

CONSOLIDATED INCOME STATEMENT

| Amount in thousand SEK unless otherwise stated | note | 2010 | 2009 |
|--|-------|-------------------|-------------------|
| Revenues | 3, 4 | 1,603,211 | 1,299,701 |
| Other revenues | 3, 4 | 2 | 13 |
| Total | | 1,603,213 | 1,299,714 |
| Operating expenses for gaming operations | | -321,157 | -254,679 |
| Gross profit | | 1,282,056 | 1,045,035 |
| Capitalised development costs | | 35,678 | 53,319 |
| Marketing expenses | | -527,647 | -440,009 |
| Other external expenses | 5, 6 | -160,104 | -150,916 |
| Personnel expenses | 7 | -179,607 | -150,379 |
| Depreciation | 8 | -49,709 | -36,638 |
| Other operating income | 9, 10 | 9,850 | 21,407 |
| Other operating expenses | 9 | -29,967 | -24,919 |
| Total | | -901,506 | -728,135 |
| Operating income | | 380,550 | 316,900 |
| NET FINANCIALS | 11 | | |
| Financial income | | 1,928 | 2,166 |
| Financial expenses | | -41 | -141 |
| Total net financial items | | 1,887 | 2,025 |
| Income before tax | | 382,437 | 318,925 |
| Tax | 12 | -16,782 | -15,666 |
| INCOME FOR THE YEAR | | 365,655 | 303,259 |
| Of which attributable to: | | | |
| – parent company shareholders | | 365,655 | 303,259 |
| – minority interests | | - | - |
| <i>Earnings per share</i> | | | |
| – before dilution (SEK) | 13 | 9.32 | 7.73 |
| – after dilution (SEK) | 13 | 9.32 | 7.72 |
| Proposed/actual dividend per share (SEK) | 14 | 7.00 ¹ | 9.00 ¹ |

¹ Dividend for 2010 refers to proposed redemption programme and the dividend for 2009 refers to the executed redemption programme.

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

| Amount in thousand SEK unless otherwise stated | 2010 | 2009 |
|---|----------------|----------------|
| Income for the year | 365,655 | 303,259 |
| Other comprehensive income | | |
| Revenues and expenses reported directly in equity | | |
| Currency exchange rate differences when translating overseas operations | -10,243 | -3,692 |
| Other comprehensive income for the year (after tax) | -10,243 | -3,692 |
| Total comprehensive income for the year | 355,412 | 299,567 |

CONSOLIDATED BALANCE SHEET

| Amount in thousand SEK | note | 2010 | 2009 |
|--|------|------------------|------------------|
| ASSETS | | | |
| FIXED ASSETS | | | |
| Intangible noncurrent assets | 15 | 450,166 | 464,184 |
| Tangible fixed assets | 16 | 25,650 | 17,193 |
| Deferred tax receivables | 12 | 6,146 | 1,536 |
| Total fixed assets | | 481,962 | 482,913 |
| CURRENT ASSETS | | | |
| Tax receivables | 12 | 195,695 | 186,175 |
| Other receivables | 18 | 291,604 | 178,617 |
| Prepaid expenses and accrued income | 19 | 21,790 | 15,368 |
| Cash and bank holdings | | 497,076 | 529,119 |
| Total current assets | | 1,006,165 | 909,279 |
| TOTAL ASSETS | | 1,488,127 | 1,392,192 |
| EQUITY AND LIABILITIES | | | |
| EQUITY | | | |
| | 20 | | |
| Share capital | | 79,107 | 79,107 |
| Other contributed capital | | 245,774 | 236,914 |
| Reserves | | 19,595 | 29,838 |
| Retained earnings including annual income | | 481,162 | 474,582 |
| Shareholders' equity attributable to parent company shareholders | | 825,638 | 820,441 |
| Minority interests | | - | - |
| Total equity | | 825,638 | 820,441 |
| LONG-TERM LIABILITIES | | | |
| Deferred tax liabilities | 12 | 4,165 | 4,508 |
| Total long-term liabilities | | 4,165 | 4,508 |
| CURRENT LIABILITIES | | | |
| Accounts payable | | 38,929 | 19,757 |
| Tax liabilities | 12 | 224,523 | 212,145 |
| Other liabilities | 22 | 293,922 | 223,908 |
| Accruals and deferred income | 23 | 100,950 | 111,433 |
| Total current liabilities | | 658,324 | 567,243 |
| TOTAL EQUITY AND LIABILITIES | | 1,488,127 | 1,392,192 |
| <i>Pledged assets and contingent liabilities</i> | | | |
| Pledged assets | 24 | - | 17,764 |
| Contingent liabilities | 25 | None | None |

CONSOLIDATED CASH FLOW STATEMENT

| Amount in thousand SEK | 2010 | 2009 |
|--|-----------------|-----------------|
| OPERATING ACTIVITIES | | |
| Income after financial items | 382,437 | 318,925 |
| Adjustments for items not included in cash flow: | | |
| – Depreciation | 49,709 | 36,638 |
| – Capital gains/losses from divestments | 756 | 754 |
| – Equity related benefits | 954 | 975 |
| – Translation differences | 22,178 | 6,482 |
| Tax paid | -18,877 | -7,868 |
| Cash flow from operations before changes in working capital | 437,157 | 355,906 |
| <i>Changes in working capital</i> | | |
| Changes in current receivables | -119,409 | -48,617 |
| Changes in current liabilities | 78,703 | 117,619 |
| Cash flow from operations | 396,451 | 424,908 |
| INVESTMENT ACTIVITIES | | |
| Acquisition of intangible noncurrent assets | -27,581 | -53,809 |
| Acquisition of tangible fixed assets | -17,380 | -4,721 |
| Sale of fixed assets | 56 | - |
| Cash flow from investment activities | -44,905 | -58,530 |
| FINANCING ACTIVITIES | | |
| Premium received for subscription options | 1,360 | - |
| Share redemption | -353,193 | -200,143 |
| Repaid dividend | 3 | 3 |
| Costs for redemption programme | -297 | -247 |
| Tax effects of costs for redemption programme | 78 | 65 |
| Share issue (exercise of subscription options) | 7,500 | - |
| Cash exercise of subscription options and share options | -6,620 | - |
| Cash flow from financing activities | -351,169 | -200,322 |
| CHANGES IN CASH AND CASH EQUIVALENTS | 377 | 166,056 |
| Cash and cash equivalents opening balance | 529,119 | 373,223 |
| Exchange rate differences cash and cash equivalents | -32,420 | -10,160 |
| CASH AND CASH EQUIVALENTS AT YEAR END | 497,076 | 529,119 |
| <i>Additional information</i> | | |
| Unutilised credit facilities amounted to | 18,040 | - |
| Interest paid during the year amounted to | -41 | -141 |
| Interest received during the year amounted to | 1,845 | 3,022 |

CHANGES IN CONSOLIDATED EQUITY

| Amount in thousand SEK | Share capital | Other contributed capital | Conversion reserve | Retained earnings including this year's | Total | Minorities | Total equity |
|---|---------------|---------------------------|--------------------|---|----------------|------------|----------------|
| OPENING EQUITY 1 JAN 2009 | 79,107 | 236,914 | 33,530 | 370,248 | 719,799 | 408 | 720,207 |
| Total comprehensive income | | | -3,692 | 303,259 | 299,567 | | 299,567 |
| Total change in assets charged directly to equity, excluding transactions with the company's owners | | | -3,692 | 303,259 | 299,567 | | 299,567 |
| Share redemption | -39,554 | | | -160,589 | -200,143 | | -200,143 |
| Bonus issue | 39,554 | | | -39,554 | 0 | | 0 |
| Transaction costs for redemption programme | | | | -247 | -247 | | -247 |
| Tax effects of transaction costs for redemption programme | | | | 65 | 65 | | 65 |
| Share options, value of employee services | | | | 975 | 975 | | 975 |
| Acquisition of minority shares in subsidiary | | | | 408 | 408 | -408 | 0 |
| Repaid, non distributed dividends/other | | | | 17 | 17 | | 17 |
| CLOSING EQUITY 31 DEC 2009 | 79,107 | 236,914 | 29,838 | 474,852 | 820,441 | 0 | 820,441 |
| Total comprehensive income | | | -10,243 | 365,655 | 355,412 | | 355,412 |
| Total change in assets charged directly to equity, excluding transactions with the company's owners | | | -10,243 | 365,655 | 355,412 | | 355,412 |
| Share redemption | -39,554 | | | -313,639 | -353,193 | | -353,193 |
| Bonus issue | 39,554 | | | -39,554 | 0 | | 0 |
| Transaction costs for redemption programme | | | | -297 | -297 | | -297 |
| Tax effects of transaction costs for redemption programme | | | | 78 | 78 | | 78 |
| Share options, value of employee services | | | | 954 | 954 | | 954 |
| Premiums received for subscription options | | 1,360 | | | 1,360 | | 1,360 |
| Ongoing share issue (exercise of subscription options) | | 7,500 | | | 7,500 | | 7,500 |
| Cash exercise of options | | | | -6,620 | -6,620 | | -6,620 |
| Repaid, non distributed dividends/other | | | | 3 | 3 | | 3 |
| CLOSING EQUITY 31 DEC 2010 | 79,107 | 245,774 | 19,595 | 481,162 | 825,638 | 0 | 825,638 |