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February 24, 2011

The Managing Director
Karachi Stock Exchange (Guarantee) Limited, Karachi — By Fax 111573329

The Managing Director
Lahore Stock Exchange (Guarantee) Limited, Lahore — 042-111441441

The Managing Director
Islamabad Stock Exchange (Guarantee) Limited, Islamabad — 051-111473329

Financial Results for the Half Year ended December 31, 2010

Dear Sir,

We have to inform you that the Board of Directors of the Company in their meeting held on Thursday, February 24, 2011 at 11:30 a.m. at House of Habib 2nd Floor, Siddiquesons Tower, Shahrah-e-Faisal, Karachi have recommended the following:

Cash Dividend	:	NIL
Bonus Shares	:	NIL
Right Shares	:	NIL
Any other entitlement	:	NIL

	Half year ended		Quarter ended	
	December 31, 2010	December 31, 2009	December 31, 2010	December 31, 2009
	(Rupees in `000)			
Turnover – net	2,070,772	1,777,890	1,082,074	859,053
Cost of sales	(1,549,126)	(1,318,061)	(800,372)	(647,442)
Gross profit	521,646	459,829	281,702	211,611
Distribution costs	(291,666)	(246,823)	(136,318)	(126,064)
Administrative expenses	(39,606)	(27,597)	(18,967)	(13,064)
	(331,272)	(274,420)	(155,285)	(139,128)
Other operating income	1,885	3,138	750	2,120
Operating profit	192,259	188,547	127,167	74,603
Finance costs	(225,198)	(255,830)	(89,687)	(132,976)
(Loss) / profit before taxation	(32,939)	(67,283)	37,480	(58,373)
Taxation				
- Current	(20,483)	(9,223)	(10,784)	(4,513)
- Deferred	25,878	33,228	6,212	30,824
	5,395	24,005	(4,572)	26,311
(Loss) / profit after taxation	(27,544)	(43,278)	32,908	(32,062)
	(Rupees)			
(Loss) / earnings per share – basic and diluted	(0.38)	(0.60)	0.46	(0.44)

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Superbrands