

Fax - 111-573-329



# DADEX

February 25, 2011

The General Manager  
Karachi Stock Exchange (Guarantee) Limited,  
Stock Exchange Building,  
Stock Exchange Road,  
Karachi.

## Financial Results for the Half Year Ended December 31, 2010

Dear Sir,

We have to inform you that the Board of Directors of our company in their meeting held on February 25, 2011 at 10.00 a.m. at Dadex House, 34-A/1, Block-6 P.E.C.H.S., Shahrah-e-Faisal, Karachi recommended a NIL dividend for the half year ended December 31, 2010 and has approved the following financial results:-

### FINANCIAL RESULTS - UNAUDITED

The financial results of the company are as follows:

	Half year ended		Quarter ended	
	December 31, 2010	December 31, 2009	December 31, 2010	December 31, 2009
	----- (Rupees in '000) -----			
Turnover - net	858,283	917,663	433,897	460,926
Cost of sales	(706,106)	(707,168)	(348,760)	(358,187)
Gross profit	152,177	210,495	85,147	102,739
Distribution cost	(122,369)	(124,580)	(66,046)	(69,029)
Administrative expenses	(64,710)	(60,576)	(24,228)	(29,720)
Other operating expenses	(3,129)	(6,177)	(6,000)	(2,122)
Other operating income	23,586	16,442	16,200	8,533
Operating (loss) / profit	(4,446)	35,605	6,073	10,401
Finance cost	(24,676)	(39,790)	(14,634)	(19,670)
Share of loss on investment in an associate	(80)	-	(80)	-
Loss before taxation	(29,100)	(4,185)	(9,641)	(9,269)
Taxation	(3,677)	485	(11,730)	(774)
Loss for the period	<u>(32,677)</u>	<u>(3,700)</u>	<u>(21,271)</u>	<u>(10,043)</u>
	----- Rupees -----			
Loss per share - Basic and diluted	<u>(3.04)</u>	<u>(0.34)</u>	<u>(1.98)</u>	<u>(0.93)</u>

(Cont ...P/2)