

[Financial Information](#) > [Press Releases](#) > 1st Quarter 2011

April 14th, 2011.

Highlights:

Growth in net sales of 5 percent.

Increase in operating profit and EBITDA of 2 percent.

CAPEX of more than 1,100 million pesos during the quarter.

More than 6,000 million pesos in cash at the end of the quarter.

SELECTED INCOME STATEMENT DATA FOR THE QUARTER Millions of pesos except earnings per share

	Quarter ended March 31st.		
	2011	2010	% CHG.
NET SALES	\$6,650	\$6,357	5
OPERATING PROFIT	1,656	1,625	2
NET INCOME	980	984	-
EARNINGS PER SHARE (Pesos)	0.92	0.91	1
EBITDA	1,970	1,930	2

Despite the difficult comparison versus last year, a complex demand environment and higher costs of raw materials, we posted good results in the first quarter of 2011. Net sales grew 5 percent, mainly due to better price and mix; volumes were stable in our main businesses. Operating profit grew 2 percent as a consequence of continued cost pressures experienced in the last twelve months. Net income was the same as last year.

With regards to sales, we had better selling prices in all of our businesses. Volumes posted were similar to last year, with the exception of wet wipes which continued to grow at double digit. Market shares of the main products were sustained.

The important and constant trend of higher costs of raw materials continued during the quarter. Pulp and recycled fiber have reached their highest levels and compare to much lower prices for the same period of last year. Also, oil derivatives have shown important price increases. Higher selling prices, in addition to our cost containment and reduction programs, as well as a lower exchange rate resulted in operating profit growth, but were not sufficient to completely offset such cost pressures.

During the quarter, our CAPEX was over 1,100 million pesos, which included the acquisition of productive assets for tissue household products. These assets are already integrated in our production capabilities. .

We generated \$1,970 million pesos of EBITDA during the quarter. In the last twelve months we made investments of \$2,736 million pesos (\$1,787 in capital expenditures (CAPEX), \$949 in the re-purchase of stock), and we paid a dividend to our shareholders of \$3,447 million pesos.

As of March 31, 2011 the company had \$6,039 million pesos in cash.

Under US GAAP, quarterly results were as follows: net sales were 9 percent higher; operating profit was up 7 percent; and net income increased by 3 percent.

As of March 31st 2011, and as reported in the financial statements, the company has one derivative financial instrument as a hedge to reduce the risk of the effects of its exposure to interest rates. Regardless of the market price of this instrument, its effect on the financial statements is not expected to be material.

Share Buyback Program

	2011	2010
Repurchased shares during the quarter	1,812,600	4,084,200

Consolidated Balance Sheets Millones de pesos

March 31st.

	2011	2010
Assets		
Cash	\$6,039	\$7,450
Accounts and documents receivable	5,159	4,677
Inventories	2,004	1,941
Long term account receivable	-	202
Property, plant and equipment	<u>14,837</u>	<u>14,238</u>
Total assets	\$28,039	\$28,508
Liabilities and consolidated stockholder's equity		
Bank loans	\$37	\$3,508
Accounts payable	2,791	2,808
Employee's benefits	962	946
Dividends payable	3,627	3,468
Accumulated liabilities	1,550	1,688
Taxes to be paid	296	948
Long term loans	11,265	7,304
Long term derivatives	56	50
Deferred taxes	1,649	1,644

Long term employee's benefits	47	19
Other liabilities	216	243
Consolidated stockholder's equity	<u>5,543</u>	<u>5,882</u>
Total	\$28,039	\$28,508

Cash Flows
Millions of pesos

	Quarter ended March 31st,	
	2011	2010
Income before income taxes	\$1,403	\$1,423
Depreciation	315	305
Provisions	140	139
Others	112	63
Cash used in the operation	<u>(897)</u>	<u>(374)</u>
Net cash provided by operating activities	\$1,073	\$1,556
Capital expenditures	\$(1,102)	\$(182)
Repurchase of stock	(131)	(251)
Dividends paid	-	(10)

Financing and interest – net	<u>(106)</u>	<u>(120)</u>
Cash generated	(266)	993
Currency effects in cash position	(2)	(3)
Cash at the beginning of the year	6,307	6,460
Cash at the end of the year	6,039	7,450

Kimberly Clark de Mexico is engaged in the manufacture and commercialization of disposable products for daily use by consumers within and away-from-home, such as: diapers and child care products, feminine pads, incontinence care products, bath tissue, napkins, facial tissue, hand and kitchen towels, wet wipes and health care products. Some of the main brands include: Huggies®, Kleen-Bebé®, Kleenex®, Kimlark®, Pétalo®, Cottonelle®, Depend® and Kotex®.

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