



SOUTHERN

5th October, 2010

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

Subject: Financial Results For The Year Ended 30th June 2009

Dear Sir,

We have to inform you that the Board of Directors of our Company in their meeting held on 5th October 2010 at 5-Y Block-6, P.E.C.H.S, Karachi recommended the following:

- | | |
|---------------------------|-----|
| (i) <u>CASH DIVIDEND</u> | NIL |
| (ii) <u>BONUS SHARES</u> | NIL |
| (iii) <u>RIGHT SHARES</u> | NIL |

The financial results of the Company are as follows:

	JUNE,30 2010 Rupees	JUNE,30 2009 Rupees
Revenue	53,736,287	58,796,066
Cost of sales and services (excluding depreciation)	44,523,859	43,358,473
Gross profit/(loss) before depreciation	9,212,427	15,437,593
Depreciation (relating to cost of sales and services)	18,848,954	22,071,083
Gross profit/(loss)	(9,636,527)	(6,633,490)
Other operating income	2,198,688	13,537,757
	(7,437,839)	6,904,266
Administrative expenses	8,643,612	9,727,495
Selling expenses	18,058,144	16,381,447
Operating profit/(loss)	26,701,756 (34,139,595)	26,108,942 (19,204,676)
Financial charges	7,057,360	343,862
Profit/(loss) before tax	(41,196,955)	(19,548,538)
Tax expense	277,959	
Profit/(loss) for the year after tax	(41,474,915)	(19,548,538)
Earnings per share - basic	(0.83)	(0.39)

Contd.....on P/2