

FIVE-YEAR REVIEW

Amount in SEK millions unless otherwise stated	2010	2009	2008	2007	2006
INCOME STATEMENT					
Revenues	1,603.2	1,299.7	1,037.8	649.0	293.6
Gross profit (gaming surplus)	1,282.1	1,045.0	828.1	520.8	232.2
Operating income	380.6	316.9	276.6	189.9	18.9
Income before tax	382.5	318.9	280.7	192.7	17.8
Income after tax for continuing operations	365.7	303.3	267.3	179.4	32.0
Income from discontinued operations	-	-	-	11.5	30.5
Income after tax	365.7	303.3	267.3	190.9	62.5
– of which attributable to parent company shareholders	365.7	303.3	267.3	190.9	62.3
BALANCE SHEET					
Intangible noncurrent assets	450.2	464.2	441.7	402.2	403.4
Tangible fixed assets	25.7	17.2	18.5	12.3	10.6
Long-term receivables including deferred tax receivables	6.1	1.5	2.4	1.3	0.7
Short-term receivables	509.0	380.2	312.6	195.1	100.6
Current assets	497.1	529.1	373.2	232.7	77.2
Total assets	1,488.1	1,392.2	1,148.4	843.6	592.5
Equity	825.6	820.4	720.2	623.5	491.3
Interest-bearing long-term liabilities	-	-	-	-	-
Other long-term liabilities	4.2	4.5	4.3	0.2	0.9
Interest-bearing current liabilities	-	-	-	-	-
Other current liabilities	658.3	567.3	423.9	219.9	100.3
Total equity and liabilities	1,488.1	1,392.2	1,148.4	843.6	592.5
CASH FLOW					
Cash flow from operating activities	396.5	424.9	384.3	239.3	15.6
Cash flow from investment activities	-44.9	-58.5	-67.5	-36.8	-15.7
Cash flow from financing activities	-351.2	-200.3	-199.7	-37.9	-29.1
Total cash flow from continuing operations	0.4	166.1	117.1	164.6	-29.2
GROSS PROFIT BY GEOGRAPHICAL AREA					
Nordic countries	587.1	605.0	478.2	351.4	158.0
EU, outside Nordic region	153.4	139.7	97.2	66.3	28.8
Others Europe	533.9	295.9	250.4	89.3	34.1
Rest of the world	7.7	4.4	2.3	1.5	6.1
Others, adjustments	0.0	0.0	0.0	12.3	5.2
Total	1,282.1	1,045.0	828.1	520.8	232.2
GROSS PROFIT BY PRODUCT					
Casino	745.4	670.4	481.3	254.2	126.8
Poker	106.7	131.9	158.5	193.0	83.1
Sportsbook	367.7	206.6	159.0	56.8	14.6
Other products	62.3	36.1	29.3	4.5	2.5
Others, adjustments	0.0	0.0	0.0	12.3	5.2
Total	1,282.1	1,045.0	828.1	520.8	232.2
NUMBER OF CUSTOMERS					
Number of registered customers (in thousands)	3,158.2	2,117.8	1,499.9	996.2	543.6
Number of active customers (in thousands)	300.5	288.7	167.4	107.0	92.6

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PROFITABILITY AND FINANCIAL POSITION					
Gross margin (%)	80.0	80.4	79.8	80.2	79.1
EBITDA margin (%)	26.8	27.2	28.6	31.2	10.4
Operating margin (%)	23.7	24.4	26.7	29.3	6.4
Profit margin (%)	23.9	24.5	27.0	29.7	6.1
Return on equity (%)	44	39	40	32	7
Equity/assets ratio (%)	55	59	63	74	83
DEPOSITED AMOUNT					
Customer deposits (million)	3,894.1	3,258.0	2,279.7	1,346.6	748.8
INVESTMENTS					
Investments in continuing operations	44.9	58.5	67.8	36.1	18.0
PERSONNEL					
Average number of employees	268	225	154	106	71
Number of employees at year-end	282	258	185	136	95
SHARES					
Share capital	79.1	79.1	79.1	79.1	79.1
Number of shares outstanding at year-end	39,294,165	39,243,720	39,243,720	39,309,720	39,553,720
Ongoing share issue (number of shares) at year-end	100,000	-	-	-	-
Number of own shares at year-end	259,555	310,000	310,000	244,000	0
Average number of shares outstanding	39,245,400	39,243,720	39,256,835	39,472,002	39,088,161
Average number of shares outstanding after dilution	39,245,400	39,269,264	39,256,835	39,472,002	39,553,720
Number of registered shareholders	11,484	9,905	5,790	5,952	3,256
Average share price (SEK)	109.79	95.09	66.08	57.00	25.04
Share price at end of year (SEK)	117.00	109.75	68.50	83.25	21.80
Market Cap at end of year (million)	4,627.8	4,341.0	2,709.4	3 292.8	862.3
Earnings per share for continuing operations (SEK)	9.32	7.73	6.81	4.55	0.82
Earnings per share after dilution (SEK)	9.32	7.72	6.81	4.55	0.81
Equity per share (SEK)	20.96	20.91	18.34	15.85	12.41
Dividend or equivalent per share (SEK)	7.00 ¹	9.00 ¹	5.10 ¹	5.00 ¹	0.50

¹⁾ Dividend for 2010 refers to the proposed redemption programme and the dividends for 2007-2009 refer to executed redemption programmes.