

HONDA

Honda Atlas Cars (Pakistan) Ltd.
43-Km Multan Road,
Manga Mandi, Lahore. (Pakistan)
Tel : (042) 5871100-09
Fax : (042) 5877711-12
Web: www.honda.com.pk

July 24, 2010

Ph:021-32439618 /35274381

Fax: 021-111-573-329

The General Manager,
Karachi Stock Exchange (Guarantee) Ltd.,
I.I. Chundrigar Road,
Karachi.

Re: Financial Results for the First Quarter ended June 30, 2010

Dear Sir,

This is to inform you that the Board of Directors of the company in their meeting held at 11:00 a.m on Saturday, July 24, 2010 has approved the un-audited accounts for the first quarter ended June 30, 2010.

The financial results for the quarter are as follows:

| | Rupees in 000s | |
|------------------------------------|----------------|-------------|
| | April ~ June | |
| | 2010 | 2009 |
| Sales | 5,637,169 | 3,223,877 |
| Cost of sales | (5,551,050) | (3,253,495) |
| Gross profit / (loss) | 86,119 | (29,618) |
| Distribution and marketing costs | (31,979) | (29,678) |
| Administrative expenses | (36,411) | (34,427) |
| Other operating income | 18,589 | 9,507 |
| Other operating expenses | (56,693) | (6,146) |
| | (106,494) | (60,744) |
| Loss from operations | (20,375) | (90,362) |
| Finance cost | (39,756) | (159,181) |
| Loss before taxation | (60,131) | (249,543) |
| Taxation | 40,753 | (93,613) |
| Loss after taxation | (100,884) | (155,930) |
| Loss per share - basic and diluted | (0.71) | (1.09) |

(Rupees)

Pg 1/2

S. A. D. A. S.