



KATHIMERINI S.A. PUBLICATIONS – MASS MEDIA

SIX MONTH FINANCIAL REPORT

1st January to 30th June 2010

(In accordance with Article 5 of Law 3556/2007)

N. Falero, August 2010

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A. Statements by Board of Directors members

The members of the Board of Directors of the company 'KATHIMERINI S.A.'

1. Aristides Alafouzos, Chairman
2. Themistocles Alafouzos, Managing Director and
3. Vasilios Diamantopoulos, member,

under our above mentioned capacity declare that, to the best of our knowledge:

A) The financial statements of the company 'KATHIMERINI S.A. PUBLICATIONS – MASS MEDIA' for period 01.01.2010 – 30.6.2010, which have been drawn up according to the applicable accounting standards reflect in a true manner the assets and liabilities, equity and results of the Company, as well as of the businesses included in the consolidation, taken as a whole,

B) The six month Board of Directors Report reflects in a fair way the information required in compliance with the requirements of Paragraph 6, Article 5 of the Law 3556/2007 as well as the authorized decisions of the BoD of the Capital Market Commission.

Neo Faliro, 30 August 2010

Confirmed by

Aristidis I. Alafouzos

Themistoklis A. Alafouzos

Vasilios Diamantopoulos

**Chairman of the
Board of Directors**

Managing Director

**Member of the Board of
Directors**

B. Report on Review of Interim Financial Information

To the Shareholders of «**KATHIMERINI S.A. PUBLICATIONS – MASS MEDIA**»

Introduction

We have reviewed the accompanying separate and consolidated condensed statement of financial position of KATHIMERINI S.A. PUBLICATIONS – MASS MEDIA (the “Company”) and its subsidiaries (the “Group”) as of 30 June 2010 and the related separate and consolidated condensed statement of comprehensive income, changes in equity and cash flows for the six-month period then ended, and the selected explanatory notes that comprise the interim financial information, which form an integral part of the six-month financial report of article 5 of Law 3556/2007.

Management is responsible for the preparation and fair presentation of this interim condensed financial statement in accordance with the International Financial Reporting Standards as adopted by the European Union and apply for interim financial information (International Accounting Standard “IAS 34”). Our responsibility is to express a conclusion on these interim condensed financial statements 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 of 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 International 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 IAS 34.

Reference to Other Legal Requirements

Based on our review, we concluded that the content of the six-month financial report, as required by article 5 of L.3556/2007, is consistent with the accompanying condensed interim financial information.

Athens, August 30th 2010
The Chartered Accountant

Sotiris Constantinou
SOEL reg. no. 13671
 **Grant Thornton**

Chartered Accountants Management Consultants
56, Zefirou str., 175 64, Palaio Faliro, Greece
Registry Number SOEL 127

**C. Half-yearly report of the Board of Directors in accordance of
Law 3556/2007**

KATHIMERINI S.A. PUBLICATIONS - MASS MEDIA

This Board of Directors report was prepared in accordance with the provisions of Article 5(6) of Law 3556/2007 and the decisions of the Board of Directors of the Hellenic Capital Market Commission 1/434/2007 article 3 and 7/448/11.10.2007 article 4.

The purpose of this report is to inform investors about:

- the financial situation, results, overall performance of the Company and Group in the period under examination and the changes which occurred
- the major events which occurred during the first half of the current accounting period and their impact on the half-yearly company and consolidated financial statements.
- the risks which could be faced by the Company and Group in the second half of the accounting period being examined.
- the transactions concluded between the Company and related persons.

I. REVIEW OF DEVELOPMENTS OVER THE FIRST HALF OF THE YEAR – CHANGES IN COMPANY AND GROUP FINANCIALS

The effect of economic conditions and the impact of the economic crisis was evident in the domain of media. There was an overall decline in sales of newspapers and magazines that constitute the main scope of the Group operations.

Alongside, the economic downturn had an adversary effect on the major categories advertised in the press (automakers, banks, real estate etc.), so advertising revenue is drastically reduced and there is considerable pressure on sales of advertising space.

Despite the above unfavorable economic conditions, the Group's turnover remained stable over the previous respective period. Similar stability has been recorded by the parent company.

EBITDA decreased by 5,95% in respect of the Group and increased by 4,99% in respect of the Company as compared to the first six month period of 2009.

On the consolidated level, earnings before tax (loss) presented a marginal increase. The six month loss amounted € 1,18 million as against loss of € 1,19 million in the previous respective period. The parent company presented loss amounting to € 2,72 million as against loss of € 2,77 million for the previous period of 2009.

In company level:

- Total income from sales of newspapers and magazines for the current period decreased by 2,30% and amount to 15,46 million Euro, as compared to 15,82 million euro in the previous comparative period of 2009. It is mainly due to decrease in circulation of daily newspapers and as far as «KATHIMERINI» is concerned, is mainly expressed in Saturday and Sunday circulation.
- As a result of overall decline in the total advertizing turnover, there was recorded a decrease of 22,32% in income from advertising that amounts to 9,73 million Euro as against income from advertising of 12,52 million Euro in the first six month period of 2009.
- Income from third party publications amounted to 5,74 million Euro as against 6,92 million Euro in the respective comparative period of 2009, presenting a decrease of 17,06%.
- An increase of 219,51% as compared to the respective period is presented in sales booth offers amounting to 5.09 million versus 1.09 million, thus maintaining the total turnover at stable level.
- Revenue from sales of other products totaled 0.90 million versus 0.47 million in the last year's six months, presenting an increase of 91.00%.

At Group level the financials were primarily determined by parent company figures. Key financial data is listed below:

Turnover: The Group turnover in the first six month of 2010 amounted to 45,12 million Euro, remaining at the same level as in the respective last year period. In particular, in the sector Publication – Printing, it presented a marginal decrease of 2.77% and amounted to 38.65 million Euro versus 39.75 million Euro in the respective period last year. In the sector of Radio that includes the radio station "MELODIA", there was recorded a decrease of 17.80% and the turnover amounted to 0.97 million Euro as from 1.18 million Euro in the respective period last year, as a consequence of the decline in advertising sales. In contrast, shipping through the Group subsidiary "ARGONAFIS E.E.P.N." presented turnover increase of 37.53% and stood at 5.24 million Euro versus 3.81 million Euro during the same period last year.

Net operating profit: The increase in gross profit margin (29,39% versus 27,80%) is mainly due to expenditure restraint.

EBITDA: A marginal decrease is presented in EBITDA since they are affected by the aforementioned factors and amount to 1,33 million Euro as against 1,42 in the respective previous period. Publication – Printing sector presents a loss of 0,79 million Euro, equal to those recorded in the respective period in 2009. Sector presents a loss of 0,19 million as against loss of 0,01 million Euro. Shipping sector presents a small increase of 4,72% and results in a profit of 2,44 million Euro as against profit of 2,33 in the respective last year period.

Net Consolidated earnings after tax: Results after tax in respect of the Group remain stable and result in a loss of 1,39 million Euro as against loss of 1,33 million Euro in the respective last year period. In particular, in Publication – Printing sector, there is recorded a loss of 2,93 million Euro as against loss of 3,02 in the respective last year period. The Radio sector presented a loss of 0,23 million Euro as against loss of 0,06 million, while Shipping sector presented a profit of 2,16 million Euro $\epsilon\nu\nu\alpha\tau\iota$ as against profit of 1,98 million Euro $\sigma\tau\eta\nu$ in the respective period of 2009.

Net cash flows from the operating activities of the Group: Net cash flows from the operating activities of the Group were positive and amounted to

1,26 million Euro, as against -2,52 million Euro in the respective last year period. Cash flows from investing activities amounted to -11,44 million Euro in the first six months of 2010, while in the respective last year period they amounted to 2,70 million Euro and cash available amounted to 44,03 million Euro as against 45,30 million Euro in the respective last year period.

Earnings per share: Loss per share of the Parent company amounts to -0,1704 Euro, increased by 0,83% as compared to the respective last year period when it amounted to loss of -0,1690 Euro, while loss per share of the Group amounts to -0,0789 as against loss of -0,0758 Euro in the respective last year period, presenting an increase of 4%.

Unamortized Group Fixed Assets: As at 30.06.2010, the unamortized value of the Group Fixed Assets amounted to approximately 112,42 million and represented 51% of the Group Total Assets. As at 31.12.2009 , it amounted to 81,46 million Euro and represented 42% of the Group Total Assets.

Inventory: Inventory does not represent a significant percentage of the Total Consolidated Assets and amounts to 6,13%, as against 7,4% in the respective last year period.

Consolidated Equity: Consolidated Equity amounts to 121,04 million Euro and represents 54,79% of the Total Group Liabilities.

Bank Loans: The Group Bank loans amount to 59,63 million Euro in the first six months of 2010 as compared to 35,10 million Euro as at 31.12.2009, which is due to financing the under construction vessels of the subsidiary company "ARGONAFTIS E.E.P.N."

The table below shows the indicators and ratios which are essential for an understanding of the Group and company's status on 30.6.2010.

	THE GROUP		THE COMPANY	
	30/6/2010	30/6/2009	30/6/2010	30/6/2009
<u>Liquidity Ratios</u>				
Current ratio	1,32	1,90	0,98	1,05
Days sales in receivables	128,48	132,15	135,60	135,72
Inventories turnover	82,65	79,06	83,33	80,66
<u>Leverage or Solvency Ratios</u>				
Debt to equity	0,83	0,63	0,70	0,65
Long-term debt to equity	0,16	0,19	0,20	0,23
Fixed assets to equity	0,45	0,39	0,56	0,56
Gearing ratio	0,01	0,05	0,01	0,06
<u>Profitability ratios</u>				
Return on total assets	-0,03	-0,02	-0,21	-0,15
Return on equity	-0,01	-0,01	-0,03	-0,03
Gross margin	29,4%	27,8%	27,6%	25,8%

II. SIGNIFICANT EVENTS IN THE FIRST HALF OF THE CURRENT YEAR

Within the first half of the current year, the Company continued to take and implement actions aimed at keeping the newspaper on top of circulation and validity.

Given the financial market crisis that occurred in 2008 and continues in the current period, with greater intensity, there are taken several measures to enhance streamline production costs and general expenses in order to achieve better financial results.

In particular, we proceeded to withholding some of the newspaper inserts, reduced the number of pages in magazines inserts and managed up to the standards production and distribution of the newspaper with significant results in reducing the cost of consumption of raw and auxiliary materials. Moreover, there was reduced the cost of fees of associates and photographers in the newspaper inserts.

Particular attention has been paid to the cost of the aforementioned products and the Sunday newspaper edition. The options took were based on quality criteria in view of the market cost.

The aforementioned actions, aimed and cost restraint, in line with limited revenue shortfall, have assisted the company to reduce the expected negative effect.

The subsidiary "ARGONAYTIS SHIPPING INVESTMENT", on 21/4/2010, within the frame of renovating its fleet, commissioned in the shipyards "SAMSUNG HEAVY INDUSTRIES CO LTD" of South Korea the construction of two crude oil tankers. The vessels of 115 000 tons carrying capacity will be built according to the latest standards of American Bureau of Shipping and will meet all the international requirements. The delivery is scheduled for June and August 2012. The agreed consideration will total the amount of 108.9 million USA dollars, covered by 40% through equity assets and by 60% through bank loans.

III. MAIN RISKS AND UNCERTAINTIES FOR THE SECOND HALF OF THE YEAR - PROSPECTS

Main Risks and Uncertainties

The Group is exposed to various financial risks such as market risk (variation in foreign exchange rates, interest rates, market prices etc.), credit risk and liquidity risk. The group's risk management policy aims at limiting the negative impact on the company's financial results which results from the inability to predict financial markets and the variation in cost and revenue variables. The group aims to use derivatives to hedge its exposure to specific risk categories.

The risk management policy is executed by the Treasury department of the Group which evaluates and hedges the financial risks in association with companies departments. The Group's management gives written instructions and plans for risks management generally, as well as specific instructions for concrete risks management

Suppliers- Inventories

The Parent company maintains relatively high level of raw material inventory in order to deal with potential extraordinary orders for sales or potential delays under delivery.

Another significant issue is the stocks from publishing bids placed on the stand.

This fact creates an increased need for storage. Through the use of storage containers, a subsidiary of the Group in Koropi achieved significant savings in cost of rental depots as compared to the previous years.

The group companies have no significant dependence on certain suppliers given that no supplier provides the goods representing a high percentage compared to total purchases.

Customers – customer credit

The Group has no significant credit risk concentration. Due to the high dispersion presented by the client base of the companies in the group , there does not arise the risks of dependence on particular client groups, since no single customer accounts for a substantial proportion of the turnover. The

wholesale sales are made mainly to clients with rated credit history. Retail sales are made in cash and cover 53% of total turnover.

The subsidiary company "ARGONAFTIS EEPN" thorough examination of the market prospects and consistent with the policy options that enable it to deal with the result of cyclical fluctuations, enters into trip contracts at the free market. The risk of bad shippers rate is treated by the Group's Management through collaboration with notable shippers (majors), with an excellent background in shipping.

The Group Management considers that all the above receivables items that are not impaired do not carry significant credit risk.

Borrowing – loan interest rates

It is the policy of Group companies to have all its loans in Euro at floating interest rates. This policy benefits the Group where interest rates drop. It also exposes it to cash flow risks when interest rates rise. Especially for the shipping company of the Group total loans are in USD.

Within the current six month period, the Group increased its total bank loans by 24,53 million Euro, standing at 59,63 million Euro. The increase in total loans is mainly due to financing of under construction vessels of the subsidiary company "ARGONAFTIS EEPN".

Investment risk

The Group is exposed to market risk that arises from investments in stocks or derivatives list on international markets. The limits of the market risk are included in risk management procedures that have been approved by the management, are daily monitored by the risk management unit and are subjected to the Management.

Market sector risk

The Group operates in an intensely competitive market.

In times of economic crisis, sales and Group results are directly affected since demand drops off, particularly in relation to newspaper sales. More specifically, during the first half average daily circulation figures for the main newspapers were clearly down compared to the same half-year period last year.

Exchange rate risk

The Group is exposed to exchange rate risk from its commercial dealings in foreign exchange (USD, CHF) with customers and suppliers trading with the Group in currencies other than the Euro, which does not amount to a significant size.

The Group's shipping companies keep their books in USD and all commercial transactions are in USD. During consolidation there are major foreign exchange differences for the balance sheet conversion, which amounted to € 10,77 million (positive differences) in the first half of 2010.

Prospects

The administration of the company, taking into consideration the effects of the market crisis, which according to all indications, is going to continue in the second semester of 2010, will continue to take steps to improve result for both the company and its subsidiaries.

Those measures are:

- Further rationalization of the company's operations cost.
- Attract advertising revenue and revenue from printing of third parties, as well as promptly collect the amounts due and minimize losses from those activities.
- Printing of books and distributing them in kiosks aiming to increase revenues and improve the company's financial results.

The application of these measures are expected to:

- Increase of newspaper's circulation and thus increased revenues from newspapers sales.
- The administration of the Company and the Group aims to narrow the negative result of the mother company and to improve the positive result which is expected for the Group by the end of the year.

IV. TRANSACTIONS WITH RELATED PARTIES

The tables below show the intra-group sales and other intra-group transactions between the company and its subsidiaries during the first half of this year and the inter-group receivables and liabilities of the company and its subsidiaries on 30.6.2010.

Directors' emoluments for the Group and the Company are shown below:

	THE GROUP		THE COMPANY	
	1/1 - 30/6/2010	1/1 - 30/6/2009	1/1 - 30/6/2010	1/1 - 30/6/2009
Sales and other short-term employment benefits	356.392,81	282.920,08	249.754,16	221.999,76
Total	356.392,81	282.920,08	249.754,16	221.999,76

Transactions with affiliated companies

		GROUP	COMPANY
		1/1-30/6/2010	1/1-30/6/2010
Sales of goods to	KATHIMERINI POLITICAL & FINANCIAL NEWSPAPER CYPRUS EDITION LTD	274.689,67	274.689,67
Purchase of goods from	EXPLORER S.A.	-	65.383,25
-"-	MAISON PUBLISHING S.A.	-	152.835,51
Purchase of services from	EXPLORER S.A.	-	319.318,88
-"-	MELODIA S.A.	-	25,19
-"-	ATE ERGON S.A.	-	335.701,66
-"-	ENTYPES & DIKTYAKES S.A.	-	1.242.407,80
-"-	INTERNATIONAL HERALD TRIBUNE - KATHIMERINI S.A.	-	6.228,34
-"-	APOSTOLI S.A.	267.234,83	267.234,83
-"-	PRESS DISTRIBUTION S.A.	6.035.927,11	6.035.927,11 (*)
-"-	KATHIMERINI POLITICAL & FINANCIAL NEWSPAPER CYPRUS EDITION LTD	0,00	0,00
-"-	ARGONAFITIS EEPN	269.358,00	-
-"-	ARKTOS PUBLISHERS LTD	0,40	0,40
Sales of services	MELODIA S.A.	-	26.119,04
-"-	ATE ERGON S.A.	-	6.000,12
-"-	ENTYPES & DIKTYAKES S.A.	-	12.624,61
-"-	EXPLORER S.A.	-	94.585,26
-"-	INTERNATIONAL HERALD TRIBUNE - KATHIMERINI S.A.	-	484.518,55
-"-	MAISON PUBLISHING S.A.	-	484.931,05
-"-	ARGONAFITIS EEPN	-	20,13
-"-	KATHIMERINI POLITICAL & FINANCIAL NEWSPAPER CYPRUS EDITION LTD	150.000,00	150.000,00
-"-	APOSTOLI S.A.	522,50	522,50
-"-	PRESS SHOP AT INTER. AIRPORT S.A.	1.072,50	1.072,50
-"-	ARKTOS PUBLISHERS LTD	1,15	1,15
-"-	PRESS DISTRIBUTION S.A.	1.214,40	1.214,40

(*): Agency rights and supplies for the distribution of newspaper and other publications of the company

Receivables / Liabilities from/to affiliated companies

		GROUP 30/6/2010	COMPANY 30/6/2010
Receivables from	EXPLORER S.A.	-	1.094.155,68
-"-	MAISON PUBLISHING S.A.	-	448.785,11
-"-	MELODIA S.A.	-	424.969,73
-"-	ATE ERGON S.A.	-	5.516.331,47 (**)
-"-	ENTYPES & DIKTYAKES S.A.	-	957.811,08
-"-	INTERNATIONAL HERALD TRIBUNE - KATHIMERINI S.A.	-	1.367.560,72
-"-	ARGONAFIS EEPN	261.035,00	24,36
-"-	ARKTOS PUBLISHERS LTD	73,88	73,88
-"-	APOSTOLI S.A.	632,23	632,23
-"-	PRESS SHOP AT INTER. AIRPORT S.A.	1.297,73	1.297,73
-"-	PRESS DISTRIBUTION S.A.	1.582.185,95	1.582.185,95
-"-	KATHIMERINI POLITICAL & FINANCIAL NEWSPAPER CYPRUS EDITION LTD	797.965,31	797.965,31
Liabilities to	MELODIA S.A.	-	87.246,22
-"-	ENTYPES & DIKTYAKES S.A.	-	266.124,13
-"-	INTERNATIONAL HERALD TRIBUNE - KATHIMERINI S.A.	-	3.014,14
-"-	EXPLORER S.A.	-	184.338,29
-"-	MAISON PUBLISHING S.A.	-	160.221,28
-"-	APOSTOLI S.A.	109.214,91	109.214,91
-"-	ARKTOS PUBLISHERS LTD	59,27	59,27
-"-	PRESS DISTRIBUTION S.A.	109.714,43	109.714,43
-"-	KATHIMERINI POLITICAL & FINANCIAL NEWSPAPER CYPRUS EDITION LTD	100.000,00	100.000,00

(**): Amount of 4.688.231,72 it's a balance account against future rents that were paid from the parent company to the affiliated company ATE ERGON S.A., due to the completion by the parent company of the semifinished building installations, owned to the aforementioned company.

Corporate Governance

The company pays great significance and undertakes all necessary actions to secure the necessary levels of transparency for all its actions and internal procedures, aiming to further strengthening its credibility for the sake of its shareholders and the investment community in general.

Internal Policies and Procedures

The Company operates under an internal code of Policies and Procedures, which is updated and kept abreast of current events, in order to incorporate any issues arising pertaining to matters of corporate governance, as well as any changes in the organizational structure of the Company.

Own shares

On 30.6.2010, there weren't any Parent Company Shares owned by the parent itself, subsidiaries or associates.

N. Faliro, August 30th, 2010

The Board of Directors

D. Financial Statements for the six months period

Interim Financial Statements for the 6-month period January 1st to June 30th, 2010

It is hereby confirmed that the attached Interim Financial Statements are those approved by “KATHIMERINI SA-PUBLICATIONS MASS MEDIA” Board of Directors on 30th August 2010 and made public by their posting on the Web at the address www.kathimerini.gr. as well as in the ATHEX website, where it will remain in the disposal of investors for a time period of at least 5 years, since the date its edit and publication.

The attention of the reader is drawn to the fact that the Synoptic Financial Data and Information that derive by the financial statements published in the press aim at providing the public with a general information regarding the financial situation and the result of the Company, but they do not present a comprehensive view of the financial position and the results of operation and the Cash Flow of the Company and the Group, in accordance with the International Financial Reporting Standards.

Interim Financial Statements at 30 June 2010

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1. Statement of Financial Position of Parent company and Group

	Notes	THE GROUP		THE COMPANY	
		30/6/2010	31/12/2009	30/6/2010	31/12/2009
ASSETS					
Non-Current Assets					
Tangible Assets	5.4	109.217.498,91	78.133.976,43	49.849.483,36	50.979.566,98
Intangible Assets		3.200.292,93	3.331.358,49	3.035.552,12	3.300.277,43
Investments in Affiliated Companies		0,00	0,00	42.710.825,40	42.710.825,40
Other Investments	5.5	1.080.195,39	1.161.430,22	1.739.970,51	1.739.970,51
Deferred Tax Assets		278.403,78	273.139,06	0,00	0,00
Other Long-term Receivables		201.717,95	203.013,35	147.095,03	150.190,43
		113.978.108,96	83.102.917,55	97.482.926,42	98.880.830,75
Current Assets					
Inventories		13.543.527,36	14.152.900,75	11.040.701,42	12.584.602,07
Trade Debtors and Other Receivables		32.121.119,05	33.150.281,42	27.180.092,40	30.037.760,07
Other Receivables		5.835.125,04	4.454.839,33	7.972.303,37	9.493.966,20
Other Current Assets		1.079.464,70	1.184.115,77	5.371.339,77	5.598.516,57
Financial assets at fair value through profit or loss	7.10	10.332.762,80	28.575.657,42	33.938,80	43.022,42
Cash and Cash Equivalents		44.032.037,31	26.518.368,84	2.493.680,52	1.137.021,44
		106.944.036,26	108.036.163,53	54.092.056,28	58.894.888,77
Total Assets		220.922.145,22	191.139.081,08	151.574.982,70	157.775.719,52
EQUITY & LIABILITIES					
Equity					
Share Capital		10.200.000,00	10.200.000,00	10.200.000,00	10.200.000,00
Share Premium		65.779.742,36	65.779.742,36	65.779.742,36	65.779.742,36
Fair Value Reserves		232.641,00	0,00	0,00	0,00
Other Reserves		10.684.919,58	10.683.653,43	8.022.344,09	8.022.344,09
Balance Sheet conversion reserves		-13.525.278,00	-24.299.629,00	0,00	0,00
Profit carried forward		47.684.803,14	49.026.903,71	5.343.843,63	8.240.706,95
Equity allotted to Parent Company Shareholders		121.056.828,08	111.390.670,50	89.345.930,08	92.242.793,40
Non controlling interest		-16.955,62	30.790,64	0,00	0,00
Total Equity		121.039.872,46	111.421.461,14	89.345.930,08	92.242.793,40
Long-term Liabilities					
Long-term loan commitments		800.000,00	1.600.000,00	800.000,00	1.600.000,00
Deferred tax liabilities		4.147.117,97	3.950.619,70	3.898.027,16	3.719.503,03
Pension Commitments		5.342.038,13	5.339.477,91	4.762.920,99	4.762.920,99
Other long-term liabilities		8.708.773,82	9.268.295,47	8.700.116,45	9.256.439,79
Total Long-term Liabilities		18.997.929,92	20.158.393,08	18.161.064,60	19.338.863,81
Short-term Liabilities					
Trade debtors and other Liabilities		17.202.667,89	17.925.768,97	14.569.685,59	15.686.090,77
Current Tax Liabilities		1.081.219,83	1.123.237,21	791.251,67	853.971,42
Short-term Loan Commitments	5.4	58.832.068,59	33.505.583,54	26.349.999,36	27.584.776,94
Derivatives	7.10	56.644,00	4.520.724,00	0,00	0,00
Other short-term liabilities		3.286.249,86	2.136.077,93	1.999.634,74	1.789.463,98
Short-term Provisions		425.492,67	347.835,21	357.416,66	279.759,20
Total Short-term Liabilities		80.884.342,84	59.559.226,86	44.067.988,02	46.194.062,31
Total Liabilities		99.882.272,76	79.717.619,94	62.229.052,62	65.532.926,12
Total Equity and Liabilities		220.922.145,22	191.139.081,08	151.574.982,70	157.775.719,52

2. Statement of Comprehensive Income of Parent company and Group

Notes	THE GROUP			
	1/1-30/06/2010	1/1-30/06/2009	1/4-30/06/2010	1/4-30/06/2009
Sales	45.124.914,87	44.995.659,79	22.921.712,95	23.258.011,06
Cost of Sales	-31.859.825,58	-32.488.333,23	-15.461.935,79	-15.974.934,30
Gross Profit/(Loss)	13.265.089,29	12.507.326,56	7.459.777,16	7.283.076,76
Other Operating Income	1.528.572,34	911.208,29	940.289,50	356.064,59
Sales and Marketing Expenses	-11.426.693,97	-11.198.091,53	-5.774.308,52	-5.747.699,79
Administration Expenses	-3.341.638,76	-3.153.428,25	-1.941.720,18	-1.644.531,82
Other Operating Expenses	-676.911,74	-238.705,21	-52.860,24	-210.503,64
Profit before Taxes or Finance and Investment Income	-651.582,84	-1.171.690,14	631.177,72	36.406,10
Financial Income	276.707,14	1.136.458,41	211.185,74	812.270,07
Financial Expenses	-742.897,85	-646.515,59	-411.693,25	-302.626,62
Other financial results	-2.938.746,62	-384.914,52	-4.121.089,70	1.693.860,96
Other investing results	2.934.932,00	0,00	2.934.932,00	0,00
Profit/ Loss from affiliated companies	-64.929,30	-124.091,63	-103.510,42	-24.503,34
Profit/(loss) Before Taxes	-1.186.517,47	-1.190.753,47	-858.997,91	2.215.407,17
Income Tax	-202.063,21	-136.322,09	-129.276,46	-412.326,63
Profit/(loss) after taxes (A)	-1.388.580,68	-1.327.075,56	-988.274,37	1.803.080,54
Distributed to:				
Company's owners	-1.340.834,42	-1.288.572,94	-954.077,49	1.766.746,94
Non controlling interest	-47.746,26	-38.502,62	-34.196,88	36.333,60
Profit/loss directly transferred to equity				
Consolidation currency differences	10.774.351,00	-1.235.897,00	6.549.478,00	-4.592.871,00
Revaluation of assets	232.641,00	-7.408.231,00	232.641,00	-7.408.231,00
Other comprehensive income after taxes (B)	11.006.992,00	-8.644.128,00	6.782.119,00	-12.001.102,00
Total comprehensive income after taxes (A)+(B)	9.618.411,32	-9.971.203,56	5.793.844,63	-10.198.021,46
Company's owners	9.666.157,58	-9.932.700,94	5.828.041,51	-10.234.355,06
Non controlling interest	-47.746,26	-38.502,62	-34.196,88	36.333,60
Earnings after taxes per share	7.1 -0,0789	-0,0758	-0,0561	0,1039
Income before taxes on Finance and Investment Income and Depreciation	1.332.605,83	1.416.858,84	1.629.265,88	1.329.863,37

Notes	THE COMPANY			
	1/1-30/06/2010	1/1-30/06/2009	1/4-30/06/2010	1/4-30/06/2009
Sales	36.906.554,93	37.322.260,20	18.016.805,01	19.260.297,03
Cost of Sales	-26.731.574,93	-27.685.827,28	-12.334.826,00	-13.631.470,88
Gross Profit/(Loss)	10.174.980,00	9.636.432,92	5.681.979,01	5.628.826,15
Other Operating Income	1.432.925,40	1.010.095,89	835.993,31	510.150,71
Sales and Marketing Expenses	-10.578.152,70	-10.370.788,63	-5.215.089,79	-5.307.394,12
Administration Expenses	-2.580.548,03	-2.555.099,01	-1.427.733,17	-1.296.891,04
Other Operating Expenses	-603.338,75	-23.068,79	-529.440,93	-10.510,57
Profit before Taxes or Finance and Investment Income	-2.154.134,08	-2.302.427,62	-654.291,57	-475.818,87
Financial Income	26.994,09	106.340,54	26.577,69	101.727,20
Financial Expenses	-582.115,58	-572.055,58	-320.144,88	-259.996,37
Other financial results	-9.083,62	1.397,48	-8.484,70	2.794,96
Profit/(loss) Before Taxes	-2.718.339,19	-2.766.745,18	-956.343,46	-631.293,08
Income Tax	-178.524,13	-106.083,61	-158.340,02	-187.173,10
Profit/(loss) after taxes (A)	-2.896.863,32	-2.872.828,79	-1.114.683,48	-818.466,18
Profit/loss directly transferred to equity				
Other comprehensive income after taxes (B)	0,00	0,00	0,00	0,00
Total comprehensive income after taxes (A)+(B)	-2.896.863,32	-2.872.828,79	-1.114.683,48	-818.466,18
Earnings after taxes per share	7.1 -0,1704	-0,1690	-0,0656	-0,0481
Income before taxes on Finance and Investment Income and Depreciation	-894.479,42	-941.432,21	-31.998,94	214.921,97

3. Statement of Cash Flows of Parent Company and Group

By indirect method	THE GROUP		THE COMPANY	
	1/1-30/6/2010	1/1-30/6/2009	1/1-30/6/2010	1/1-30/6/2009
Profit/(loss) before taxes	(1.186.517,47)	(1.190.753,47)	(2.718.339,19)	(2.766.745,18)
Plus/less adjustment for:				
Depreciation of period	2.358.258,96	2.917.819,57	1.629.260,40	1.685.801,45
Provisions	270.269,13	213.849,05	251.949,49	110.664,13
Currency differences	(87.886,22)	(19.767,00)	0,00	0,00
Results (income, expenses, profit & losses) of investment activities				
- Losses from sale of fixed assets/holdings	(2.937.052,01)	(703,77)	(2.120,01)	(703,77)
- Income/expenses from affiliated companies	64.929,30	124.091,63	0,00	0,00
- Investments grants	(374.070,29)	(329.270,59)	(369.605,74)	(324.806,04)
- Income/Expenses of participations	0,00	0,00	(16.305,53)	(101.400,00)
- Profit/Loss from fair value valuation of derivatives	(2.058.015,00)	(103.311,00)	0,00	0,00
- Profit/Loss from fair value valuation of financial assets at fair value through profit and loss	16.992,00	489.623,00	0,00	0,00
- Currency differences from cash investments	2.785.141,00	0,00	0,00	0,00
- Currency differences from financial assets at fair value	2.185.545,00	0,00	0,00	0,00
- Interest income	(276.707,14)	(1.136.458,41)	(10.688,56)	(4.940,54)
Interest expenses	742.897,85	646.515,59	582.115,58	572.055,58
Plus/less adjustments for working capital changes or changes relating to operating activities				
Decrease /(increase) of inventories	700.420,39	706.050,67	1.543.900,65	1.012.272,71
Decrease/(increase) of receivables	(285.575,57)	434.819,11	1.457.604,42	(533.964,62)
(Decrease)/Increase of short-term liabilities (Except banks)	140.254,09	(5.291.842,12)	(1.091.123,42)	(5.202.966,34)
(Decrease)/Increase of tax Liabilities	(45.202,32)	732.645,69	(62.719,75)	572.646,79
Less:				
Interest Payable and Related charges paid	(742.897,85)	(646.515,59)	(582.115,58)	(572.055,58)
Income tax paid	(7.644,72)	(62.217,69)	0,00	0,00
Total inflows/(outflows) from operating activities (a)	1.263.139,13	(2.515.425,33)	611.812,76	(5.554.141,41)
Cash Flow from Investment				
Acquisition of subsidiaries & related companies, joint ventures and other investment	0,00	(582.800,00)	0,00	(582.800,00)
Purchase of tangible and intangible assets	(25.342.728,87)	(769.948,38)	(232.331,46)	(499.796,02)
Increase/decrease of other long-term receivables	1.295,40	(13.168,54)	3.095,40	(16.082,24)
Purchase of financial assets at fair value through profit and loss	(40.853.856,00)	(7.779.845,00)	0,00	0,00
Sale of financial assets at fair value through profit and loss	54.479.065,00	7.200.539,00	0,00	0,00
Grants received	0,00	3.446.690,12	0,00	3.446.690,12
Interest received	276.707,14	1.136.458,41	10.688,56	4.940,54
Dividends received	0,00	65.720,00	3.000.000,00	65.720,00
Total inflows/(outflows) from investment activities (b)	(11.439.517,33)	2.703.645,61	2.781.452,50	2.418.672,40
Cash Flow from Financing activities				
Increase/ decrease of long-term liabilities (except loans)	0,00	(171.897,76)	0,00	(171.897,76)
Proceeds from borrowings	22.502.373,27	2.195.804,34	0,00	3.012.476,78
Payments of borrowings	0,00	0,00	(2.034.777,58)	0,00
Dividends paid	(1.828,60)	(58,34)	(1.828,60)	(58,34)
Total inflows/(outflows) from financing activities (c)	22.500.544,67	2.023.848,24	(2.036.606,18)	2.840.520,68
Net increase / (decrease) in cash and cash equivalents for period (a) + (b) + (c)	12.324.166,47	2.212.068,52	1.356.659,08	(294.948,33)
Cash and cash equivalents at start-of-period	26.518.368,84	43.835.180,40	1.137.021,44	1.389.585,54
Effects of exchange rate changes at cash	5.189.502,00	(746.355,00)	0,00	0,00
Cash and cash equivalents at end-of-period	44.032.037,31	45.300.893,92	2.493.680,52	1.094.637,21

4. Changes in Parent Company and Group Equity

THE GROUP									
Equity attributed to owners of "KATHIMERINI S.A."									
	Paid-Up Share Capital	Share Premium Reserve	Legal Reserve	Other Reserves	Total Reserves	Profit Carried Forward	Currency differences	Non controlling interest	Total
Balance at 31/12/2008	10.200.000,00	65.779.742,36	5.203.403,92	12.368.323,21	17.571.727,13	56.034.950,28	-20.901.086,00	56.990,64	128.742.324,41
Carried forward in legal reserve			248.514,30		248.514,30	-248.514,30			
Distribution of dividends					0,00				0,00
Transactions with parent company's owners	0,00	0,00	248.514,30	0,00	248.514,30	-248.514,30	0,00	0,00	0,00
Profit/Loss of period					0,00	-1.288.572,94		-38.502,62	-1.327.075,56
Other comprehensive income									
Depreciation of revaluation reserve				-290.674,00	-290.674,00	290.674,00			0,00
Revaluation of assets				-7.408.231,00	-7.408.231,00				-7.408.231,00
Consolidation currency differences					0,00		-1.235.897,00		-1.235.897,00
Carried forward in special reserve				4.700.000,00	4.700.000,00	-4.700.000,00			0,00
Other comprehensive income of period	0,00	0,00	0,00	-2.998.905,00	-2.998.905,00	-4.409.326,00	-1.235.897,00	0,00	-8.644.128,00
Balance at 30/06/2009	10.200.000,00	65.779.742,36	5.451.918,22	9.369.418,21	14.821.336,43	50.088.537,04	-22.136.983,00	18.488,02	118.771.120,85
Carried forward in legal reserve					0,00				0,00
Distribution of dividends					0,00	0,00		0,00	0,00
Transactions with parent company's owners	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Profit/Loss of period					0,00	-1.057.046,33		12.302,62	-1.044.743,71
Other comprehensive income									
Depreciation of revaluation reserve				4.587,00	4.587,00	-4.587,00			0,00
Revaluation of assets				-4.142.270,00	-4.142.270,00				-4.142.270,00
Consolidation currency differences					0,00		-2.162.646,00		-2.162.646,00
Carried forward in special reserve					0,00				0,00
Other comprehensive income of period	0,00	0,00	0,00	-4.137.683,00	-4.137.683,00	-4.587,00	-2.162.646,00	0,00	-6.304.916,00
Balance at 31/12/2009	10.200.000,00	65.779.742,36	5.451.918,22	5.231.735,21	10.683.653,43	49.026.903,71	-24.299.629,00	30.790,64	111.421.461,14
Carried forward in legal reserve			1.266,15		1.266,15	-1.266,15			0,00
Distribution of dividends					0,00				0,00
Transactions with parent company's owners	0,00	0,00	1.266,15	0,00	1.266,15	-1.266,15	0,00	0,00	0,00
Profit/Loss of period					0,00	-1.340.834,42		-47.746,26	-1.388.580,68
Other comprehensive income									
Depreciation of revaluation reserve					0,00				0,00
Revaluation of assets				232.641,00	232.641,00				232.641,00
Consolidation currency differences					0,00		10.774.351,00		10.774.351,00
Other comprehensive income of period	0,00	0,00	0,00	232.641,00	232.641,00	0,00	10.774.351,00	0,00	11.006.992,00
Balance at 30/06/2010	10.200.000,00	65.779.742,36	5.453.184,37	5.464.376,21	10.917.560,58	47.684.803,14	-13.525.278,00	-16.955,62	121.039.872,46

THE COMPANY								
	Paid-Up Share Capital	Share Premium Reserve	Legal Reserve	Other Reserves	Total Reserves	Profit Carried Forward	Total	
Balance at 31/12/2008	10.200.000,00	65.779.742,36	2.695.294,77	530.985,90	3.226.280,67	17.473.450,76	96.679.473,79	
Carried forward in legal reserve			96.063,42		96.063,42	-96.063,42		0,00
Carried forward in special reserve				4.700.000,00	4.700.000,00	-4.700.000,00		0,00
Transactions with parent company's ow	0,00	0,00	96.063,42	4.700.000,00	4.796.063,42	-4.796.063,42	0,00	0,00
Profit/Loss of period					0,00	-2.872.828,79		-2.872.828,79
Other comprehensive income of period	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Balance at 30/6/2009	10.200.000,00	65.779.742,36	2.791.358,19	5.230.985,90	8.022.344,09	9.804.558,55	93.806.645,00	
Carried forward in legal reserve					0,00	0,00		0,00
Transactions with parent company's ow	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Profit/Loss of period					0,00	-1.563.851,60		-1.563.851,60
Other comprehensive income of period	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Balance at 31/12/2009	10.200.000,00	65.779.742,36	2.791.358,19	5.230.985,90	8.022.344,09	8.240.706,95	92.242.793,40	
Carried forward in legal reserve					0,00	0,00		0,00
Transactions with parent company's ow	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Profit/Loss of period					0,00	-2.896.863,32		-2.896.863,32
Other comprehensive income of period	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Balance at 30/6/2010	10.200.000,00	65.779.742,36	2.791.358,19	5.230.985,90	8.022.344,09	5.343.843,63	89.345.930,08	

5. Additional Data & Information

5.1. Basis for preparation of interim financial statements and accounting principles

The consolidated financial statements of Company “KATHIMERINI S.A.” for the six months of 2010 covering period from January 1st to June 30th 2010, have been drawn up in conformity with the International Financial Reporting Standards (IFRS), in particular International Accounting Standard 34 on interim financial statements.

The interim financial statements do not include all the information needed in the annual financial statements of the Group at December 31st, 2009 therefore the use of the annual financial statements of 2009 is appropriate.

The accounting principles that had been used in the preparation of the annual financial statements of 2009 have not been changed during the six-month period of 2010.

The preparation of the financial statements according to IFRS requires the use of estimates and assertions. Major assumptions made by the management in order to apply certain accounting policies have been highlighted were appropriate.

The estimations and assertions in which the management proceeds are always valued and come from the experience and other factors, included future expectations under reasonable circumstances.

The accounting principles on which basis Othe financial statements were prepared are in compliance with those used for the preparation of the annual financial statements for the year 2009 and have been consistently applied to all the presented periods apart from the following changes.

5.1.1 Changes in accounting principles

The Group has adopted all the new Standards and Interpretations whose implementation is mandatory for the years starting as at January 1, 2010. Paragraph 5.1.2 presents the Standards that apply to the Company operations and have been adopted as from January 1, 2010, as well as the Standards whose implementation is mandatory for the years starting as at January 1, 2010 but that do not apply to the Group’s operations. Paragraph 5.1.3 presents Standards, amendments, and interpretations to existing

standards that are either not effective yet or have not been adopted by the E.U.

5.1.2 Changes to accounting principles (Amendments to published standards effective as from 2010)

Changes to accounting policies that have been adopted are analyzed as follows:

Annual Improvements 2009

During 2009, IASB issued the annual improvements to IFRS for 2009, a series of adjustments to 12 Standards, as a part of the annual improvement program. The annual improvement program of IASB aims to make necessary but not urgent adjustments to IFRSs and will not be a part of bigger revision program.

Moreover, the following standards, amendments and revisions are effective as from 2010 but do not apply to the Group operations.

- **Adoption of revised IFRS 3: "Business Combinations" and revised IAS 27: «Consolidated Financial Statements and Accounting for Investment in Subsidiaries»**

The revised IFRS 3 introduces significant amendments for the application of the acquisition method for business combinations. Among other changes the standard introduces the possibility of non-controlling interests being measured at fair value. Furthermore, the revised standard requires that the acquirer of a subsidiary recognizes the assets acquired and liabilities assumed as a transaction with owners of the business and any difference should be recognized in equity. The amended IAS 27 requires that transactions leading to changes in participations in subsidiaries to be recognized in equity. Moreover, the amended standard changes the accounting treatment of losses incurred by a subsidiary in respect of the loss of control over Notes to the Consolidated Financial Statements of the subsidiary. All the changes to the above standards will be applied subsequently and will affect future acquisitions and transactions with non-controlling interests.

The revised standards are expected to affect the accounting treatment of business combinations for future periods while this effect will be estimated

when the above business combinations are realized. The Group adopted the above changes from January 1st 2010.

- **IAS 39: « Financial Instruments: Recognition and Measurement» - Amendment to IAS 39 Instruments which qualify as hedging instruments**

IAS 39 amendment clarifies hedge accounting issues and specifically those related with inflation and one-sided risk of a hedging instrument.

The application of the amendment is not expected to have significant impact on the Group's financial statements.

- **Amendments to IFRS 2 “Share Based Payments”**

The IASB has proceeded to the issue of an amendment to IFRS 2 concerned with the investment conditions of the fund and its cancellation. None of the current share-based payment schemes are affected by these amendments. The Management estimates that the application of the amendments to IFRS 2 will not have impact on the Group's accounting principles.

- **IFRIC 15: “Agreements for the Construction of Real Estate”**

IFRIC 15 provides instructions as to whether a contract for the construction of real estate falls under the provisions of IAS 11 “Construction Contracts” or IAS 18 “Revenue”, and in relation to this standard, when revenue should be recognized from a construction.

This Interpretation applies to the accounting for revenue and associated expenses by entities that undertake the construction of real estate directly or through subcontractors.

Agreements in the scope of IFRIC 15 are agreements for the construction of real estate. In addition to the construction of real estate, such agreements may include the delivery of other goods or services.

- **IFRIC 16: “Hedges of a Net Investment in a Foreign Operation”**

IFRIC 16 applies to an entity that hedges the foreign currency risk arising from its net investments in foreign operations and meets the terms for qualifying as hedge accounting in accordance with IAS 39.

IFRIC 16 provides guidance on identifying the foreign currency risks that qualify as a hedged risk in the hedge of a net investment in a foreign

operation; where, within a group, hedging instruments that are hedges of a net investment in a foreign operation can be held to qualify for hedge accounting; and how an entity should determine the amounts to be reclassified from equity to profit or loss for both the hedging instrument and the hedged item.

- **IFRIC 17 “Distributions of Non-cash Assets to Owners”**

When an entity announces distribution and has the obligation to distribute assets to its owners, it must recognize a liability for these payable dividends. IFRIC 17 specifies the following issues a dividend payable should be recognized when the dividend is appropriately approved and is no longer at the discretion of the entity; the company should measure the dividend payable at the fair value of the net assets to be distributed; the company should recognize the difference between the dividend paid and the net assets book value distributed in profit or loss.

- **IFRIC 18: «Transfers of assets from customers»**

This interpretation is particularly relevant for entities or organizations in the utility sector. IFRIC 18 clarifies the requirements of IFRS for agreements in which an entity receives from a customer an item of property, plant and equipment that the entity must then use either to connect the customer to a network or to provide the customer with ongoing access to a supply of goods or services (such as a supply of electricity, gas or water). In some cases, the entity receives cash from a customer that must be used only to acquire or construct the item of property, plant, and equipment in order to connect the customer to a network or provide the customer with ongoing access to a supply of goods or services (or to do both). The Interpretation provides guidance on cases where the definition of an asset is met, as well as on the recognition and measurement of initial costs.

It also provides guidance on how to identify the entity’s obligation to provide one or more separately identifiable services in exchange for the transferred asset as well as how to recognise revenue and accounting for cash received by clients.

- **Amendment to IFRS 1 “First-time Adoption of International Financial Reporting Standards” - Additional Exceptions for first time adopters**

The amendment provides guidance on the retrospective application of the IFRSs with reference to the measurement of financial assets in oil, natural gas and leasing sectors. The amendment is effective for annual periods starting on or after January 1, 2010. The amendment does not apply to the Group’s operations.

5.1.3 Standards, amendments, and interpretations to existing standards that are either not effective yet or have have not been adopted by the E.U.

Furthermore, the IASB has proceeded to the issue of the following new IFRSs, amendments and interpretations which are not mandatory for these financial statements and as at the date of issue of these financial statements have not been adopted by the E.U.

- **IFRS 9: «Financial Instruments»**

The IASB is planning to fully replace IAS 39 «Financial Instruments: Recognition and Measurement» by the end of 2010, that will be put in force for annual financial periods starting at 01/01/2013. IFRS 9 constitutes the first stage of the ongoing project for the replacement of IAS 39. The main stages of the project are as follows:

1st stage: Recognition and and Measurement

2nd stage: Impairment method

3rd stage: Hedge accounting

Furthermore, an additional stage concerns issues related with derecognition. IFRS 9 aims to reduce complexity in the accounting treatment of financial instruments by offering fewer categories of financial assets and a principle based on the approach for their classification. According to the new Standard, the entity classifies financial assets either at amortised cost or at fair value based on:

- a) the entity’s business model for managing financial assets,
- b) the characteristics of the contractual terms of the financial asset give rise on specified dates to cash flows (if it has decided not to appoint the financial asset at fair value through profit and loss).

The division of all financial assets into two categories – amortised cost and fair value – means that only one impairment model will be required in the context of the new standard, thus reducing complexity.

The effect from the application of IFRS 9 is evaluated by the company as it is estimated that the business model that will be selected by the company for managing its financial assets will have an impact on its Equity and P&L.

The Standard is effective for annual periods starting on or after 01/01/2013 and has not been approved by the EU yet.

- **Amendment to IFRS 1 “First-time Adoption of International Financial Reporting Standards” - limited exemption from Comparative IFRS 7 Disclosures for IFRS First-time Adopters**

The current amendment provides limited exemptions to IFRS first time adopters from provision of comparative information pertaining to disclosures required by IFRS 7 «Financial Instruments: Disclosures». The amendment applies to annual accounting periods starting on or after July 1, 2010 and has been adopted by the EU.

This amendment does not apply to the Group.

- **Amendment to IAS 24: “Related Party Disclosures”**

The current amendment clarifies the definition of related parties and reduces disclosures regarding related parties of the State. In particular, it rescinds the obligation of State entities to disclose details of all transactions with other State parties, it clarifies and simplifies the definition of a related party and endorses the disclosure not only of transactions and balances between related parties, but also undertakings, both in separate and consolidated statements. The aforementioned amendment has not been endorsed yet by the European Union and has obligatory adoption from 01/01/2011. This amendment is not expected to have significant impact on the financial statements.

- **IFRIC 14 (Amendment)- «Prepayments of a Minimum Funding Requirement»**

The amendment has been issued to raise the limitations that an entity had on the recognition of an asset deriving from voluntary prepaid contributions for minimum funding requirements. The amendment is applicable for annual

accounting period starting on or after 01/07/2011 and has been approved by the EU. The amendment is not applicable to the Group.

- **IFRIC 19: «Extinguishing Financial Liabilities with Equity Instruments»**

H IFRIC19 considers the accounting treatment when an entity renegotiates the terms of a financial liability with its creditor and the creditor agrees to accept the entity's shares or other equity instruments to settle the financial liability fully or partially. Such transactions are sometimes referred to as «debit- equity instruments» transactions or shares transactions, whose frequency increases during the financial crises. The amendment applies to annual accounting periods starting on or after July 1, 2010 and has been approved by the EU. The amendment is not applicable to the Group.

- **Amendment to IAS 32 "Financial Instruments: Presentation" - Classification of Rights as Equity**

The amendment revises the definition of financial liabilities as provided in IAS 23, with respect to classification of rights issues (rights, options or warrants) as equity. The amendment applies to annual accounting periods starting on or after 01/02/2010 and it will be examined whether its application will affect the consolidated Financial Statements of the Group. The current Amendment has been approved by the European Union.

Annual Improvements 2010

Within 2010, the IASB proceeded to the issues of Annual Improvements to IFRS for the year 2010 – a series of adjustments to 7 Standards, as a part of the annual improvement program. The annual improvement program of IASB aims to make necessary but not urgent adjustments to IFRSs and will not be a part of bigger revision program. The majority of Improvements are effective for annual periods starting on or after 01/01/2011, while earlier application is permitted. The Annual Improvements have not been adopted by the EU.

The Company has no intention to proceed to earlier application of any Standard or Interpretation.

Based on the existing Group structure and accounting policies followed, the Management does not expect material effects (unless mentioned otherwise) on the financial statements of the company arising from the implementation

of the aforementioned Standards and Interpretations as they become effective.

5.2 Significant accounting decisions, estimations and assumptions of the Management

The preparation of financial statements in compliance with IFRS requires the use of estimates and judgments under applying the accounting principles of the Company. Judgments, assumptions and estimates of the Management affect the amount measuring certain assets and liabilities, the amount recognized during the year for certain revenue and expenses and the presented estimates for contingent liabilities.

The assumptions and estimates are continually evaluated and according to historical experience and other factors, including expectations for the outcome of future events that are reasonable under existing conditions. The estimates and assumptions relate to the future and therefore actual results will probably differ from accounting calculations.

The areas involving a higher degree of judgment as well as areas where estimates and assumptions have a significant impact on the financial statements are presented in paragraph 5.3.

5.3 Significant accounting estimates and assumptions

The preparation of financial statements in compliance with IFRS requires the use of estimates and judgments under applying the accounting principles of the Group.

In accordance with the accounting principles of the Group, certain assets are measured at fair value. The determination of fair value requires the exercise of judgment in respect of selecting appropriate methodology and calculations to make estimates and assumptions. Estimates and judgments are also used under calculating other items of the financial statements such as depreciation, amortization, provisions, etc. The estimates and assumptions relate to the future and therefore actual results will probably differ from accounting calculations.

The estimates and assumptions that involve significant risk of causing a material adjustment to the book values of assets and liabilities in the next financial period pertain to the estimated fair value of investments in vessels.

The Group defined the fair value of the vessels based on the valuations carried out by independent actuaries related to the fair value on the date of valuation less accumulated depreciation. Valuations are carried out at regular intervals so that the value recorded in the books does not significantly differ from the fair value at the balance sheet date.

5.4 Significant changes in the items of the Statement of Financial Position and Statement of Comprehensive Income for the year.

The most significant changes presented in the items of the Statement of Financial Position and the Statement of Comprehensive Income for the period ended as at 30 June 2010 are as follows:

- Increase in the item “Tangible Assets” is mainly due to the increase in the cost of under construction vessel of €26.893 thus as till 30.06.2010 and to the increase in the vessel fair value of €3.167 thus.
- Increase in the item “Short term loans” is due to the increase of €26.623 thus in the loans received by the subsidiary company “ARGONAFTIS EEPN”, intended for equally mounted financing of the under construction vessels. It is noted that until the financial statements date, the above loans had been repaid. The Short term borrowings of the remaining companies of the Group present a decrease of €1, 3 mn.
- From the valuation of the vessel of the subsidiary company “ARGONAFTIS EEPN”, there arose goodwill totally amounting to €3, 17 mn, of which € 2, 94 mn. benefited the Income Statement for the period in the item “Other Investing Income(loss)”, offsetting the loss burdening the previous year Income Statement. The goodwill balance amounting to € 0, 23 mn was transferred directly to Equity Reserves.
- The item “Other Finance Income (Loss)” at the Group level is analyzed as follows: a) fair value profit of €1, 70 mn from financial assets measurement. b) profit of €0, 33 mn from disposal of financial assets, c) loss of €-2,18 mn of foreign currency translation differences from financial assets

measurement and d) loss €-2, 79 mn of foreign currency translation differences from from measurement of cash equivalents in foreign currency.

5.5 The Group's structure and consolidation method

In addition to the parent company, the consolidated financial statements include the following undertakings:

NAME	COUNTRY	SHARES & CONSOLIDATION METHOD
SUBSIDIARIES		
MELODIA S.A.	GREECE	100% Full Consolidation
ENTYPES & DIKTYAKES S.A.	GREECE	100% Full Consolidation
ATE ERGON S.A.	GREECE	100% Full Consolidation
ARGONAFTIS EEPN (*)	GREECE	100% Full Consolidation
EXPLORER S.A.	GREECE	82,65% Full Consolidation
IHT – KATHIMERINI S.A.	GREECE	50 % Full Consolidation
MAISON PUBLISHING S.A.	GREECE	50% Full Consolidation

JOINT VENTURES		
KATHIMERINI POLITICAL & FINANCIAL NEWSPAPER CYPRUS EDITION LTD	CYPRUS	50% Equity Method

AFFILIATED COMPANIES		
ARKTOS PUBLISHING LTD.	GREECE	30 % Equity Method
KATASTIMATA TYPOU AT INTERNATIONAL AIRPORT S.A.	GREECE	31,20% (25% Direct, 6,20% Indirect) - Equity Method
EPSILON ONE S.A.	GREECE	25% Equity Method
CITY SERVERS S.A.(**)	GREECE	22,5% Equity Method
EUROPE S.A. DAILY AND PERIODICAL PRESS DISTRIBUTION AGENCY (**)	GREECE	24,80% Equity Method
APOSTOLI S.A..	GREECE	20% Equity Method

AFFILIATED COMPANIES AND JOINT VENTURES STATED IN THE CONSOLIDATED BALANCE SHEET

Participation value in affiliated companies at 30/6/2010	1.739.970,51
Depreciation results:	
a) in results of year	-64.929,30
b) in results of previous years	131.909,71
c) Income from dividends	-726.755,53
Total Value of 30/6/2010	<u>1.080.195,39</u>

(*) In particular, subsidiary ARGONAFTIS Ltd., which is part of the Group, is consolidated with its following subsidiaries:

<u>Company</u>	<u>Country of establishment</u>	<u>Ship</u>	<u>Tonnage (D.W.T.)</u>	<u>Year of building</u>
Sea Shell Enterprises Ltd	Liberia	m.t. Oceanis	106,547	1997
Sea Pearl Enterprises Ltd	Liberia	m.t. Thirasia	(Sold on 5 July 2005)	
Zenith Maritime Corporation	Liberia	m.t. Christiana	(Sold on 4 January 2005)	
Bigal Shipping Corporation	Liberia	m.t. Nereis	(Sold on 28 January 2005)	

(**): Within the current period, there was conducted a final write-off from the parent's company books and records of the participating interest in the company "City Servers S.A.", due to the finalization of its liquidation. The write-off of the total participating interest (1.980.930,54 €) did not affect the company's results, since there had been made an equal provision in the previous years.

6. Information per sector of activity

The Group's activities cover the following sectors:

- a) Publishing and printing sector:** This sector includes the Group's parent company and other undertakings dealing with the publication of newspapers and magazines. The Group publishes one of the leading Greek newspapers, "KATHIMERINI", as well as magazines that cover a wide range of readers' interests.
- b) Radio sector:** This sector includes the production and release of radio programs through radio station "MELODIA S.A."
- c) Shipping sector:** The shipping sector includes investments in the shares of ship-owner companies or in the shares of portfolio holding companies of ship-owner companies or in the shares of managing companies.

During the current period, the subsidiary "ARGONAYTIS SHIPPING INVESTMENT", within the frame of renovating its fleet, commissioned in the shipyards "SAMSUNG HEAVY INDUSTRIES CO LTD" of South Korea the construction of two crude oil tankers. The vessels of 115 000 tons carrying capacity will be built according to the latest standards of American Bureau of Shipping and will meet all the

international requirements. The delivery is scheduled for June and August 2012. The agreed consideration will total the amount of 108.9 million USA dollars, covered by 40% through equity assets and by 60% through bank loans.

d) Other sectors: these mostly include property development.

All the Group's activities are located in Greece and there is therefore no division into geographical territories.

The Tables below present in detail the revenue and income, the assets and liabilities of individual sectors of activity for fiscal years ended at 30/6/2010 and 30/6/2009.

01/01-30/06/2010	Publications - Printing	Radio	Shipping	Other	Total
Total gross sales per sector	41.395.480,40	968.611,31	5.241.169,00	622.166,81	48.227.427,52
Internal sales	-2.750.117,19	-25,19	0,00	-352.370,27	-3.102.512,65
Net Sales	38.645.363,21	968.586,12	5.241.169,00	269.796,54	45.124.914,87
Operating profit	-2.086.980,20	-205.602,82	1.905.495,79	-264.495,61	-651.582,84
Financial income	-659.014,19	-28.541,96	258.545,00	-105.923,48	-534.934,63
Profit before taxation	-2.745.994,39	-234.144,78	2.164.040,79	-370.419,09	-1.186.517,47
Income tax	-187.579,57	3.490,50	0,00	-17.974,14	-202.063,21
Net profit	-2.933.573,96	-230.654,28	2.164.040,79	-388.393,23	-1.388.580,68
Sector depreciation	1.296.378,67	19.443,28	542.784,00	125.582,72	1.984.188,67
EBITDA	-790.601,53	-186.159,54	2.448.279,79	-138.912,89	1.332.605,83

01/01-30/06/2009	Publications - Printing	Radio	Shipping	Other	Total
Total gross sales per sector	42.797.259,35	1.181.341,13	3.806.473,00	476.352,28	48.261.425,76
Internal sales	-3.042.533,91	-24,17	0,00	-223.207,89	-3.265.765,97
Net Sales	39.754.725,44	1.181.316,96	3.806.473,00	253.144,39	44.995.659,79
Operating profit	-2.181.936,63	-29.030,46	1.245.891,31	-206.614,36	-1.171.690,14
Financial income	-718.454,83	-33.329,64	733.029,00	-307,86	-19.063,33
Profit before taxation	-2.900.391,46	-62.360,10	1.978.920,31	-206.922,22	-1.190.753,47
Income tax	-123.150,36	4.591,25	0,00	-17.762,98	-136.322,09
Net profit	-3.023.541,82	-57.768,85	1.978.920,31	-224.685,20	-1.327.075,56
Sector depreciation	1.390.108,89	20.071,77	1.088.780,00	89.588,32	2.588.548,98
EBITDA	-791.827,74	-8.958,69	2.334.671,31	-117.026,04	1.416.858,84

30/6/2010	Publications - Printing	Radio	Shipping	Other	Total
<i>Assets of sector</i>	104.712.346,11	2.289.561,05	101.680.444,00	12.239.794,06	220.922.145,22
Non-distributed assets					0,00
<i>Consolidated assets</i>	104.712.346,11	2.289.561,05	101.680.444,00	12.239.794,06	220.922.145,22
<i>Consolidated liabilities</i>	65.143.031,13	2.584.031,77	27.604.348,92	4.550.860,94	99.882.272,76
Non-distributed liabilities					0,00
<i>Consolidated liabilities</i>	65.143.031,13	2.584.031,77	27.604.348,92	4.550.860,94	99.882.272,76

31/12/2009	Publications -				Total
	Printing	Radio	Shipping	Other	
<i>Assets of sector</i>	107.797.267,75	2.421.784,17	68.668.857,00	12.251.172,16	191.139.081,08
Non-distributed assets					0,00
<i>Consolidated assets</i>	107.797.267,75	2.421.784,17	68.668.857,00	12.251.172,16	191.139.081,08
<i>Consolidated liabilities</i>	68.244.826,58	2.325.489,81	4.762.364,26	4.384.939,29	79.717.619,94
Non-distributed liabilities					0,00
<i>Consolidated liabilities</i>	68.244.826,58	2.325.489,81	4.762.364,26	4.384.939,29	79.717.619,94

7. Additional information and explanations

7.1 Earnings per share

Earnings per share for the 6-month period of 2010 and 2009 respectively are detailed in the IFRS table:

	THE GROUP			
	01/01- 30/06/2010	01/01- 30/06/2009	01/04- 30/06/2010	01/04- 30/06/2009
Profit attributable to Shareholders of the parent	-1.340.834,42	-1.288.572,94	-954.077,49	1.766.746,94
Weighted average number of shares	17.000.000	17.000.000	17.000.000	17.000.000
Basic earnings per share (Euro per share)	-0,0789	-0,0758	-0,0561	0,1039

	THE COMPANY			
	01/01- 30/06/2010	01/01- 30/06/2009	01/04- 30/06/2010	01/04- 30/06/2009
Profit attributable to Shareholders of the parent	-2.896.863,32	-2.872.828,79	-1.114.683,48	-818.466,18
Weighted average number of shares	17.000.000	17.000.000	17.000.000	17.000.000
Basic earnings per share (Euro per share)	-0,1704	-0,1690	-0,0656	-0,0481

7.2 Income tax

Income tax amounts chargeable to the period are as follows:

	THE GROUP			
	01/01- 30/06/2010	01/01- 30/06/2009	01/04- 30/06/2010	01/04- 30/06/2009
Year's tax	-10.829,66	-32.404,72	37.939,38	-31.292,67
Differences of tax audit from previous periods	0,00	9.082,27	0,00	9.082,27
Deferred tax	-191.233,55	-112.999,64	-167.215,84	-390.116,23
Total	-202.063,21	-136.322,09	-129.276,46	-412.326,63

	THE COMPANY			
	01/01- 30/06/2010	01/01- 30/06/2009	01/04- 30/06/2010	01/04- 30/06/2009
Deferred tax	-178.524,13	-106.083,61	-158.340,02	-187.173,10
Total	-178.524,13	-106.083,61	-158.340,02	-187.173,10

7.3 Commitments

- There are no major lawsuits or third party claims pending against the Group's companies.
- As indicated in the subsidiaries purchase agreements, the Group does not take on, apart from the ship and part of the loans, the assets and liabilities of subsidiaries on the day of purchase. Any liability, which concerns previous ownership, will be borne by the vendor under these private agreements.

7.4 Existing liens

There are no mortgages or debentures or any other liens against borrowing on fixed assets.

7.5 Possible assets – liabilities

At the level of the Group and the Company there are no disputes before judicial or arbitration bodies that may have a major impact on the Group's financial situation or operation.

The financial years of the Group's companies, which have not been audited for tax purposes, are as follows:

NAME	PERCENTAGE	CONSOLIDATION METHOD	NON-AUDITED FINANCIAL YEARS
KATHIMERINI S.A.	PARENT	FULL	4
MELODIA S.A.	100%	FULL	3
ATE ERGON S.A.	100%	FULL	3
ENTYPES & DIKTYAKES S.A.	100%	FULL	3
ARGONAFTIS EEPN.	100%	FULL	6
EXPLORER S.A.	82,65%	FULL	3
MAISON PUBLISHING S.A.	50%	FULL	1
INTERNATIONAL HERALD TRIBUNE - KATHIMERINI S.A.	50%	FULL	3

The Management of the Group estimates that its provisions for the fiscal years that have not been audited are adequate and no important burden on the financial status of the Group is expected, during the confirmation of the tax audits.

The provisions formed for the following occasions amount to:

	Group	Company
Litigation provisions	277.657,46	277.657,46
Provisions for tax obligations regarding not audited fiscal years	147.835,21	79.759,20
Other provisions	0,00	0,00

7.6 Transactions with affiliates

Transactions with the Group's subsidiaries and affiliated companies according to IAS 24 are shown below:

A. With subsidiaries:

INTERCOMPANY RECEIVABLES / LIABILITIES ON 30/6/2010									
LIABILITY									
30/6/2010	KATHIMERINI S.A.	MELODIA S.A.	ATE ERGON S.A.	ENTYPES & DIKYAKES S.A.	INTERNATIONAL HERALD TRIBUNE - KATHIMERINI S.A.	ARGONAFIS EEPN	EXPLORER S.A.	MAISON PUBLISHING S.A.	TOTAL
KATHIMERINI S.A.	0,00	424.969,73	5.516.331,47	957.811,08	1.367.560,72	24,36	1.094.155,68	448.785,11	9.809.638,15
MELODIA S.A.	87.246,22	0,00	0,00	0,00	0,00	0,00	0,00	0,00	87.246,22
ATE ERGON S.A.	0,00	6.835,88	0,00	755,56	0,00	503,72	0,00	0,00	8.095,16
ENTYPES & DIKYAKES S.A.	266.124,13	0,00	0,00	0,00	8.669,06	0,00	0,00	0,00	274.793,19
INTERNATIONAL HERALD TRIBUNE - KATHIMERINI S.A.	3.014,14	0,00	0,00	0,00	0,00	0,00	0,00	0,00	3.014,14
ARGONAFIS EEPN	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
EXPLORER S.A.	184.338,29	0,00	0,00	0,00	0,00	0,00	0,00	0,00	184.338,29
MAISON PUBLISHING S.A.	160.221,28	16,52	0,00	0,00	0,00	0,00	0,00	0,00	160.237,80
TOTAL	700.944,06	431.822,13	5.516.331,47	958.566,64	1.376.229,78	528,08	1.094.155,68	448.785,11	10.527.362,95

INTERCOMPANY RECEIVABLES / LIABILITIES ON 31/12/2009									
LIABILITY									
31/12/2009	KATHIMERINI S.A.	MELODIA S.A.	ATE ERGON S.A.	ENTYPES & DIKYAKES S.A.	INTERNATIONAL HERALD TRIBUNE - KATHIMERINI S.A.	ARGONAFIS EEPN	EXPLORER S.A.	MAISON PUBLISHING S.A.	TOTAL
KATHIMERINI S.A.	0,00	459.316,48	5.650.950,11	916.716,08	1.185.067,89	3.000.000,00	920.212,30	441.947,49	12.574.210,35
MELODIA S.A.	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
ATE ERGON S.A.	0,00	6.237,81	0,00	719,58	0,00	479,74	0,00	0,00	7.437,13
ENTYPES & DIKYAKES S.A.	0,00	0,00	0,00	0,00	12.788,67	0,00	0,00	0,00	12.788,67
INTERNATIONAL HERALD TRIBUNE - KATHIMERINI S.A.	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
ARGONAFIS EEPN	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
EXPLORER S.A.	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
MAISON PUBLISHING S.A.	0,00	16,52	0,00	0,00	0,00	0,00	0,00	0,00	16,52
TOTAL	0,00	465.570,81	5.650.950,11	917.435,66	1.197.856,56	3.000.479,74	920.212,30	441.947,49	12.594.452,67

INTERCOMPANY VENDING / PURCHASES 1/1 - 30/6/2010									
BUYER									
1/1 - 30/6/2010	KATHIMERINI S.A.	MELODIA S.A.	ATE ERGON S.A.	ENTYPES & DIKYAKES S.A.	INTERNATIONAL HERALD TRIBUNE - KATHIMERINI S.A.	ARGONAFIS EEPN	EXPLORER S.A.	MAISON PUBLISHING S.A.	TOTAL
KATHIMERINI S.A.	0,00	26.119,04	6.000,12	12.624,61	484.518,55	20,13	94.585,26	484.931,05	1.108.798,76
MELODIA S.A.	25,19	0,00	0,00	0,00	0,00	0,00	0,00	0,00	25,19
ATE ERGON S.A.	335.701,66	13.022,05	0,00	2.187,90	0,00	1.458,66	0,00	0,00	352.370,27
ENTYPES & DIKYAKES S.A.	1.242.407,80	0,00	0,00	0,00	21.493,56	0,00	0,00	0,00	1.263.901,36
INTERNATIONAL HERALD TRIBUNE - KATHIMERINI S.A.	6.228,34	0,00	0,00	0,00	0,00	0,00	0,00	0,00	6.228,34
ARGONAFIS EEPN	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
EXPLORER S.A.	384.702,13	0,00	0,00	0,00	0,00	0,00	0,00	0,00	384.702,13
MAISON PUBLISHING S.A.	152.835,51	0,00	0,00	0,00	0,00	0,00	0,00	0,00	152.835,51
TOTAL	2.121.900,63	39.141,09	6.000,12	14.812,51	506.012,11	1.478,79	94.585,26	484.931,05	3.268.861,56

INTERCOMPANY VENDING / PURCHASES 1/1 - 30/6/2009

BUYER

1/1 - 30/6/2009	KATHIMERINI S.A.	MELODIA S.A.	ATE ERGON S.A.	ENTYPES & DIKYAKES S.A.	INTERNATIONAL HERALD TRIBUNE - KATHIMERINI S.A.	ARGONAFIS EEPN	EXPLORER S.A.	MAISON PUBLISHING S.A.	TOTAL
KATHIMERINI S.A.	0,00	54.190,81	6.000,12	107.588,52	514.765,08	20,13	133.713,66	705.532,40	1.521.810,72
MELODIA S.A.	24,17	0,00	0,00	0,00	0,00	0,00	0,00	0,00	24,17
ATE ERGON S.A.	207.605,98	12.128,99	0,00	2.083,74	0,00	1.389,18	0,00	0,00	223.207,89
ENTYPES & DIKYAKES S.A.	1.454.969,32	0,00	0,00	0,00	21.493,56	0,00	0,00	0,00	1.476.462,88
INTERNATIONAL HERALD TRIBUNE - KATHIMERINI S.A.	5.641,72	0,00	0,00	0,00	0,00	0,00	0,00	0,00	5.641,72
ARGONAFIS EEPN	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
EXPLORER S.A.	172.826,41	0,00	0,00	0,00	0,00	0,00	0,00	0,00	172.826,41
MAISON PUBLISHING S.A.	195.062,74	0,00	0,00	0,00	0,00	0,00	0,00	0,00	195.062,74
TOTAL	2.036.130,34	66.319,80	6.000,12	109.672,26	536.258,64	1.409,31	133.713,66	705.532,40	3.595.036,53

B. With affiliated companies:

INTERCOMPANY RECEIVABLE / LIABILITIES 30/6/2010

WITH OTHER COMPANIES

LIABILITY

30/6/2010	KATHIMERINI S.A.	APOSTOLI S.A.	PRESS SHOP AT INTER. AIRPORT S.A.	E-ONE S.A.	ARKTOS PUBLISHERS LTD	PRESS DISTRIBUTION S.A.	CITY SERVERS S.A.	KATHIMERINI OF CYPRUS L.T.D.	TOTAL
KATHIMERINI S.A.		632,23	1.297,73	0,00	73,88	1.582.185,95	0,00	797.965,31	2.382.155,10
APOSTOLI S.A.	109.214,91								109.214,91
E-ONE S.A.	0,00								0,00
PRESS SHOP AT INTER. AIRPORT S.A.	0,00								0,00
ARKTOS PUBLISHERS LTD	59,27								59,27
PRESS DISTRIBUTION S.A.	109.714,43								109.714,43
CITY SERVERS S.A.	0,00								0,00
KATHIMERINI OF CYPRUS L.T.D.	100.000,00								100.000,00
TOTAL	318.988,61	632,23	1.297,73	0,00	73,88	1.582.185,95	0,00	797.965,31	2.701.143,71

INTERCOMPANY RECEIVABLE / LIABILITIES 31/12/2009

WITH OTHER COMPANIES

LIABILITY

31/12/2009	KATHIMERINI S.A.	APOSTOLI S.A.	PRESS SHOP AT INTER. AIRPORT S.A.	E-ONE S.A.	ARKTOS PUBLISHERS LTD	PRESS DISTRIBUTION S.A.	CITY SERVERS S.A.	KATHIMERINI OF CYPRUS L.T.D.	TOTAL
KATHIMERINI S.A.		0,00	0,00	0,00	72,49	1.696.775,11	0,00	479.122,88	2.175.970,48
APOSTOLI S.A.	104.548,07								104.548,07
E-ONE S.A.	0,00								0,00
PRESS SHOP AT INTER. AIRPORT S.A.	0,00								0,00
ARKTOS PUBLISHERS LTD	58,79								58,79
PRESS DISTRIBUTION S.A.	164.579,57								164.579,57
CITY SERVERS S.A.	0,00								0,00
KATHIMERINI OF CYPRUS L.T.D.	100.000,00								100.000,00
TOTAL	369.186,43	0,00	0,00	0,00	72,49	1.696.775,11	0,00	479.122,88	2.545.156,91

INTERCOMPANY VENDING/ PURCHASES 1/1 - 30/6/2010

WITH OTHER COMPANIES

BUYER

1/1 - 30/6/2010	KATHIMERINI S.A.	APOSTOLI S.A.	PRESS SHOP AT INTER. AIRPORT S.A.	E-ONE S.A.	ARKTOS PUBLISHERS LTD	PRESS DISTRIBUTION S.A.	CITY SERVERS S.A.	KATHIMERINI OF CYPRUS L.T.D.	TOTAL
KATHIMERINI S.A.		522,50	1.072,50	0,00	1,15	1.214,40	0,00	424.689,67	427.500,22
APOSTOLI S.A.	267.234,83								267.234,83
E-ONE S.A.	0,00								0,00
PRESS SHOP AT INTER. AIRPORT S.A.	0,00								0,00
ARKTOS PUBLISHERS LTD	0,40								0,40
PRESS DISTRIBUTION S.A.	6.035.927,11								6.035.927,11
CITY SERVERS S.A.	0,00								0,00
KATHIMERINI OF CYPRUS L.T.D.	0,00								0,00
TOTAL	6.303.162,34	522,50	1.072,50	0,00	1,15	1.214,40	0,00	424.689,67	6.730.662,56

INTERCOMPANY VENDING/ PURCHASES 1/1 - 30/6/2009

WITH OTHER COMPANIES

BUYER

1/1 - 30/6/2009	KATHIMERINI S.A.	APOSTOLI S.A.	PRESS SHOP AT INTER. AIRPORT S.A.	E-ONE S.A.	ARKTOS PUBLISHERS LTD	PRESS DISTRIBUTION S.A.	CITY SERVERS S.A.	KATHIMERINI OF CYPRUS L.T.D.	TOTAL
KATHIMERINI S.A.		594,00	2.556,55	0,00	2,05	1.207,80	0,00	304.434,53	308.794,93
APOSTOLI S.A.	259.169,94								259.169,94
E-ONE S.A.	0,00								0,00
PRESS SHOP AT INTER. AIRPORT S.A.	0,00								0,00
ARKTOS PUBLISHERS LTD	0,60								0,60
PRESS DISTRIBUTION S.A.	4.997.260,55								4.997.260,55
CITY SERVERS S.A.	0,00								0,00
KATHIMERINI OF CYPRUS L.T.D.	0,00								0,00
TOTAL	5.256.431,09	594,00	2.556,55	0,00	2,05	1.207,80	0,00	304.434,53	5.565.226,02

C. Transactions with other companies:

- During the period ended on June 30, 2010 the Group was charged by the company Kyklades Maritime Corporation with the amount of 135.872 Euros (2009: 135.194 Euros), representing administration fees for the ships and with the amount of 133.486 Euros (2009: 95.162 Euros) representing a commission on the ships freight. The amount of 261.035 Euros (31/12/2009: 0.00 Euros) owed by the Administrating company on June 30, 2010 represents revenue less payments by the administrative company, made on behalf of the Group.

7.7 Number of persons employed:

The number of persons employed by the Group and the company for the six months of 2010 and 2009 is shown below:

	THE GROUP		THE COMPANY	
	30/6/2010	30/6/2009	30/6/2010	30/6/2009
Employees	522	597	401	441
Total	522	597	401	441

7.8 Directors' emoluments

Directors' emoluments for the Group and the Company are shown below:

	THE GROUP		THE COMPANY	
	1/1 - 30/6/2010	1/1 - 30/6/2009	1/1 - 30/6/2010	1/1 - 30/6/2009
Sales and other short-term employment benefits	356.392,81	282.920,08	249.754,16	221.999,76
Total	356.392,81	282.920,08	249.754,16	221.999,76

On 30.6.2010 there were not unpaid receivables and liabilities to the members of B.o.D. and the other executives directors of the Group.

The Group has not provide any loans to the B.o.D members or other executives directors of the Group (and their families).

7.9 Employment costs

Total employment costs for the Group and Company are shown below:

	THE GROUP		THE COMPANY	
	30/6/2010	30/6/2009	30/6/2010	30/6/2009
Salaries and wages	9.295.439,01	10.369.784,98	7.026.669,16	7.686.713,18
Employer's contributions	617.768,63	715.980,04	353.406,59	393.922,09
Provision for staff compensation	465.420,73	385.510,31	379.925,40	327.473,50
Other staff costs	3.829,02	567,63	3.829,02	567,63
Total Payroll	10.382.457,39	11.471.842,96	7.763.830,17	8.408.676,40

7.10 Financial assets at fair value through profit or loss - Derivatives

High liquidity investments into shares, hedge funds and share's options are as follows:

	THE GROUP		THE COMPANY	
	30/6/2010	31/12/2009	30/6/2010	31/12/2009
Balance at January 1st	24.054.933,42	1.848.930,32	43.022,42	52.505,32
Additions	40.853.856,00	34.022.437,00	0,00	0,00
Disposals	-54.479.065,00	-11.790.829,00	0,00	0,00
Profit (loss) on sales investment	335.831,00	-31.576,00	0,00	0,00
Profit (loss) from investment's valuation	1.696.108,38	1.091.125,10	-9.083,62	-9.482,90
Exchange differences	-2.185.545,00	-1.085.154,00	0,00	0,00
Balance at June 30th	10.276.118,80	24.054.933,42	33.938,80	43.022,42
Analysis :				
Financial assets at fair value through profit (loss)	10.332.762,80	28.575.657,42	33.938,80	43.022,42
Derivatives	-56.644,00	-4.520.724,00	0,00	0,00
Total	10.276.118,80	24.054.933,42	33.938,80	43.022,42

7.11 Adjusted accounts – Changes in accounting principles

The Accounting Principles adopted in these financial statements do not differ from those that were adopted and published in the financial statements for the year ended 31 December 2009. No correction has been made or adjustment of fund.

7.12 Post-balance sheet events

There are no post-balance sheet events, apart from those already mentioned, regarding either the Group or the Company, which would need to be reported under the IFRS.

Neo Faliro, August 30th, 2010

The Chairman

**The Managing
Director**

**The Chief Financial
Officer**

Aristidis I. Alafouzou

Themistocles A.
Alafouzou

Christos. N. Agrafiotis

AE 601829

AZ 638697

S 579455
A' Class Licence No 18062

E. Financial data and information

KATHIMERINI S.A PUBLICATIONS - MASS MEDIA		REG. NO. 18435/06/B/88/26		Ethnarchou Makariou & Dimitriou Falireas 2, 185 47, Neo Faliro		FINANCIAL DATA AND INFORMATION FOR THE PERIOD 1/1/2010 - 30/6/2010		According to 4/507/28.04.2009 resolution of Greek Capital committee	
The figures and information presented below, that derived from the financial statements, aim at providing a general overview of the financial position and results of the company KATHIMERINI S.A. Thus, we recommend to readers, before making any investment choice or other transactions with the issuer, to refer to the website address of the issuer, where the financial statements and the certified auditor-accountants report, whenever such is required, are posted.									
COMPANY'S INFORMATION		Company's website www.kathimerini.gr			Composition of the Board of Directors		Chairman Aristidis Alafouzou		
Date of approval of interim financial statements (from which the summary information was taken)		30 August 2010			Managing Director		Themistocles Alafouzou		
Chartered Auditor		Sotiris Constantinou S.O.E.L. Reg.No. 13671			Vice-Chairman		Ioannis Alafouzou		
Auditing Company		GRANT THORNTON A.E. S.O.E.L. Reg. No. 127			Members:		Georgios Constantinidis		
Type of Auditors' Report		Unqualified opinion					Alexandros Papachalias		
							Martha Zoe Tertili		
							Vasilios Diamantopoulos		
							Nicolaios Naoumis		
							Griгорios Tmagenis		
							Haralambos Roussos		
							Ioannis Kontelis		
STATEMENT OF FINANCIAL POSITION (parent company and consolidated) amounts in euros									
THE GROUP THE COMPANY									
	30/6/2010	31/12/2009	30/6/2010	31/12/2009	STATEMENT OF CASH FLOWS (parent company and consolidated) amounts in euros				
					THE GROUP		THE COMPANY		
					1/1 - 30/6/2010	1/1 - 30/6/2009	1/1 - 30/6/2010	1/1 - 30/6/2009	
ASSETS					Operating activities				
Tangible assets	109.217.498,91	78.133.976,43	49.849.483,36	50.979.566,98	Profit before taxes				
Intangible assets	3.200.292,93	3.331.358,49	3.035.552,12	3.300.277,43	Plus/less adjustments for				
Other non current assets	1.560.317,12	1.637.582,63	44.597.890,94	44.600.986,34	Depreciation				
Inventories	13.543.527,36	14.152.900,75	11.040.701,42	12.584.602,07	Provisions				
Trade receivables	32.121.119,05	33.150.281,42	27.180.092,40	30.037.760,07	Exchange differences				
Other current assets	61.279.589,85	60.732.981,36	16.871.262,46	16.277.526,63	Results (receptes, expenses, profit and loss) of investment activities				
Total assets	220.922.145,22	191.139.081,08	161.674.882,70	167.776.119,62	Financial expenses				
					Plus/less adjustments for changes in working capital accounts or related to operating activi				
EQUITY AND LIABILITIES					Indirect method				
Share Capital	10.200.000,00	10.200.000,00	10.200.000,00	10.200.000,00	Decrease/(increase) of inventories				
Retained earnings and other reserves	110.856.828,08	101.190.670,50	79.145.930,08	82.042.793,40	Decrease/(increase) of receivables				
Total equity of the company's owners (a)	121.056.828,08	111.390.670,50	89.345.930,08	92.242.793,40	Decrease/increase of liabilities (except banks)				
Non controlling interest (b)	-16.855,62	0,00	0,00	0,00	Less:				
Total Equity (c) = (a) + (b)	121.039.972,46	111.421.461,14	89.345.930,08	92.242.793,40	Interest payable and related expenses paid				
Long-term bank liabilities	800.000,00	1.600.000,00	800.000,00	1.600.000,00	Taxes paid				
Provisional/ Sundry long term liabilities	18.197.829,92	18.555.383,08	17.361.094,60	17.733.863,31	Total inflows (outflows) from operating activities (a)				
Short-term bank commitments	58.832.068,59	33.505.583,54	26.349.999,36	27.584.776,94	Total inflows (outflows) from investment activities (a)				
Other current liabilities	22.052.274,25	26.053.843,32	17.171.988,66	18.600.285,37	Total inflows (outflows) from financing activities (a)				
Total liabilities (d)	99.882.272,76	79.717.619,94	62.229.052,62	65.532.928,12	Net increase (decrease) in cash and cash equivalents (a)+(b)+(c)				
Total equity and liabilities (c) + (d)	220.922.145,22	191.139.081,08	161.674.882,70	167.776.119,62	Cash and cash equivalents at start-of-period				
STATEMENT OF COMPREHENSIVE INCOME (parent company and consolidated) amounts in euros									
THE GROUP THE COMPANY									
	1/1 - 30/6/2010	1/1 - 30/6/2009	1/1 - 30/6/2010	1/1 - 30/6/2009	Equity at start-of-period (01.01.2010 and 01.01.2009 respectively)				
Turnover	45.124.914,87	44.995.659,79	22.921.712,95	23.258.011,06	Total comprehensive income after taxes				
Gross profit (loss)	13.265.089,29	12.507.326,56	7.459.777,16	7.283.076,76	Equity at end-of-period (30.6.2010 and 30.6.2009 respectively)				
Prof/loss before taxes, financing and investing income	-651.582,84	-1.171.690,14	631.177,72	36.406,10					
Loss (profit) before taxes	-1.186.517,47	-1.190.753,47	-858.997,91	2.215.407,17					
Profit / (loss) after taxes (A)	-1.386.890,68	-1.392.075,56	-868.274,37	1.959.990,54					
Company's owners	-1.340.834,42	-1.288.573,94	-654.077,49	1.786.746,94					
Non controlling interest	-47.746,26	-38.502,62	-34.196,88	36.333,60					
Other comprehensive income after taxes (B)	11.006.892,00	-8.644.128,00	6.782.119,00	-12.091.102,00					
Total comprehensive income after taxes (A)+(B)	9.619.411,32	-9.971.282,56	5.793.844,63	-10.198.921,46					
Company's owners	9.656.157,58	-9.932.700,94	5.828.041,51	-10.234.355,06					
Non controlling interest	-47.746,26	-38.502,62	-34.196,88	36.333,60					
Earnings after taxes per share (in €)	-0,0789	-0,0758	-0,0561	0,1039					
Prof/loss before taxes, financing and investing income and depreciation	1.332.605,83	1.416.858,84	1.629.265,88	1.329.863,37					
STATEMENT OF CASH FLOWS (continued)									
THE GROUP THE COMPANY									
	1/1 - 30/6/2010	1/1 - 30/6/2009	1/1 - 30/6/2010	1/1 - 30/6/2009					
Turnover	36.995.654,93	37.322.260,20	18.016.895,01	19.260.297,03					
Gross profit (loss)	10.174.980,00	9.636.432,52	5.681.979,01	5.628.826,15					
Prof/loss before taxes, financing and investing income	-2.154.134,08	-2.302.427,62	-654.291,57	-475.918,87					
Loss (profit) before taxes	-2.718.339,19	-2.795.745,19	-959.343,46	-631.233,08					
Profit / (loss) after taxes (A)	-2.896.863,32	-2.872.828,78	-1.114.683,48	-818.466,18					
Other comprehensive income after taxes (B)	0,00	0,00	0,00	0,00					
Total comprehensive income after taxes (A)+(B)	-2.896.863,32	-2.872.828,78	-1.114.683,48	-818.466,18					
Earnings after taxes per share (in €)	-0,1704	-0,1690	-0,0556	-0,0481					
Prof/loss before taxes, financing and investing income and Depreciation	-894.479,42	-941.432,21	-31.998,94	214.921,97					
ADDITIONAL RECORDS AND INFORMATION									
1. Companies included in the consolidated financial statements together with country located, participation of interest and method of consolidation for the period 1/1-30/6/2010 are presented in note 5 of the financial statements.									
2. On 30.6.2010, there aren't any Parent Company Shares owned by the parent itself, subsidiaries or associates.									
3. There are no litigations or arbitrations pending against the Company and the Group that may have a significant impact on their financial position or operation.									
4. For the fiscal years of the Company and its subsidiaries, which have not been inspected by the tax authorities, there is a possibility of additional tax imposition. Therefore the Group and the Company have assessed sufficient provisions for this purpose. The fiscal years that have not been inspected by the tax authorities for the Company and the Group's subsidiaries are presented in detail in note 7.5 of the financial statements.									
5. Other comprehensive income after taxes (B) of the Comprehensive Income Statement include: a) the result arising from the evaluation of the ships of the subsidiary company 'ARGONAFIS SA' in fair values amounting to (profit) € 232.64 thousand and b) consolidation currency differences amounting to (profit) € 10.774,35 thousand, which were transferred directly in the Group's Equity and are presented in 'Total Comprehensive Income after taxes' at 'Equity changes statement'.									
6. The provisions formed for the following occasions amount to:									
	The Group	The Company							
Litigation provisions	277.657,46	277.657,46							
Provisions for tax obligations regarding not audited fiscal years	147.835,21	79.759,20							
Other provisions	0,00	0,00							
7. On 21/4/2010, the subsidiary 'ARGONAFIS EEPN', within the frame of renovating its fleet, commissioned the construction of two crude oil tankers. The agreed consideration will total the amount of 108.9 million USA dollars (further details are analytically presented in Note 6 to the financial statements).									
8. The Accounting Principles adopted in these financial statements do not differ from those that were adopted and published in the financial statements for the year ended 31 December 2009. No correction has been made or adjustment of fund.									
9. The number of people employed on 30.6.2010 was: Company 401 (30.6.2009: 441), Group 522 (30.6.2009: 597).									
10. The cumulative amounts of sales and purchases (of goods and services) from / at the beginning of the financial year and the balance of receivables and liabilities of the company at the end of the period, resulting from its transactions with related parties, according to IAS 24, are as follows:									
	The Group	The Company							
a) Income	427.500,22	1.536.298,98							
b) Expenses	6.972.520,34	8.625.092,97							
c) Receivables	2.643.190,10	12.191.793,25							
d) Liabilities	318.988,61	1.019.932,67							
e) Transactions & fees of higher executives and managers	356.992,81	240.754,16							
f) Receivables from higher executives and managers	-	-							
g) Liabilities to higher executives and managers	-	-							
11. The Consolidated Financial Statements of the current period (1.1-30.6.2010) did not incorporate the company "City Servers S.A." while it had been incorporated in the directly previous period (1.1-31.03.2010) and period (1/1 - 30/6/2009) under the Equity Method (Participating Percentage 22.5%), due to its full liquidation and write-off from the Parent's books and records. The non incorporation of the above company in the Consolidated Financial Statements of the Group, did not bring a change of over 25% to the Turnover, results after tax, minority interest and to the equity of the Parent owners (Note 5.5 to the Financial Statements).									
12. There are no events posterior to the financial statements as of June 30th, 2010 resulting any changes in the amounts of actual financial statements for the period 1/1-30/6/2010.									
13. There has not arisen any event constituting discontinuing the operations of the segment or company as in compliance with IFRS.									
N.Faliro, 30 - 8 - 2010									
THE CHAIRMAN OF THE BOARD			THE MANAGING DIRECTOR			CHIEF FINANCIAL OFFICER			
ARISTIDIS I. ALAFOUZOS			THEMISTOCLES AR. ALAFOUZOS			CHRISTOS N. AGRAFIOTIS			
ID no: AE 601829			ID no: AZ 838697			ID no: S 579455			
						A' Class Licence No 18082			