## DESNOES \& GEDDES LIMITED

## Unaudited Operating Results <br> For the 3rd Quarter Ended 31st March 2004

The Directors ate pleased to present the un-audited results of the Group for the 3rd quarter ended March 2004

## Highlights

|  |  | J\$ Millions months ended March 31 |  |
| :---: | :---: | :---: | :---: |
|  | 2004 | 2003 | Change\% |
| Turnover | 5,908 | 4,969 | 19\% |
| Trading Profit | 1,141 | 1,069 | 7\% |
| Prof it before Tax | 1,174 | 1,078 | 9\% |
| Earnings per stock unit (cents) | 39.71 | 36.42 | 9\% |

The financials for the nine months ended March 31, 2004 and 2003 have been prepared
in accordance with the International Financial Reporting Standards (IFRS), with a
full restatement ofprior year profit,

Operating Performance

Sales

## Domestic volumes

| Q3 growth \% | YTD Growth \% |
| ---: | ---: |
| January to | 9 mths ended |
| March 2004 | March 2004 |

Ped Stripe
Guinness
Heineken
bragon Stout
Malta
Smirnoff Ice
Total

| $(14 \%)$ | $(21 \%)$ |
| :---: | :---: |
| $11 \%$ | $1 \%$ |
| $(4 \%)$ | $(13 \%)$ |
| $(28 \%)$ | $(8 \%)$ |
| $4 \%$ | $0 \%$ |
| $\frac{(33 \%)}{(8 \%)}$ | $\frac{(34 \%)}{(15 \%)}$ |
| $=====$ | $=====$ |

Aggressive promotion and the unwinding of the elasticity impact of last year's price increases resulted in an improved performance in the third quarter. Whilst still below last year, the decline of $8 \%$ was significantly better than the half-year position of $17 \%$ decline.

## Export volumes

| Q3 growth \% | YTD Growth \% |
| ---: | ---: |
| Januaryto | 9 mths ended |
| March 2004 | March 2004 |
| $(17 \%)$ | $3 \%$ |
| $26 \%$ | $12 \%$ |
| $17 \%$ | $11 \%$ |

Other
26\%
$12 \%$
USA
$17 \%$
11\%

Total exports grew by $17 \%$ during the third quarter bringing the year-to-date growth to 11\%. The increased marketing drive behind Red Stripe in the USA generated momentum in shipments to that market with a $26 \%$ increase in the third quarter, bringing the year-to-date, growth to 12\%.

## Profit and Loss

Turnover grew by $19 \%(\$ 4,969 \mathrm{~m}$ to $\$ 5,908 \mathrm{~m})$ while Special Consumption Tax (SCT) grew by $77 \%$ ( $\$ 446 \mathrm{~m}$ to $\$ 968 \mathrm{~m}$ ) , an increase which was directly impacted by the combination of higher prices and higher $S C T$ rates.

Marketing expenses grew by $53 \%$ as the company increased the focus on advertising and
promotion in both the domestic and export market in order to drive volume growth,
Trading Profit and earnings per stock unit growth was limited to 9\% as a result of the increase in marketing spend and Special Consumption Taxes.

## Balance Sheet and Cash Flow

Efficiency improvements in collections and careful management of inventory levels helped to maintain a healthy balance sheet.

Total cash increased by $43 \%$ when compared to last year, mainly due to the timing of payments (especially to group creditors) as well as to efficiency improvements in working capital management.

## Note:

In addition to restating the Profit and Loss in line with the International Financial Reporting Standards (IFRS), this opportunity has been taken to update the classification of expenses in order to provide more useful information to shareholders. The following may help readers to understand the new classification more fully:

1. Turnover is comprised of sale of products and services net of returns and discounts plus other trading income such as rental income and royalty income.
2. Special Consumption Tax (SCT) is the income paid to the government on the sale of products containing alcohol.
3. Cost of Sales represents the total cost of manufacturing and distributing the products, including the cost of staff engaged in these activities.
4. Marketing Costs are the amounts spent on all advertising and promotions for the brands. This does not include staff costs for the Marketing Department.
5. General, Selling and Administrative Expenses (GS\&A) are the remaining costs of doing business. This includes the remaining staff costs which covers departments such as Sales, Marketing, Finance, IS, HR, Communications, and Administrative functions.
6. Other Income/Expenses includes dividends received, exchange gains/losses and reorganisation costs that are not sufficiently large to be treated as exceptional.

## GROUP BALANCE SHEET

Audited for
Unaudited as Unaudited as a year ended $\begin{array}{lll}31.03 .04 & 31.03 .04 & 30.06 .04\end{array}$

| 571,853 | 196,155 | 446,403 |  |
| ---: | ---: | ---: | ---: |
| 905,387 | 838,858 | 727,681 |  |
| 514,679 | 596,385 | 491,727 |  |
| 820,187 | 793,355 |  | 929,099 |
| $2,812,106$ |  | $2,424,753$ |  |

$$
\begin{array}{r}
708,979 \\
137,307 \\
(27,224) \\
3,415 \\
303,675 \\
\hline 1,126,151 \\
\hline
\end{array}
$$

656,853
120,187
42,167
4,553

| 573,579 |
| ---: |
| $1,397,339$ |

$1,197,571$

| INVESTMENTS | 45,148 | 45,194 | 45,167 |  |
| :--- | ---: | ---: | ---: | ---: |
| INVESTMENT PROPERTIES | 39,900 | 39,900 | 39,900 |  |
| FIXED ASSETS | $2,956,852$ | $2,826,213$ | $3,064,080$ |  |
| RETIREMENT ASSETS | 699,750 |  | 691,000 | 679,000 |
|  | $5,427,605$ | $5,197,014$ | $5,025,718$ |  |
|  | $===========$ | $===========$ | $===========$ |  |

Financed by:

STOCKHOLDERS' EQUITY

Share capital
Share premium
Capital reserves
Investment revaluation
Retained earnings

LONG-TERM LIABILITY
DEFERRED TAXATION
MINORITY INTEREST


## GROUP PROFIT AND LOSS ACCOUNT

| Unaudited | Unaudited |
| ---: | ---: |
| 9 months to | 9 months to |
| March 31,2004 | March 31,2003 |
| $\$ ' 000$ | $\$ ' 000$ |
|  |  |
| $5,907,658$ | $4,969,300$ |
| $\frac{(967,912)}{4,939,746}$ | $\frac{4,422,841}{(2,680,552)}$ |


| Gross Profit | 2,259,194 | 1,924,730 |
| :---: | :---: | :---: |
| Marketing costs | $(710,248)$ | $(465,006)$ |
| Contribution after Marketing | 1,548,946 | 1,459,724 |
| General, selling and administrative | $(446,280)$ | $(401,912)$ |
| Other income / expenses | 38,522 | 10,953 |
| Trading Profit | 1,141,188 | 1,068,765 |
| Interest income | 35,210 | 51,991 |
| Interest expense | $(2,435)$ | $(2,499)$ |
| Prof it before exceptional item | 1,173,963 | 1,118,257 |
| Exceptional item | 0 | $(40,134)$ |
| Profit before taxation | 1,173,963 | 1,078,123 |
| Taxation | $(58,484)$ | $(55,126)$ |
| Profit after Tax | 1,115,479 | 1,022,997 |
| Earnings per stock unit in cents | 39.71 | 36.42 |

Notes:
(1) The calculation of earnings per stock unit is based on the group's profit for the first nine months of the year of $\$ 1,195,479$ (March 31, 2003: $\$ 1,022,997$ ) and 2,809,171,266 stock units, being the number of stock units in issue at the end of the period.
(2) Reconciliation of previously reported profit before taxation to net profit for period ended March 31, 2003:

Profit before taxation for nine months ended March 31, 2003 as previously
J\$'000
Impact of IFRS adoption:
IAS 37 - General provision made under Jamaican GAAP
now reversed to conform with IFRS
Other Adj ustments:
Adjustment for under provision of tax on investment income
Restated Net Profit for nine months ended March 31, 2003

1,079,645

$$
\frac{(1,522)}{1,078,123}
$$

$$
\frac{(55,126)}{1,022,997}
$$

|  | Share Capital \$'000 | Share Premium \$'000 | Capital <br> Reserves $\text { \$' } 000$ | Investment Rev, Reserve \$'000 | Retained Earnings \$'000 | $\begin{aligned} & \text { Total } \\ & \$ ' 000 \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Balances at June 30, 2003 | 1,404,586 | 770,394 | 1,028,014 | 38,474 | 1,218,119 | 4,459,587 |
| Reduction in revalued asset value due to disposal |  |  | (9,024) |  |  | (9,024) |
| Dividend payment |  |  |  |  | $(702,293)$ | $(702,293)$ |
| Deferred taxation on pension assets |  |  |  |  | $(4,611)$ | $(4,611)$ |
| Net profit for the peri | - | - | - | - | 1,115,479 | 1,115,479 |
| Balances at March 31, 2003 | 1,404,586 | 770,394 | 1,018,990 | 38,474 | 1,626,695 | 4,859,137 |

GROUP STATEMENT OF CASHFLOWS

Unaudited as
31.03 .04
31.03 .04
\$'000

Unaudited as at
31.03 .04 \$'000

1,022,997
Net prof it attributable to stockholders
$1,115,479$
Adjustment to reconcile prof it to net cash
provided/(used) by operating activities:
Items not involving cash:
Depreciation
Loss/(Profit) on disposal/write-off of fixed asset Deferred taxation charge
Retirement benefits asset (net)
(Increase)/decrease in current assets:

| Accounts receivable | $(22,952)$ | $(130,941)$ |
| :---: | :---: | :---: |
| Inventories | 108,912 | $(57,804)$ |
| Increase/(decrease) in current liabilities: |  |  |
| Accounts payable | 52,104 | 246,614 |
| Special and General Consumption Tax | 17,120 | 14,728 |
| Taxation payable | $(69,391)$ | $(13,825)$ |
| Diageo group companies | $(269,904)$ | $(486,076)$ |
| Net cash provided by operating activities | 1,088,114 | 750,718 |
| CASHFLOW FROM INVESTING ACTIVITIES |  |  |
| Proceeds from disposal of investments | 19 | 75 |
| Acquisition of f ixed assets | $(107,338)$ | $(205,921)$ |
| Dividend payments | $(702,293)$ | $(983,210)$ |
| Proceeds from disposal of fixed assets | 26,931 | 3,410 |
| Net cash used by investment activities | $(782,681)$ | (1,185,646) |
| CASHFLOWS FROM FINANCING ACTIVITIES |  |  |
| Long term liabilities repaid | $(2,277)$ | $(4,173)$ |
| Net (decrease)/ increase in cash resources | $(303,157)$ | $(439,101)$ |
| Net cash at beginning of year | 1,174,084 | 1,474,114 |
| Net cash at end of year | 1,477,240 | 1,035,013 |
| Comprised of:- |  |  |
| Cash | 571,853 | 196,155 |
| Short-term deposits | 905,387 | 838,858 |
|  | 1,477,240 | 1,035,013 |

Accounts receivable

Accounts payable
Special and General Consumption Tax Taxation payable

Diageo group companies

Proceeds from disposal of investments Acquisition of $f$ ixed assets
idend payments
used by investment activities
NANCING ACTIVITIES
(decrease)/ increase in cash resources
Net cash at end of year

Cash
Short-term deposits

Financial Information by Geographical Segement

## Unaudited

months to

| Domestic |  | Export |  | Group |  |
| :--- | :--- | :--- | :--- | :--- | :---: |
| Unaudited | Unaudited | Unaudited Unaudited | Unaudited |  |  |
| 9 months to 9 months to | 9 months to 9 months | 9 months | 9 |  |  |

### 31.03 .03

## \$'000

Turnover
4,969,300
Special Consumption Tax
(546,459)
Net sales
$4,422,841$
Cost of sales
$\frac{(2,498,111)}{\text { Gross prof it }}$
$1,924,730$
Marketing costs
$\frac{(465,006)}{\text { Segment result }}$
$1,459,724$

1,459,724

General, selling \& administrative expenses
(401, 912)
Other income and expenses
10,953
Trading profit
1,068,765
Interest income
51,991
Interest expense
(2,499)
Net Income/(Cost) - Petirement Assets
0

| 31.03 .04 $\$ ' 000$ | 31.03 .04 $\$ ' 000$ | $\begin{array}{r} 31.03 .04 \\ \$ ' 000 \end{array}$ | $\begin{array}{r} 31.03 .03 \\ \$ ' 000 \end{array}$ | $\begin{array}{r} 31.03 .04 \\ \$ ' 000 \end{array}$ |
| :---: | :---: | :---: | :---: | :---: |
| 5,177,757 | 4,463,125 | 729,901 | 506,175 | 5,907,658 |
| $(967,912)$ | $(546,459)$ | 0 | 0 | $(967,912)$ |
| 4,209,845 | 3,916,666 | 729,901 | 506,175 | 4,939,746 |
| $(2,102,652)$ | $(1,999,005)$ | (577,900) | (499,106) | $(2,680,552)$ |
| $2,107,193$ | $1,917,661$ | 152,001 | 7,069 | 2,259,194 |
| $(573,033)$ | $(351,339)$ | $(137,215)$ | $(113,667)$ | $(710,248)$ |
| 1,534,160 | $1,566,322$ | 14,786 | $(106,598)$ | $1,548,946$ |

$(446,280)$

38,522
$1,141,188$

35,210
$(2,435)$

| Profit before exceptional items 1,118,257 |  |  |  |  | 1,173,963 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Exceptional item $(40,134)$ |  |  |  |  | 0 |
| Profit before taxation 1,078,123 |  |  |  |  | $1,173,963$ |
| Taxation $(55,126)$ |  |  |  |  | $(58,484)$ |
| Net profit for the period 1,022,997 |  |  |  |  | 1,115,479 |
| $\begin{aligned} & \text { Segment Assets } \\ & 6,027,060 \end{aligned}$ | 6,258,837 | 5,755,843 | 294,919 | 271,218 | 6,553,756 |
| Depreciation $(122,212)$ | $(162,112)$ | $(102,499)$ | $(31,178)$ | $(19,713)$ | $(193,289)$ |
| Capital Expenditure 205,921 | 107,338 | 205,921 | 0 | 0 | 107,338 |

Note: In reviewing the segment report, it is important to note that exports bear a full share of fixed costs.

