

DESNOES AND GEDDES LIMITED
UNAUDITED OPERATING RESULTS
FOR THE PERIOD ENDED SEPTEMBER 30, 2010

The Directors wish to present the unaudited results of the Group for the period ended September 30, 2010.

Profit and Loss Summary			
3-months ended September 30			
	2010	2009	change
	J\$m	J\$m	%
Net sales value	2,691	2,755	(2)%
Trading profit	130	256	(49)%
Profit before tax	173	307	(44)%
Profit after tax	115	175	(34)%
Earnings per stock unit (cents)	4.08	6.23	(34)%

Performance Highlights

Net sales value for the quarter was \$2,691 million representing a 2% decline over the prior year and trading profit for the quarter was \$130 million representing a 49% decline over the prior year. The impact of the ongoing weakness in the domestic economy along with the discriminatory SCT regime continue to have an adverse effect on our volume performance and as a result domestic net sales value for the quarter is down 11% on last year. Increased shipments to the USA resulted in a 15% increase in export net sales value.

Cost of sales for the quarter at \$1,768 million declined 1% versus the prior year with the business focusing on reducing cost through production and procurement efficiencies.

The total marketing cost was \$496 million (2009: \$417 million). Of this amount, \$301 million (2009: \$327 million) was spent in the domestic segment. The export marketing cost was \$105 million higher than the comparative period last year due to the timing of spend in 2010 being weighted to the second half of the year, the continued support of the Red Stripe Light launch in the USA and an increase in marketing investment in North America.

Despite the prevailing rate of inflation the increase in general, selling and administration expenses was held to 8% above last year.

During the quarter the company sold properties that were not core to operations generating a \$56 million profit on sale.

Profit after tax was down 34% on last year translating directly to earnings per stock unit of 4.08 cents (2009: 6.23 cents).

Corporate Update

The first quarter of the year got off to a great start with the latest cohort of Project Bartender students commencing their five-month course held in a simulated class environment at our on-site Sports Bar. A total of 40 students have been enrolled in the programme and they are scheduled to start their internships at the beginning of November for a period of two months.

The refurbishment of the old Red Stripe brewery in Pechon Street as the permanent home for Learning for Life was completed and we are currently in the process of preparing it for other projects slated to come on stream by January 2011.

Red Stripe is at the forefront of industry efforts to promote responsible drinking. In the last quarter we continued our efforts by working with Intelligent Multimedia, a company which delivers content to a targeted audience through a network of indoor installed 42" LCD screens. The Responsible Drinking WESTRN Method (WATER, EAT, SPACERS, avoiding TOP UPS, NO to drinking and driving) was broadcast free island-wide throughout holiday weekends.

The Board wishes to thank all employees and our key stakeholders for their continued support and dedication to the organisation.



Richard Byles
Chairman
October 29, 2010



Alan Barnes
Managing Director
October 29, 2010

DESNOES AND GEDDES LIMITED
COMPANY STATEMENT OF FINANCIAL POSITION

As at September 30, 2010

	Unaudited September 30, 2010 \$'000	Unaudited September 30, 2009 \$'000	Audited June 30, 2010 \$'000
ASSETS			
Investments	406,525	407,025	406,525
Investment properties	96,500	96,500	96,500
Property, plant and equipment	6,449,501	6,643,290 *	6,644,362
Employee benefit asset	1,140,000	414,000	1,131,000
Total non-current assets	8,092,526	7,560,815	8,278,387
Cash and bank	518,207	210,535	411,070
Short-term deposits	18,083	17,357	18,083
Accounts receivable	672,104	572,085	454,306
Due from fellow subsidiaries	445,257	325,554	725,788
Inventories	1,264,455	1,505,219 *	1,159,509
Total current assets	2,918,106	2,630,750	2,768,756
Accounts payable	1,809,062	1,757,770	1,809,995
Short-term loans	600,000	250,000	700,000
Taxation payable	79,418	236,802	108,498
Due to fellow subsidiaries	551,665	651,989	565,245
Total current liabilities	3,040,145	2,896,561	3,183,738
Net current liabilities	(122,039)	(265,811)	(414,982)
Total assets less current liabilities	7,970,487	7,295,004	7,863,405
EQUITY			
Share capital	2,174,980	2,174,980	2,174,980
Capital reserves	2,050,872	2,105,674	2,093,665
Other reserves	1,100,547	628,545	1,095,880
Retained earnings	1,283,592	1,319,457	1,164,861
Total equity	6,609,991	6,228,656	6,529,386
NON-CURRENT LIABILITIES			
Employee benefit obligation	88,000	70,000	86,000
Long-term liabilities	157,235	157,235	157,235
Deferred tax liabilities	1,115,261	839,113	1,090,784
Total non-current liabilities	1,360,496	1,066,348	1,334,019
Total equity and non-current liabilities	7,970,487	7,295,004	7,863,405

* Reclassified to conform to current year presentation

DESNOES AND GEDDES LIMITED
GROUP STATEMENT OF FINANCIAL POSITION

As at September 30, 2010

	Unaudited September 30, 2010 \$'000	Unaudited September 30, 2009 \$'000	Audited June 30, 2010 \$'000
ASSETS			
Investments	405,370	405,870	405,370
Investment properties	96,500	96,500	96,500
Property, plant and equipment	6,449,501	6,643,290 *	6,644,362
Employee benefit asset	1,140,000	414,000	1,131,000
Total non-current assets	8,091,371	7,559,660	8,277,232
Cash resources	519,963	212,291	412,826
Short-term deposits	18,083	17,357	18,083
Accounts receivable	672,104	572,085	454,306
Due from fellow subsidiaries	445,257	325,554	725,788
Inventories	1,264,455	1,505,219 *	1,159,509
Total current assets	2,919,862	2,632,506	2,770,512
Accounts payable	1,811,768	1,760,476	1,812,701
Short-term loans	600,000	250,000	700,000
Taxation payable	79,408	236,792	108,488
Due to fellow subsidiaries	551,665	651,989	565,245
Total current liabilities	3,042,841	2,899,257	3,186,434
Net current liabilities	(122,979)	(266,751)	(415,922)
Total assets less current liabilities	7,968,392	7,292,909	7,861,310
EQUITY			
Share capital	2,174,980	2,174,980	2,174,980
Capital reserves	2,058,642	2,113,444	2,101,435
Other reserves	1,100,547	628,545	1,095,880
Retained earnings	1,423,515	1,459,380	1,304,784
Shareholders' equity	6,757,684	6,376,349	6,677,079
Minority interest	7,447	7,447	7,447
Total equity	6,765,131	6,383,796	6,684,526
NON-CURRENT LIABILITIES			
Employee benefit obligation	88,000	70,000	86,000
Deferred tax liabilities	1,115,261	839,113	1,090,784
Total non-current liabilities	1,203,261	909,113	1,176,784
Total equity and non-current liabilities	7,968,392	7,292,909	7,861,310

* Reclassified to conform to current year presentation

DESNOES AND GEDDES LIMITED

Company and Group Income Statements

3 month period ended September 30, 2010

	Unaudited 3 months to Sept. 30, 2010 \$'000	Unaudited 3 months to Sept. 30, 2009 \$'000
Turnover	3,186,845	3,313,065
Special Consumption Tax (SCT)	(496,040)	(558,243)
Net sales	2,690,805	2,754,822
Cost of sales	(1,767,923)	(1,784,129) *
Gross profit	922,882	970,693
Marketing costs	(495,890)	(416,994)
Contribution after marketing	426,992	553,699
General, selling and administration expenses	(298,510)	(276,236)
Other income / (expenses)	1,159	(21,377)
Trading profit	129,641	256,086
Employee benefit income, net	(1,000)	69,000
Finance income - interest	1,466	3,140
Revaluation surplus on investment properties	-	-
Profit on disposal of property, plant & equipment	55,917	-
Profit before finance cost	186,024	328,225
Finance cost	(12,696)	(21,294)
Profit before taxation	173,328	306,931
Taxation	(58,601)	(131,887)
Profit for the period attributable to equity holders of the parent company, all dealt with in the financial statements of the company	114,727	175,044
Earnings per stock unit	<u>4.08</u> ¢	<u>6.23</u> ¢

* Reclassified to conform to current year presentation

DESNOES AND GEDDES LIMITED
Company and Group Statement of Comprehensive Income
Year ended September 30, 2010

	Unaudited September 30, 2010	Unaudited September 30, 2009
	\$'000	\$'000
Profit for the year	<u>114,727</u>	<u>175,044</u>
Other comprehensive income/ (loss):		
Sale of revalued property, plant and equipment	(38,790)	-
Deferred taxation on revalued property, plant and equipment	2,001	2,001
Change in unrecognised employee benefit asset	99,000	99,000
Deferred taxation on employee benefit asset	(1,333)	23,667
Actuarial losses recognised in equity	(95,000)	(170,000)
Total other comprehensive income/ (loss)	<u>(34,122)</u>	<u>(45,332)</u>
Total comprehensive income for the period	<u>80,605</u>	<u>129,712</u>

DESNOES & GEDDES LIMITED
Unaudited Company Statement of Changes in Equity
3 month period ended September 30, 2010

	Share capital \$'000	Capital reserves \$'000	Other reserves \$'000	Retained earnings \$'000	Total \$'000
Balances at June 30, 2009	2,174,980	2,109,675	627,213	1,187,076	6,098,943
Total comprehensive income for the year:					
Profit for the year	-	-	-	175,044	175,044
Other comprehensive income:					
Deferred taxation on revalued property, plant and equipment	-	2,001	-	-	2,001
Change in unrecognised employee benefit asset	-	-	-	99,000	99,000
Deferred taxes on employee benefit	-	-	-	23,667	23,667
Actuarial gains and losses	-	-	-	(170,000)	(170,000)
Total other comprehensive income	-	2,001	-	(47,333)	(45,332)
Total comprehensive income	-	2,001	-	127,711	129,712
Movement between reserves:					
Transfer of depreciation charge on revaluation surplus of property, plant and equipment	-	(6,003)	-	6,003	-
Transfer to pension equalisation reserve	-	-	1,332	(1,332)	-
Balances at September 30, 2009	2,174,980	2,105,674	628,545	1,319,457	6,228,656
Balances at June 30, 2010	2,174,980	2,093,665	1,095,880	1,164,861	6,529,386
Total comprehensive income for the period:					
Profit for the period	-	-	-	114,727	114,727
Other comprehensive income:					
Sale of revalued property, plant and equipment	-	(38,790)	-	-	(38,790)
Deferred taxation on revalued property, plant and equipment	-	2,001	-	-	2,001
Change in unrecognised employee benefit asset	-	-	-	99,000	99,000
Deferred taxes on employee benefit	-	-	-	(1,333)	(1,333)
Actuarial gains and losses	-	-	-	(95,000)	(95,000)
Total other comprehensive income	-	(36,789)	-	2,667	(34,122)
Total comprehensive income	-	(36,789)	-	117,394	80,605
Movement between reserves:					
Transfer of depreciation charge on revaluation surplus of property, plant and equipment	-	(6,004)	-	6,004	-
Transfer to pension equalisation reserve	-	-	4,667	(4,667)	-
Balances at September 30, 2010	2,174,980	2,050,872	1,100,547	1,283,592	6,609,991

DESNOES & GEDDES LIMITED
Unaudited Group Statement of Changes in Equity
3 month period ended September 30, 2010

	Attributable to equity holders of the parent company					Total
	Share capital	Capital reserves	Other reserves	Retained earnings	Minority interest	
	\$'000	\$'000	\$'000	\$'000	\$'000	
Balances at June 30, 2009	2,174,980	2,117,445	627,213	1,326,998	7,447	6,254,083
Total comprehensive income for the year:						
Profit for the year	-	-	-	175,044	-	175,044
Other comprehensive income:						
Deferred taxation on revalued property, plant and equipment	-	2,001	-	-	-	2,001
Change in unrecognised employee benefit asset	-	-	-	99,000	-	99,000
Deferred taxes on employee benefit	-	-	-	23,667	-	23,667
Actuarial gains and losses	-	-	-	(170,000)	-	(170,000)
Total other comprehensive income/ (loss)	-	2,001	-	(47,333)	-	(45,332)
Total comprehensive income/ (loss)	-	2,001	-	127,711	-	129,712
Movement between reserves:						
Transfer of depreciation charge on revaluation surplus of property, plant and equipment	-	(6,003)	-	6,003	-	-
Transfer to pension equalisation reserve	-	-	1,332	(1,332)	-	-
Balances at September 30, 2009	2,174,980	2,113,444	628,545	1,459,380	7,447	6,383,796
Balances at June 30, 2010	2,174,980	2,101,435	1,095,880	1,304,784	7,447	6,684,526
Total comprehensive income for the period:						
Profit for the period	-	-	-	114,727	-	114,727
Other comprehensive income:						
Sale of revalued property, plant and equipment	-	(38,790)	-	-	-	(38,790)
Deferred taxation on revalued property, plant and equipment	-	2,001	-	-	-	2,001
Change in unrecognised employee benefit asset	-	-	-	99,000	-	99,000
Deferred taxes on employee benefit	-	-	-	(1,333)	-	(1,333)
Actuarial gains and losses	-	-	-	(95,000)	-	(95,000)
Total other comprehensive income/ (loss)	-	(36,789)	-	2,667	-	(34,122)
Total comprehensive income/ (loss)	-	(36,789)	-	117,394	-	80,605
Movement between reserves:						
Transfer of depreciation charge on revaluation surplus of property, plant and equipment	-	(6,004)	-	6,004	-	-
Transfer to pension equalisation reserve	-	-	4,667	(4,667)	-	-
Balances at September 30, 2010	2,174,980	2,058,642	1,100,547	1,423,515	7,447	6,765,131

DESNOES & GEDDES LIMITED**Company Statement of Cash Flows****3 month period ended September 30, 2010**

	Unaudited September 30, 2010 \$'000	Unaudited September 30, 2009 \$'000
CASHFLOWS FROM OPERATING ACTIVITIES		
Profit for the year	114,727	175,044
Adjustments for:		
Items not involving cash:		
Interest income	(1,466)	(3,140)
Interest expense	12,696	21,294
Depreciation	158,718	150,056 *
Gain on disposal of property, plant and equipment	(55,917)	-
Deferred taxation	24,596	15,952
Income tax charge	34,005	115,935
Increase in employee benefit asset and obligation	1,000	(69,000)
	<u>288,359</u>	<u>406,141</u>
Changes in working capital		
Accounts receivable	(217,798)	(162,777)
Due from fellow subsidiaries	280,531	119,283
Inventories	(104,946)	(424,055) *
Accounts payable	509	399,512
Due to fellow subsidiaries	(13,580)	9,549
Cash generated from operations	<u>233,075</u>	<u>347,653</u>
Interest paid	(14,137)	(23,709)
Income taxes paid	(63,084)	(131,970)
Net cash provided by operating activities	<u>155,854</u>	<u>191,974</u>
CASHFLOWS FROM INVESTING ACTIVITIES		
Acquisition of property, plant and equipment	(60,771)	(131,866) *
Proceeds from disposal of property, plant and equipment	114,588	
Interest received	1,466	3,140
Pension contributions	(4,000)	(4,000)
Net cash used by investing activities	<u>51,283</u>	<u>(132,726)</u>
CASHFLOWS FROM FINANCING ACTIVITIES		
Short term loan	(100,000)	(483,608)
Net cash used by financing activities	<u>(100,000)</u>	<u>(483,608)</u>
Net (decrease)/ increase in cash and cash equivalents	107,137	(424,360)
Cash and cash equivalents at beginning of year	<u>429,153</u>	<u>652,252</u>
Cash and cash equivalent at end of year	<u><u>536,290</u></u>	<u><u>227,892</u></u>
Comprised of:-		
Cash and bank balances	518,207	210,535
Short-term deposits	18,083	17,357
	<u><u>536,290</u></u>	<u><u>227,892</u></u>

* Reclassified to conform to current year presentation

DESNOES & GEDDES LIMITED**Group Statement of Cash Flows****3 month period ended September 30, 2010**

	Unaudited September 30, 2010 \$'000	Unaudited September 30, 2009 \$'000
CASHFLOWS FROM OPERATING ACTIVITIES		
Profit for the year	114,727	175,044
Adjustments for:		
Items not involving cash:		
Interest income	(1,466)	(3,140)
Interest expense	12,696	21,294
Depreciation	158,718	150,056 *
Gain on disposal of property, plant and equipment	(55,917)	-
Deferred taxation	24,596	15,952
Income tax charge	34,005	115,935
Increase in employee benefit asset and obligation	1,000	(69,000)
	<u>288,359</u>	<u>406,141</u>
Changes in working capital		
Accounts receivable	(217,798)	(162,777)
Due from fellow subsidiary	280,531	119,283
Inventories	(104,946)	(424,055) *
Accounts payable	509	399,512
Due to fellow subsidiaries	(13,580)	9,549
Cash generated from operations	<u>233,075</u>	<u>347,653</u>
Interest paid	(14,137)	(23,709)
Income taxes paid	(63,084)	(131,970)
Net cash provided by operating activities	<u>155,854</u>	<u>191,974</u>
CASHFLOWS FROM INVESTING ACTIVITIES		
Acquisition of property, plant and equipment	(60,771)	(131,866) *
Proceeds from disposal of property, plant and equipment	114,588	-
Interest received	1,466	3,140
Pension contributions	(4,000)	(4,000)
Net cash used by investing activities	<u>51,283</u>	<u>(132,726)</u>
CASHFLOWS FROM FINANCING ACTIVITIES		
Short term loans	(100,000)	(483,608)
Net cash used by financing activities	<u>(100,000)</u>	<u>(483,608)</u>
Net increase in cash and cash equivalents	107,137	(424,360)
Cash and cash equivalents at beginning of year	<u>430,909</u>	<u>654,008</u>
Cash and cash equivalent at end of year	<u>538,046</u>	<u>229,648</u>
Comprised of:-		
Cash and bank balances	519,963	212,291
Short-term deposits	18,083	17,357
	<u>538,046</u>	<u>229,648</u>

* Reclassified to conform to current year presentation

DESNOES AND GEDDES LIMITED

Financial Information by Geographical Segment

3 month period ended September 30, 2010

	Domestic		Export		Group	
	Unaudited Sept. 30, 2010 \$'000	Unaudited Sept. 30, 2009 \$'000	Unaudited Sept. 30, 2010 \$'000	Unaudited Sept. 30, 2009 \$'000	Unaudited Sept. 30, 2010 \$'000	Unaudited Sept. 30, 2009 \$'000
Turnover	2,107,449	2,378,436	1,079,396	934,629	3,186,845	3,313,065
Special consumption tax	(496,040)	(558,243)	-	-	(496,040)	(558,243)
Net external revenue	1,611,409	1,820,193	1,079,396	934,629	2,690,805	2,754,822
Segment profit	468,288	459,625	(41,296)	94,075	426,992	553,699
General, selling & administration expenses					(298,510)	(276,236)
Other income/(expenses)					1,159	(21,377)
Trading profit					129,641	256,086
Employee benefit (expense)/income					(1,000)	69,000
Interest income					1,466	3,140
Profit on disposal of property, plant and equipment					55,917	0
Profit before finance cost					186,024	328,226
Finance cost					(12,696)	(21,294)
Profit before taxation					173,328	306,932
Taxation					(58,601)	(131,887)
Profit after taxation					114,727	175,045
Segment assets					11,011,233	10,164,167
Segment liabilities					4,246,102	3,910,084
Depreciation					(158,718)	(541,650)
Capital expenditure					60,771	671,500

DESNOES & GEDDES LIMITED

Notes to the Financial Statements
September 30, 2010

1. Identification

Desnoes & Geddes Limited (“the company”) is incorporated and domiciled in Jamaica and is a 58% subsidiary of Udiam Holdings AB, a company incorporated in Sweden. The ultimate parent company is Diageo PLC, incorporated in the United Kingdom. The company’s registered office is located at 214 Spanish Town Road, Kingston 11. The principal activities of the company comprise the brewing, bottling and distribution of beers and stouts.

2. Basis of preparation

(a) Statement of compliance:

The financial statements are prepared in accordance with International Financial Reporting Standards (IFRS) and their interpretations, issued by the International Accounting Standards Board (IASB).

(b) Basis of measurement:

The financial statements are prepared on the historical cost basis, except for available-for-sale investments (other than those for which a reliable measure of fair value is not available), investment properties and certain classes of property, plant and equipment, which are carried at fair value.

(c) Functional and presentation currency:

The financial statements are presented in Jamaica dollars, which is the company’s functional currency. All financial information presented has been rounded to the nearest thousand unless otherwise indicated.

(d) Use of estimates and judgments:

The preparation of the financial statements requires management to make judgments, estimates and assumptions that affect the application of accounting policies and the reported amount of assets, liabilities, contingent assets and contingent liabilities at the reporting date and the income and expenses for the year then ended. Actual amounts could differ from those estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised, if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

The significant area of estimation uncertainty and critical judgments in applying accounting policies that have the most significant effect on the amount recognised in the financial statements is in respect of the measurement of defined benefit obligations and the fair value of certain available-for-sale investments.

DESNOES & GEDDES LIMITED

Notes to the Financial Statements (Continued)
September 30, 2010

2. Basis of preparation (cont'd)

(d) Use of estimates and judgments (cont'd):

The amounts recognised in the statements of financial position and income statements for pension and other post-retirement benefits are determined actuarially using several assumptions. The primary assumptions used in determining the amounts recognised include expected long-term return on plan assets, the discount rate used to determine the present value of estimated future cash flows required to settle the pension and other post-retirement obligations and the expected rate of increase in medical costs for post-retirement medical benefits.

The expected return on plan assets is assumed considering the long-term historical returns, asset allocation and future estimates of long-term investment returns. The discount rate is determined based on the estimate of yield on long-term government securities that have maturity dates approximating the terms of the company's obligation. In the absence of such instruments in Jamaica, it has been necessary to estimate the rate by extrapolating from the longest-tenor security on the market. The estimate of expected rate of increase in medical costs is determined based on inflationary factors. Any changes in these assumptions will impact the amounts recorded in the financial statements for these obligations.

The carrying amount for available for sale investment is determined by a professional valuator using a maintainable earnings approach. Certain assumptions are made in respect of increased profitability, future tax rate, applicable multiple and discount rate for a minority share in an unquoted investment.

It is reasonably probable, based on existing knowledge, that outcomes within the next financial year that are different from these assumptions could require a material adjustment to the carrying amount reflected in the financial statements.

3. Significant accounting policies

(a) Revenue:

Revenue from the sale of goods is measured at the fair value of the consideration received or receivable, net of returns and allowances, trade discounts, volume rebates and special consumption taxes. Revenue is recognised in the income statements when the significant risks and rewards of ownership have been transferred to the buyer, recovery of the consideration is probable, the associated costs and possible return of goods can be estimated reliably, and there is no continuing management involvement with the goods.

DESNOES & GEDDES LIMITED

Notes to the Financial Statements (Continued)
September 30, 2010

3. Significant accounting policies

(b) Property, plant and equipment:

(i) Items of property, plant and equipment are measured at cost, except for plant and equipment and freehold land and buildings which are measured at valuation, less accumulated depreciation and impairment losses.

(ii) Depreciation:

Depreciation is calculated on the straight-line basis at annual rates estimated to write off the carrying value of each asset over the period of its expected useful life. Annual rates are as follows:

Buildings	2%-2½%
Plant and equipment	2%-12½%
Furniture, fixtures and computer equipment	25%
Vending equipment	20%
Returnable bottles	20%
Returnable crates	10%

The depreciation methods, useful lives and residual values are reassessed annually.

(c) Inventories:

Inventories are stated at the lower of cost and net realisable value. The cost of inventories is based mainly on standard cost (which approximates to actual on a FIFO basis). Standard cost, where applicable, includes an appropriate share of production overheads based on normal operating capacity. Used cases and bottles (returnable packaging) which were previously stated at the customers' deposit value, are now reclassified as property, plant and equipment. Net realisable value is the estimated selling price in the ordinary course of business, less estimated costs of completion and selling expenses.

(d) Taxation:

Income tax on the profit or loss for the year comprises current and deferred tax. Income tax is recognised in the income statement except to the extent that it relates to items recognised directly to equity, in which case it is recognised in equity.

Current tax is the expected tax payable on the taxable income for the year, using tax rates enacted at the reporting date, and any adjustment to tax payable in respect of previous years.

Deferred tax is provided using the balance sheet liability method, providing for temporary differences between the carrying amounts of assets and liabilities for financial reporting purposes and the amounts used for taxation purposes. The amount of deferred tax provided is based on the expected manner of realisation or settlement of the carrying amount of assets and liabilities, using tax rates enacted at the reporting date.

DESNOES & GEDDES LIMITED

Notes to the Financial Statements (Continued)
September 30, 2010

3. Significant accounting policies (cont'd)

(e) Employee benefits:

Employee benefits are all forms of consideration given by the group in exchange for service rendered by employees. These include current or short-term benefits such as salaries, bonuses, NIS contributions, annual leave, and non-monetary benefits such as medical care and housing, post-employment benefits such as pension and other long-term employee benefits such as termination benefits.

(f) Segment reporting:

An operating segment is a component of the group that engages in business activities from which it may earn revenues and incur expenses, including revenue and expenses that relate to transactions with any of the group's other components. All operating segments' operating results are reviewed regularly by the groups CEO to make decisions about resources to be allocated to the segment and assess its performance, and for which discrete financial information is available.

(g) Earnings per share:

The group presents basic earnings per share (EPS) data for its ordinary shares. Basic EPS is calculated by dividing the profit or loss attributable to ordinary shareholders of the company by the weighted average number of ordinary shares outstanding during the year.