09
-Minority Rights	300.503,39	355.054,28	0,00	0,00
Other Comprehensive Income after Tax (B)	-12.174,96	-18.702,17	0,00	0,00
Cumulative Comprehensive results for the period (A) + (B)	3.319.971,02	3.846.812,01	-500.710,47	412.788,09
-Shareholders	3.019.467,63	3.500.921,80	-500.710,47	412.788,09
-Minority Rights	300.503,39	345.890,22	0,00	0,00
Profit per share after tax - basic (in €)	0,1133	0,1436	-0,0187	0,0169
Profit / (loss) before interest, tax, depreciation and amortization	5.100.188,16	5.568.202,92	-1.368.934,69	-627.556,08
Turnover	166.123.980,37	177.357.224,77	873.512,30	1.013.778,79
Gross Profit / (loss)	3.741.829,65	2.880.598,97	-10.087,38	173.006,41
Earnings / (losses) before interest and taxes (EBIT)	1.667.722,02	1.620.563,66	-872.086,92	-617.001,83
Earnings / (losses) before taxes (EBT)	1.408.555,12	1.588.594,06	-616.966,37	232.736,27
Earnings / (losses) after taxes (EAT) (A)	977.910,30	1.128.074,84	-593.375,84	198.595,82
-Shareholders	910.645,80	984.516,77	-593.375,84	198.595,82
-Minority Rights	67.264,50	143.558,07	0,00	0,00
Other Comprehensive Income after Tax (B)	-10.123,83	-90.020,31	0,00	0,00
Cumulative Comprehensive results for the period (A) + (B)	967.786,47	1.038.054,53	-593.375,84	198.595,82
-Shareholders	900.521,97	912.895,93	-593.375,84	198.595,82
-Minority Rights	67.264,50	125.158,60	0,00	0,00
Profit per share after tax - basic (in €)	0,0340	0,0403	-0,0222	0,0081
Profit / (loss) before interest, tax, depreciation and amortization	1.745.826,22	1.712.171,28	-795.065,92	-525.882,45

## Cash Flow Statement - Indirect Method (consolidated and non consolidated) amounts in €

	CONSOLIDATED		COMPANY	
	01.01 - 30.06.2010	01.01 - 30.06.2009	01.01 - 30.06.2010	01.01 - 30.06.2009
<b>Cash flow from operating activities</b>				
Earnings before income tax (continued operations)	4.460.992,60	5.042.173,41	-531.757,90	450.987,15
Earnings before income tax (discontinued operations)	0,00	0,00	0,00	0,00
Plus / Less Adjustments for : Depreciation	166.015,35	181.560,38	163.891,80	180.600,19
Provisions	154.034,25	159.420,19	154.034,25	159.420,19
Foreign Exchange Differences	22.774,72	9.757,71	-137,89	0,00
Results (income, expenses, profit and losses) investing activities	0,00	0,00	-1.472.255,84	-1.603.634,28
Interest and other expenses	469.646,38	345.538,25	471.658,34	345.285,98
Profit from the sale of fixed assets	0,00	0,00	0,00	0,00
Plus / Less adjustments for changes of working capital accounts or related to operating activities: Decrease / (Increase) in inventory	1.596.769,53	17.632,53	1.596.769,53	17.632,53
Decrease / (Increase) in receivables	-4.242.940,98	-2.229.836,33	-190.693,43	1.109.944,95
Decrease / (Increase) in payables (except loans)	-1.917.323,17	193.124,84	-1.727.001,92	1.303.745,27
Less: Interest and other expenses Paid	-422.494,27	-345.538,25	-422.513,27	-345.285,98
Income Taxes Paid	-1.555.834,19	-20,00	0,00	0,00
Operating cash flow from discontinued operations	0,00	0,00	0,00	0,00
<b>Total inflow / (outflow) from operating activities (a)</b>	<b>-1.268.359,79</b>	<b>3.373.812,73</b>	<b>-1.958.006,33</b>	<b>1.618.696,00</b>
<b>Cash flow from investing activities</b>				
Acquisition of subsidiaries, affiliated, joint ventures and other investments	0,00	0,00	0,00	0,00
Purchase of tangible and intangible assets	-50.183,38	-42.004,97	-50.183,38	-42.004,97
Proceeds from sales of tangible and intangible assets	0,00	0,00	0,00	0,00
Purchase of financial assets available for sale	0,00	-118.021,29	0,00	-118.021,29
Proceeds from the sale of subsidiary	0,00	0,00	0,00	0,00
Proceeds from the sale of stocks	0,00	0,00	0,00	0,00
Dividend received	0,00	0,00	1.472.255,84	1.603.634,28
Purchase of other financial instruments	293,47	-4.656,00	293,47	-4.656,00
Investing cash flow from discontinued operations	0,00	0,00	0,00	0,00
<b>Total inflow / (outflow) from investing activities (b)</b>	<b>-49.889,91</b>	<b>-164.682,26</b>	<b>1.422.365,93</b>	<b>1.438.952,02</b>
<b>Cash flow from financing activities</b>				
Income of the increase in share capital	0,00	0,00	0,00	0,00
Expenses for the increase in share capital	0,00	0,00	0,00	0,00
Proceeds from issued / granted loans	0,00	0,00	0,00	0,00
Loan repayment	170.642,91	-890.932,52	170.642,91	-890.932,52
Payments of leasing liabilities	-43.638,72	-63.595,44	-43.638,72	-63.595,44
Purchase of own shares	0,00	0,00	0,00	0,00
Dividends Paid	-361.821,15	-1.422.846,45	0,00	-1.019.011,52
Financing cash flow from discontinued operations	0,00	0,00	0,00	0,00
<b>Total inflow / (outflow) from financing activities (c)</b>	<b>-234.816,96</b>	<b>-2.377.374,41</b>	<b>127.004,19</b>	<b>-1.973.539,48</b>
<b>Net increase / (decrease) in cash and cash equivalents for the period (a) + (b) + (c)</b>	<b>-1.553.066,66</b>	<b>831.756,06</b>	<b>-408.636,21</b>	<b>1.084.108,54</b>
<b>Cash and cash equivalents at beginning of period</b>	<b>3.497.392,88</b>	<b>2.388.226,26</b>	<b>527.960,98</b>	<b>542.280,86</b>
<b>Cash and cash equivalents at end of period</b>	<b>1.944.326,22</b>	<b>3.219.982,32</b>	<b>119.324,77</b>	<b>1.626.389,40</b>

